

*President Emeritus
Regents' Professor of Business; Beheruz N. Sethna Distinguished Scholar
The University of West Georgia*

INSTITUTIONAL DIRECTORY INFORMATION

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EDUCATION

Ph.D. in Business (Marketing), Columbia University, New York, New York Doctoral Dissertation: <i>A Control System Approach to Consumer Behavior</i>	1976
Master of Philosophy, Columbia University, New York, New York	1975
M.B.A., Indian Institute of Management, Ahmedabad	1973
Bachelor's degree (Honors) in Electrical Engineering, Indian Institute of Technology, Bombay	1971

SELECTED ADDITIONAL QUALIFICATIONS AND PROGRAMS

Experienced Presidents Seminar, Harvard University, Cambridge, Massachusetts	2008
Institute for Educational Management, Harvard University, Cambridge, Massachusetts	1991
Advanced Faculty Development Management Information Systems Institute, A.A.C.S.B. and Indiana University, Bloomington, Indiana	1986
Certified Computing Professional, Association for Systems Management, Cleveland, Ohio Certification Number: 029949. (Formerly Certified Systems Professional, # 03701)	1985-Present

NATIONAL / INTERNATIONAL RECOGNITION

Unique record of national recognition for Instructional Innovation **eight** times
in competitions sponsored by the Decision Sciences Institute:

"New Product Marketing Analysis: The Use of the Computer in Effective Decision Making"	1984
"Integrated Competencies in Decision Support"	1985
"Communications Across the Curriculum"	1986
"Management Information Systems"	1987
"Computer-Integrated Manufacturing: Development of the Educated User"	1988
"Computers in Product Management"	1989
"The Marketing Carnival"	2004
"Multifaceted and Multidimensional Undergraduate Research in Marketing and Business"	2014
Fulbright Senior Scholar for teaching/research overseas, CIES/USIA Washington, D.C.	1986-87
National Award for Outstanding Leadership in Higher Education (Academy of Bus. Adm.)	1993
Selected as one of the "Great Immigrants –The Pride of America" by the Carnegie Corporation	2014

SELECTED STATE / REGIONAL / UNIVERSITY RECOGNITION

Honors Professor of the Year by the Student Honors Council (<i>by student election</i>)	1999
Carroll County Citizen of the Year by the Chamber of Commerce	1999
Honorary Alumnus of the University of West Georgia	1999
Distinguished Alumnus of Indian Institute of Technology, Indian Institute of Management	2000, 2011
#1 Mover, Shaker, and Newsmaker in Carroll County	2002
Named among 100 Most Influential Georgians by <i>Georgia Trend</i>	2003, 2006, 2009, 2010, 2011, 2012
Resolutions of Commendation from Governor, House, and Senate of the State of Georgia	2003, 2013
Presented with Board of Regents' Commendation and Cornerstone Award	2000, 2007
President of Georgia Association of Colleges	2000-2001
Gold Award for Customer Service President and University of the Year	2012-13
Presented with The Founder's Award, The University of West Georgia's Highest Honor	2013
Beta Gamma Sigma Professor of the Year (<i>by student election</i>)	2016-17
Richards College of Business Faculty Teaching Award	2017-18, 2020-21, 2022-23
Richards College of Business Faculty Service Award	2018-19, 2024-25
Richards College of Business Faculty Research Award	2016-17, 2019-20, 2021-22

EXPERIENCE

August, 1994 to Present: **The University of West Georgia**, Carrollton, Georgia
(Formerly President of West Georgia College and President of the State University of West Georgia)

August, 1994 to June, 2013: Professor of Business Administration, and President of the University

July 1, 2013 to Present: President Emeritus; Regents' Professor of Business (tenured)

1999-2000, and 2006-07: **University System of Georgia**, Atlanta, Georgia

Senior Vice Chancellor (Interim): September, 1999 – July, 2000

Executive Vice Chancellor and Chief Academic Officer (Interim): June 2006 – August, 2007

August, 1989 to August, 1994: **Lamar University**, Beaumont, Texas

Fall, 1992-August, 1994: Interim Executive Vice President for Academic and Student Affairs (previously Dean of the College of Business). Professor (tenured) of Marketing and Management Information Systems; Held Named Chair – Gulf States Utilities Professor of Business

August 1976 to June, 1989: **Clarkson University**, Potsdam, New York

Last position held: Professor (tenured) and Chair, Marketing and Management Information Systems. Other positions held: Area Coordinator of Management and Marketing, Director of Graduate Programs, Area Coordinator of Marketing. Tenured 1982, Promoted to Professor 1986, effective 7/87

January 1980 to August 1981: **Proctor & Gamble/RHL (India),**

Corporate and Strategic Planning Manager. Line Responsibility (sales and profit) for five brands; Strategic and Tactical Planning; plus Head of Marketing Research Department

August 1974 to August 1976: **Lever Brothers Company**, New York City

Project Manager and Consultant, Marketing Research Department. Developed a forecasting system for the company's brands; industry analysis for the major brands; evaluation of the marketing mix

TEACHING INTERESTS

Courses Taught (Graduate/Undergraduate)

Advertising Management	Marketing Research / Business Research
Business Information Systems	New Product Marketing Analysis
Buyer/Consumer Behavior	Principles of Marketing
Decision Support in New Product Introductions	Marketing Models
Management Information Systems	Analytical Methods in Marketing
Marketing Management & Strategy	Theses (Masters) and Seminars (Doctoral)

Consistently rated at or near the top of the scale and peer group, in undergraduate, graduate, and executive teaching

Executive Development Programs (See later for Fulbright Scholar Teaching Activities)

Executive Information Systems teaching and development for top executives of Gulf States Utilities Company (a Fortune 500 Company) , Beaumont, Texas, including the Chairman and CEO, senior executive vice-presidents, and eighteen vice presidents, 1990-91.

Executive Development Program for executives from the Glen Raven Corporation, Raleigh, North Carolina, Spring, 1990 and Fall, 1993.

Executive Development Programs at the Carrier Corporation, Syracuse, New York, in December 1978; several programs on job management for General Electric engineers in 1984-85 and 1985-86. Developed several case studies for these programs and programs for senior executives from Yugoslavia.

Advanced Management Programs for senior executives at Saranac Lake, New York, in June 1979, and at Lake Placid, New York, in June 1980.

INSTRUCTIONAL INNOVATION: NATIONAL RECOGNITION

National Recognition at Instructional Innovation Award Competitions of the Decision Sciences Institute:

Sethna, Beheruz N., "Computers in Product Management"	1989
Sethna, Beheruz N., with Charles Mosier, "ComputerIntegrated Manufacturing: Development of the Educated User"	1988
Sethna, Beheruz N., "Management Information Systems: The Intersection Between the Computer Specialist and the Functional Decision Maker"	1987
Sethna, Beheruz N., with Thomas M. Steinfatt, "Communications Across the Curriculum"	1986
Sethna, Beheruz N. and John A. Howard, "Integrated Competencies in Decision Support"	1985
Sethna, Beheruz N., "New Product Marketing Analysis: The Use of the Computer in Effective Decision Making"	1984
Sethna, Beheruz N., "The Marketing Carnival"	2004
Sethna, Beheruz N., "Multifaceted and Multidimensional Undergraduate Research in Marketing and Business"	2014

SCHOLARSHIP / RESEARCH INTERESTS

EXTERNAL FUNDING

The following projects refer to external funding obtained prior to becoming Dean, Chief Academic Officer, and later President, because of the difficulty of distinguishing between academic and administrative fund-raising accomplishments in these positions. See later for Presidential fundraising.

"Economic Impact of Tourism Projects," (coauthored), funded by New York State, 1989: \$20,000.

"Excelerator" software for Systems Analysis and Design, funded by Excelerator, 1986: \$8,000.

"Videotext Frame Creation System," (coauthored), funded by AT&T, 1985: \$45,000 equipment.

"Proposal for Graduate Programs in the Management of Information Systems," Stage One funded by IBM, 1984 (coauthored): \$12,000.

"Consumer Acceptance and Demonstration of an Electric Vehicle," funded by the Department of Energy, 1980: \$10,000.

BOOK

Sethna, Beheruz N. and Leonard Groeneveld, *Research Methods in Marketing and Management*, Tata McGraw-Hill, 1984. (335 pp.)

PAPERS / PUBLICATIONS

Sethna, Beheruz N., Changing and Unchanging Principles in an Uncertain Age of University Governance: Autonomy, Accountability, and Innovation. *The Routledge Handbook of Global and Digital Governance Crossroads -- Stakeholder Engagement and Democratization*, 2024. Edited By Preeti Shroff-Mehta, Jagdish. N Sheth, John Garrison, Shailendra Raj Mehta Routledge. Taylor & Francis Group, pp. 253-269.

Metcalf, Kayleigh, Cauthen, Kyli, Fraley, Ameer, Gallagher, Jacob, Green, Tian, Hines, Trencé, Lewis, Ryan, Redick, Ethan, and Sethna, Beheruz N., Analysis of Consumer Perceptions of Chick-fil-A, *Proceedings of the National Social Science Association*, Las Vegas, 2024, pp. 79-148.

Chauhan, Nidhi, Jain, Ayush, and Sethna, Beheruz N., Student Preferences for Online vs In-Person Learning, *Proceedings of the National Social Science Association*, Las Vegas, 2024, pp. 10-31.

Carpentero, Alejandro, Evans, Josh, Lonas, Nick, Mybe, Ousman, Tyree, Suncerya, and Sethna, Beheruz N., Statistical Analysis of Consumer Perceptions of Krispy Kreme. *National Social Science Journal*, 2023, 60(2), pp. 67-82.

Adams, Quanasya, Hummer, Emily, Powell, Nathan, Patillo, Casey, Gallardo, Antonio, Green-Williams, Seth, Harris, Elizabeth, Spivey, Shawn, and Sethna, Beheruz N., The Use of Statistical Analysis for the University Recreation Center, *National Technology and Social Science Conference Proceedings*, Published 2023, dated 2022. 71(1), pp. 98-115.

Hazari, Sunil and Sethna, Beheruz N., A Comparison of Lifestyle Marketing and Brand Influencer Advertising for Generation Z Instagram Users, *Journal of Promotion Management*, 2022, doi: [10.1080/10496491.2022.2163033](https://doi.org/10.1080/10496491.2022.2163033)

- Sethna, Beheruz N., Hazari, Sunil, and Talpade, Salil. Antecedents of Satisfaction with Facebook in the context of User Involvement, Privacy, and Trust. *Journal of Customer Behaviour*, 2021, 20(1-2), pp. 95-124. <https://doi.org/10.1362/147539221X16206323664287>
- Sethna, Beheruz N., Hazari, Sunil, and Brown, Cheryl, Investigating value, loyalty, and trust as determinants of purchase intention on the Pinterest social media network. *International Journal of (Int. J.) Electronic Marketing and Retailing*, 2021, 12(2), pp. 171-195. doi{[10.1504/IJEMR.2021.114246](https://doi.org/10.1504/IJEMR.2021.114246)}
- Thomas, Bailey, Batool, Kiran, and Sethna, Beheruz N., College Students and Caffeine. *National Social Science Journal*, dated 2019, published 2020, 52(1), pp. 88-114.
- Tankari, Idrissa, Powers, Steven, George, Ryan, Dupeire, Morgan, Mendoza, Gisela, and Sethna, Beheruz N., Introduction of Panera Bread, Analysis of Perceptions, *National Social Science Journal*, 2020. 54(2), pp. 76-87.
- Sethna, Beheruz N., Understanding Consumer Choice in the Hospitality and Tourism Industry: An Electrical Engineering Control System Approach, *The Business and Management Review, Proceedings of the Association for Business and Retail Management*, July, 2018, 9(4), ISSN 2047-2854, pp. 424-433.
- Payne, Amber, Smith, Ethan, Gibson Kimberly, Patanao, Abigail, and Sethna, Beheruz N., QuikTrip vs. RaceWay. *National Social Science Journal*, 2018. 49(2), pp. 65-80.
- Sethna, Beheruz N., Hazari, Sunil, Bergiel, Blaise, Influence of User Generated Content in Online Shopping: Impact of Gender on Purchase Behaviour, Trust, and Intention to Purchase. *International Journal of (Int. J.) Electronic Marketing and Retailing*, 2017. 8 (4). pp. 344-371.
- Sethna, Beheruz N., A Meta-Analysis of Instructional Innovation Award Winners in Marketing, *Proceedings of the Decision Sciences Institute*, November, 2017. <https://decisionsciences.org/publications/annual-meeting-proceedings/2017-annual-meeting-proceedings/> <https://decisionsciences.org/wp-content/uploads/2017/11/p1292797.pdf> 104. ISBN: 987-8-578-17748-9, ISSN: 2471-884X.
- Hazari, Sunil, Sethna, Beheruz N., Brown, Cheryl. Determinants of Pinterest Affinity for Marketers using Antecedents of User-Platform Fit, Design, Technology, and Media Content. *International Journal of Technology Marketing*, 2017. 12(3), pp. 230-251. doi: 10.1504/IJTMKT.2017.10006770.
- Hukin, Matthew, Dennis, Deia, Turner, MaryLeith, and Sethna, B. Analysis of the Student Market for Chipotle Mexican Grill. *National Social Science Journal*, 2017. 47(2), pp. 70-82.
- Wei, Yujie and Sethna, Beheruz N., "Effects of Cognitive Overweight Status and Food Motives on Food Choice: Implications for Public Policy and Marketing," *Health Marketing Quarterly*, 2016, 33(4), pp. 386-401.
- Fraime, Samantha, Voegtlin, Ian, Adams, G., DiBattista, N., Sethna, Beheruz N., Analysis of the University of West Georgia Market regarding the Clothing Company, Fayettechill. *National Technology and Social Science Conference Proceedings*, 2016. 61(1), pp. 112-126.
- Hazari, Sunil, Bergiel, Blaise J., and Sethna, Beheruz N., "Hedonic and utilitarian use of user-generated content on online shopping websites," *Journal of Marketing Communications*, March 2016, <http://dx.doi.org/10.1080/13527266.2016.1143383>.

Cofer, Marshala, Zahner, Laney, Bronson, Kaylee, Santiago, Sandra, and Sethna, Beheruz N., "The Marketing Carnival Approach to Analysis of a University Bookstore," *National Social Science Technology Journal*, Vol. 45, No. 2, 2016, pp. 78-91.

Sethna, Beheruz N., "Who Wants to Be a College President?," *B>Quest (Business Quest, peer-reviewed article)*, <http://www.westga.edu/~bquest/2015/president2015.pdf>, May 2015, pp. 1-23.

Sethna, Beheruz N., "Minorities in higher education: A pipeline problem?," *Research in Higher Education Journal*, Vol. 13, October 2011, pp. 140-157.

Sethna, Beheruz N., "A Higher Education "Curriculum" for Today's and Tomorrow's World: A Different Approach," *Gravitas 2011*, January 2011, pp. 41-47.

Sethna, Beheruz N., "A Pipeline Problem in Higher Education: Reality or "Cop Out?," *Fifth International Conference Proceedings*, Vol. 3, No. 2, October 2010, pp. 244-250.

Sethna, Beheruz N., "Foreign Direct Investment in Higher Education: Options for India," *MBA Review – The Icfai University Press*, December 2009, pp. 45-57.

Sethna, Beheruz N., "Messages Sent from a 'Flattening' World to P-12 Education and Society," *TESOL in Action*, Vol. 22, No. 1, Summer 2008, pp. 4-9.

Sethna, Beheruz N., "Red, White, Blue, and Green," *Presidential Perspectives 2009 – Best Practices in Higher Education*, September 2008, Chapter 1, pp. 1.1-1.10.

Sethna, Beheruz N., "Ghemawat v. Friedman: Is the World Flat?," *Decision Line*, Vol. 39, No. 4, July 2008, pp. 25-31.

Sethna, Beheruz N., "The Role of Higher Education in a Global Society: Ethical Challenges," *Journal of Ethics in Leadership*, Vol. 2, No. 1, 2007, pp. 111-136.

Sethna, Beheruz N., "Ethical Leadership in a Global Society -- (How) Can Universities Lead," in *For the Common Good*, John Knapp (ed.), 2006, Chapter 9, pp. 101-119.

Sethna, Beheruz N., "A Pipeline Problem? The Progress of Minorities Through the Higher Education Pipeline," *Public Purpose*, The Magazine of the American Association of State Colleges and Universities, September/October 2005, pp. 19-21.

Sethna, Beheruz N., "The Marketing Carnival," *Decision Line*, Decision Sciences Institute, Vol. 36, No. 2, March 2005, pp. 4-7, 14.

Sethna, Beheruz N., "An Unconventional View of Gifted Children of Indian Descent in the United States," in *In the Eyes of the Beholder: Critical Issues for Diversity in Gifted Education*, Diane Boothe and Julian Stanley (Ed.), Prufrock Press, 2004, pp. 101-117.

Reddy, Allan, Beheruz N. Sethna, and Niren Vyas, "Is Globalization an Evil? A Macro-Marketing Perspective," *Proceedings of the Pan-Pacific Conference XX*, 2003, pp. 13-15.

Sethna, Beheruz N., Clifton D. Wickstrom, Diane Boothe, and Julian Stanley, "The Demise of Senioritis: Residential Early Entrance at The University of West Georgia – The Advanced Academy of Georgia," *World Conference for Gifted Education*, August 1-5, 2003.

Sethna, Beheruz N., "Can Business Ethics be Taught?," *GoodBusiness*, The Southern Institute, Vol. 2, No. 2, 2nd Quarter, 2003. [http://www.southerninstitute.org/Resources-GoodBusiness-Content\(16\).htm](http://www.southerninstitute.org/Resources-GoodBusiness-Content(16).htm)

Sethna, Beheruz N., Clifton D. Wickstrom, Diane Boothe, and Julian Stanley, "The Advanced Academy of Georgia: Four Years as a Residential Early-College-Entrance Program," *The Journal of Secondary Gifted Education*, Vol. XIII, No. 1, Fall, 2001, pp. 11-21.

Sethna, Beheruz N., Cynthia Barnes, Melvin Brust, and Lory Kaye, "Email Communications in Colleges and Universities: Are They Private?" *Journal of Education for Business*, Vol. 74, No. 6, July/August, 1999, pp. 347-350.

Boothe, Diane, Beheruz N. Sethna, Julian Stanley, and Susan Colgate, "Special Opportunities for Exceptionally Able High School Students," *The Journal of Secondary Gifted Education*, Vol. X, No. 4, Summer, 1999, pp. 195-202.

Reddy, Allan C., Beheruz N. Sethna, and J.L. Sharma, "Towards a New Services Marketing Paradigm For Developing Countries," *Proceedings of the International Conference on One World One Market – Vision 2020*, December, 1998, pp. 95-98.

Barnes, Cynthia, Beheruz N. Sethna, Melvin Brust, and Lory Kaye, "An Examination of the Issue of Privacy Invasion of Electronic Communication in AACSB Colleges and Universities," *Proceedings of Southwestern Federation of Administrative Disciplines*, March, 1998, pp.53-57.

Boothe, Diane and Beheruz N. Sethna, "Exceptional Opportunities for Exceptional High School Students at The Advanced Academy of Georgia," *TEMPO – Texas Association for the Gifted and Talented*, Vol. 18, No. 1, Winter, 1998, pp.23-24, 37.

Tyler-Wood, Tandra, Diane Boothe, Beheruz N. Sethna, and Pat Hughes, "The Effectiveness of Various Service Delivery Models for Meeting the Needs of Secondary Gifted Students," *Multiple Criteria Serving Multiple Talents*, Georgia Association for Gifted Children, March, 1997, p. 2.

Reddy, Allan, Beheruz N. Sethna, C. P. Rao, Niren Vyas, and J. L. Sharma, "Successful Export Marketing of Multinational Firms," *Architecting the Global Village: Perspective, Problems, and Prospects*, Academy of Marketing Science and A.S.C.I., January, 1997, p. 49.

Boothe, Diane and Beheruz N. Sethna, "Advanced Academy of Georgia," *Georgia Association for Gifted Children Newsletter*, Fall, 1997, p. 6.

Boothe, Diane and Beheruz N. Sethna -- Epilogue by Julian Stanley, "The Advanced Academy of Georgia: A Unique Collaboration of High School With College," *Journal of the National Consortium for Specialized Secondary Schools of Mathematics, Science & Technology*, Vol. 2, No. 2, November, 1996, pp. 3-6.

Reddy, Allan, Beheruz N. Sethna, C. P. Rao, and Niren Vyas, "A Behavioral Growth Model for Economic Development," *International Journal of Management*, Vol. 13, No. 2, September, 1996, pp. 390-400.

Sethna, Beheruz N., "The Role of Institutions of Higher Education in Peace Education in the Next Millennium," *The International Journal of Humanities and Peace*, 1996, Vol. 11, No. 2, pp. 24-27.

Sethna, Beheruz N., "Business Practices in Academic Institutions: Can They Succeed?" *B-Quest – An Electronic Journal of Business and Economics*, Vol. 1, No. 1, January, 1996.

Boothe, Diane, Beheruz N. Sethna, and Pat Hughes, "The Advanced Academy of Georgia: West Georgia College's Unique Model for an Early Transition to College," Abstract in the *Proceedings of the Annual Meeting and Science Innovation Exposition of the American Association for the Advancement of Science*, February, 1996, p. A-135.

Reddy, Allan, Beheruz N. Sethna, C. P. Rao, and Niren Vyas, "Economic Prosperity Through a Behavioral Growth Model," *Proceedings of the International Conference on Globalization and the Market Economy: The Challenge of Change*, December, 1995, pp. 171-182.

Bommer, Michael R.W., Brian O'Neil, and Beheruz N. Sethna, "A Methodology for Optimizing Selling Time of Salespersons," *Journal of Marketing Theory and Practice*, Spring, 1994, pp. 61-75.

Barnes, Cynthia, Marsha Steffek, and Beheruz N. Sethna, "Marketing of College Graduates for Entry-Level Positions: An Analysis of Employers' Expectations," *Business Trends For the 21st Century*, Academy of Business Administration, February, 1994, pp. 1299-1306.

Sethna, Beheruz N., "Washing Dirty Laundry" Case Study and Teaching Note, *Arthur Andersen Series: Case Studies in Business Ethics (Marketing)*, MKTG-28, Arthur Andersen & Co., 1992.

Harris, Tommy, Cynthia Barnes, and Beheruz N. Sethna, "A Survey of Microcomputer Procedures Used By Law Firms," *Law Office Economics and Management*, Vol. 32, No. 4, 1992, pp. 466-472.

Dubrovsky, Vitaly J., Sara Kiesler, and Beheruz N. Sethna, "The Equalization Phenomenon: Status Effects in Computer-Mediated and Face-to-Face Decision-Making Groups," *Human Computer Interaction*, Vol. 6, No. 2, 1991, pp. 119-146. Research results quoted in *Scientific American*, October 1991.

Sethna, Beheruz N., Larry Allen and Dee Wellan, "Multiple Business Goals and Multiple Business Instruments: The Application of the Theory of Macroeconomic Policy to Business Decisions," *Journal of Business Strategies*, Vol. 8, No. 1, 1991, pp. 52-63.

Sethna, Beheruz N., "Perceptions of Managers Regarding Government Intervention: A Comparative Study," in *Southwest Review of International Business Research*, Academy of International Business, March, 1991, pp. 42-48.

Sethna, Beheruz N., "Integration of Information Technologies in Organizations," in *Information Technology Resources Utilization and Management: Issues and Trends*, Ed. Mehdi Khosrowpur and Gayle Yaverbaum, Harrisburg, PA: Idea group Publishing, 1990, pp. 56-70.

Sethna, Beheruz N., "Integration of the Computer Into Effective Decision Making: An Innovative Course for MBA Students," *Interface*, Vol. 11, No. 3, 1989, pp. 42-48.

Sethna, Beheruz N., Cynthia Barnes, and John Pearson, "Management Information Systems: Development of Managers of Management Support," *Proceedings of the Annual (National) Meeting of the International Academy for Information Management*, 1989, pp. 110-120.

Sethna, Beheruz N., "Computers in Product Management." *Proceedings of the Annual (National) Meeting of the Decision Sciences Institute*, Vol. 1, 1989, pp. 10-12.

Dubrovsky, Vitaly J., S. V. Kolla, and Beheruz N. Sethna "Cross-Cultural Comparison of Status Effects on Group Decision Making," *Proceedings of the Annual (National) Meeting of the Human Factors Society*, 1989, pp. 846-850.

- Mosier, Charles T. and Beheruz N. Sethna, "Computer-Integrated Manufacturing: Development of the Educated User." *Proceedings of the Annual (National) Meeting of the Decision Sciences Institute*, Vol. 1, 1988, pp. 1-3.
- Mosier, Charles T. and Beheruz N. Sethna, "Computer-Integrated Manufacturing," *Decision Line* (based on above paper published as the inaugural article of a new series on "Award-Winning Course Designs"), 1989, pp. 3, 13.
- Sethna, Beheruz N., "'Future Shock' Case Analyses in Marketing Information Systems," *Journal of Management Case Studies*, North-Holland, accepted for publication.
- Sethna, Beheruz N., "Management Information Systems: The Intersection Between the Information Systems Specialist and the Functional Area DecisionMaker," *Proceedings of the 1987 Annual Meeting of the Decision Sciences Institute*, November 1987, Vol. 1, pp. 810.
- Steinfatt, Thomas M. and Beheruz N. Sethna, "Integration of Communication Across the Curriculum", *Proceedings of the 1986 Annual Meeting of the Decision Sciences Institute*, November 1986, Vol. 1, pp. 911.
- Kolla, S. V. and Beheruz N. Sethna, "Students' Perceptions of Faculty Evaluations," *Developments in Marketing Science*, May 1986, p. 468.
- Sethna, Beheruz N. and John Howard, "Integration of the Computer into Effective Decision-Making: New Product Marketing Analysis," *Proceedings of the 1985 Annual Meeting of the American Institute for Decision Sciences*, November, 1985, Vol. 1, pp. 198200.
- Sethna, Beheruz N., "Mandatory Computerization: Accepted or Rejected?", in *Developments in Marketing Science*, Academy of Marketing Science, 1985, pp. 451453.
- Sethna, Beheruz N., Vitaly Dubrovsky, and S. V. Kolla, "Implications of the Impact of 'Extensive' Computerization on an Organization," in *Technology and the World Around Us, International Technology Institute (ITI/IEEE)*, 1984, pp. 396397. Partially reprinted in "Personal Computers at Clarkson University," by David W. Bray, T.H.E. Journal, vol. 12, No. 8, April 1985, pp. 8183.
- Sethna, Beheruz N., "Consumer Perceptions of Electric Cars: The Effects of Exposure," in *Developments in Marketing Science*, Academy of Marketing Science, 1984, pp. 269-274.
- Sethna, Beheruz N. and Erdogan Kumcu, "A Comparative Study of the Perceptions of Managers Regarding Government Intervention," in *Developments in Marketing Science*, 1983, Academy of Marketing Science, p. 640.
- Rao, K. S., S. V. Kolla, and Beheruz N. Sethna, "The Use of Quantitative Models in the Study of Physical Distribution of Fertilizers," *Developments in Marketing Science*, Academy of Marketing Science, May 1983, pp. 633-635.
- Sethna, Beheruz N., "Extensions and Testing of Importance-Performance Analysis," *Business Economics*, Vol. XVII, No. 4, pp. 2831, September 1982.
- Sethna, Beheruz N., "A Problem in Industrial Marketing Management: The Over-Under Phenomenon," *Developments in Marketing Science*, Vol. V, pp. 196199, May 1982.
- Sethna, Beheruz N., "The Case as an Aid to Imparting Concepts," *Developments in Marketing Science*, Vol. V, pp. 287290, May 1982.

Sethna, Beheruz N., "Extensions and Testing of Importance-Performance Analysis," *Developments in Marketing Science*, Vol. V, pp. 327331, May 1982.

Sethna, Beheruz N., "Multiple Marketing Goals and Multiple Marketing Instruments," *Developments in Marketing Science*, Vol. V, pp. 514518, May 1982.

Sethna, Beheruz N., "Tofi Management, Inc.: An Experiential Exercise Regarding the Long-Term Implications of Some Technological Innovations," *Developments in Marketing Science*, Vol. V, p. 589, May 1982.

Sethna, Beheruz N., "An Optimal Intertemporal Purchase Decision Rule," *Proceedings of the National Conference of the American Institute for the Decision Sciences*, 1981, p. 422.

Sethna, Beheruz N., "Sex Selection: An Alternative Approach to Family Planning," *Appalachian Business Review: The Future of Health Care in America*, Vol. 8, No. 1, 1981, pp. 8791.

Tong, Hsin-Min and Beheruz N. Sethna, "U.S.-Educated Foreign Students: An Untapped Resource for Multinational Corporations," *Personnel Journal*, September 1980, pp. 769772.

Tong, Hsin-Min and Beheruz N. Sethna, "Trend and Chi-Square Analyses of Plant Location Factors Influencing Foreign Manufacturing Investors in the United States," *Arkansas Business and Economic Review*, Summer 1980, pp. 1522.

Sethna, Beheruz N., "Some Important Determinants of Consumer Satisfaction/Dissatisfaction," *Refining and Measures of Consumer Satisfaction and Complaining Behavior*, by H. Keith Hunt and Ralph L. Day, eds., Indiana University, 1980, pp. 2933.

Boldin, Robert, Beheruz N. Sethna, and Kelt Kendik, "Brochure Advertising: An Exploratory Study of Its Effectiveness," *Tourism Management Review*, 1979.

Chorba, Ronald and Beheruz N. Sethna, "Health Systems Agency," *Health Administration Quarterly*, American Academy of Health Administration, 1978.

Sethna, Beheruz N., "An Electrical Circuit Analogue of Market Behavior: As Used in Advertising Decisions," *Journal of Advertising*, Vol. 7, No. 1, 1978.

Sethna, Beheruz N., "A Control System Specification of Multiple Attribute Attitude Models," *Proceedings of the American Marketing Association*, 1977, pp. 7778.

PUBLISHED CASES, REPORTS, etc.

Sethna, Beheruz N., "The Private versus Public Dilemma for Higher Education," *Khabar*, Vol. 7, Issue 7, July, 2002, pp. 30-32.

"Tofi Management, Inc., in *Cases in Retailing Strategy*, by Etzel and Woodside, MacMillan Publishing Co., 1984, pp. 319327.

Sethna, Beheruz N., "Consumer Acceptance of Electric Vehicles," Final Report, Grant No. DEFG0179CS50045, U. S. Department of Energy, 1983.

Sethna, Beheruz N., "Use of Vending Machines to Test Advertising Impact," *Marketing News*, American Marketing Association, October 19, 1979, p. 7.

Case-writer for case studies included in *Cases in Advertising and Communications Management*, by Subroto Sen Gupta, IIM Press, 1976:

“Pears Toilet Soap”

“Dunlop Highway Tires”

“Phillips Transistor Radios” “Vicks VapoRub” “Protein Foods Association”

RESEARCH ADVISOR FOR UNDERGRADUATE RESEARCH

205 undergraduate students (plus 5 graduate students) have had their research papers accepted to at least one National conference, and several to more than one, for a total of over 307 such national presentations.

Six teams have won awards for the best undergraduate research paper in the country in national competitions sponsored by the National Social Sciences Association.

Six journal articles have resulted from these research papers.

EXAMPLES OF FACULTY HONORS AND ACTIVITIES WHILE SERVING AS PRESIDENT

Received the Empowerment Award from Kennesaw State University	2007
Presented / taught at the Oxford Conclave, at the University of Oxford, England	2006
Presented the Blackwell Lecture at the RTI Institute at Kennesaw State	2006
Honored by the Decision Sciences Institute (DSI) for one of the three most innovative courses in the U.S. (in addition to DSI honors for six other courses before Presidency, and one since returning to a full-time faculty position)	2004
Named Honors Professor of the Year by the UWG Student Honors Council	1999
Taught a semester-long, <i>sole-instructor</i> course (M.I.S., Marketing) <i>every year</i> since becoming President, <i>including</i> during each of the two years spent as interim University System Chief Academic Officer / Executive Vice Chancellor	1994-95 – 2012-13
More than 25 scholarly publications (listed earlier)	1995-2013
Academic presentations at national and regional conferences	1994-2013
Reviewer for the <i>Journal of Services Marketing</i>	1994-2013

OTHER RELEVANT ITEMS OF INTEREST

According to Google Scholar: More than 2,150 citations, with h-index = 11 and i10-index = 13.

Also:

- Life Member of MENSA (# 201006968) and the AAUP (# 1384881)
- Active on Quora with more than 13 million content views
- Starting July, 2020, he was a long-term volunteer test subject in the Moderna mRNA vaccine trial

ADMINISTRATIVE POSITIONS AND SERVICE

The University of West Georgia, Carrollton, Georgia

1994-present

President of the University:

August, 1994 – June 2013

During this Presidential tenure, the institution:

- acquired University status (1996)
- achieved designation as a member of a robust tier of doctoral comprehensive universities (2007)
- started Georgia's first Advanced Academy for exceptionally-gifted high school students (1995)
- increased admission standards significantly: increased the average entering SAT scores significantly, reduced the number of deficiency areas to zero; reduced the percentage of the entering class on learning support from > 50% to ~ 0.5%; ~ 75-80 percent of the entering 1994 Freshman class being ineligible for admission by current standards
- increased in FTE student size by ~50 percent, with significant increases in admission standards
- awarded more degrees than every other presidential administration *combined* in 107-year history
- added more square footage than every other presidential administration *combined*
- increased capital projects funded/approved by almost one third of a billion dollars
- increased its endowment by more than ten times the size of its level in Summer, 1994
- obtained its first major endowment (its largest gift) to name a College
- obtained its first endowed chair, and awarded its first honorary doctorates,
- obtained approval for, and started, its first four doctoral programs, and awarded first doctorates
- obtained approval for, and created, Georgia's first and only Honors College (1999)
- earned national accreditation and re-accreditation for all eligible programs
- in the field of academic debate: won two consecutive national championships in (CEDA), qualified for the NDT for the 37th consecutive year, won the UC-Berkeley Invitational, beating Dartmouth, Northwestern, and Harvard in unanimous decisions
- achieved national dominance in Honors student research competitions in eight out of 15 years,
- developed and implemented three major strategic plans with campus-wide participation,
- completed two comprehensive Facilities Master Plans, with major campus improvements,
- documented a rationale for, and obtained approval for, a change in Founding Date.

Board of Regents of the University System of Georgia (USG)

Senior Vice Chancellor (Interim)

1999-2000

Executive Vice Chancellor and Chief Academic Officer (Interim)

2006-2007

Functional responsibility for approximately 260,000 students and 10,000 faculty members, in all 35 public institutions in the State, including four Research Universities, 15 Comprehensive Universities, and 16 Two-year and State Colleges, in the following areas: *Academic Affairs* (all program and faculty decisions), *Student Affairs* (including admissions, registrars, and other student-related matters), *Planning and Policy Analysis* (research on University System data), the *Office of Information and Instructional Technology* (all technology decisions, including Y2K implementation, PeachNet – the Statewide backbone, and related areas) and (in 2006) *Fiscal Affairs* for part of the term. Plus: Line responsibility for all 15 Comprehensive Universities and the Skidaway Institute of Oceanography, in which these 16 Presidents reported to this position.

Creation of a USG Master Plan for Information and Instructional Technology, setting parameters for institutional planning, critical decisions for enhancing PeachNet (the network backbone), starting processes resulting in the inclusion of a Technology factor in the funding formula, spearheading a national Benchmarking study for each sector represented in the System, designing and obtaining Board approval for family-friendly policy changes in tenure clock considerations and enrollment target planning, and utilization of distance technology to enhance the Board Committee meetings.

Interim Executive Vice President for Academic and Student Affairs:

Fall, 1992-1994

Selected accomplishments and activities:

- Chief Academic Officer of the University; second to the President. Served in the President's stead during his absences from campus, including representation of the University at the System level and at Board of Regents' committee meetings.
- Chair of the Long-Range Planning committee. Developed and implemented a consensus-building approach, open meetings for faculty, staff, and students, grass-roots development of program review criteria, etc.
- Chair of the Academic Council of Deans; led development of new policies for faculty sabbaticals, budget allocations, endowed chairs, among others. Led an effort with the deans to develop a plan and several models to assist with Summer School allocations, and applied these to budget allocation decisions. Responsible for the faculty evaluation process, including tenure and promotion cases.
- Intimately involved in all budgetary matters, State of Texas appropriations, appeared for Senate and House appropriation hearings and presentations to enhance the university's case for additional funding, approvals of new majors including a new doctoral program, and many other interactions with the Coordinating Board and the State of Texas.
- Developed and implemented "town meeting" concept to enhance campus communications.
- Developed and implemented innovative program to enhance media relations by creating communication channels between faculty topic experts and reporters; acclaimed by the media and the faculty.
- Created and personally filled roles of University Liaison for the Chamber of Commerce and University Ombudsman.
- Assisted in major external fundraising successes (over \$2,000,000).
- Brought previous personnel matters to a successful conclusion, thereby keeping the principal parties out of unproductive conflict and litigation.
- Intimately involved in matters not normally within the purview of the position of EVP, including budget preparation, detailed financial matters, and auxiliary plans and budgets.

Selected accomplishments as Dean:

- Through faculty efforts, scholarly output grew to over **240** percent of previous levels (relative to a comparable 3-year period prior to arrival in Fall, 1989).
- Successfully led the College's AACSB Reaccreditation efforts (Bachelors and Masters).
- Established Business Advisory Council of national and regional leaders in business, industry, government, and media. Significant increase in fund raising success.
- Established Student Advisory Council of representatives from various student constituencies, to advise the dean and faculty on matters of concern to students.
- Established, through faculty participation, a personalized student advising system.
- Established, through faculty participation, a faculty development and evaluation system, including systems and instruments for the measurement and reward of excellence in teaching, research, and service.
- Established, through faculty participation, innovative methods for increasing research among the faculty, including a summer course and competition and joint research with other faculty. Significant increases in terms of output and almost 100% participation.
- Initiated successful fundraising activities specifically for the College with major successes including the initiation of funding for an endowed chair. Also participated in University fundraising activities.
- Started multidisciplinary linkages with several other colleges on campus. For example, a seminar on Professional Ethics was hosted, in which Business faculty (including the dean) participated along with Arts and Science faculty.
- Initiated new curricular approaches using a matrix approach that covers topics across the curriculum. The approach includes international coverage, ethics, sensitivity to diversity, a very significant Arts and Science component (more than is required by the University Core), and a multiple competency approach with components of leadership, written and oral communication, group skills, decision-making under uncertainty, and other competencies.
- Drafted an approach to performance-based budgeting, including the use of a State of Texas format for goals, objectives, strategies, outcome and output measures.

Significant University Committees at Lamar:

President's Executive Council, Academic Council of Deans, Long-Range Planning Committee, University Curriculum Committee, Increased Admission Standards Committee, Administrative Computing Committee, External Fundraising/Marketing Committee, External Recruiting Committee, Community College Alliance Committee.

Clarkson University, Potsdam, New York	1976-1989
Chair, Marketing and M.I.S.: (Implementation and growth of new majors; substantial growth of faculty)	1983--84 to 1988-89
Director of Graduate Programs: (50% increase in enrollments; program successfully geared for accreditation)	1978-79; 1979-80
Chair, Management and Marketing:	1981-82
Chair, Marketing:	1977-79
Administrative Committee:	1977-78 to 1988-89 (except 1980-83)
Beta Gamma Sigma: "Founder" member, coauthor of Constitution of the Clarkson Chapter:	1977
Editor of the Working Paper Series (initiated the Series):	1976-77; 1977-78; 1978-79
Author of <i>M.B.A. Graduate Studies in Management at Clarkson</i>	1978
University Committees:	
Academic Integrity:	1985-86; 1986-87; 1988-89 (Chair)
Academic Standards:	1982-83; 1983-84; 1984-85; 1985-86
Administrative Council:	1978-79; 1981-82; 1983-84 to 1988-89
Pricing Strategy Committee:	1980-81
Honorary Degrees Committee:	1979-80; 1980-81, 1981-82 (Chair)
Dean Search Committee:	1979-80

OTHER PROFESSIONAL ACTIVITIES

Professional Honors / Service:

Elected to Phi Kappa Phi, National Honor Society
Elected to Beta Gamma Sigma, the National Honor Society for Business
Elected to Alpha Mu Alpha, the National Honor Society for Marketing
Elected to Alpha Iota Delta, the National Honor Society for Decision Sciences
Elected to Phi Beta Delta, the Honor Society for International Scholars
Order of the Engineer

Other Professional / Community Service:

American Association of State Colleges and Universities: Chair, Policies & Purposes 2009-2013
Southern Association for Colleges and Schools – Commissioner 2003-08
Gulf South (Athletics) Conference – Board Chair 2008-09 & 2009-10
Atlanta Regional Council for Higher Education – Board Chair 2009-10 & 2010-11
Georgia Chamber of Commerce – Board of Directors 1999-2005, 2008-2012
Georgia Council on Economic Education – Board of Directors 1995-2013
Georgia Partnership for Excellence in Education – Board of Directors 1998-present
Carroll County Chamber of Commerce – Board of Directors 1994-1999
Carroll Tomorrow – Founding Steering Committee (late 1990s); and in 2008-09
Rotarian; Paul Harris Fellow Plus Two; 38+ years of perfect attendance; 1983-present
previously on Board of Directors, Chair of Polio-Plus Education, etc.
Several Beaumont Chamber of Commerce activities including Education Committee,
Leadership Beaumont Chair of Economic Development Group (1990-91), etc. 1990-94
Executive Board of the Boy Scouts of America, Atlanta Area Council, 1997-2001
Board of Beaumont District, 1990-1994. Girl Scout Leader, 1989-91.
Scoutmaster of Potsdam, NY Troop 57; Pack Chairman, 1987-89.
Member of the Advisory Committee of the Business Division of the Agricultural
and Technical College, State University of New York, Canton, N.Y. 1978-89
Several projects completed for businesses, banks, hospitals, Chambers of Commerce,
and governmental agencies. Resulted in implementation and recognition.
Well over 150 civic club presentations in Metro Atlanta: 1994-present

Selected Professional Activities during Fulbright Period (1986-87):

With another U.S. Fulbrighter, taught in a landmark program for senior government, academic, and business professionals in Nepal, to spearhead the use of computers in Nepal. Taught Doctoral Seminar course on Theory and Contemporary Issues at the Indian Institute of Management, Ahmedabad (originally affiliated with the Harvard Business School) and advised doctoral students; also taught (165) second year MBA students Marketing Research and Information Systems, minimodule on Product Management, and in Executive Development Programs for M.I.S. and D.S.S. managers. Addressed several professional groups including the Maratha Chamber of Commerce, the Indian Merchants Chamber of Bombay, Senior bank managers at the National Institute for Bank Management, the Rotary Club of Bombay (second largest in Asia). Also gave a series of guest lectures on M.I.S. and Marketing to students and faculty at other top management schools including IIMC, Xavier Institute, Bajaj, Delhi U..

Media Appearances:

Over 200 regional, national, and international media appearances, on television, radio, and in the press. These include the CBS *Early Show with Bryant Gumbel* and CNN's *American Stories*.

OTHER HONORS

Received Resolutions of Commendation from:

- the Governor of the State of Georgia,
- the Senate of the State of Georgia,
- the House of the State of Georgia,
- the State of Georgia Board of Regents

After retirement from the Presidency, was given The Founder's Award, which is The University of West Georgia's highest honor.

First holder of the Beheruz N. Sethna Distinguished Scholar title.

Presented the Key to the City to two cities in Georgia, and the City of Carrollton named a day as the Beheruz N. Sethna Day.

Named President Emeritus and Regents' Professor by the Board of Regents of the University System of Georgia (the first Regents' Professor in the 107-year history of the institution).

The Advanced Academy of Georgia named their signature Leadership Award after him; named the Beheruz N. Sethna Leadership Award.

The Honors College created a new award for undergraduate research, named the Beheruz N. Sethna Award for Undergraduate Research.

The University of West Georgia created an award for commitment to diversity named the Beheruz N. Sethna Award for Diversity and Inclusion.

The Rotary Club presented him with two high honors: A new award created to honor excellence in the professions – he and two others on the same day, were the first ever recipients of this award, and in addition, at a subsequent meeting, he was honored with the Paul Harris Plus One Award (for which his Rotary Club made a \$1,000 donation to Rotary International in his honor). He now has a Paul Harris Plus Three award, but the other donations were largely his.

Dr. Sethna is the first known person of Indian origin ever to become president of a university anywhere in America.

He was also the first person of any ethnic minority to become president of a college or university in Georgia other than a historically black college.

Life Member of MENSA (# 201006968) and Life Member of AAUP (# 1384881)

On July 4, 2014, honored by the Carnegie Corporation by being named one of the "Great Immigrants – The Pride of America" <http://greatimmigrants.carnegie.org/profile/beheruz-sethna/>

In April of 2016, presented a TEDx Talk entitled, "An American Star" – that talk was published on the web on May 17, 2016. See <https://www.youtube.com/watch?v=-xgdPxDPcAQ>