

Jagdish Sheth

Charles H. Kellstadt Chair in Marketing at Emory University, Goizueta Business School

Atlanta, GA, US

Biography

Prior to coming to Emory University, Dr. Jagdish Sheth was the Robert E. Brooker Professor of Marketing at the University of Southern California and the Walter H. Stellner Distinguished Professor of Marketing at the University of Illinois. He was also on the faculty of Columbia University and MIT.

Also known as "Jag," Dr. Sheth has published more than 350 research papers and books in various areas of marketing, including consumer behavior, multivariate methods, competitive strategy, relationship marketing and more recently, marketing for emerging markets.

Dr. Sheth is an American Psychological Association Fellow and past President of the Association for Consumer Research (ACR). He is also a Fellow of the American Marketing Association and the Academy of Marketing Science. Among his past and present accolades, Dr. Sheth was the recipient of the Viktor Mataja Medal from the Austrian Research Society in Vienna (1977) and the 1989 Outstanding Marketing Educator Award from the Academy of Marketing Science. In 1991 and again in 1999, Dr. Sheth was also recognized as the "Marketing Educator of the Year" by Sales and Marketing Executives International (SMEI).

Dr. Sheth is the recipient of all top four academic awards bestowed by the American Marketing Association (AMA). These include the PD Converse Award for Marketing Theory (1998), Charles Coolidge Parlin Award for Marketing Research (2004), the Richard D. Irwin/McGraw Hill Marketing Educator Award (2004) and the William L. Wilkie "Marketing for a Better World" Award (2014). In 1996, he was elected to be the Distinguished Fellow of the Academy of Marketing Science. Subsequent honors include the Outstanding Leadership Award by the AMA Foundation in 2002 and the Global Innovation Award and Marion Creekmore Award, both from Emory University. Over the last 3 decades, Dr. Sheth has received more than 30 awards as a thought leader in marketing, consumer behavior and emerging markets.

Industry Expertise

Education/Learning

Areas of Expertise

Consumer Psychology, Demographics, Geopolitics, Global Competitive Strategy, Marketing Theory, Relationship Marketing

Affiliations

American Marketing Association, Association for Consumer Research, Academy of International Business, Academy of Marketing Science, American Statistical Association

Education

University of Pittsburgh
Ph.D. Behavioral Sciences

University of Pittsburgh
MBA Business Administration

University of Madras
BCom Commerce

Accomplishments

Global Innovation Award
2008
Emory University

Distinguished Faculty Lecture
2007
Emory University

Honorary Doctorate of Letters
2007
Thiel College

Irwin/McGraw Hill Distinguished Marketing Educator
2004
American Marketing Association

Charles Coolidge Parlin Award
2004
American Marketing Association

Distinguished Scholar Award
2002
Marketing Management Association

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