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Management & Marketing
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Degrees Earned

Ph.D. Texas A&M University, College Station, Texas, Marketing, 1997
M.B.A. Indian Institute of Management, Ahmedabad, India, Management, 1985
PGDIT Panjab University, Chandigarh, India, International Trade, 1983
B.A. Osmania University, Hyderabad, India, Economics, 1982

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

Rubin, J. & Ahmed, I. (in press, 2010). Alaskan Native Carver Challenges Urban Retailers. *Annual Advances in Business Cases*.

Garza, T. & Ahmed, I. (2010). The Negative Effects of Customer Waiting on Service Evaluations: Review of Research and Practice. *Business Research Yearbook*.

Akella, D. & Ahmed, I. (2009). Ascent: Building a Learning Company. *The Journal of Business Cases and Applications, II*, 41-45.

Ahmed, I. (2009). Reinforcing Comprehensive Business Learning Through an Undergraduate Retailing Course: A Prospectus. *American Journal of Business Education, 2 (4)*, 71-80.

Prasad, R. & Ahmed, I. (2009). When Must the Board of Directors Act? The Case of the Visionary CEO. *International Journal of Business and Public Administration, 6 (1)*, 84-99.

Peschel, D. & Ahmed, I. (2008). Total Quality Management and the Malcolm Baldrige National Quality Award: Benefits and Directions for Banking Institutions. *Business Renaissance Quarterly, 3 (4)*, 49-66.

Ahmed, I. & Rubin, J. (2007). ALMA: Empowering Minority Women Entrepreneurs in Alaska. *Annual Advances in Business Cases, 27*.

Ahmed, I., Maddux, H. S., & Prasad, R. (2007). The Search for Sustainable Market Performance. *Journal of Applied Case Research*.

Proceedings

Full Paper

Ahmed, I. (2009). Immigrant Consumer Experiences and Marketing Activities in the Early 20th Century: A Reading of Upton Sinclair's 'The Jungle'. *Conference on Historical Analysis and Research in Marketing, 14*, <http://faculty.quinnipiac.edu/charm/>: CHARM Association, 93-101.

Research Monographs and Technical Reports

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

Ahmed, I. (2010, October). *Website Utilization by Business Schools in Developing Countries: The Case of India*. Eurasia Business and Economics Society, Athens, Greece.

Eipper, A. R. (2010, April). *Consumer and Public Policy Concerns in Product Safety: The Case of Chinese Product Recalls*. International Academy of Business and Public Administration Disciplines Conference, Dallas, Texas.

Garza, T. E. & Ahmed, I. (2010). *The Negative Effects of Customer Waiting on Service Evaluations*. International Academy of Business Disciplines, Las Vegas, Nevada.

Watson, M. & Ahmed, I. (2010). *Strategic and Tactical Issues in Marketing the Community Bank*. Association of Collegiate Marketing Educators Annual Meeting, Dallas, Texas.

Ahmed, I. (2009, December). *Cultural Literacy Needs for Global Business: Changing the Paradigm*. Worldwide Forum on Education and Culture, Rome, Italy.

Ahmed, I. (2009, May). *Immigrant Consumer Experiences and Marketing Activities in the Early 20th Century: A Reading of*. Conference on Historical Analysis and Research in Marketing, Leicester, United Kingdom.

Ahmed, I. (2009, March). *Selling the International Job: An Analysis of Recruitment Advertising*. International Conference on Technology and Business Administration, Dubai, United Arab Emirates.

Ahmed, I., Charles, C. J. , & Utecht, K. M. (2008, April). *Recruitment in Academe: A Study of Position Announcements*. International Academy of Business and Public Administration Disciplines Conference, Dallas, Texas.

Peschel, D. & Ahmed, I. (2008, October). *Total Quality Management and the Malcolm Baldrige Award: Benefits and Directions for Banking Institutions*. Allied Academies International Conference, Reno, Nevada.

Prasad, R. & Ahmed, I. (2008, April). *Governance at Integrated Health Services: A Case Study of the Functions of a Board of Directors*. International Academy of Business and Public Administration Disciplines Conference, Dallas, Texas.

Ahmed, I. (2007, October). *The Role of Student Organizations in Enhancing Business Education*. Allied Academies International Conference, Reno, Nevada.

Ahmed, I. (2007, May). *Expatriate Populations and Consumption Behavior*. Global Conference on Business and Finance Research, San Jose, Costa Rica.

National

Ahmed, I. & Rubin, J. (2009). *Channel Conflict: Alaskan Native Carver Faces Off with Urban Retailer*. Society for Case Research Case Writers Workshop, Murfreesboro, Tennessee.

Ahmed, I. & Rubin, J. (2007, July). *ALMA: Empowering Minority Women Entrepreneurs in Alaska*. Society for Case Research Case Writers Workshop, River Falls, Wisconsin.

Regional

Ahmed, I. & Rubin, J. (2009). *Distribution Channel Issues in Crafts Businesses: The Case of Whalebone and Ivory Carvings*. Southwest Case Research Association Annual Conference, Oklahoma City, Oklahoma.

Ahmed, I., Bhagat, P. S. , & Dinero, S. C. (2008, May). *Marketing Culture-Based Products*. The CASE Association's Annual Meeting, Washington, District of Columbia.

Work or Professional Experiences

Experience: Academic

Assistant Professor, Sam Houston State University (July, 2004 - Present).

Assistant Professor, University of Alaska (August, 1996 - May, 2004).

Assistant Lecturer/Graduate Assistant, Texas A&M University (September, 1989 - August, 1996).

Experience: Non-Academic

International

Senior Account Executive, Sista's Private Limited (September, 1987 - August, 1989).

Account Executive, Clarion Advertising Services Limited (January, 1986 - September, 1987).

Management Trainee, The Shipping Corporation of India (June, 1985 - December, 1985).

Summer Intern, The Export Import Bank of India (April, 1984 - June, 1984).

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