

Ashok Lalwani

Associate Professor of Marketing at Indiana University, Kelley School of Business
Bloomington, IN, US

Ashok Lalwani is an expert in business administration, with a focus on the science of marketing.

Industry Expertise

Market Research, Management Consulting, Writing and Editing, Research, Education/Learning, International Affairs, Advertising/Marketing

Areas of Expertise

Price Perceptions, Cultural Orientation and Price Perceptions, The Role of Cultural Orientation in Consumers? Judgments and Responses, International Business, Cultural Psychology

Education

University of Illinois, Urbana-Champaign
Ph.D. Business Administration

University of Florida, Gainesville
M.S. Marketing

National University of Singapore
M.S. Management

Indian Institute of Technology
B.Tech. Engineering

Accomplishments

Individual Research Award
2016 Awarded by Institute for Advanced Study, Indiana University, Bloomington

Collaborative Fellowship Award
2016 Awarded by Institute for Advanced Study, Indiana University, Bloomington

Eli Lilly and Company Faculty Fellow
2015 Awarded by Kelley School of Business, Indiana University, Bloomington

Trustees Teaching Award

2014 Awarded by Indiana University, Bloomington

Innovative Teaching Award

2012 Awarded by Indiana University, Bloomington

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