

MADAN ANNAVARJULA

College of Business
Bryant University

EDUCATION

- 1998 Ph.D. in International Business.
The Fox School of Business, Temple University. Philadelphia, PA.
Minor: Strategic Management.
- 1985 MBA in Marketing, Kousali Institute of Management Studies,
Karnatak University, Dharwad, India
- 1982 BS in Chemistry, Gulbarga University, India.

DISSERTATION

- Title: *An Examination of Factors Affecting the Relationship Between Degree of Multinationality and Performance of Multinational Corporations.*

HONORS & AWARDS

- 2018 NASBITE International – **Outstanding International Trade Educator of the Year** Award
- 2019 Elected to be the **President of Northeastern Business Deans Association**
- 2017 Elected to be the **First Vice President** and Program Chair of **Northeastern Business Deans Association**
- 2015 Inducted into *Beta Gamma Sigma*, The National Business Honor Society.
- 2014 Bryant University Alumni Association – **Distinguished Faculty** Award
- 2012 Bryant University – **Outstanding Faculty Advisor** Award
- 2011 Bryant University – **Outstanding Service** Award
- 2010 Bryant University - **Excellence in Teaching** Award
- 2010 Inducted into *Omicron Delta Kappa*, The National Leadership Honor Society

2008, 2010, 2012	Bryant University – Faculty Merit Award
2005	Northern Illinois University - Outstanding International Educator of the Year Award.
2005	Inducted into <i>Phi Beta Delta</i> , The Honor Society for International Scholars.
2001-2005	Awarded Summer Research Grant (equivalent to one month's salary) by NIU Graduate School.
2001	Selected to participate in the 2001 Multicultural Curriculum Transformation Institute conducted by Provost's Task Force on Multicultural Curriculum Transformation, Northern Illinois University.
1999	Awarded Outstanding Student Advisor trophy by the College of Business, Sacred Heart University for spring 1999.

PROFESSIONAL EXPERIENCE

2016 – Present **Dean**, College of Business at Bryant University
2800+ Undergraduate students, 220+ Graduate students, 75 Faculty.

Responsibilities

- Provide leadership of the College of Business on Strategic, Academic and Administrative levels
- Serve as part of the Academic Affairs Leadership team of the Provost
- Represent Administrative Leadership in Faculty Federation Negotiations in Summer 2014, 2017 and 2020
- Coordinate with the Dean of Bryant Zhuhai, China campus on College of Business degree program in Accounting

Key Accomplishments

- Successfully led (as co-chair along with the Dean of College of Arts and Sciences) a comprehensive revision of University GenEd (General Education curriculum) in 2022/23.
- Successfully designed and launched four new Graduate Programs for launch in Fall 2023.
- Participated as University lead in building 2 new partnerships with universities in India.
- Successfully led an AACSB Continuous Improvement Review for the College of Business in November 2018 and 2023.

- Helped launch a new Undergraduate Major in Data Science and three new Undergraduate program concentrations in Leadership and Innovation, Team and Project Management and Digital Marketing
- Led the successful design and launch of Bryant Online Professional MBA program in January 2019
- Increased enrollments in MBA program in each year from 2013
- Significantly improved the College of Business rankings in Bloomberg BusinessWeek, USA Today and US News & World Report
- Participated in the redesigning the Graduate School of Business into an integrated Graduate Programs Office
- Successfully negotiated a collective Bargaining agreement (along with other senior administration representatives) with the Bryant University Faculty Federation in 2017, 2020 and 2022.

2013 – 2015

Associate Dean, College of Business at Bryant University

Responsibilities

- Primary leadership of the Graduate School of Business in business strategy, curricular planning, student recruitment and administration
- Additional responsibility for formulating and implementing undergraduate program strategy, program administration as well as department and faculty matters for College of Business
- Represented the University Administration in successful collective Bargaining negotiations with the Bryant University Faculty Federation in 2014

Key Accomplishments

- Participated extensively in AACSB Re-accreditation process of College of Business in 2013
- Increased enrollments in MBA, MPAC and MST programs in 2014 and 2015
- Achieved significant improvement in job placement of FT-MBA students
- Helped launch a “stackable” certificates in Business Analytics and Innovative Healthcare Leadership
- Helped create a consulting project based practicum for FT-MBA students
- Helped improve MBA rankings to Tier -1 in CEO Magazine rankings

2007- 2013

Program Coordinator, Bachelor of Science in International Business Program at Bryant University

Responsibilities

- Program planning, curriculum development, and student advising for 350 students in this interdisciplinary program
- Represent the IB program in admission events, Alumni and development related events

Key Accomplishments

- Designed an innovative, distinctive and experiential curriculum for students and made it the most popular major in the university within 5 years
- Achieved national prominence for the program resulting in being ranked #16 nationally according to Bloomberg/Business Week survey 2013, Ranked #3 in USA Today/College Factual rankings 2017
- Created customized study abroad programs that include internships for students in Salamanca and Bilbao in Spain, Aix en Provence in France, Santiago in Chile and Zhuhai in China
- Achieved over 98% placement of BSIB students within first six months after graduation in 2011, 2012 and 2013
- Established extensive network of BSIB alumni who serve to recruit current students, provide internships and mentor students
- Raised significant consulting revenue for the institution through student led consulting (Practicum) projects
- Secured \$1Million donation for improvement of the BSIB program from one of the consulting project clients in 2011

2007 - 2013

Faculty Advisor, (IBA) International Business Association, Bryant University

1997-2002

Assistant Editor, *New England Journal of Entrepreneurship*.

- Helped design and launch a specialized and refereed research journal published by Sacred Heart University with international submissions and subscriptions.

FUNDRAISING EXPERIENCE

2018-Present

Helped raise nearly \$2 Mn in pledges for College of Business Endowment fund.

Helped raise steady donations from the College of Business Dean's Advisory Council members and other alumni.

2018

Participated in raising \$1Million for an endowed professorship in Data Science.

- 2018-19** Secured \$15000 per year for Grant Thornton Short Term Visiting Executive in Residence program.
- 2017** Helped raise \$1Million for the Accounting program from Bryant alumnus.
- 2017** Helped raise \$160000 for Global Supply Chain Management and International Business program from Bryant alumnus.
- 2011** Designed and implemented the International Business Consulting Project Practicum that raised approximately \$500000 in the last 10 years
- 2011** Achieved \$1Million donation to improve International Business Program from Alex & Ani.

TEACHING EXPERIENCE

- Fall 2013-Present Tenured Professor at Bryant University, Smithfield, RI
- Fall 2006 – Summer 2013 Tenured Associate Professor at Bryant University, Smithfield, RI
- Fall 2000 – Summer 2006 Assistant Professor at Northern Illinois University, Dekalb, IL
- Fall 1996 – Summer 2000 Assistant Professor at Sacred Heart University, Fairfield, CT

Visiting Positions (Graduate Level)

- Fall 1995 - Spring 1996 **Penn State University**, Great Valley, PA
Behavioral Science in Business

Visiting Positions (Undergraduate Level)

- Summer 1996 **Temple University**, Philadelphia, PA
Spreadsheet Applications for Business Decision Making
Multinational Enterprise Management
- Summer 1995 **Widener University**, Chester, PA
Foundations of Management
Entrepreneurship and Small Business Management
- Fall 1994 **Villanova University**, Villanova, PA
Principles of Management
- Summer 1994 **Widener University**, Wilmington, DE
Business Policy and Strategy

INTERNATIONAL TEACHING EXPERIENCE

- Summer 2013 Designed and taught a course titled “Institutional Context of International Business-Focus on France and the European Union” in Aix en Provence, **France** on behalf of Bryant University.

- November 2012 Designed and taught a course titled “Contemporary Corporate Strategy”, in Temple University, **Singapore**, EMBA program.
- Summer 2012 Designed and taught a course titled “Institutional Context of International Business-Focus on Spain and the European Union” in Salamanca, **Spain** on behalf of Bryant University.
- Summer 2011 Designed and taught a course titled “Institutional Context of International Business” in London, **United Kingdom** on behalf of the EUSA program and Bryant University.
- Fall 2011 Designed and taught a course in Intercultural Management at Aalto University, **Finland**.
- Winter 2010-12 Designed and taught a course called “Globalization and Sustainable Economic Development” in two week Sophomore International Experience trip to Latin America (countries visited were **Panama, Costa Rica**).
- Summer 2008 Designed and taught a course in International Business Management to senior MBA students in **India** on behalf of Ohio University.
- Winter 2008/2009 Designed and taught a course in two week Sophomore International Experience trip to **Latin America** (countries visited were **Panama, Ecuador including the Galapagos Islands**)
- Summer 2007 Participated and supervised students of Lingnan Exchange Program Study Tour to China, co-sponsored by Bryant University and Lingnan Foundation, **China**.
- 2002-03 Participated in three week **International Business Seminar** (study abroad) trips to **Europe** as a faculty leader.
- 2002 Participated in a **Faculty Study Abroad** program titled “ Business in the European Context” conducted by University of Antwerp and University of Memphis at Antwerp, **Belgium** in May 2002 .
- Spring 2002 Designed and taught an undergraduate course in International Business at the Helsinki School of Economics, Mikkeli campus, **Finland** in April.
- 1998 Designed and taught an MBA level course in International Marketing at Sacred Heart University’s **Luxembourg** Campus.

OTHER PROFESSIONAL EXPERIENCE

- 1995-June 1996 Administrative Coordinator, Small Business Development Center, Temple University.

- 1994-1995 Training Coordinator, Small Business Development Center, Temple University.
- 1992-1995 Research Assistant, Department of HRA, Temple University.
- 1991-1992 Editor, Data Reduction Department, Institute for Survey Research, Temple University.

SERVICE EXPERIENCE

AACSB Related Committees

Member of 11 AACSB Peer Review Teams for Accreditation from 2028 to present. (2 visits as Chair of the Peer Review Teams)

Member of Dean's leadership team for **AACSB reaffirmation of accreditation** for 2013

College Level Committees

Member, CoB Dean's council (2011 - 2013)

Member, CoB Dean's search committee

Member, College of Business Assessment Committee (2009-Spring 2011)

Member, COB Leadership Team, Bryant University (2007)

Member, Department Faculty Search Committee, Bryant University (2006, 2008, 2011)

Member, Strategic Planning Council, Northern Illinois University (2004 – 2006)

Member, Department Research Committee, Northern Illinois University

Member, Undergraduate Curriculum Revision Committee, Northern Illinois University

Member, Dean's Faculty Council, College of Business, Sacred Heart University

Faculty Coordinator for the *Sacred Heart Business Research Forum*

University Committees

Co-Chair, Provost Advisory Group on University-wide Data Science Initiative, 2019

Co-Chair, Provost Search Committee, 2014

Co-Chair, University Administration Team, Faculty Federation Contract Negotiations 2014

Co-chair, President's Task Force on Vision 2020-Bryant University Strategic Plan

Member, University Undergraduate Curriculum Committee (2009-Present)

Member, University Graduate Curriculum Committee (2011-2013)

RESEARCH PUBLICATIONS

Books

Weinstein, Laurence and Madan Annavarjula (2000) “**Marketing Management: Cases for Creative Problem Solving**” published by **Southwestern College Publishing** (ISBN: 0-332-40273-70)

Refereed Journal Articles

Trifts, J. W., Annavarjula, M., Ramirez, A. (2022) How Global is Your Business School? – Programs, Participants and Purpose, *Journal of International Business and Economy*. (forthcoming)

Crystal Jiang, Quin Yang and Sangcheol Song and Madan Annavarjula (2016) “Emerging Markets Firms’ Catch-up Strategy in New Product Development: Cases of Chinese Companies” *International Journal of Business and Emerging Markets*, 8 (3) 324-339.

Annavarjula Madan, Zdravkovic, Srdan, Andres Ramirez and Lookman Buky Folami (2014) “Use of Integrative Curriculum in Fostering International Business Education” at *International Journal of Education Research*, 9(1), 1-11.

Nandialath, Anup, Ramesh Mohan and Madan Annavarjula (2014) “Endogeneity and Dynamics of Innovation and Firm Performance” *International Journal of Productivity and Quality Management* 13(3), 329-348.

Nandialath, Anup, Ramesh Mohan and Madan Annavarjula (2014) “The effect of heteroskedasticity on factors affecting stock repurchases” *Global Business and Economic Review*, 16(2), 142-156.

Annavarjula, Madan and Jack Trifts (2012) “Community Connections to Enhance Undergraduate International Business Education: An Example of Business Consulting Projects” *Journal of Teaching in International Business*, 23(3), 222-235.

Annavarjula, Madan, Anup Nandialath and Ramesh Mohan (2012) Innovation Capabilities and International Competitiveness – A Quantile Regression Approach” *International Journal of Business Innovation and Research*, 6(6), 615-635.

Annavarjula, Madan and Diya Das (2011) “Towards a Fine Balance: Cross Cultural Comparison of Work-Family Identities” *Journal of Asia-Pacific Business* 14(1), (published in March 2013.)

Annavarjula, Madan and Ramesh Mohan (2009) "Impact of Technological Innovation Capabilities on the Market Value of Firms" *Journal of Information and Knowledge Management*, 8(3) 241-250.

Coombs, Joseph, Sadrieh, Farid and Annavarjula, Madan (2009), "Two Decades of International Entrepreneurship Research: What Have We Learned – Where Do We Go from Here?" *International Journal of Entrepreneurship*, 13(1), 23-64.

Annavarjula, Madan and Beldona, Sam (2007), "Determinants of Managerial Risk Perceptions in Small and Medium Sized Exporters: An Empirical Examination of American and Indian Service Firms" *International Journal of Business and Economics*, 6(1), 55-62.

Annavarjula, Madan and Beldona, Sam and Sadrieh, Farid (2005), "Corporate Performance Implications of Multinationality: The Role of Firm Specific Moderators" *Journal of Transnational Management Development*, 10(4), 5-33.

Sadrieh, Farid and Madan Annavarjula (2005) "Firm Specific Determinants of Corporate Lobbying Participation and Intensity" *International Journal of Public Administration*, 28(1), 179-202 .

Annavarjula, Madan, Matthew H. Roy and Shoba Thamma (2004) "Organizational Downsizing Strategies and Individual Voluntary Turnover Behavior in International Organizations: A Model and Propositions" *Journal of International Business and Entrepreneurship*, 10(2), 97-111.

Ghosh, B.C, Zafar U Ahmed, Madan Annavarjula, and Chan M. Le (2004) "Congruence of Brand Image and Corporate Image: An International Business Perspective" *Journal of Transnational Management Development*, 9(4), 49-72.

Sadrieh, Farid and Madan Annavarjula (2003), "Antecedents of Corporate Lobbying participation and Intensity: A Review of Literature", *Public Administration Quarterly*, 26(4), 465-502.

Mohamed, Osman, Zafar U. Ahmed, Madan Annavarjula, Paisal Arifuddin and Anusuya Yogarajah (2001) " Customer Focused Management and Corporate Performance : An International Marketing Perspective of Malaysian Businesses", *American Business Review*, 20(2), 95-102.

Annavarjula, Madan and Beldona, Sam (2001) "A Multidimensional Approach to Examining the Relationship between Multinationality and Performance" *Journal of Global Business* 12(22), 59-73.

Goby, Valerie P., Zafar U. Ahmed, Madan Annavarjula, Daing Ibrahim and Aahad Osman Ghani (2001) "Determinants of Expatriate Success: An Empirical Study of Singaporean Expatriates In The Peoples Republic of China", *Journal of Transnational Management Development*, 7(4), 73-88.

Sadrieh, Farid and Madan Annavarjula (2001), “Resurgence of Ethnocentrism and Implications for International Marketing”, *Journal of International Business and Economy*, 2(1), 75-93.

Annavarjula, Madan and Sam Beldona (2000), “Multinationality - Performance Relationship: A Review and Reconceptualization”, *International Journal of Organizational Analysis* 8 (1), 48-67.

Research Conference Proceedings

Annavarjula, Madan and Mohan, Ramesh (2009) “The Impact of Technological Innovation Capabilities on International Competitiveness of Firms”. Paper presented and published in the selected paper proceedings of the *Australia New Zealand International Business Association* conference at Brisbane in April.

Annavarjula, Madan, Ramesh Mohan and Sam Beldona (2008) “Technological Innovation and Market Value of Firms: Paper presented and published in the selected paper proceedings of the 10th Annual Conference of IBIMA at Kuala Lumpur, Malaysia in July 2008.

Hoobler, Jenny and Annavarjula, Madan (2006) “Work and Family Identities in India and the United States: An Empirical Test of “Convergence and Divergence””. Paper accepted for inclusion in selected paper proceedings of the *Asia Academy of Management* annual conference in Tokyo, Japan in December 2006.

Annavarjula Madan and Hoobler, Jenny , Beldona, Sri and Lynch, Joel (2005) “Work and Family Identities: A Three-Nation Study of Saliency, Involvement, and Individual Outcomes”. Paper accepted to be included in the Selected Paper Proceedings of the *Eastern Academy of Management International* conference held in Cape Town, South Africa in June, 2005.

Annavarjula, Madan and Beldona, Sam (1999) “ A Multidimensional Approach to Examining the Relationship between Multinationality and Performance”. Paper published in the Selected Paper Proceedings of the *Eastern Academy of Management International* conference held in Prague, Czech Republic in June 1999.

Weinstein, Laurence and Annavarjula, Madan (1999), “Devaney Paper Company: The Direct Marketing Dilemma”. Paper published in the Selected Paper Proceedings of the *Western Case Writers Association* conference in Redondo Beach, CA.

Weinstein, Laurence and Annavarjula, Madan (1998), “The Arbor Fabrication and Manufacturing Company” case published in the Proceedings of the annual *North American Case Research Association* conference in Durham, NH.

Annavarjula, Madan and Rajan Chandran (1998), “Multinationality - Performance Relationship: A Review and Reconceptualization”. Paper published in the Selected Paper Proceedings of the *International Conference on Advances in Management* held in Lincoln, UK.

Sadrieh, Farid and Madan Annavarjula (1997) "Resurgence of Ethnocentrism and Implications for International Marketing". Paper published in the Selected Paper Proceedings of *Eastern Academy of Management International Conference* held in Dublin, Ireland.

Annavarjula, Madan and Mohammed Habib (1996), "Determinants of Export Behavior in Service Firms" Paper published in the Selected Paper Proceedings of the *International Conference on Advances in Management* held in Boston, MA.

Conference Presentations

Annavarjula, Madan, S. Zdravkovic, A. Ramirez and L. Folami (2011) "Use of Integrative Curriculum in Fostering International Business Education" Paper presented at the Academy of International Business Meeting in Nagoya, Japan.

Annavarjula, Madan, Anup Nandialath and Ramesh Mohan (2010) Innovation Capabilities and International Competitiveness – A Quantile Regression Approach" Paper presented at the Academy of International Business Conference at Rio de Janeiro, Brazil.

Annavarjula, Madan, Matthew Roy, Sam Beldona, Mahesh Kumar Joshi, Sanjiv Duggal and Susanne Scott, (2007) "Images, Metaphors and Classroom Conversations" participated in the Caucus at the Academy of Management Conference at Philadelphia.

Annavarjula, Madan and Pak, Yong-Suhk (2006) "Characteristics of strategic research alliances and firm valuation: A comparison of Asian and American firms" paper presented at the *Academy of Management* Conference at Atlanta in August.

Annavarjula, Madan and Beldona, Sam (2005) "Determinants of Managerial Risk Perceptions in Export Managers: An Empirical Examination of Indian Service Firms" paper presented at the *Academy of Management* conference at Hawaii in August.

Annavarjula, Madan and McMillan, Steve and Beldona, Sam (2005) "Innovation Capability Profile of a Firm and Its Impact on International Competitiveness" paper presented at the *Academy of International Business* conference at Quebec City in July.

Annavarjula Madan and Hoobler, Jenny, Beldona, Sri and Lynch, Joel (2005) "A Cross Cultural Comparison of the Impact of Work and Family Identities on Individual Outcomes" paper presented at *JIBS/AIB* Paper Development Workshop held at the *Academy of International Business* conference at Quebec City in July.

Annavarjula, Madan., Beldona Sam and Mohan Madan (2004) "Characteristics of Services, Managerial Risk Perceptions and Export Performance: An Empirical Examination of American and Indian Service Firms" paper presented at the *Academy of International Business* conference at Stockholm, Sweden in July.

Annavarjula, Madan (2004) "Impact of Technology Centrality on International Diversification Strategy: Evidence from Non-High Tech Small and Medium Sized

Enterprises (SMEs)” paper presented at the annual meeting of the *Academy of Management* conference at New Orleans, LA in August.

Annavarjula, Madan and Beldona, Sri (2003), “Individuals’ Attitudes toward Work, Family & Career and its Relationship with Job Satisfaction and Intent to turnover” paper presented at the *Academy of International Business*, Monterey, CA in July.

Annavarjula, Madan and Beldona, Sam (2001), “Degree of Multinationality and Corporate Performance: The Role of Firm Specific Moderators” paper presented at the annual conference of the *Academy of Management* at Washington, D.C. in August 2001.

Weinstein, Laurence and Annavarjula, Madan (1999), “Devaney Paper Company: The Direct Marketing Dilemma” at the *Western Case Writers Association* in Redondo Beach, CA.

Annavarjula, Madan and Beldona, Sam (1999) “A Multidimensional Approach to Examining the Relationship between Multinationality and Performance” at the *Eastern Academy of Management International Conference* to be held in Prague, Czech Republic in June 1999.

Weinstein, Laurence and Annavarjula, Madan (1998), “The Arbor Fabrication and Manufacturing Company Case” at the North American Case Research Association Conference held in Durham, NH.

Annavarjula, Madan and Rajan Chandran (1998), “Multinationality - Performance Relationship: A Review and Reconceptualization” at the fifth annual *International Conference on Advances in Management* held in Lincoln, UK.

Weinstein, Laurence and Annavarjula, Madan (1998), “Parker Industries” case study presented at the annual *Western Case Research Association* meetings held in Portland, OR.

Sadrieh, Farid and Madan Annavarjula (1997) "Resurgence of Ethnocentrism and Implications for International Marketing". Paper presented at the *Eastern Academy of Management International Conference* held in Dublin, Ireland.

Annavarjula, Madan and Mohd Habib (1996), “Determinants of Export Behavior in Service Firms” at the *International Conference on Advances in Management* annual meetings held in Boston.

Annavarjula, Madan and Shoba Thamma, (1994), "Expatriate Training - A Service Industry Perspective" at the *Academy of Global Business Conference* at Las Vegas, NV.

Degler, Barry and Madan Annavarjula, (1993), "Choice of International Entry Mode in the Service Industry" presented at the *Academy of International Business NE-Region Conference* at Scranton, PA.

Annavarjula, Madan and Susan Godar, (1993). “ Training Practices in The Service Industry” presented at the *Academy of International Business (Northeast) Conference* at Scranton, PA.

Manuscript Reviewer Panels

Track Chair – International Business Track, Northeastern Decision Sciences Institute 2009 annual conference, CT.

Reviewer: Academy of International Business annual conference 2009 San Diego, CA.

Academy of International Business annual conference 2007 Indianapolis, IN.

Academy of International Business annual conference 2005 Quebec City, Canada.

Academy of International Business annual conference 2004 Stockholm, Sweden.

Academy of International Business annual conference 2003 Monterey, CA.

International Journal of Management Reviews, Journal of Applied Management Studies and New England Journal of Entrepreneurship, International Service Business Journal.

Eastern Academy of Management (international) meetings 1999 at Prague, Czech Republic.

Annual meetings of the *International Conference on Advances in Management*, 1998, Lincoln, UK.

Annual meetings of the *Eastern Academy of Management*, June 1996, Crystal City, VA.

Biennial *International Conference on Advances in Management* held in June 1996 in Boston, MA.

Training

Conducted training programs in Global Business Skills for Certificate of Internal Auditing (CIA) students.

Conducted training programs in Strategic Management for Certificate of Management Accounting (CMA) students at **Caterpillar Inc.**

Conducted training programs in computer applications for small business for inner city minority entrepreneurs.

Participated and taught in *Youth Entrepreneurial Training Program* jointly sponsored by Pennsylvania Minority Business Development Authority and Temple University.

CURRENT RESEARCH INTERESTS

Macro Level: National Innovative Capacity and related areas, International Entrepreneurship. Pedagogical Issues in International Business Education

Micro Level: Internationalization and performance of firms, Technological Innovation related research.

PROFESSIONAL MEMBERSHIP

Northeast Business Deans Association
Academy of International Business
Academy of Management

REFERENCES (Available upon Request)