

# **Vijay Mahajan**

**Professor, Department of Marketing & John P. Harbin Centennial Chair in Business at The University of Texas at Austin, McCombs School of Business**

Austin, TX, US

International markets, global consumerism, and marketing in the developing world

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## **Biography**

Vijay Mahajan is a professor of marketing and an influential writer and speaker on global consumer markets, with a special emphasis on consumer behavior and marketing strategies in the developing world. He has also researched on success factors for chief marketing officers, new product growth models, family-owned firms, corporate brand issues, and new product innovation. In a 2007 study, he was identified as one of the top 10 most influential scholars in innovation management.

Mahajan is a professor of marketing and holds the John P. Harbin Centennial Chair in Business at the McCombs School of Business, The University of Texas at Austin.

He has received numerous lifetime achievement awards including the American Marketing Association (AMA) Charles Coolidge Parlin Award for visionary leadership in scientific marketing. The AMA also instituted the Vijay Mahajan Award in 2000 for career contributions to marketing strategy. In 2006, he received the Distinguished Alumnus Award from the Indian Institute of Technology (Kanpur) for his contributions to management research. He also served as the dean of the Indian School of Business, Hyderabad, from 2002-2004, he has taught at the Wharton School, and serves as a research fellow with the IC2 Institute at UT Austin.

Mahajan is the author or editor of twelve books including his recent 2012 book, *The Arab World Unbound*, translated into twelve languages. His book, *The 86% Solution*, received the Book-of-the-Year award (Berry-AMA) in 2007, and *Convergence Marketing and Africa Rising* were among the finalists for the same award in 2003 and 2010 respectively.

He has been invited by more than 120 universities and research institutions worldwide for research presentations, has been a visiting professor at universities in Singapore, Hong Kong, India, and Italy. Mahajan has consulted with various Fortune 500 companies and has delivered executive development programs worldwide.

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## **Availability**

Keynote, Panelist, Workshop

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## **Industry Expertise**

Research, Market Research, Import and Export, Consumer Goods, International Trade and Development, Advertising/Marketing, Consumer Services

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## **Areas of Expertise**

International Markets, Marketing Strategy, Chief Marketing Officers, Consumer Behavior, Family-Owned Firms, Developing Marketings, International Brand Strategies, Digital Divide, Globalization & Trade, Product Innovation

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## **Affiliations**

Journal of Marketing Research: Editor, Management Science: Department Editor, Journal of Marketing: Member, Journal of Consumer Research: Editor, Journal of Retailing: Member, Marketing Science: Member, Technology Forecasting and Social Change: Member, International Faculty Advisory Board, Herzliya, SEI Center for Advanced Studies in Management, The Wharton School: Senior Fellow, Robert S. Strauss Center, LBJ School for Public Affairs: Senior Fellow, IC2 Institute: Senior Fellow

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## **Sample Talks**

### **Surprises Await Business Travelers in the Arab World**

A glass of red wine. Bollywood brand ambassadors. Turkish soap operas. These may not be things you'd expect to find in the Middle East, but according to marketing professor Vijay Mahajan, the Arab world has a way of surprising visitors. Despite unsettling news headlines from the Middle East and North Africa, Mahajan traveled there to see how corporations and consumers actually operate in the region. "There must be something more going on in these countries other than all the negative news we get from the media," he said during his talk, which was part of the Texas Enterprise Speaker Series.

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## **Event Appearances**

### **Guest Lecturer, University Faculty Research Seminars**

Over 125 presentations.

### **Private Equity in Africa, Keynote Speaker**

Financial Times and Emerging Markets Private Equity Association

### **Keynote Speaker**

Digital Africa Conference

### **The Arab World Unbound: Tapping into the Power of 350 Million Consumers**

Texas Enterprise Speaker Series

### **Keynote Speaker, Brand Africa Forum**

Hosted by Brand South Africa (Office of the President of South Africa)

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## **Education**

### **University of Texas at Austin**

Ph.D. Management

**University of Texas at Austin**  
M.Sc. Chemical Engineering

**Indian Institute of Technology, Kampur**  
B.Tech Chemical Engineering

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## **Accomplishments**

### **Charles Coolidge Parlin Award**

Awarded by the American Marketing Association (AMA) for visionary leadership in scientific marketing.

### **World Economic Forum Global Agenda Council for the Arab World**

Invited to be a member and invited to attend The WEF GSA Summit in Dubai.

### **Emerald Group Publishing Citations of Excellence Award**

One of the top 35 highly cited papers in the last 15 years in 300 management journals) for the article “Delight by Design: The Role of Hedonic versus Utilitarian Benefits”, Journal of Marketing.

### **Spectator Business Magazine "Best Business Reads"**

Africa Rising selected 2008 Best Business Reads by Spectator Business Magazine (London U.K.) and one of ten best business books in 2008 by FIN 24 (South Africa).

### **Distinguished Alumnus Award**

Awarded by the Indian Institute of Technology, Kanpur.

### **Vijay Mahajan Award for Career Contributions to Marketing Strategy**

The AMA instituted the Vijay Mahajan Award for Career Contributions to Marketing Strategy to be presented annually to an educator for sustained contributions to marketing strategy literature. Doctoral students, co-authors, and colleagues of Vijay Mahajan have endowed this award.

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## **Testimonials**

### **David Wenger**

Vijay Mahajan has an impressive and rare ability to see the obvious in complex environments, and to recognize potential where others only see challenge. Because of that, his writings and lectures are sought out around the world, literally advising and mentoring nations as they seek to understand and develop their consumer markets.

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