Subroto Roy, Ph.D.
18 Colonial Court, Cheshire, CT 06410
Cell: (203) 768 5690
Email: sroy@newhaven.edu ; Dr.SubrotoRoy@gmail.com
Web and blog: www.stratoserve.com

EDUCATION

2002 Ph.D., University of Western Sydney, NSW, Australia.
Dissertation Title: "Innovation Generation in Buyer Seller Relationships."

1982 Post Graduate Diploma in Rural Management (MBA equivalent), Institute of Rural Management, Anand, India.

1980 M.Sc. (Hons.) Chemistry, Birla Institute of Technology and Science (BITS), Pilani, Rajastan, India.

1975 General Certificate of Education (GCE "O") Level, University of Cambridge Indian School Certificate , St. Columbas' High School, New Delhi, India.

VISTING SCHOLAR AT YALE

2011 Visiting Scholar at Yale School of Management in Spring 2011,while on my sabbatical leave from University of New Haven.

TEACHING APPOINTMENTS

2007-Present Associate Professor (*Tenured*), Marketing, Department of Marketing and Quantitative Analysis, College of Business, University of New Haven, Connecticut. Teach at the:

- Emerging Leaders MBA Program: **New Product Development** (Product Management).
- Executive MBA Program: **Principles of Marketing.**
- Evening MBA Program: **New Product Development** (Product Management). **Principles of Marketing** and **Global Marketing.**
- Undergraduate Program: **Business to Business Marketing**, **Global Marketing** and **Principles of Marketing.**

New Experiential Learning Content: Google AdWords via Google Marketing Challenge to 38 student teams in graduate and undergraduate classes.

2004-2006 Assistant Professor (*Tenured)*, Marketing, University of New Haven. ***Tenure granted in record time***.

- *New Course*: First ever MBA elective course **Global outsourcing of Knowledge Based Services** in Fall 2005 at the MBA level.

2001-2003 Assistant Professor *(Tenure Track)*, Marketing, University of New Haven.

2000-2001 Visiting Lecturer, Marketing, M.J. Neeley School of Business, *Texas Christian University*, Fort Worth, Texas. Taught at:

- Undergraduate Program: **Electronic Marketing Strategies** and **Marketing Research**.
- Full time MBA Program: *New Course* **Technology Based Marketing**.

1998-2000 Visiting Lecturer, Marketing, *Ngee Ann Polytechnic*, Singapore. Taught at:

- Executive Program: **Internet Marketing**, **Knowledge Management** and **Business Research**.
- Undergraduate Program: **International Marketing, Market Research** and **Marketing Communication.**

1997-1998 Part-Time Lecturer, *University of Western Sydney (UWS),*NSW, Australia . Taught at:

- Undergraduate Program**: Marketing Management, Advertising and Sales Promotion, Consumer Behavior** and **Services Marketing.**

Part-time Lecturer, *University of Technology Sydney (UTS),* NSW, Australia. Taught at:

- Undergraduate Program: **Business marketing** and **Advertising and Sales Promotion.**

RESEARCH RELATED AWARDS

2011 "StratoServe" Blog awarded CBS Connecticut's Most Valuable Blogger (MVB) Award.

2011 Faculty merit award at University of New Haven for scholarly contributions and service.

2010 Faculty merit award at University of New Haven for scholarly contributions.

2010 Best Paper Award, Marketing Analytics Track at Summer American Marketing Educators Conference, 7-10 August 2010, Boston. "An Rx for the Health of Pharmaceutical Alliances: Mathematical Model and Empirical Analysis to Maximize Financial Performance," (with K. Sivakumar).

2007 Best Paper Award, Marketing Strategy Track at Summer American Marketing Educators Conference, 3-6 August 2007, Washington DC. "Interfirm collaboration, cross border knowledge transfer, and firm performance: an empirical study," (with Sangphet Hanvanich and K. Sivakumar).

2000 Awarded Academic Excellence Award for teaching and research in Marketing Research on "Buying Behavior during Economic Downturns," by Ngee Ann Polytechnic, Singapore.

PUBLICATIONS

Journals

1. Roy, Subroto and K. Sivakumar (Forthcoming), "Global Outsourcing Relationships and Innovation: A Conceptual Framework and Research Propositions," *Journal of Product Innovation Management*.

2. Roy, Subroto and K. Sivakumar (2011), "Managing Intellectual Property in Global Outsourcing for Innovation Generation," *Journal of Product innovation Management,* 28(1), 48-62.

3. Roy,Subroto and K. Sivakumar(2010), "Innovation Generation in Upstream and Downstream Business Relationships," *Journal of Business Research,* 63(12), 1261-1372.

4. Sivakumar, K., Subroto Roy, JainJun Zhu and Sangphet Hanvanich (Forthcoming), "Global innovation generation and financial performance in business-to-business relationships: the case of cross-border alliances in the pharmaceutical industry," *Journal of Academy of Marketing Science*, Available online October 16, 2010.

5. Roy, Subroto (2010), "So You Already Have a Survey Database? A Seven-Step Methodology for Theory Building from Survey Databases: An Illustration from Incremental Innovation Generation in Buyer-Seller Relationships," *Journal of Supply Chain Management,* October 2010, 46 (4), 12-24.

6. Roy, Subroto and K. Sivakumar (2007), "The Role of Technology Adoption in the Globalization of Business Buying Behavior: A Conceptual Model and

Research Propositions," *Journal of Business and Industrial Marketing*, 22(4), 220-227.

7. Roy, Subroto and Sanjoy Ghose (2006), " Internet Diffusion as a two-stage transition- Converting Internet Non-Users to Internet Users and to online buyers," *International Journal of Marketing Research* (IJMR), 48(3), 321-349.

8. Roy, Subroto and Ian F. Wilkinson (2004), "International Long Term Business Relationship, communities of practice and innovation-A Longitudinal Case Study of NDDB, India and Tetra Pak, Sweden ," *International Journal of Technology Transfer and Commercialisation*, 3(4), 454-469.

9. Sivakumar, K. and Subroto Roy (2004), "Knowledge redundancy in supply chains: a framework," *Supply Chain Management: An International Journal*, 9(3), 241-249.

10. Roy, Subroto, K. Sivakumar and Ian F. Wilkinson (2004), "Innovation Generation in Supply Chain Relationships: A Conceptual Model and Research Propositions," *Academy of Marketing Science Journal*, 32(1), 61-79. [Research funded by the *Institute for the Study of Business Markets* (*ISBM*), *The Pennsylvania State University*].

11. Roy, Subroto (2003), " 'OK you are an approved supplier but you still don't get orders'- understanding the case of the P-Card," *Industrial Marketing Management Journal*, 32 (October), 605-613.

12. Roy,Subroto and See Khay Soh (1999), "Gift Buying Behavior Amidst the looming recession: A Case study of Singapore during Asian Economic Crisis," *Journal of International Business and Entrepreneurship*, 7(1), 25-38**.**

Refereed Conferences

1. Roy, Subroto, K. Sudhir and Mathew Cherian (2011), "Do Sympathy Biases Affect Charitable Giving? Evidence from a Large Scale Natural Field Experiment," 2011 Yale China-India Consumer Insights Conference, July 28-30, New Delhi, India.

2. Roy, Subroto (2010), "Business to Business Relationships and Innovation," Academy of Indian Marketing, December 16-18, New Delhi, India.

3. Sivakumar , K. and Subroto Roy (2010), "An Rx for the Health of Pharmaceutical Alliances: Mathematical Model and Empirical Analysis to Maximize Financial Performance," 2010 AMA Summer Educators' Conference, August 7-10, Boston, MA. ***Best Paper Award, Marketing Analytics Track.***

4. Roy, Subroto and K. Sivakumar (2009), Global Strategic Alliances: "How does National Culture influence Financial Performance?" 2009 AMA Summer Educators' Conference, August 7-10, Chicago, IL.

5. Roy Subroto and Jayanti Roy (2008), "Social Identity and Perceived Importance of The Profession-The Case of Members In an ISM Affiliate," 2008 Conference on Trends in Global Business, October 9-11, New Haven, CT.

6. Roy, Subroto, Chris Medlin, Jayanti Roy and Lloyd Duggan (2008), "What does the concept of "Networking" mean in an American Chamber of Commerce in 2007? Preliminary findings of an empirical study," 2008 Global Marketing Conference, March 20-24, Shanghai, China.

7. Hanvanich, Sangphet, K. Sivakumar and Subroto Roy (2007), "Interfirm collaboration, cross border knowledge transfer, and firm performance: an empirical study," 2007 AMA Summer Educators' Conference, August 3-6, Washington DC. ***Best Paper Award- Marketing Strategy Track.***

8. Roy,Subroto (2006),"Will Sales Automation Adoption Change with Internet based applications? A Conceptual Model of outsourcing the adoption problem," Enhancing Sales Force Productivity Conference, April 21-23, University of Missouri, Columbia, MO.

9. Roy, Subroto and K. Sivakumar (2005), "Trust and Verify: Managing Intellectual Property in the Global Outsourcing of Knowledge-Based Services," 2005 AMA Summer Educators' Conference , July 29-August 1, San Francisco, CA

10. Roy,Subroto (2004), "Developing and Using the Innovation Generation Measure from IMP databases," IMP Conference, September 2-4,Copenhagen, Denmark.

11. Roy, Subroto, and K. Sivakumar (2004), "Managing Transitions in Global Outsourcing of Knowledge Based Services- A Conceptual Model and Research Propositions," 2004 AMA Summer Educators' Conference, August 8-11, Boston, MA.

12. Roy,Subroto and Ian Wilkinson (2003), "Developing and Using the Interaction Measure from IMP databases," IMP Conference , September , 4-6 , Lugano Switzerland .

13. Sivakumar, K. and Subroto Roy (2002), "Knowledge Redundancy in Supply Chains- A Framework," 2002 AMA Summer Educators' Conference, August 2-6, San Diego, CA.

14. Roy, Subroto and K. Sivakumar (2001), "The Role of Technology Adoption in Business Buying Behavior-Conceptual Model and Research Propositions," 2001 AMA Winter Educators' Conference, February 16-19, Scottsdale, Arizona.

15. Roy, Subroto, Sanjoy Ghose and See Khay Soh (2001), "Comparing the Internet User, the Internet non-user and Online buyer," 2001 AMA Winter Educators' Conference, February 16-19, Scottsdale, Arizona.

16. Roy, Subroto and Ian Wilkinson (2000), "Combining Quantitative and Qualitative techniques in Business Marketing Research– Discussion of a PhD Research Methodology," Business Marketing Faculty Consortium AMA at Kellogg School, North Western University, August 2-5, Evanston, IL.

17. Roy, Subroto, K. Sivakumar and Ian Wilkinson (2000), "Innovation Generation in Business Markets- Conceptual model and Research Propositions," Winter AMA Educators' Conference, February 5-8, San Antonio, TX.

18. Roy,Subroto and See Khay Soh (1999),"e-Commerce Behavior of Singaporeans," Measurement of e-Commerce Conference, December 6-8, Singapore.

19. Roy, Subroto (1999), "The Development and Knowledge Creation in Business Market: A Case Study," International Conference on Globalization, Economic Reform and Development in Asia Pacific Region, July 5-9, Sydney, Australia.

20. Medlin, Chris and Subroto Roy (1999), "A Comparison of Mail and Web-survey as instruments for surveying Software firms in Australia, New Zealand, Singapore and Malaysia," November 28 -December 1, Australian & New Zealand Marketing Academy Conference (ANZMAC), University of New South Wales, Sydney, Australia.

21. Roy, Subroto and See Khay Soh (1999), "Christmas Gift Buying Behavior - during recessions- Results of a Household survey in Singapore," Academy of International Business (AIBSEAR) Conference, July 8-10, Melbourne, Australia. Published in AIBSEAR Proceedings, 309-322.

22. Roy, Subroto (1997), "The technology factor in international inter-firm relationships," Industrial Marketing and Purchasing Conference (IMP), February 21-23, Doctoral Consortium on Interfirm Relations and Networks on Heron Island, Great Barrier Reef, Australia,

23. Roy, Subroto (1996), "Restructuring Dairy Vale Co-operative Ltd.: A Case Study from Australia," Rediscovering Co-operation, Volume III, Co-operatives in the emerging context, 221-236, Institute of Rural Management, Anand, India.

BOOK CHAPTERS/CASE STUDIES

" Faulding in Singapore" a teaching Case Study in Fletcher R. and Brown L. International Marketing, Prentice Hall Australia, 1999 (with Peter Sinclair) Page 381-383.

PROFESSIONAL CERTIFICATIONS

2010 Member, Experiential Education academy of the National Society of Experiential Education.

2008 CPSM (Certified Professional in Supply Management) Certification - the Institute for Supply Management. Also certified CPSM Instructor by the Institute for Supply Management. See blog www.cpsmblog.com .

PROFESSIONAL MEMBERSHIPS

- American Marketing Association (AMA), Chicago, Illinois.
- Institute for Supply Management(ISM), Tempe, Arizona.

PROFESSIONAL AND COMMUNITY LEADERSHIP

Academic Leadership

Member, Academic Council, Octave Business School, Pune, India (www.octavesbm.in).

Journal Editorial Boards

- Journal of Supply Chain Management, Appointed 2010 (Wiley).
- Industrial Marketing Management, New York, Elsevier, Appointed 2005. (Elsevier).
- Strategic Outsourcing- An International Journal, Appointed 2008. (Emerald).

University Of New Haven

- Faculty Advisor, University AMA Chapter.(Since 2005)

- Chair, University Enrollment Management Committee.(Since 2008

US IMMIGRATION AND CITIZENSHIP

Awarded Permanent Residency (Green Card) in 2005 in the US Immigration- Category of "Outstanding Researcher/Professor."Became US Citizen in 2010.

SCHOLARSHIPS

1995 Australian Post Graduate Award, Australia.

1980 Fellowship, Institute of Rural management, Anand, India.

1975 National Science Talent Scholarship, NCERT-New Delhi-India.

1972 Junior Science Talent Scholarship - Delhi Administration-India.

SHORT EXECUTIVE TRAINING PROGRAMS/WORKSHOPS

- July 25, 2011, "Leading for Innovation with your Value Chain partners," Confederation of Indian Industry, New Delhi.

- January 12, 2011, "From the Research Forum to the Journal via Industry," Institute of Management Technology, Ghaziabad, India.

- May 4, 2009, "You have a great outsourcing contract-now what? Understanding transition issues in global outsourcing," Session ISM 94th Conference, Charlotte, NC.
- October 6, 2008, "Transition Issues in Global Outsourcing," North East Supply Chain Conference and Exhibition, Marlborough, MA.

- October 2, 2007, "Low Cost Country Sourcing for Knowledge-Based Services," North East Supply Chain Conference and Exhibition, Marlborough, MA.

- January 17, 2007, "5 Quick Tips to add value to your Global Supply Chain" as panel member at Greater New Haven Chamber of Commerce Expo 2007.

- October 3, 2006, "Global Sourcing," NE Supply Chain Conference, Marlborough, MA.

- July 18, 2006, "Global Outsourcing – Opportunities for Indian MBA's," Indian Business Academy, Bangalore, India.

- July 17, 2006, "Global Outsourcing – Opportunities for Mid Sized Indian Companies, Singhi and Associates, Bangalore, India.

- April 25, 2006, "Global Outsourcing" Seminar with expert panel members for Connecticut Association for Purchasing Management, Cromwell, CT.

- April 5, 2006, "Careers in Marketing" with American Marketing Association- at University of New Haven, CT.

- October 25, 2005, "Global Outsourcing of Knowledge Based Services" for Connecticut Association of Purchasing Managers, CT.

- May, 2005, "Global Outsourcing of Knowledge Based Services- Strategy and Relationships," at the 90th Institute of Supply Management Conference, San Antonio, TX.

- "E-Commerce For Business Executives," Singapore (1998-2000).

- "Innovating with your suppliers," Singapore (1998-2000).

- "Business Research Without leaving your desk," Singapore (1998-2000).

- "Doing Business with Australia," in Bombay and Delhi, India. (1998).

COMPETITIVE ACADEMIC RESEARCH GRANTS/SUPPORT

2009 $3250- Summer Faculty Fellowship by the Sabbatical Leave Committee of University of New Haven for summer research into Google AdWords.

2008 $3250- Summer Faculty Fellowship by the Sabbatical Leave Committee of University of New Haven for summer research into cross border knowledge transfer in pharmaceutical companies.

2005 Software Grant from www.websurveyor.com to University of New Haven for unlimited web surveys for two years valued at $ 60,000. Grant awarded to me for proposal to use "web surveys" in teaching New Product Development at the MBA level instead of paper based consumer surveys.

2012 $2000- Grant awarded by the Sabbatical Leave Committee of University of New Haven to present paper at IMP Conference, Copenhagen, Denmark, September 2-4, 2004.

2004 $1600 –Scholarship from Massachusetts Institute of Technology (MIT) to attend summer course "Individual Choice Behavior: Theory and Application of Discrete Choice Analysis to Consumer Demand and Market Share," Summer, 2004.

2003 $2000 Grant awarded by the Sabbatical Leave Committee of University of New Haven to present paper at IMP Conference, Lugano, Switzerland, September 4-6, 2003.

2002 Graduate Research Assistant Support provided by University of New Haven.

1999 $2000 Grant from Institute for the Study of Business Markets (ISBM), Penn State University (with K. Sivakumar).

1995 Indian Rupees 5000 from Institute of Rural Management, Anand India for Australian Case Study on Dairy Vale Co-operative.

SERVICE

Professional Associations

Past President (09-10), Connecticut Association of Purchasing Management (www.capminc.org). CAPM is the state affiliate of ISM formerly NAPM.
Past Vice President- Collegiate**,** American Marketing Association, Connecticut (2009-10) (www.amact.org).

Member Round Table – Association of Consumer Research

Member, Round Table on "Consumer Behavior Field Experiments Using Google AdWords," Asia Pacific Advances in Consumer Research, 2009. January 2-4. Indian School of Business, Hyderabad.

Panel Chairman

Chairman on Special Session on "Teaching Internet Marketing" in the Teaching SIG of Summer 2001 AMA. I was selected among 35 Marketing Professors who responded to an ELMAR announcement by the Panel leader- Dr Brad Kleindl (Author: Strategic Electronic Marketing).

Ad-hoc Manuscript Reviewer/Discussant

1. *Journal of Academy of Marketing Science*.
2. *Journal of Business and Industrial Marketing.*
3. *Supply Chain Management, An International Journal.*
4. *Journal of Product Innovation Management* (JPIM).
5. *International Journal of Operations and Production Management*.
6. American Marketing Association, Educators Conference.
7. *Product Development and Management Association* (PDMA) Conference.
8. National Science Foundation (N.S.F.) proposals.
9. IMP Conference, Bali Indonesia and Phuket Thailand.
10. *Journal of International Marketing*.

11. Reviewer for 4th International Conference on Telecommunication and Information Markets (COTIM) held in Karlsruhe Germany July 2001.
12. *Journal of Business Research* (JBR) Special Issue on Electronic Commerce (2000).
13. Ad-Hoc Reviewer, *Journal of Asia-Pacific Economy*, Australia (1999).
14. Served as discussant in a session on "Continuing Influence of the Brand" in the *Summer AMA 2000*.

University of New Haven

- **Elected Member** of Faculty Senate (04-07), Business School Graduate Curriculum Committee. **Chair** University Enrollment Advisory Committee (08-09).

- **Appointed Member**, University Grants Committee; University Director of Marketing- Selection Committee.

- **Member**, University Enrollment and Marketing Strategic Planning Committee.

- **Faculty Advisor,** AMA at UNH.

PROFESSIONAL WORK EXPERIENCE

Entrepreneurship and Consulting

Established StratoServe (www.stratoserve.com) in April 2005, to offer "strategic services" (hence StratoServe) to obtain innovations from B2B marketing and supply chain. StratoServe sponsors and maintains the CPSM Blog (www.cpsmblog.com) as a free resource for the Supply Management community interested in the CPSM exam. Both these blogs are highly ranked blogs in their domains. StratoServe LLC was also certified as a minority owned enterprise by the Greater New England Minority Supplier Development Corporation of New England in 2010 and is a Google Engage Partner. The StratoServe Blog won the inaugural 2011 "Most Valuable Blogger(MVB)," award from CBS Connecticut.

Prior consulting projects include:

1999: Planning for Christmas Sales for nine members of the Singapore Retailers Association.
1998: With Email Meters Ltd., the largest Australian Electricity Meter Company on a Market Study for India.
1996: Indonesian Market Study for Southcorp Holdings Ltd. the seventh largest Australian Corporation at the time.

1996: Major Market Study and Due Diligence exercise for Arnott's Biscuits Limited Australia, the largest Australian Biscuit Maker and a Unit of Campbell Soup, USA.

Executive Experience

1982-95 Employed by Hindustan Packaging Company Ltd., NDDB Campus, Anand, Gujarat, India - the Indian joint venture of **Tetra Pak** AB - Sweden, and world leaders in aseptic packaging of liquid foods. The Joint Venture Company was acquired 100% by Tetra Pak; Sweden in 1999.Hindustan Packaging Company Ltd. Was the first Indian packaging company to earn **ISO 9001** accredited company with Total Quality management.

My executive experience with innovation generation in buyer seller relationships informed part of my Ph.D. and the case study appears as a Journal article in the ***International Journal of Technology Transfer and Commercialization (2004).***

My role (1986-1995) had three marketing objectives:

- To improve project sales i.e. get organizations in the liquid food market to invest (starting at US$ 1 Million) in a Tetra Pak facility to package liquid foods like milk, fruit juices etc. This objective required high industrial selling skills i.e. building and sustaining relationships at multi-levels with client organization, My clients included the Coca-Cola Bottlers in India - M/s Parle, Pepsi-Cola Company, Lipton (part of Unilever), M/s Godrej Foods; associates of M/s Proctor and Gamble.

- To help improve the packaged product market of the client so that the derived demand of my packaging material went up. This activity involved major interactions on package design with all leading advertising agencies like J. Walter Thompson, Ogilvy Benson and Mather, Saatchi and Saatchi etc. After the package was launched in the market, I was responsible for providing consumer market research. Merchandising and product promotion support to my clients. I was associated with launching **over one hundred brands.**

- Creating new applications where I led new product development the Polyester, foil, polyethylene laminate bonded by extruded polyethylene eliminating odor producing adhesive glues. This had grown to a 20% of the product mix.

Other responsibilities useful to my academic career:

- Member on the Indian Standards Institute panel for development of two Packaging Material Technical Standards.
- Responsible for co-ordination of foreign technical collaboration matters between the company's Indian and Swedish owners.
- Industry Advisor to 22 MBA Internship projects in 12 years.
- Responsible for draft replies to Indian Parliament Questions.