



Dr. Venkatapparao Mummalaneni is Senior Associate Dean and Professor of Marketing in the Reginald F. Lewis College of Business at Virginia State University. During more than 25 years at VSU, he has served as Senior Associate Dean, Associate Dean, Department Chair, and faculty leader, contributing to the College's growth in academic quality, accreditation, strategic planning, and program innovation.

Dr. Mummalaneni played a key leadership role in the development and launch of the College's MBA program and currently serves as Co-Chair of the Provost's AI Advisory Council. As a University Fellow in Teaching and Technology, he has led initiatives that advance the integration of artificial intelligence into teaching, learning, and institutional planning.

An accomplished scholar with more than 30 peer-reviewed journal publications and over 2500 citations, Dr. Mummalaneni's research spans marketing, entrepreneurship, technology, and business education. He earned a Ph.D. in Marketing from The Pennsylvania State University, a Post Graduate Diploma in Management from the Indian Institute of Management Calcutta, and a Bachelor of Science in Engineering from the Regional Engineering College, Rourkela, India.

# VENKATAPPARAO MUMMALANENI

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## Executive Leadership Profile

Senior academic executive with over three decades of experience in higher education and more than twenty years of progressive leadership at Virginia State University. Currently serving as Senior Associate Dean of the Reginald F. Lewis College of Business, with prior service as Associate Dean, Department Chair, and tenured professor. Proven record of strategic leadership in advancing academic quality, enrollment growth, program innovation, and institutional alignment within the unique context of a public HBCU land-grant university.

Extensive experience in AACSB accreditation and continuous improvement, including leadership of the 2021 Continuous Improvement Review and 2019 Interim Report, ensuring compliance, assessment integrity, and sustained academic excellence. Demonstrated success in faculty recruitment, mentoring, workload management, and maintaining faculty sufficiency standards consistent with AACSB expectations, while fostering a culture of collaboration and accountability.

Experienced in fiscal oversight and resource stewardship, including budget planning, grant development, and cultivation of external partnerships to support program growth and student success initiatives. Played a central role in the development and launch of the MBA program and in expanding experiential learning, corporate engagement, and workforce-aligned curriculum innovation across departments.

University-wide leader with deep institutional knowledge and a sustained record of service across governance, strategic planning, and academic affairs. Served as University Fellow in Technology and Teaching during the 2023–2024 and 2024–2025 academic years and currently serve as Co-Chair of the Provost's AI Advisory Council. Recognized as a collaborative bridge-builder across faculty, administration, and external stakeholders, with a longstanding commitment to advancing Virginia State University's mission through stable, accountable, and forward-looking academic leadership.

## Education

Doctor of Philosophy in Marketing, The Pennsylvania State University  
P.G.D.M. (M.B.A), Indian Institute of Management, Calcutta, India  
B. S. (Engg.), Regional Engineering College, Rourkela, India

## Certifications

- Digital Marketing Professional certification from the Digital Marketing Institute (Nov. 2020)
- Professional Certified Marketer (PCM) certification in Digital Marketing from the American Marketing Association (Nov. 2020)
- Certificate in Teaching with AI from the Course Hero AI Academy (March 2024).

## Professional Service

- Co-editor of a special issue of *Psychology & Marketing on Personal Selling* (July, 1995)
- Executive Editor of the Journal *Psychology & Marketing* for the term 1994 – 1995
- Member, International Advisory Board, *Journal of Enterprising Culture* (1998-2024)
- Member, Editorial Board, *Journal of Business-to Business Marketing* (2008-2024)

## Academic Leadership Experience

Senior Associate Dean, RFL College of Business (2024- )

- Responsibilities related to AACSB accreditation including strategic planning, assessment reports and Continuous Improvement Report (2021) preparation under the supervision of the Dean.
- Launching and administration of the MBA program with responsibilities including admission of students, orientation of students, and faculty teaching assignments.

Associate Dean, RFL College of Business (2016-2024)

- Responsibilities related to AACSB accreditation including strategic planning, assessment reports and Continuous Improvement Report preparation under the supervision of the Dean.
- Curriculum improvement and changes.
- Policy development for faculty evaluation and tenure requirements.

Chair, Department of Management and Marketing, RFL College of Business (2004-2012 and 2015- )

- Responsibilities related to AACSB accreditation including, assessment reports and Continuous Improvement Report preparation under the supervision of the Dean.
- Managing the largest department in the College of Business at the time of initial AACSB accreditation and ensuring faculty sufficiency.
- Ensuring proper advisement and on-time graduation of students in what was once the largest department in the university and one of the largest even today.
- Ensuring faculty sufficiency through faculty recruitment, mentoring, evaluation and retention.

## Teaching Experience

2004-	Professor, Department of Management and Marketing, Virginia State University
1998-2004	Associate Professor, Department of Management and Marketing, Virginia State University
1994-1998	Senior Lecturer, Division of Marketing and Tourism Management, Nanyang Technological University, Singapore
1990-1994	Assistant Professor, Department of Marketing, St. John's University, NY
1986-1990	Assistant Professor, Department of Marketing and International Business, Hofstra University
1985-1986	Visiting Assistant Professor, Department of Marketing, Ohio University

## Accreditation and Compliance Leadership

- Lead, AACSB Continuous Improvement Report (2021)

- Lead, AACSB Interim Report (2019)
- Member, AACSB Self-Evaluation Task Force (2006)
- Assessment and PLSLO oversight (2015- )
- SACSCOC-related reporting involvement during last two affirmations (2008; 2018)
- SCHEV program development involvement  
MBA (2022-2024)  
AI Minor in Business (2025- )

### **Fiscal and Resource Stewardship**

- Management of the budget for the Department of Management and Marketing (2004-2011)
- Grant Management  
PI, Federal State Marketing Improvement Program, USDA Research Grant for \$47,000 (2013-16)
- Indiana University CIBER MSI and CC Case Development Competition Award (2018-19)
- Co-PI, Alcorn University SDFR Policy Research Center grant for \$49,650 (2019)
- PI, CIBER grant for enhancing international business curriculum for \$10,000 (2020-2021)
- PI, Price Waterhouse Coopers grant for digital enhancement of business curriculum for \$10,000 (2020-2021)

### **Strategic Initiatives and Program Development**

- Successful Launch of MBA program in Fall 2024, in less than 6 months from the SCHEV approval. Size of the inaugural cohort was greater than 60 – twice the number projected in the proposal. Over 30% of the students graduated in 12 months.
- AI initiatives across VSU: As the University Fellow in Technology and Teaching (2024-2026), made presentations to faculty, staff and students on the use of AI tools in teaching and learning. Developed the initial draft of the ‘AI Policy Guidelines’ for VSU.
- Entrepreneurship Center development: Actively collaborated on the funded grant proposals and consulting project reports prepared by the VSU Center for Entrepreneurship. Responsible for preparing and submitting the applications for the ‘Triple E International Award for Excellence in Entrepreneurship (People’s Choice)’ in 2023 and ‘Innovations that Inspire’ award from AACSB (2025), our accreditation body.
- Corporate partnerships: Secured grants from PwC and the CIBER (Center for International Business Education and Research) at George Washington University (GWU) for curricular improvements in the College of Business. Negotiated with GWU-CIBER and secured scholarships for RFLCB faculty to participate in international tours.
- Experiential learning expansion: Obtained sponsored projects from FBI, Chevrolet, HP and CARFAX for marketing courses where students received funds to develop and implement a marketing program on campus. HP awarded students laptop computers for their performance on the project.
- 4+1 pathway development: Proposal is being submitted to the university committees during the Spring 2026 semester.

### **Research and Publications**

My research has made pioneering contributions in the areas of Business-to-Business Marketing relationships and Internet Marketing. I have published 30 articles in reputed peer-reviewed journals and

about 40 articles/abstracts in proceedings of peer-reviewed conferences. My research has focused on relationship marketing, international business, pedagogy, entrepreneurship and technology including AI.

My publications have garnered over 2500 citations with an h-index of 17 (Google Scholar) attesting to the quality of my research.

### **Fundraising and External Partnerships**

- PwC grant: for digital enhancement of business curriculum for \$10,000 (2020-2021)
- CIBER grant: for enhancing international business curriculum for \$10,000 (2020-2021)
- CIBER grant: MSI and CC Case Development Competition Award (2018-19)
- USDA grant: Federal State Marketing Improvement Program, Research Grant for \$47,000 (2013-16)
- Alcorn University SDFR Policy Research Center grant for \$49,650 (2019). This report was submitted to the Congressional Black Caucus looking at disparities in federal support received by White and Black farmers.
- External advisory roles: Member, International Advisory Committee, Mody University of Science and Technology (MUST) School of Business (2020-2024)

### **University Governance and Institutional Leadership**

- Faculty Senate: Senator from the College of Business (2002-2005)
- Tenure & Promotions Committee: Member 2004-2005 and 2012-2016. Chaired the committee for two years (2014-2016). Successful in leading the committee to unanimous decisions (2014-15)
- Strategic Planning Task Force: Served as a member during 2011-2012.
- Undergraduate Curriculum Committee (UCC): Served as a member from 2006-2021.
- Provost's AI Advisory Council (Co-Chair) from 2025-

## Appendix: Research Publications and Presentations

### Refereed Journals

David T. Wilson and Venkatapparao Mummalaneni (1986), "Bonding and Commitment in Buyer-Seller Relationships: A Preliminary Conceptualization", *Industrial Marketing and Purchasing*, 1(3), pp. 44-58.

Ven Sriram and Venkatapparao Mummalaneni (1990), "Determinants of Source Loyalty in Buyer-Seller Relationships", *Journal of Purchasing and Materials Management*, Vol. 26, No. 4 (Fall), pp. 21-26.

Pradeep Gopalakrishna and Venkatapparao Mummalaneni (1992), "Examination of the Role of Social Class as a Predictor of Choice of Health Care Provider and Satisfaction Received: A Model and Empirical Test ", *Journal of Ambulatory Care Marketing*, Vol. 5(1), pp. 35-48.

Pradeep Gopalakrishna and Venkatapparao Mummalaneni (1993), "An Empirical Examination of the Factors Influencing Satisfaction with Dental Services", *Journal of Health Care Marketing*, Vol. 13, No. 1, pp. 16-22.

Chiang-nan Chao, Eberhard E. Scheuing, Khalid M. Dubas and Venkatapparao Mummalaneni (1993), "An Assessment of Chinese Purchasing Managers' Supplier Selection Criteria and Their Implications for Western Marketers", *The International Journal of Physical Distribution and Logistics Management*, Vol. 23, No. 8, pp. 31-37.

Herbert Katzenstein, Sreedhar Kavil, Venkatapparao Mummalaneni and Khalid M. Dubas (1994), "Design of an Ideal Direct Marketing Course from the Students' Perspective", *Journal of Direct Marketing*, Vol.8, No.2, pp.66-72

·James P. Neelankavil, Venkatapparao Mummalaneni and David Sessions (1995), "Use of Foreign Language and Models in Print Advertisements in East Asian Countries: A Logit Modelling Approach", *European Journal of Marketing*, Vol. 29 No.4, pp. 24-38

Venkatapparao Mummalaneni, Khalid M. Dubas, and Chiang-Nan Chao (1996), "Chinese Purchasing Managers' Preferences and Trade-Offs in Supplier Selection and Performance Evaluation", *Industrial Marketing Management*, Vol. 25, pp. 115-124

Venkatapparao Mummalaneni and Pradeep Gopalakrishna (1995), "Mediators Vs. Moderators of Patient Satisfaction: A Comparison of Two Models", *Journal of Health Care Marketing*, Vol. 15, No. 4, pp. 16-22.

Venkatapparao Mummalaneni and Pradeep Gopalakrishna (1997), "Access, Resource and Cost Impacts on Consumer Satisfaction with Health Care: A Comparison across Alternative Health Care Modes and Time", *Journal of Business Research*, Vol. 39, No. 3, pp. 173-186.

Khalid M. Dubas and Venkatapparao Mummalaneni (1997), "Self-Explicated and Full-Profile Conjoint Methods for Designing Customer-Focused Courses", *Marketing Education Review*, Vol. 7, No. 1 (Spring), pp. 35-48.

Wee Liang Tan and Venkatapparao Mummalaneni (2001), "Applying Customer Focus to Entrepreneurship Course Development", *Journal of Small Business and Entrepreneurship*, Vol. 16, No. 1, pp. 2-20.

J Rajendran Pandian, Venkatapparao Mummalaneni and S. Ade Olusoga, (2004) "Generic Retail Strategy: An Exploratory Study of Strategic Groups and Performance Variations at the Local Level", *Review of Business Research*, Vol. III, Number 1, pp.184-188.

Venkatapparao Mummalaneni, (2005) "An empirical investigation of Web site characteristics, consumer emotional states and on-line shopping behaviors", *Journal of Business Research*, Vol. 58, pp. 526-532.

J. David Lichtenthal, Venkatapparao Mummalaneni and David T. Wilson, (2008) "The Essence of Business Marketing Theory, Research and Tactics: Contributions from the Journal of Business-to-Business Marketing", *Journal of Business-to-Business Marketing*, Vol. 15, Number 2, pp. 91-171.

Venkatapparao Mummalaneni, J. David Lichtenthal and David T. Wilson, (2008) "Reply to Commentaries by Dant & LaPuka, Honeycutt & Thelen, Malhotra, Uslay & Ndubisi, LaPlaca, and Woodside on "The Essence of Business Marketing Theory, Research and Tactics: Contributions by the Journal of Business-to-Business Marketing", *Journal of Business-to-Business Marketing*, Vol. 15, Number 2, pp. 234-245.

Venkatapparao Mummalaneni, and Soumya Sivakumar (2008) "Effectiveness of a Board Game in Fostering a Customer Relationship Orientation Among Business Students", *Journal of Relationship Marketing*, Vol. 7, Number 3, pp. 257-273.

J. David Lichtenthal, and Venkatapparao Mummalaneni, (2009) “Commentary: Relative Presence of Business-to-Business Research in the Marketing Literature: Review and Future Directions”, *Journal of Business-to-Business Marketing*, Vol. 16, Numbers 1-2, pp. 40-54.

Juan Meng, and Venkatapparao Mummalaneni, (2009), “International Advertising Strategy in ‘New’ Asia: A Country-of-Origin Approach on Standardization vs. Customization”, *International Business & Economics Research Journal*, Vol.8, Number 5, pp. 45-56.

Venkatapparao Mummalaneni, and Juan Meng (2009), “An Exploratory Study of Chinese Customers' Online Shopping Behaviors and Service Quality Perceptions”, *Young Consumers*, Vol. 10, Number 2, pp. 157-169.

Juan Meng, and Venkatapparao Mummalaneni, (2010), “Measurement Equivalency of Web Service Quality Instruments: A Test on Chinese and African American Consumers”, *Journal of International Consumer Marketing*, Vol.22, Number 3, pp. 259-269.

Juan Meng, and Venkatapparao Mummalaneni, (2011), “Cultural Influences on Web Service Quality Perceptions of e-Retailing Consumers”, *Journal of Marketing Channels*, Vol. 18, Number 4, pp. 303-326.

Venkatapparao Mummalaneni, (2014), “Reflective Essay and E-Portfolio to Promote and Assess Student Learning in a Capstone Marketing Course”, *Marketing Education Review*, Vol. 24, Number 1, pp. 43-46.

Venkatapparao Mummalaneni, and J. David Lichtenthal, (2015) “At 21 – The JBBM Comes of Age: Assessment and Outlook”, *Journal of Business-to-Business Marketing*, Vol. 22, Numbers 1-2, pp. 13-36.

Venkatapparao Mummalaneni, Juan Meng and Kevin Elliott (2016), “Consumer Technology Readiness and E-Service Quality in e-Tailing: What is the Impact on Predicting Online Purchasing? *Journal of Internet Commerce*, Vol.15, Number 4, pp. 311-331.

Richard O. Omotoye, Ravi Chinta, Venkatapparao Mummalaneni, and Patrice Y. Perry-Rivers (2017), “An Empirical Validation of the Primary and Moderating Effects of Income and Capital on Familiarity and Participation of Limited Resource Farm Producers (LRFPs) in USDA Agricultural Programs”, *Journal of Business & Economic Research*, Vol.15, Number 3, pp. 45-53.

Richard O. Omotoye, Venkatapparao Mummalaneni and Ravi Chinta (2018), "Transparency and Foreign Direct Investment Inflows: Analysis of Direct and Interacting Effects on Market Capitalization in Emerging Market Economies", *Review of Business Research*, Vol.18, Issue 1, pp. 35-48.

Venkatapparao Mummalaneni and Chandrashekar Challa (2024), "Tele-Law: Bridging the legal access gap for marginalized communities in rural India using ICT", *European Journal of Studies in Management and Business*, Vol. 32, pp. 1-27.

Venkatapparao Mummalaneni and Chandrashekar Challa (2024), "ICT and Access to Justice: The Role of Tele-Law in Empowering Vulnerable Populations", *Global Journal of Business Disciplines*, Vol. 8 No. 1, pp. 154-171.

Olumide O. Malomo, Adeyemi A. Adekoya, Aurelia M. Donald, Ephrem Eyob, Emmanuel Omojokun, Venkatapparao Mummalaneni and Moses Garuba (2025), "AI as asset and liability: A dual-use dilemma in higher education and the SPARKE Framework for institutional AI governance", *Online Journal of Applied Knowledge Management*, Vol. 13, Issue 2, pp 57-71.

### **Book Chapters**

David T. Wilson and Venkatapparao Mummalaneni (1990), "Bonding and Commitment in Buyer-Seller Relationships: A Preliminary Conceptualization" in David Ford (ed.) *Understanding Business Markets: Interaction, Relationships and Networks*, London: Academic Press, pp. 408-420. (This paper was originally published in the journal "Industrial Marketing and Purchasing" Vol. 1 (No. 3) in 1986).

Venkatapparao Mummalaneni (1995), "One More Exploration Into Buyer Seller Relationships: Some Conceptual Foundations and Research Propositions" in Kristian K. Moller and David T. Wilson (Eds.) *Business Marketing: An Interaction And Network Perspective*, Norwell, MA: Kluwer Academic Publishers, pp. 233-256.

### **Case Studies**

Venkatapparao Mummalaneni (2019), "Linkwell Telesystems Pvt. Ltd. Of India: Growth through Business Development in Africa" in CIBER Case Collection, Indiana University

### **Refereed Proceedings**

Venkatapparao Mummalaneni (1984), "Group Decision Making in the Buying Center: A Political Coalitional Perspective", in T.C. Kinnear (ed.) *Advances in Consumer Research*, Vol. 11, 159-164.

Venkatapparao Mummalaneni and David T. Wilson (1984), "Marketing as Exchange: A Critical Perspective", in Russel W. Belk et al. (eds.) *1984 AMA Educators' Proceedings*, AMA: Chicago.

David T. Wilson and Venkat Mummalaneni (1987), "Modeling and Measuring Buyer-Seller Relationships", in *Proceedings of the 3rd I.M.P. conference*.

Eberhard E. Scheuing and Venkatapparao Mummalaneni (1990), "Global Quality Partnerships", in R. Fiocca and I. Snehota (eds.) *Research Developments in International Industrial Marketing and Purchasing*, Proceedings of the 6th I.M.P. conference.

Sreedhar Kavil, Venkat Mummalaneni and Eberhard E. Scheuing (1990), "More Single-Sourcing? An Examination of Management Attitudes" in Joseph L. Cavinato (ed.), *Proceedings of the Fourth Purchasing and Materials Management Research Symposium*.

Pradeep Gopalakrishna and Venkatapparao Mummalaneni (1990), "Cost and Other Measures of HMO Performance: Some Exploratory Evidence", in L.M. Capella et al. (eds.) *Progress in Marketing Thought*, Proceedings of the Annual Meeting of the Southern Marketing Association, pp. 50-54.

Pradeep Gopalakrishna and Venkatapparao Mummalaneni (1991), "The Influence of Social Class and Mode of Health Care Delivery on Consumer Satisfaction and Choice Behavior", in *Proceedings of the AAAHCR Tenth Annual Health Care Conference*.

Venkatapparao Mummalaneni, Sreedhar Kavil and Eberhard E. Scheuing (1991), "Single Sourcing: Performance and Prospects for the Future", in *Proceedings of the 7th I.M.P. conference*.

Itzhak Wirth, Venkatapparao Mummalaneni and Eberhard E. Scheuing (1992), "Applying Project Management Techniques in the Development of New Financial Services", in *Proceedings of the 1992 Project Management Institute Seminar/Symposium*, pp. 245-249.

Venkatapparao Mummalaneni (1996), "Social Embeddedness: A Necessary Construct For Modeling Buyer-Seller Relationships?", in A. Parvatiyar and J. N. Sheth (eds.) *Contemporary Knowledge of Relationship Marketing*, Proceedings of the Third Research Conference on Relationship Marketing, pp. 218-221.

Venkatapparao Mummalaneni and Heng Cheng Cheng (1996), "Entrepreneurship Development through Franchising: Food Delivery Service In Singapore", in *Proceedings of ENDEC World Conference on Entrepreneurship: Globalisation and Entrepreneurship*, pp. 471-478.

John Vong, Venkatapparao Mummalaneni, Tan Suat Pheng and Wilson Lau Wei Hsien (1996), "A Survey of Account Relationships Between SMEs and Commercial Banks In Singapore", in *Proceedings of ENDEC World Conference on Entrepreneurship: Globalisation and Entrepreneurship*, pp. 536-545.

Jerome D. Williams, Venkatapparao Mummalaneni and M. Krishna Erramilli (1997), "An Innovative Classroom Approach To Analyzing The Role of Culture on Business Relationships Using The Global View International Business Simulation", in Samsinar Md. Sidin and Ajay K. Manrai (Eds.) *Proceedings of the Eighth Biennial World Marketing Congress*, pp. 123-125.

Venkatapparao Mummalaneni (2000), "The Impact of E-Commerce on Buyer-Seller Relationships", in *Business Marketing in the Decade Ahead: The Key Challenges We Face*, Proceedings of the Sixth Annual Academic Workshop Organized by the Center For Business And Industrial Marketing, Georgia State University.

Venkatapparao Mummalaneni (2001), "Benefits of EDI and the Influence of Organizational Characteristics: A Survey of Firms in Singapore", in Proceedings of the 37<sup>th</sup> Annual Meeting of Southeastern INFORMS (Proceedings are on a CD).

Venkatapparao Mummalaneni (2003), "Electronic Retailing: An Exploratory Investigation of Prior Experience And Emotional States As Predictors of Shopping Behaviors", in Proceedings of the Southeast Decision Sciences Institute Thirty-Third Annual Meeting (Proceedings are on a CD).

Venkatapparao Mummalaneni and J Rajendran Pandian (2004), "Defensive Strategies in Retailing: An Exploratory Study of the Central Virginia Retail Industry", in Proceedings of 2004 Annual Meeting of the Southeastern Chapter of the Institute for Operations Research and the Management Sciences (Proceedings are on a CD).

Venkatapparao Mummalaneni and Ephrem Eyob (2005), "Can Web Site Characteristics Predict Customer Satisfaction with Service Firms?", in Proceedings of the 41<sup>st</sup> Annual Meeting of the Southeastern Chapter of the Institute for Operations Research and the Management Sciences (Proceedings are on a CD).

Venkatapparao Mummalaneni (2005), "Antecedents and Consequences of "Ideal" Consumer Behaviors: A Cross-Cultural Comparison", in Lenard Huff and Scott M. Smith (Eds.) Proceedings of the 11<sup>th</sup> Cross Cultural Research Conference (Proceedings are on a CD).

Juan Meng and Venkatapparao Mummalaneni (2007), "Measuring Web-based Service Quality: Confirmation and Extension", Proceedings of the American Collegiate Retailing Association (Proceedings are on a CD).

Richard Omotoye, Ravi Chinta, Venkatapparao Mummalaneni and Patrice Perry-Rivers (2016), "Empirical Validation of Main and Interaction Effects of Limited Resource Farm Producer Types and Access to Capital on Degree of Participation in USDA Agricultural Programs", SAM International Business Conference, April 2016.

Patrice Perry-Rivers, Richard Omotoye, Venkatapparao Mummalaneni and Ravi Chinta (2016), "The Impact of Imposed Status on the Financial Performance and Resource Acquisition of Small Enterprises", SAM International Business Conference, April 2016.

### **Refereed Abstracts**

Venkatapparao Mummalaneni and David T. Wilson (1989), "Sources of Satisfaction in Supplier Relationships: A Two-Country Comparison", in D.T. Wilson, S.L. Han and G.W. Holler (eds.) *Research in Marketing: An International Perspective*, Proceedings of the 5th I.M.P. conference, 503-504.

Venkatapparao Mummalaneni and Pradeep Gopalakrishna (1991), "An Empirical Study of the Influence of Health Care Delivery System and Patient Socio-demographic Characteristics on Satisfaction with Care received", in Mary C. Gilly et al. (eds.) *Enhancing Knowledge Development in Marketing*, 1991 AMA Educators' Proceedings, pp. 408-409.

Venkatapparao Mummalaneni (1991), "The Impact of Computer-Based Sales Support Systems on Salesperson Performance and Customer Satisfaction", in Mary C. Gilly et al. (eds.) *Enhancing Knowledge Development in Marketing*, 1991 AMA Educators' Proceedings, pp. 536-537.

Pradeep Gopalakrishna and Venkatapparao Mummalaneni (1992), "An Empirical Examination of the Factors Influencing Satisfaction with Dental Services", *1992 Proceedings of the American Association for Advances in Health Care Research*, pp. 142.

Venkatapparao Mummalaneni and Pradeep Gopalakrishna (1992), "The Influence of Access and Resource-Related Variables on Consumer Satisfaction with Health Care", in Robert P. Leone and V.

Kumar (eds.) *Enhancing Knowledge Development in Marketing* (Vol.3) 1992 AMA Educators' Proceedings, pp. 555-556.

Venkatapparao Mummalaneni and James P. Neelankavil (1992), "International Advertising Appeals and Strategy: A Cross-Cultural Analysis", in Robert P. Leone and V. Kumar (eds.) *Enhancing Knowledge Development in Marketing* (Vol.3) 1992 AMA Educators' Proceedings, pp. 296.

Khalid Dubas and Venkatapparao Mummalaneni (1992), "Sales Management Course Design Incorporating Student Preferences", in Robert P. Leone and V. Kumar (eds.) *Enhancing Knowledge Development in Marketing* (Vol.3) 1992 AMA Educators' Proceedings, pp. 405-406.

Venkatapparao Mummalaneni and Pradeep Gopalakrishna (1993), "An Exploratory Analysis of the Relationship between Health Satisfaction and Life Satisfaction", *1993 Proceedings of the American Association for Advances in Health Care Research*, pp. 75.

Venkatapparao Mummalaneni and Pradeep Gopalakrishna (1994), "Influence of Family Life Cycle Stage on Consumer Satisfaction with Health Care: An Empirical Examination", *1994 Proceedings of the American Association for Advances in Health Care Research*, pp. 57.

Venkatapparao Mummalaneni and Khalid M. Dubas (1994), "Perceived Professionalization of Business Fields and Sub-Fields within Marketing and Their Relationship to Career Interests of College Students", *1994 AMA Educators' Proceedings*

Satya N. Prattipati and Venkatapparao Mummalaneni (1995), "Impact of the Use of Laptop Computers in Sales Presentations on Sales and Customer Satisfaction", *Proceedings of the First Americas Conference on Information Systems*, pp. 125-126

Venkatapparao Mummalaneni and Jerome D. Williams (1996), "Are Perceptions of Personal Selling The Same in Singapore As Those in The U. S.?", in Pravat K. Choudhury (Ed.) *Multicultural Marketing Conference 1996 Proceedings*, pp.27-29.

Venkatapparao Mummalaneni and Manoj Hastak (1997), "The Effects of Nutritional Information and Claims on Consumer Judgements of Product Benefits", in Samsinar Md. Sidin and Ajay K. Manrai (Eds.) *Proceedings of the Eighth Biennial World Marketing Congress*, pp. 13-14.

Venkatapparao Mummalaneni and Jerome D. Williams (1997), "Underlying Reasons and Solutions for Sales Slow-Down in Retail Sector: A Retailer Perspective", in Samsinar Md. Sidin and Ajay K. Manrai (Eds.) *Proceedings of the Eighth Biennial World Marketing Congress*, pp. 480-481.

Venkatapparao Mummalaneni (1998), "Time Duration, Industry and Other Effects on Ad Agency-Client Relationships: A Comparison of U. S. and Korea," *1998 AMA Summer Educators' Conference Proceedings*.

Jan A. K. Tan and Venkatapparao Mummalaneni (1999), "Relationship Development Emphasis in Sales Scripts in Singapore: High Vs. Low Performers," *1999 AMA Winter Educators' Conference Proceedings*, pp.243-244.

Venkatapparao Mummalaneni (2001), "Influence of Risk Relievers on the Consumer Acceptance of a Non-Store Retail Format in a Developing Country: A Conjoint Investigation," *2001 AMA Educators' Proceedings*, Vol. 12, pp. 133-134.

John Moore, Cheryl Mitchem, John Cunningham and Venkatapparao Mummalaneni (2005), "An Assessment of Accounting Web Sites: Accounting Students' Perceptions", in Steve Fogg and Ralph Greenberg (Eds.) *Proceedings of the American Accounting Association 2005 Mid-Atlantic Region Annual Meeting*, pp. 83.

Venkatapparao Mummalaneni (2005), "Epistemic and Hedonic Strategies as Mediators of Store Atmosphere's Influence on Customer Satisfaction: An Investigation of Shopper Behavior in Singapore", in Beth A. Walker and Mark B. Houston (Eds.) *2005 AMA Educators' Proceedings*, Vol. 16, pp. 352-353.

Venkatapparao Mummalaneni and Soumya Sivakumar (2006), "Play as Learning: Can a Board Game Foster a Customer Relationship Orientation Among Business Students?", in Dhruv Grewal, Michael Levy and R. Krishnan (Eds.) *2006 AMA Summer Educators' Proceedings*, Vol. 17, pp. 112-113.

Venkatapparao Mummalaneni (2008), "Consumer Responses to Service Failures: a Cross-Cultural Comparison across two Service Sectors", in Tom Brown and Zeynep Gurhan-Canli (Eds.) *2008 AMA Winter Educators' Conference Proceedings*, Vol. 19, pp. 36-37.

Juan Meng and Venkatapparao Mummalaneni (2009), "Cultural Influences on Web Service Quality Perceptions of e-Retailing Consumers", *MMA Spring Conference*.

## Conference Presentations

Venkatapparao Mummalaneni (1999), "Epistemic and Hedonic Search Strategies as Mediators of Store atmosphere's Influence on Customer Satisfaction," (Presented at the SMA Seminar on Retailing, October, 1999).

Venkatapparao Mummalaneni (1999), "Role of Risk Relievers in the Growth of a Non-Store Retail Format in a Developing Country: A Conjoint Investigation," (Presented at the SMA Seminar on Retailing, October, 1999).

Venkatapparao Mummalaneni (2001), "An empirical investigation of electronic retailing and multi-channel strategies," (Presented at the 2001 SAP Research and Curriculum Congress held at San Diego)

Venkatapparao Mummalaneni (2003), "Applying the Flower of Service Model to the Web Sites of Service Marketers," (Presented at the 34<sup>th</sup> Annual Meeting of the Decision Sciences Institute at Washington, D.C.).

Venkatapparao Mummalaneni (2003), "The Influence of Personalization on Customer Experience and Satisfaction with E-Marketing," (Presented at the 34<sup>th</sup> Annual Meeting of the Decision Sciences Institute at Washington, D.C.).

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