

Biography

Professor Jagdish N. Sheth

Charles H. Kellstadt Professor of Business

Emory University

Jag@jagsheth.com

+1-404-751-8888



Jagdish N. Sheth is Charles H. Kellstadt Professor of Business in the Goizueta Business School at Emory University. He is globally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Professor Sheth has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois at Urbana-Champaign, Columbia University, MIT, and Emory University.

Professor Sheth is the recipient of all four top awards given by the American Marketing Association: the Richard D. Irwin Distinguished Marketing Educator Award, the Charles Coolidge Parlin Award for market research, the P.D. Converse Award for outstanding contributions to theory in marketing, and the William Wilkie Award for marketing for a better society.

Professor Sheth is a Fellow of the Association of Consumer Research (ACR); Fellow of the American Psychological Association (APA); Fellow of the American Marketing Association (AMA); Distinguished Fellow of the Academy of Marketing Science; and a Distinguished Fellow of International Engineering Consortium. Professor Sheth is the recipient of an Honorary Doctorate in Science, awarded by the University of Illinois at Urbana-Champaign (2016), and Honorary Doctorate of Philosophy, awarded by Shiv Nadar University (2017).

Professor Sheth has authored or coauthored more than three hundred papers and several books including Clients for Life (2000), The Rule of Three (2002), Tectonic Shift (2006), Self-Destructive Habits of Good Companies (2007), Chindia Rising (2011), The 4 As of Marketing (2012), Firms of Endearment (2014), Breakout Strategies for Emerging Markets (2016), The Sustainability Edge (2016), and Genes, Climate and Consumption Culture: Connecting the Dots (2017).