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Professor
Management & Marketing
College of Business
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Degrees Earned

Ph.D. University of North Texas, Denton, Texas, Marketing, 1999
M.S. University of North Texas, Denton, Texas, Management Science, 1993
M.B.A. Angelo State University, San Angelo, Texas, Management, 1989
B.S. Angelo State University, San Angelo, Texas, Mathematics, 1987

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

Newbold, J. J., Mehta, S. S., & Forbus, P. (in press, 2010). Commuter/Non-commuter. *Academy of Educational Leadership Journal*.

Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus. *Contemporary Issues in Education Research*, 3 (3).

Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). Non-traditional Students' Surprising Satisfaction with Higher Education. *International Journal of Education Research*, 5 (1).

Newbold, J. J., Mehta, S. S., & O'Rourke, M. (in press, 2010). Why Do First Generation Students Fail? *College Student Journal*.

Newbold, J. J., Mehta, S. S., & Ruchti, A. (2009). Commuter Students and Non-Commuter Students: Different Routes to the Same Outcomes. *Review of Business Research*, 9 (3).

Mehta, S. S. & Bumpass, D. (in press, 2009). The Journal of Business Strategies: The First Twenty-five Years. *Journal of Business Strategies*.

Leipnik, M. & Mehta, S. (in press, 2008). Addressing the Geocoding of Demographic Data around the World. *Journal of Geographic Information and Decision Analysis*.

Leipnik, M. & Mehta, S. (2007). Tiger Tale: Issues of Accuracy and Use of America's Core Geodemographic Data. *International Journal of Research Marketing*, 21 (1), 12-15.

Proceedings

Full Paper

Forbus, P., Newbold, J. J., & Mehta, S. S. (in press, 2009). Using Marketing to Understand the Needs of Non-Traditional Students. *International Academy of Business and Public Administration Disciplines Conference*, Orlando FL: .

Mehta, S., Mehta, S. S., Ching, T. W. , & Mehta, G. B. (in press, 2009). A Comprehensive Service Quality Measure for Stock Brokering Industry. *International Conference on Service Management*.

Mehta, S. S. & Leipnik, M. R. (2008). Spatial Analysis of Site Locations for Award Winning Barbecue Restaurants. *Association of Collegiate Marketing Educators*, Houston, TX: .

Leipnik, M. R. & Mehta, S. S. (in press, 2007). Addressing the Geocoding of Demographic Data around the World. *International Conference on Management*, Ahmedabad, India: .

Mehta, S. S. & Newbold, J. J. (in press, 2007). Using Marketing Research to Better Implement an Alumni Relationship Management System. *Marketing Management Association Fall Educators' Conference*, St. Louis, MO: .

Newbold, J. J. & Mehta, S. S. (in press, 2007). On Becoming 'Tri-fective': Maximizing the Synergy between Teaching, Research, and Service Activities. *Marketing Management Association Fall Educators' Conference*, St. Louis, MO: .

Abstract Only

Mehta, S. S., Newbold, J. J., & Forbus, P. (2010). Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus. *The International Association of Business Research(IABR) Conference*, Orlando, FL: .

Newbold, J. J., Mehta, S. S., & Forbus, P. (2010). Commuter Students: Involvement and Identification with an Institution of Higher Education. *Allied Academics Spring Conference*, New Orleans, LA: .

Newbold, J. J. & Mehta, S. S. (in press, 2010). Utilizing the Undergraduate Market Research Course To Teach, Publish and Serve: A Method of Creating Value for Students, the Professor, and the School. *Association of Collegiate Marketing Educators*, Dallas, TX: .

- Doore, B., Newbold, J. J., & Mehta, S. S. (2010). Commuter Students vs. Non-Commuter Students: A Gap Analysis Examination of Differences in Satisfaction with Higher Education. *Association of Collegiate Marketing Educators (ACME) Annual Conference; Houston, TX; March 6 8, 2008* , Dallas, TX: .
- Forbus, P., Mehta, G. B., & Mehta, S. S. (2010). The Selection Process: How Students Decide and Chose their Courses. *Association of Collegiate Marketing Educators*, Dallas, TX: .
- Mehta, S. S., Liepnik, M., & Newbold, J. J. (2010). American Community Survey (ACS): An Important Source of Secondary Data for Marketing Research. *Marketing Management Association*, Chicago, IL: .
- Newbold, J. J. & Mehta, S. S. (2010). Incorporating Entrepreneurship Principles into the Marketing Curriculum. *Marketing Management Association*, Chicago, IL: .
- Forbus, P., Mehta, S. S., & Newbold, J. J. (2009). A University Alumni Relationship Model. *First Annual General Business Conference*, Huntsville, TX: .
- Mehta, S. S., Newbold, J. J., & Forbus, P. (2009). Using Marketing To Understand the Needs of Non-Traditional Students. *International Academy of Business and Public Administration Disciplines Conference*, Orlando, FL: .
- Newbold, J. J., Mehta, S. S., & Forbus, P. (2009). Examining Commuter Students' Lack of Involvement and Identification with an Institution of Higher Education. *Marketing Management Association Fall Educators' Conference*, St. Louis, MO: .
- Mehta, S. S. & Newbold, J. J. (2009). Hybrid versus Traditional Course: An Experiment in an Undergraduate Principle of Marketing Course. *Marketing Management Association Fall Educators' Conference*, St. Louis, MO: .
- Newbold, J. J., Mehta, S. S., & Ruchti, A. (2009). Commuter Students and Non-Commuter Students: Different Routes to the Same Outcome. *International Academy of Business and Economics (IABE) Annual Conference; Las Vegas, Nevada; October 14 17, 2007* , Las Vegas, NV: .
- Mehta, S. S., Newbold, J. J., & Forbus, P. (2009). Non-traditional Students' Surprising Satisfaction With Higher Education. *International Academy of Business and Public Administration Disciplines Conference*, Memphis, TN: .
- Leipnik, M. R. & Mehta, S. S. (2008). Geodemographic Data: A SWOT Analysis of TIGER. *3rd International SIMSR-ASIA Marketing Conference*, Mumbai, India: .
- ORourke, M., Mehta, S. S., & Newbold, J. J. (2008). Understanding the Special Needs of First-Generation Students. *Annual Marketing Management Association Fall Educators Conference*, Louisville, KY: .
- Ruchti, A., Newbold, J. J., & Mehta, S. S. (2008). Understanding the Special Needs of Commuter Students. *13th Annual Marketing Management Association Fall Educators Conference*, Louisville, KY: .
- Liepnik, M. R. & Mehta, S. S. (2008). Maximizing the Value of Geodemographic Data. *ESRI Business GIS Summit*, Chicago, IL: .

Research Monographs and Technical Reports

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

Leipnik, M. & Mehta, S. (2007, December). *Addressing the Geocoding of Demographic Data around the World*. International Association for Management Education, Ahmedabad, India.

National

Mehta, S. & Leipnik, M. (2008, March). *Spatial Analysis of Site Locations for Award Winning Barbecue Restaurants*. Association of Collegiate Marketing Educators, Houston, Texas.

Mehta, S. (2007, September). *Using Marketing Research to Better Implement an Alumni Relationship Management System*. Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 29, 2007, St. Louis, Missouri.

Mehta, S. (2007, September). *On Becoming 'Tri-fective': Maximizing the Synergy between Teaching, Research, and Service Activities*. Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 29, 2007, St. Louis, Missouri.

Regional

Forbus, P., Cooper, S., Phelps, W., Mehta, S. S. , & Newbold, J. J. (2010). *Murski's Icehouse: Critiquing the Surveys of Customers and Non-Customers*. Southwest Case Research Association Annual Conference, Dallas, Texas.

Forbus, P., Cooper, S., Phelps, W., Mehta, S. S. , & Pass, M. (2010, March). *Murski's Icehouse: Analyzing Data from Customers and Non-Customers*. Southwest Case Research Association Annual Conference, Dallas, Texas.

Slaughter, M., Harris, M., Marble, L., Mehta, S. S. , & Pass, M. (2010). *Lake Road Laundromat: Primary Research Instrumentation*, Southwest Case Research Association Annual Conference, Dallas, Texas.

Slaughter, M., Harris, M., Marble, L., Mehta, S. S. , & Newbold, J. J. (2010). *Lake Road Laundromat: Secondary Research Analysis*. Southwest Case Research Association Annual Conference, Dallas, Texas.

Work or Professional Experiences

Experience: Academic

Associate Professor, Sam Houston State University (2002 - Present).

Associate Professor, Sam Houston State University (2004 - 2005). Participated/taught in the SHSU Puebla Mexico Field School Program.

Assistant Professor, Sam Houston State University (1997 - 2002).

Lecturer, University of Texas of the Permian Basin (1994 - 1997).

Teaching Fellow, University of North Texas (1992 - 1994). Department of Marketing.

Teaching Assistant, University of North Texas (1992 - 1994). Department of Business Computer Information Systems.

Teaching Assistant, University of North Texas (1991 - 1994). Department of Marketing.

Teaching Fellow, University of North Texas (1990 - 1992). Department of Business Computer Information Systems.

Research Assistant, University of Texas (1989 - 1990).

Instructor, Angelo State University (1988 - 1989).

Graduate Assistant, Angelo State University (1987 - 1989).

Microcomputer Lab Assistant, Angelo State University (1986 - 1987).

Student Assistant, Angelo State University (1984 - 1987).

Experience: Consulting

2000: Kavanaugh & Associates, Assisted in the analysis of an Organizational Environment Survey and the Denison Organizational Culture Survey for the city of Houston Building Services Employees

Honors and Awards

Award

2004: Excellence in Research Award Sam Houston State University.

Honor

2004: Who's Who Among America's Teachers.

2003: Who's Who in Business Higher Education.

2002: Who's Who Among America's Teachers.

Faculty Development

Other Professional Development

2010: Southwest Case Research Association Annual Conference. Dallas, Texas.

2010: Southwest Case Research Association Annual Conference. Dallas, Texas.

2010: Southwest Case Research Association Annual Conference. Dallas, Texas.

2010: Southwest Case Research Association Annual Conference. Dallas, Texas.

2004: Attended Association to Advance Collegiate Schools of Business International's 2004 Learning from the Leaders Conference. Denver, Colorado.

2004: Attended Faculty Development in International Business Marketing and Advertising in Asia Study Program. Honolulu, Hawaii.

2002: American Marketing Association Faculty Consortium on Sports Marketing at University of Kentucky. Lexington, Kentucky.

2001: Association to Advance Collegiate Schools of Business International 2001 Continuous Improvement Symposium. St. Louis, Missouri.

2001: Attended the American Marketing Association Faculty Consortium on E-commerce. College Station, Texas.

2000: Attended the Direct Marketing Educational (DME) Foundation, Inc. Professors' Institute. San Francisco, California.

Professional Seminars / Workshops

2003: Attended Grant Writing Workshop. Huntsville, Texas.

2003: Attended SAP/R3 University Alliances Overview Training Workshop. Baton Rouge, Louisiana.

2002: Attended Grant Writing Workshop. Montgomery, Texas.

2001: Attended the NVIvo Workshop sponsored by SHSU and conducted by Dr. Karen I. Conger of DataSense. Huntsville, Texas.

2000: Attended the Web Marketing World/New Orleans 2000 seminar. Seattle, Washington.

Last updated by member on 05-Jul-10 (03:55 PM)