



## Administrative & Grant Experience

1. Grant Administrator & PI: for US Dept. of Education BIE Grant (2006-2008) and Qatar National Research Foundation's highly Competitive Int. Grant (2012-2015). Grant reporting, coordination, budgeting, and research.
2. Grant Auditor: Served as Grant Auditor for US Dept of Education BIE grant at University of Nevada LV. 2011-2012
3. Grant & Award Reviewer: Reviewed Grant proposals for Louisiana Board of Regents (2019,2021). Grant Reviewer for US Dept of Education BIE grant 2010. Judge-American Subcontractor Assoc. National Ethics Award (2013-2017)
4. President: Founder of IntegTree LLC specializing in Digital Media, Compliance & Ethics Consulting. Till-2020
5. Conference Organizer: Co-organized Brand2Global Conference in London and Silicon Valley 2013-2018
6. Director Program Innovations: St Louis University: Proposed and got approved Dual MBA/Master in Sustainability Degree, Proposed a New Executive DBA program and Global Immersion Courses. (2012-2014)
7. Interim Director: Emerson Ethics Center: St Louis Univ.: Under my leadership, I did \$45,000 in fund raising, Developed, marketed and taught 130 Hours of Online Certificate in Ethics & Compliance. The Certificate generated



25. Bauer, B., Johnson, C., & Singh, N. (2018). Place-brand stereotypes: does stereotype-consistent messaging matter? , (7), 754-767.
26. Sobh, R., Singh, N., Chun, W., & Benmamoun, M. (2018). Localizing to Arabic consumers: Insights from print advertising. , 1-22. Vol. 24 No-2.
27. Chakrabarty, B., Lee, S. B., & Singh, N. (2017). Doing good while making money: Individual investor participation in socially responsible corporations. , 55(8), 1645-1659.
28. Nitish, Singh, Ma. J, Yang, J (2016) "Optimizing Environmental Expenditures for Maximizing Economic Performance" , 54(10), 2544-2561
29. F. T. Moura

45. V. Kumar, Nitish Singh (2008), "Internationalization and performance of Indian pharmaceutical firms,"  
 , Vol. 50 (5). Pg. 321-330.
46. Nitish, Singh G. Fassott, H. Zhao, P. D Boughton (2006), " Cross-cultural analysis of German, Chinese and Indian consumers' perception of web site adaptation." , Vol. 5 (1). Pg. 56-68.
47. Singh, Nitish, O. Furrerr, M. Ostinelli (2004), " To Localize or to Standardize on the Web: Empirical Evidence from Italy, India, Netherlands, Spain, and Switzerland," , Vol. 12 (1). Pg. 69-87.
48. Nitish, Singh, J. Zhao & X.Hu (2003), " Cultural Adaptation on the Web: A Study of American Companies' Chinese Web sites (JGIM). Vol. 11 (3). Pg. 63-80.

#### Other Journals:

47. Nitish Singh, Benmamoun, W. Chun (2015), " Moving Beyond Basic Localization: Culturally Customizing Digital Content," , Volume-1, Issue 1.
48. B. Bartikowski and Nitish Singh (2014), " Doing E-Business in France Drivers of Online Trust in B2C Websites," . Volume 33, Issue 4, pg. 28-36. (One of the most frequently cited article in 2014)
49. Nitish Singh, Y. Hwal, C. Reisdroff, B. Bartikowski (2014), " Green Firm Specific Advantages for Enhancing Environmental and Economic Performance' , Volume 34, Issue 1, pg. 6-17.
50. Nitish Singh, D. Baack and J. Bott (2010), " Are Multinationals Localizing Their Websites? The Link Between Managerial Attitudes and MNE Web Content," . Volume 20, Issue 3, pg. 258-267.
51. Nitish Singh, J. Spillan and J. Little (2009), " Web Site Localization Practices: Some Insights into the Localization Industry," . Vol-1, Issue-2, 36-54
52. Spillan, J., Nitish Singh and C. Ziemnowicz (2009), " Consumer Lifestyles and market segmentation in Chile," The , Vol 3. Pg. 1-15.
53. Yu H. Xie and Nitish Singh (2007), " The Impact of Young Adults' Socialization on Consumer Innovativeness." , Vol. 6 winter. Pg. 229-248.
54. J.E. Spillan, J. Parnell and Nitish Singh (2008), " Competitive Strategies in Emerging Economies: An Exploratory Marketing Perspective," , Vol.2 (4).pg. 55-76.
55. Nitish. Singh, M. Chao (2006), " Multivariate Statistical Approach to 11.04 Tf1 0 0 1 40.56 370.61 Tm0.129 0.345 0.408 rg0.1

62. Smith, R. and Nitish Singh (2004), "Cocooning in America: An Explo



21. "Priming the Pump for Change: Leveraging the UN PRME for Catalytic Outcomes," (Timothy Keane, James A.F. Stoner, Nitish Singh), Society for Business Ethics (SBE) 2012, Boston.
22. "Should All Firms Culturally Adapt Their Websites to International Audiences?" (Boris Bartikowski), Seventh

43. "Effects of Life-Style Dimensions and Ethnocentrism on Indian Consumers' Buyer Decisions: An Exploratory Study," (with John Spillan et al.) AIB Midwest 2007.
44. "The Next Localization Frontier: Designing Culturally Customized Web Sites," LISA Forum-Invited Speaker-for LISA-Gilbane-Managing Content Globally Conference, spring 2007.
45. "Web Site Cultural Customization: Strategies for India" Invited Speaker for Global Management Strategies Conference-Monterey Institute of International Studies, Spring 2007
46. "Strategic Role of Localization in MNE," (with Bryan Petro, Gary Muddyman, Jared Prichard, Katy Schweigerdt). Applied Business Research Conference. (Spring 2007).
47. "A Cross-National Analysis of Global and National Identity as a Basis for International Web Site Usage," (with B.Bartikowski, G. Fassott, M.Chao, and J. Hoffman) American Marketing Association (AMA) (Summer, 2006).
48. "Hispanic Consumer Expectations for Spanish-Language Web Pages: Some Qualitative Insights," (with Sumit Kundu and Christopher Hurtado) American Marketing Association (AMA) (Summer, 2006).
49. "Importance of Web Site Cultural Adaptation and Trust on International Web Site Usage," (with Boris Bartowski) International Business & Economic Research Conference. (Fall, 2006).
50. "Exploring Hispanic Cultural Values: A Comparative Analysis of Hispanic and General U.S. Market Print Ads," (with Boris Bartowski and Marco Gomez) American Marketing Association (AMA), (Winter, 2006)
51. "The Emerging field of Localization Education," Special session presentation (with Paul Barron, Kirti Vashee and Jennifer Nowotny) International Academy of Business Disciplines (IABD), San Diego (April 2006)
52. "Targeting Hispanics Online," Special session presentation (with Paul Barron and John Yunker) International Academy of Business Disciplines (IABD), San Diego (April 2006)
- 53.

64. "Explaining the Dynamic Capabilities of E-Commerce Corporations: In Search for an Integrative Approach," (D. Baack & S. Kundu) Academy of International Business (AIB) conference, Stockholm Sweden (July: 2004).
65. "Consumer Acceptance of International Websites: Evidence from Europe," (G. Fassott & B. Bartikowski) Academy of International Business (AIB) conference, Stockholm Sweden (July: 2004)
66. "Studying Retail Purchase Behavior in China: An Emic Approach," (K. Chan & S. Misra) Retailing and Services Science Conference (EIRASS), Prague, Czech Republic (July 2004).
67. "L'acceptation des sites Web à l'international. Une étude Franco-Allemande," (B. Bartikowski & Georg Fassot) L'AFM, Association Française du Marketing, Saint Malo France (April: 2004)

84. "Global E-CRM." A Panel Presentation in March 2001 International Academy of E-business conference, San Francisco (March 2001).
85. "A Framework to Measure Embeddedness on the Web." International Academy of E-Business conference, San Francisco (March 2001).
86. "Socio-psychological determinants of Consumer Ethnocentrism: An Ethnic-Subcultural Analysis." (With IK Kwon). Association of Marketing Theory and Practice conference (AMTP), (March 2001).

## Teaching Experience



14. Received \$20,000 approx. research grant from LMI for Investigation US Federal Agencies Sustainability Reporting.- 2013
15. Co-chaired and co-organized the first Brand2Global Conference in London UK & Silicon Valley US. This unique conference covers areas of Global Branding and Global Digital Media. 2013-2017
- 16.



31. Undergraduate course committee (2008-2009)

Committees at CSU Chico:

28. Winter AMA 2001.
29. World Marketing Congress 2001.
30. Academy of International Business, Midwest 2001.
31. Academy of International Business, Midwest 2002.
32. Association of Marketing Theory and Practice 2002.
33. Academy of Management (AOM) 2002.
34. Academy of International Business, 2003
35. Special Issue of Thunderbird International Review 2001.
36. Special Issue of Asia-Pacific journal of Marketing 2001.

#### Service on Advisory Boards:

- Chairman of the Board: NGO- New Creation International 2015-2016
- Brand2Global: Global Marketing & Digital Media Conference 2013 onwards
- Conference co-chair: Global Management perspectives 2014 onwards
- Localization World Conference 2012
- Nominated to the editorial board for International Marketing Review-2011
- Nominated to the editorial board for Journal of Internationalization and Localization-2009
- Program committee for Berkeley Globalization Conference 2009.
- Program Advisory board for Localization Certification Program CSU, Chico 2009, 2008, 2007, 2006
- Program Advisory board for Localization Project Management Certification Program CSU, Chico 2009, 2008

#### Education

Ph.D.	Saint Louis University. Concentration: Marketing and International Business. 2003 GPA: 3.9
M.A.	University of South Wales, U.K Concentration: Marketing. 1996-1997. First Class
M.B.A.	Pune University, India. 1993-1995. First Class.
Diploma	Bhavan's College, India. Concentration: Personnel Mgt. 1992-1993. First Class
B.S.	M.S University, India. Life Sciences. 1989-1992. First Class Honors

#### Executive Teaching & Consulting

- As a Faculty and Business Manager in National Institute for Sales conducted Executive programs for Indian Companies in areas of Sales Management, Marketing Strategy, Dealers Management, and Personal Development.
- Web site consulting for Center for Economic Development, HP, Globalization Partners International.
- Invited presentation for IBM customers 2005.
- Outreach via online programs in Localization, Localization Project Management, and Ethics & Compliance and Web globalization. Have trained more than 500 executives via these programs.
- Coordinate and de 792 reWñBT/F3 11.04 Tf1 0 0 1 103.46 230.81 Tm0.129 0.345 0.408 rg0.192 reW612 792 re(eWñn)3