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Dr. Jagdish N. Sheth is the Charles H. Kellstadt Professor of Marketing at Goizueta Business School, Emory University. Prior to his present position, he was the Robert E. Brooker Professor of Marketing at the University of Southern California (7 years), the Walter H. Stellner Distinguished Professor of Marketing at the University of Illinois (15 years), and on the faculty of Columbia University (5 years), as well as the Massachusetts Institute of Technology (2 years).

Jag has published more than 200 books and research papers in different areas of marketing. His book, The Theory of Buyer Behavior (1969) with John A. Howard is a classic in the field. He is also author and/or co-author of Winning Back Your Market (1984), Customer is Key, (1987) and Bringing Innovation to Market (1987). He has published two scholarly books: Marketing Theory: Evolution and Evaluation (1988) and Consumption Values and Market Choices (1991) and a new text book – Customer Behavior: Consumer Behavior and Beyond, (1999).

Jag is an American Psychological Association Fellow and past President of APA's Consumer Psychology Division and Association for Consumer Research (ACR). He was the recipient of the Viktor Mataja Medal from the Austrian Research Society in Vienna (1977) and the 1989 Outstanding Marketing Educator Award from the Academy of Marketing Science. Jag was also awarded the P.D. Converse Award for his outstanding contributions to theory in marketing in 1992 by the American Marketing Association. He is on the editorial boards of at least a dozen scholarly journals in marketing, international business and quantitative methods, as well as Series Editor of Research in Marketing (JAI Press). 2004 marks a stellar year for Jag as he will be the recipient of two major awards: AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award and the Charles Coolidge Parlin Award.

Jag's research interests have shifted from consumer psychology, attitude research and multivariate methods to marketing theory, global strategy and relationship marketing.

