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Subhash C. Jain, Ph D. is Professor of Marketing, Director of the Center for International Business Education and Research (CIBER) and Director of the GE Global Learning Center (GEGLC) at the University of Connecticut, School of Business. His teaching, consulting and research activities include marketing strategy and multinational marketing. Dr. Jain is the author of more than 100 publications, including articles in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Business Research*, *Journal of International Marketing*, *Journal of Economic Abstracts*, *Long Range Planning*, *Journal of Applied Psychology*, and *Columbia Journal of World Business*. He is the author of several books including *Marketing Planning and Strategy*, 7th edition (South-Western), *International Marketing*, 6th edition (South-Western), *Export Strategy*, (Quorum Books), *Market Evolution in Developing Countries: Unfolding of the Indian Market* (Haworth Press), *Global Negotiations* (South-Western), *Handbook of Research in International Marketing* (Edward Elgar), and *Toward a Global Business Confederation* (Quorum Books).

He has been a member of the Editorial Review Board of the *Journal of Marketing*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *International Marketing Review*, *Journal of Global Marketing*, *Journal of International Marketing*, *Journal of International Business Review*, and others. He is an active member of the American Marketing Association, Academy of Marketing Science, Academy of International Business, and several other professional organizations.

His current research deals with role of MNCs in alleviating global poverty.

Dr. Jain has presented seminars, both in the United States and abroad, on various marketing topics including market segmentation and positioning, marketing strategy, export strategy and global branding. He also offers seminars for the International Trade Center (WTO/UNCTAD) in Geneva. He serves as a visiting faculty at the Graduate School of Business Administration Zurich in their executive MBA program and the International University of Geneva.

Dr. Jain has frequently served as a consultant to such organizations as Xerox Corporation, General Electric, Aetna Life and Casualty, United Technologies, Mead Corporation, General Motors, NCR, Timex Corporation, Heineken, Unilever, Pitney Bowes and Corning Glass. He has advised government agencies in Malaysia, Chile, India, Pakistan, St. Lucia, Mexico, Iran, Kenya and Indonesia on their trade problems.

Dr. Jain did his graduate work at the University of Oregon, Stanford University and the University of Rajasthan, India.