

SALIL TALPADE

Department of Marketing and Real Estate
Richards College of Business
University of West Georgia
Carrollton, GA 30118

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EDUCATION

Doctor of Philosophy in Business Administration (Marketing), December 1991.

University of Alabama, Tuscaloosa, Alabama.

Master of Business Administration, August 1984.

Middle Tennessee State University, Murfreesboro, Tennessee.

Bachelor of Arts (Economics), April 1979.

Mumbai (Bombay) University, Mumbai, India.

ACADEMIC EXPERIENCE

July 2005 – Present: Chairman of the Marketing and Real Estate Department and Professor of Marketing. University of West Georgia, Carrollton, Georgia.

July 2003 – June 2005: Interim Chairman of the Marketing and Real Estate Dept. and Professor of Marketing. University of West Georgia, Carrollton, Georgia.

August 2002 – June 2003: Professor of Marketing,
University of West Georgia, Carrollton, Georgia.

August 1996 – July 2002: Associate Professor of Marketing,
University of West Georgia, Carrollton, Georgia.

September 1988 – July 1996: Assistant Professor of Marketing,
University of West Georgia, Carrollton, Georgia.

September 1987 - August 1988: Assistant Professor of Marketing.
University of West Alabama, Livingston, Alabama.

May 1986 - August 1987: Adjunct Faculty, Department of Advertising,
University of Alabama, Tuscaloosa, Alabama.

January 1984 - August 1987: Graduate Teaching Assistant, Department of Marketing,
The University of Alabama, Tuscaloosa, Alabama.

January 1982 - August 1984: Graduate Research Assistant. Department of Marketing,
Middle Tennessee State University, Murfreesboro, Tennessee.

JOURNAL PUBLICATIONS

"Do brand influencers matter on TikTok? A social influence theory perspective" Sunil Hazari, Salil Talpade, & Cheryl Brown, **Journal of Marketing Theory & Practice**. June 2023.

"Antecedents of Satisfaction with Facebook in the context of User Involvement, Privacy, and Trust". Beheruz Sethna, Sunil Hazari, and Salil Talpade, **Journal of Customer Behavior**. November 2021.

"A Cross-Cultural Study of Consumer Connection with Social Networking Sites (SNS)" Yujie Wei, Typhaine Lebegue, Salil Talpade **Journal of Digital and Social Media Marketing**. 4(4), 391-409, October 2017.

"Sankofa Scale Validation: Culturally Relevant Pedagogy, Racial Identity, Academic Confidence, and Success Scale". Medha Talpade and Salil Talpade. **Journal of Instructional Psychology**. September 2019

"Relevance of the Sankofa teaching and learning approach: A cultural comparison" Medha Talpade and Salil Talpade, **North American Journal of Psychology**. December 2016.

"Sankofa Teaching and Learning: Evaluating Relevance for Today's African-American Student" Medha Talpade and Salil Talpade. **Journal of Instructional Pedagogies**. September 2015.

"A Cross-Cultural Study of Relationship Proneness and Its Implications for Relationship Marketing" Yujie Wei, Faye McIntyre and Salil Talpade. **International Journal of Customer Relationship Marketing and Management**, 2(3), 57-78, September 2011.

"Materialism and Life Satisfaction among Hispanic Immigrant Males" Medha Talpade and Salil Talpade, **Journal of International Business and Cultural Studies**, Vol. 5, August 2011.

"Supply and Demand Analysis of Single-Family Residential Units in Carroll County, Georgia", by Nyerere A.R.J. Delauney, James Burton, and Salil Talpade. **Research in Business and Economics Journal**. Vol. 3, July 2011.

"Real Estate Tax Liens and Tax Deeds: The Process and the Returns" Joel Haynes and Salil Talpade, **Real Estate Review**, Vol. 40, Spring 2011.

“Religiosity and Test-Taking Ethics Among Business School Students” James Burton, Salil Talpade and Joel Haynes, **Journal of Academic and Business Ethics**. Vol. 4, July 2011.

“Healing and Hope for the Homeless: An Evaluation of Project Excel” Medha Talpade, Barbara Lattimore, and Salil Talpade, **The International Journal of Psychosocial Rehabilitation**, 15 (1), Fall 2010, 25-47.

“Materialism of Mature Consumers in China and USA: A Cross-Cultural Study” Yujie Wei and Salil Talpade. **Journal of International Business and Cultural Studies**. Vol. 2, February 2010.

"The Influence of Hispanic Teenagers on Purchase Decisions: Cross-Cultural and Gender Issues" Salil Talpade and Joel Haynes. **The Midwestern Business and Economic Review**, No. 36, Fall 2005, pp. 7-15.

"Online Purchase Behavior of College Students" Salil Talpade. **The International Journal of Business Disciplines**. Volume 15, Number 1, Spring 2004.

“College Students and Internet Service Providers: An Exploratory Study” Salil Talpade and Mary Edwards. **The International Journal of Business Disciplines**, Forthcoming Fall 2001.

“Early Puberty In African-American Girls: Nutrition Past and Present” Medha Talpade and Salil Talpade. **Adolescence**. Spring 2002.

"Family Role Orientations and Gender Differences in Teenager Influence on Family Purchases" Salil Talpade and Medha Talpade. **The International Journal of Business Disciplines**, Vol. 11, No. 3, Summer 2001.

“Influence of the African-American Teenager on Family Purchase Decisions” Salil Talpade and Medha Talpade. **The International Journal of Business Disciplines**, Vol. 9, No. 1, 1999.

"Supplier Integration: Impact of Sole Sourcing, Multiple Sourcing, and Vertical Integration on Firm Profitability" Co-authors Suresh Prabhu and Narendar Ramarapu. **International Journal of Materials and Product Technology**, Vol. 12, No. 4-6, 1997.

"Consumer Shopping Behavior in Malls with Large-Scale Entertainment Centers" Co-author Joel Haynes. **Mid-Atlantic Journal of Business**. Fall 1997.

"The Effects of Hispanic Ethnic Identification on Teenager Influence in Purchase Decisions: An Exploratory Study" Co-authors Medha Talpade and Suresh Prabhu. **B-Quest**, May 1997.

"Does Entertainment Draw Shoppers? The Effects of Entertainment Centers on Shopping Behavior in Malls" Co-author Joel B. Haynes. **Journal of Shopping Center Research**. Vol. 3, 2, Fall/Winter 1996.

"Development of a Multi-item Scale to Measure Teenager Influence on Family Purchase Decisions: An Exploratory Study" Co-author Medha Talpade. **Journal of Marketing Theory and Practice**. Fall 1995.

"Adolescent Influence in Family Decision Making: A Replication with Extension" Co-author Sharon Beatty. **Journal of Consumer Research**, Sep. 1994.

"Teenager Influence on Grocery Purchases: Conceptualization and Empirical Analyses" Co-authors Sharon Beatty and Medha Talpade. Published in the **Journal of Food Products Marketing**, Vol. 1, 4, 1993.

PUBLICATIONS IN CONFERENCE PROCEEDINGS

"The effects of User Characteristics on User Connection with Social Networking Sites: A Cross-Cultural Comparison" Jack Wei, Typhaine Lebegue, and Salil Talpade, abstract published in the **Proceedings of the American Advertising Association Conference**, Hawaii, May 2013.

"Influence of Consumer Characteristics on Self-Website Connection (SWC) in the Social Media Context", Yujie Wei, Tarak Talpade, Hanson Yu, and Salil Talpade, abstract published in **proceedings of Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL, April 2012.

"The Role of Consumer Trust and Customer Reviews in Online Consumer Behavior: Literature Review and Research Propositions", Salil Talpade and Christy Rabern, abstract published in **The Proceedings of Society of Business Industry and Economics (SOBIE) Conference**, Sandestin, FL, April 2011.

- “Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing”, Published in the proceedings of the **Society of Marketing Advances Conference**, Atlanta, November 2010.
- “Religiosity and Ethical Behavior in Business School Students” Abstract published in the proceedings of the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2010.
- “Materialism of Mature Consumers in China and USA: A Cross-Cultural Study” Abstract published in the proceedings of the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2009.
- “Family Role Orientations and Gender Differences in Teenager Influence on Family Purchase Decisions" Abstract Published in the **Proceedings of the Association of Marketing Theory and Practice Conference**, Jekyll Island, Georgia, March 2001.
- “A Literature Review and Discussion of Issues in the Marketing of High-Tech Products". Published in the **Proceedings of the International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, March 2000.
- “Attitudes Towards Money and Money Ethic in the African-American Population: Literature Review and Research Propositions". Published in the **Proceedings of the Association of Marketing theory and Practice Conference**, Hilton Head, South Carolina, April 2000.
- “Testing the Evolutionary Theory of Mate Selection: Same Sex Mate Selection Via Personal Advertisements” Published in the **Proceedings of the American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.
- “Influence of the African-American Teenager on Family Purchase Decisions: Literature Review and Research Propositions”, Published in the **Proceedings of the Association of Marketing Theory and Practice Conference**, Jacksonville, Florida, 1999.
- “A Framework for Supplier Integration in Supply Chain Management" Co-authors Suresh Prabhu and Narendar Ramarapu. Published in the **Proceeding of the Western Decision Sciences Institute Conference**, Reno Nevada, 1998.

"Effects of Hispanic Ethnic Identification on Teenager Influence in Family Purchase Decisions" Co-author Medha Talpade. Published in the **Proceedings of the Association of Marketing Theory and Practice Conference**, Savannah, March. '95.

"Teenager Influence on Grocery Purchases: Conceptualization and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Published in the **Proceedings of the Atlantic Marketing Association Conference**, Orlando, Oct. '93.

"Teenager Influence on Family Purchases: Conceptualization, Development of a Multi-item Scale, and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Published in the **Proceedings of the Southern Marketing Association Conference**, Atlanta, Nov. '93.

"Values in Advertising" Co-Author Dr. Sharon Beatty. Published in the **Proceedings of The American Marketing Association Winter Educators Conference**. St. Petersburg, FL, February 1989.

PRESENTATIONS AT CONFERENCES

"The effects of User Characteristics on User Connection with Social Networking Sites: A Cross-Cultural Comparison" Jack Wei, Typhaine Lebegue, and Salil Talpade, presented at **the American Advertising Association Conference**, Hawaii, May 2013.

"Influence of Consumer Characteristics on Self-Website Connection (SWC) in the Social Media Context", Yujie Wei, Tarak Talpade, Hanson Yu, and Salil Talpade, presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL, April 2012.

"The Role of Consumer Trust and Customer Reviews in Online Consumer Behavior: Literature Review and Research Propositions", Salil Talpade and Christy Rabern. Presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Sandestin, FL, April 2011.

"Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing", Presented at the **Society of Marketing Advances Conference**, Atlanta, November 2010.

"Religiosity and Ethical Behavior in Business School Students" presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2010.

“Materialism of Mature Consumers in China and USA: A Cross-Cultural Study” presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2009.

“The Influence of Hispanic Teenagers on Purchase Decisions: Cross-Cultural And Gender Issues” Presented at the **Association of Marketing Theory and Practice Conference**, Jekyll Island, Georgia, March 2005.

“On-line Purchase Behavior of College Students” Presented at the **Association of Marketing Theory and Practice Conference**, Savannah, Georgia, March 2002.

“Family Role Orientations and Gender Differences in Teenager Influence on Family Purchase Decisions” Presented at the **Association of Marketing Theory and Practice Conference**, Jekyll Island, Georgia, March 2001.

“College Students and Internet Service Providers: An Exploratory Study” Presented at the **International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, April 2001.

“Attitudes Towards Money and Money Ethic In the African American Population: Literature Review and Research Propositions.” Presented at the **Association of Marketing Theory and Practice Conference**, Hilton Head, South Carolina, 2000.

“A Literature Review and Discussion of Issues in the Marketing of High-Tech Products”. Presented at the **International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, March 2000.

“Attitudes Towards Money and Money Ethic in the African-American Population”. Presented at the **American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.

“Testing the Evolutionary Theory of Mate Selection: Same Sex Mate Selection Via Personal Advertisements” Presented at the **American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.

“Influence of the African-American Teenager on Family Purchase Decisions: Literature Review and Research Propositions”, Presented at the **Association of Marketing Theory and Practice Conference**, Jacksonville, Florida, 1999.

"A Framework for Supplier Integration in Supply Chain Management" Co-authors Suresh Prabhu and Narendar Ramarapu. Presented at the **Western Decision Sciences Institute Conference**, Reno Nevada, 1998.

"Effects of Hispanic Ethnic Identification on Teenager Influence in Family Purchase Decisions" Co-author Medha Talpade. Presented at the **Association of Marketing Theory and Practice Conference**, Savannah, March. '95.

"Scanning Behavior as a function of Gender: Changing Sex Roles?" Co-Author Medha Talpade. Presented at the **Southeastern Psychological Association Conference**, Savannah, March '95.

"Teenager Influence on Grocery Purchases: Conceptualization and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Presented at the **Atlantic Marketing Association Conference**, Orlando, Oct. '93.

"Teenager Influence on Family Purchases: Conceptualization, Development of a Multi-item Scale, and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Presented at the **Southern Marketing Association Conference**, Atlanta, Nov. 1993.

"The Influence Process: An Integrated View" Co-authors Medha Talpade and Ronald Rogers. Presented at the **Southeastern Psychological Association Conference**, March '93.

"Personality and Influence: Effects of Self-Monitoring and Situational Influences on the use of Influence Tactics" Co-authors Medha Talpade and Debra McCallum. Presented at the **Southeastern Psychological Association Conference**, March '93.

"Teenager Influence on Family Purchasing Behavior: Theoretical Foundations" Co-Author Dr. Sharon Beatty. Paper presented at **The European Marketing Association Conference**, Geneva, Switzerland, March 1987.

"Values in Advertising" Co-Author Dr. Sharon Beatty. Presented at **The American Marketing Association Winter Educators Conference**. St.Petersburg, Fl, February 1989.

"Involvement and Values: The Missing Link" Co-Authors Dr. Sharon Beatty and Dr. Lynn R. Kahle. Presented at a special session on consumer involvement at the **Association of Consumer Research Conference**, Honolulu, Hawaii, March 1989.

"Values in Advertising" Co-Author Dr. Sharon Beatty. Presented at a special session on consumer values at the **Southern Marketing Association Conference**, Atlanta, GA November 1988.

PROFESSIONAL DEVELOPMENT ACTIVITIES (Since 2011)

Innovations in Pedagogy Conference (Virtual) UWG May 2021.

AMA Summer Educators Conference (Virtual) Aug. 2020.

Innovations in Pedagogy Conference (Virtual) UWG May 2020.

Eight Administrative Council meetings at UWG 2020.

AACSB Prep Workshop, RCOB 2020.

Economic Forecasting Breakfast, RCOB 2020.

Two Leadership Development Institute (LDI) workshops at UWG 2019.

Eight Administrative Council meetings at UWG 2019.

RCOB Faculty Development workshop, RCOB May 2019.

Two RCOB brown bag research presentations, RCOB 2019.

Economic Forecasting Breakfast, RCOB 2019.

Four Leadership Development Institute (LDI) workshops at UWG 2018.

Four Administrative Council meetings at UWG 2018.

Three Chairs Academy meetings at UWG 2018.

RCOB Faculty Development workshop May 2018.

AMA Summer Educators Conference, Boston, Aug. 2018.

DAC Retreat, RCOB 2018.

Four RCOB brown bag research presentations, RCOB 2018.

Economic Forecasting Breakfast, RCOB 2018.

Four Leadership Development Institute (LDI) workshops, UWG 2017.

Four Administrative Council meetings UWG 2017.

Three Chairs Academy meetings UWG 2017.

RCOB Faculty Development workshop RCOB 2017.

AMA Winter Educators Conference, Orlando, Feb. 2017.

Four RCOB brown bag research presentations, RCOB 2017.

Economic Forecasting Breakfast, RCOB, 2017.

Four Leadership Development Institute (LDI), UWG 2017.

AMA Summer Educators Conference, Atlanta, Aug. 2016.

Four RCOB brown bag research presentations, RCOB 2016.

Economic Forecasting Breakfast, RCOB, 2016.

Four Leadership Development Institute (LDI), UWG 2016.

RCOB Faculty Development workshop RCOB 2016.

RCOB Faculty Development workshop RCOB 2015.

Three Leadership Development Institute (LDI), UWG 2015.

DAC Retreat, RCOB 2015.

Training Session on Predictive Workbooks - the Student Success Collaborative at UWG, Spring 2015.

American Marketing Association Summer Educators Conference - San Francisco, CA., Aug 2014.

Conference on ‘Leadership Training for Department Chairs’ – Los Angeles, CA., Nov. 2014.

Webcast on Blended Classrooms, October 2013.

Visited SUIBE University in Shanghai, March 2014.

Assisted with SUBIE delegation visit to RCOB, Jan 2014.

Marketing Department workshops on online teaching, RCOB 2014.

Two D2L workshops, UWG, 2013.

DAC Retreat – RCOB 2012.

SIFT university in Shanghai - received the Si-Yuan Research Scholar award and an invitation to be a visiting professor and conduct joint research activities at SIFT – March 2013.

SOBIE – Society of Business Industry and Economics Conference, Destin, FL - April 2012.

CIBER - Center for International Business Education and Research - Study Abroad Workshop, February 2012, Georgia State University, Atlanta, GA.

Recruitment Workshop organized by VPAA’s office - September 2011

P-card Training for UWG card holders - September 2011.

American Marketing Association Summer Educators Conf., San Francisco, CA - August 2011

Economic Forecasting Breakfast (every year)

RCOB “Brown Bag” research presentations (Four every year since 2014)

SERVICE ACTIVITIES

All Regular Chair Activities Since 2003 including

- Overall coordination and Management of the Department and Two Majors.
- Faculty guidance, management, evaluation, motivation, development, retention and recruitment.
- Planning and scheduling classes.
- Student assistance, issues and problem resolution.
- Program and course planning, development, and assessment.
- New course and program development and coordination with curriculum committees.
- Assessment of Learning data collection and writing report for two majors.
- Coordination of all Departmental Committees.
- Coordinating with the Dean's office and participation in DAC.
- Departmental budgeting.
- Writing annual reports and five year review reports.
- Managing departmental website and catalog pages.
- Helped coordinate the department through a three successful AACSB reaccreditation visits.
- Successfully completed a departmental audit.

Director of two study abroad programs every year -- London (Summer 2005 – present), China (Spring 2008 – 2014), Prague/Vienna/ Budapest (Spring 2015), Barcelona/Madrid (Spring 2016), Ireland (Spring 2017), Prague/Berlin (Spring 2018), Greece (Spring 2019), Italy (Spring 2020 – cancelled one week prior to trip), Italy (Spring 2022 – planned) - Responsible for all aspects of the programs including

- Writing and submitting proposals each year.
- Planning and scheduling all aspects of the program.
- Recruiting students.
- Budgeting and maintaining accounts.
- Establishing and maintaining relationships with business support networks.
- Teaching the classes and accompanying students on the trips.

The International Economics Research Conference in Mumbai, India.

- Assisted with the selection and preparation of the student team competing in **the International Economics Research Conference 2019 in Mumbai, India** and accompanied them to India for the conference. Team won first place for presentation and third place overall.
- Assisted with the selection and preparation of the student team competing in **the International Economics Research Conference 2018 in Mumbai, India** and accompanied them to India. Team won first place for presentation and third place overall.

- Assisted with the selection and preparation of the student team competing in **the International Economics Research Conference 2017 in Mumbai, India** and accompanied them to India for the conference. Team won third place award for their paper and presentation.

- Assisted with the selection and preparation of the student team competing in **the International Economics Research Conference 2016 in Mumbai, India** and accompanied them to India for the conference. Team won several awards for their paper and presentation.

SERVICE ON COMMITTEES OUTSIDE THE DEPT.

D.A.C. (April 2003 – Present)

International Programs Committee RCOB (2005 – Present)

Faculty and Staff Awards Committee (2003 –Present)

‘Barriers’ Committee UWG (2015 - 2016)

PROFESSIONAL AFFILIATIONS

The American Marketing Association
Alpha Mu Alpha, National Marketing Honorary
Beta Gamma Sigma, National Business Honorary
Society for Marketing Advances