

## CURRICULUM VITAE

Bharat Sud  
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### EDUCATION

Ph.D.	University of Western Ontario	Marketing	Oct 2009
M.B.A	University of Western Ontario	Marketing	2001
B. E.	L.D. College of Eng., Gujarat University	Chemical Engineering	1996

### TEACHING

#### Courses Developed and Taught

I have taught about 20 undergraduate classes at three universities – Western University, Ryerson University, and the University of Guelph. My teaching ratings across all the courses and universities I have taught at have been much higher than the average for the department.

I have also taught 15 MBA classes at the DeGroote School of Business, McMaster University.

### EMPLOYMENT

Assistant Professor, Department of Marketing and Consumer Studies, College of Business and Economics, University of Guelph	Aug. 2011-July 2016
Assistant Professor, Ted Rogers School of Retail Management, Ryerson University	Aug. 2010–July 2011
Sessional Lecturer, DeGroote School of Business, McMaster University	Jan 2010–Present
Post-Doctoral Fellow, Faculty of Business and Information Technology, University of Ontario Institute of Technology, Oshawa, Ontario	Oct. 2009–June 2010
Lecturer, Aubrey Dan Program in Management and Org. Studies, University of Western Ontario	Jan. 2008-June 2009
Research Associate, Richard Ivey School of Business, London, Ontario	2001-2003
Assistant Manager, Marketing, Mardia Chemicals Ltd., India	1998-1999
Project Manager, Shree Dhanalaxmi Chemicals, India	1996-1998

### HONORS AND AWARDS

Fellow, 2006 AMA Doctoral Consortium in Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD.

Ivey Plan for Excellence Scholarship, 2003-2007.

Certificate of Distinction, National Science and Mathematics competition, India, for Subject Brilliant Search Test, 1991.

## **WORK IN PROGRESS**

Kopalle, Praveen K., Robert J. Fisher, Bharat L. Sud, and Kersi D. Antia, "The Effects of Advertised Quality Emphasis and Objective Quality on Sales: Evidence from the U.S. Minivan Market," under revision for fourth round submission to the Journal of Marketing.

Pauwels, Koen, Bharat L. Sud, Kersi D. Antia, and Robert J. Fisher, "A Longitudinal Study of Advertising Message Clarity on Sales of a Consumer Durable," under revision for second round submission to the International Journal of Research in Marketing.

Karray, Salma, Bharat L. Sud, and Kamal Smimou, "Tie-In Promotions in the Motion Picture Industry: An Empirical Study" submitted to the Journal of Advertising.

Sud, Bharat L. and Kersi D. Antia, "Salesperson Characteristics, Sales competence-enhancing Technology Usage, and Sales Performance: A Dual Trajectories Perspective," under preparation for submission to the Journal of Marketing.

Sud, Bharat L., Sudha Mani, and Kersi D. Antia, "Salespersons' Information Seeking Efforts, Sales Performance, and Turnover," under preparation for submission to the Journal of Marketing Research.

### ***Invited Talks and Conference Presentations***

Sud, Bharat L., Sudha Mani, and Kersi D. Antia, "Salespersons' Information Seeking Efforts, Sales Performance, and Turnover," Special Session on Salesperson and Customer Churn, AMA Winter Educators' Conference, February 26-28, 2016.

Sud, Bharat L. and Kersi D. Antia, "Salesperson Characteristics, Sales competence-enhancing Technology Usage, and Sales Performance: A Dual Trajectories Perspective," 5<sup>th</sup> Enhancing Sales Force Productivity Conference, Atlanta, June 16-17, 2015.

Karray, Salma, Bharat L. Sud, and Kamal Smimou, "Measuring the effect of cross promotions: The case of the motion picture industry" 2013 INFORMS Marketing Science Conference, Istanbul, Turkey, July 11-13, 2013.

Karray, Salma, Bharat L. Sud, and Kamal Smimou, "Tie-In Promotions in the Motion Picture Industry: An Empirical Study" 2013 Academy of Marketing Science Conference, Monterey Bay, CA, May 15-18, 2013.

Invited Participant, Thought Leadership Conference on the Sales Profession, Harvard Business School, Boston MA, June 5-6, 2012.

Fisher, Robert J., Bharat L. Sud, and Kersi D. Antia, "The Effects of Actual and Advertised Quality on Sales: A Longitudinal Study of the US Auto Market," 2009 INFORMS Marketing Science Conference, Ann Arbor, MI, June 4-6, 2009.

Sud, Bharat L., Robert J. Fisher, and Kersi D. Antia, "The Effects of Focused, Unique, and Temporally Consistent Advertising Messages on Brand Sales," 2008 INFORMS Marketing Science Conference, Vancouver BC, June 12-14, 2008.

Fisher, Robert J., Bharat L. Sud, and Kersi D. Antia, "The Differential Impact of Advertised and Objective Quality on Market Share as Markets Age," AMA Winter Educators' Conference, San Diego CA, February 16-19, 2007.

Fisher, Robert J., Bharat L. Sud, and Kersi D. Antia, "The Differential Impact of Advertised and Objective Quality on Market Share as Markets Age," 2006 INFORMS Marketing Science Conference, Pittsburgh PA, June 8-10, 2006.

## **ACADEMIC AND PROFESSIONAL CONTRIBUTIONS**

### **Scholarly and Professional Activities**

Ad-hoc reviewer Electronic Commerce and Research Applications, 2012, 2014, and 2015.

Judge, Canada's Next Top Ad Executive Competition 2012.

Manuscript reviewer, Marketing Management, Sales and Relationship Marketing track, AMA Winter Marketing Educator's Conference, Tampa, FL, February 2009.

Manuscript reviewer, Marketing Management, Strategy, and Channels track, AMA Winter Marketing Educator's Conference, Austin, TX, February 2008.

Manuscript reviewer, Brands and Consumer Marketing track, AMA Winter Marketing Educator's Conference, St. Petersburg, FL, February 2006.

Manuscript reviewer, International Marketing and Cross Cultural Understanding track, Marketing Management Association 2006 Spring Conference.

### **University and Department Contributions**

Faculty Advisor, Marketing Management Co-op Students (over 250 students), 2013-Present.

Member, Marketing Management Curriculum Committee, 2012-2014.

Chair, 530 Speaker Club Organizing Committee, 2012-2014.

### **Teaching Interests**

Marketing Strategy, Advertising & Promotion, Principles of Marketing, Retail Buying, Research Methods, Marketing Communications

### **Courses Developed and Taught**

Marketing, Western University, BMOS program (Undergraduate)  
Retail and Service Management, Ryerson University (Undergraduate)  
Retail Buying Process, Ryerson University (Undergraduate)  
Marketing Communications, University of Guelph (Undergraduate)  
Market Analysis and Planning, University of Guelph (Undergraduate)  
Advanced Marketing, University of Guelph (Undergraduate)  
Marketing Concepts and Applications, McMaster University (Graduate)

### ***Graduate Supervision (University of Guelph)***

Member, Dissertation Supervisory Committee for Rosanna Totino (completed September 2014)

### **Learning Materials (Case) Development**

Eurogame and the ITV Opportunity, Ivey Publishing Case No. 9B01A027.  
Living Dupont.Ca: Virtual Business Real Money, Case No. 9B03A018.

## REFERENCES

*Dr. Kersi D. Antia*                      Email [kantia@ivey.ca](mailto:kantia@ivey.ca)  
George and Mary Turnbull Faculty Fellow and Associate Professor of Marketing,  
Ivey Business School, Western University,  
London, Ontario, Canada N6G 0N1.  
PH (519) 661-4179.

*Dr. Sourav Ray*                      Email [sray@mcmaster.ca](mailto:sray@mcmaster.ca)  
Associate Professor, Marketing, DeGroote School of Business,  
McMaster University, 1280 Main St. W.,  
Hamilton, Ontario, Canada L8S 4M4.  
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*Dr. Vinay Kanetkar*                      Email [vkanetka@uoguelph.ca](mailto:vkanetka@uoguelph.ca)  
Chair and Associate Professor, Marketing and Consumer Studies,  
College of Business and Economics, University of Guelph, 50 Stone Road E.,  
Guelph, Ontario, Canada N1G 2W1.  
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