

Jagdish N. Sheth

Charles H. Kellstadt Chaired Professor of Business at Emory University, Goizueta Business School

Atlanta, GA, US

Globally known for his scholarly contributions in consumer psychology, competitive strategy, and geopolitical analysis

Biography

Jagdish N. Sheth, Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University. He has over 60 years of combined experience in teaching and research at the University of Southern California (USC), University of Illinois at Urbana-Champaign (UIUC), Columbia University, MIT, and Emory. He is a recipient of the 2020 Padma Bhushan Award for literature and education, one of the highest civilian awards given by the Government of India. He is also a Fellow of the Academy of International Business (AIB); Fellow of the Association of Consumer Research (ACR); Fellow of the American Psychological Association (APA); Fellow of the American Marketing Association (AMA); Distinguished Fellow of the Academy of Marketing Science (AMS); and a Distinguished Fellow of International Engineering Consortium (IEC). Dr. Sheth is the recipient of an Honorary Doctorate in Science, awarded by the University of Illinois at Urbana-Champaign (2016), and Honorary Doctorate of Philosophy, awarded by Shiv Nadar University (2017). He is the recipient of all four top awards given by the American Marketing Association (AMA). Professor Sheth has authored or coauthored more than three hundred papers and several books. His autobiography, *The Accidental Scholar* (2014), has inspired others in the areas of education and academic entrepreneurship. His latest book is *India's Road to Transformation: Why Leadership Matters* (2024). Dr. Sheth is the Founder of Center for Telecommunications Management (CTM) at University of Southern California (USC) which has now become an Institute. He is also Founder and Chairman of India, China, and America (ICA) Institute which analyzes the trilateral relationship and its impact on geopolitics, security, trade, and investment. He and his wife, Madhu Sheth, have established the Sheth Family Foundation to support several charities in India and in the United States. They have also established the Madhuri and Jagdish Sheth Foundation to support scholars and scholarship in the field of marketing. The Sheth Foundation supports the AMA-Sheth Foundation Doctoral Consortium, hosted annually by different universities. It also supports research in emerging fields through AMA, ACR, AMS, and AIB. Finally, Professor Sheth is the Founder and Chairman of the Academy of Indian Marketing (AIM) which supports research and scholarship among Indian scholars in marketing and management.

Industry Expertise

Education/Learning

Areas of Expertise

Consumer Psychology, Global Competitive Strategy, Marketing Theory, Geopolitical Analysis, Emerging Markets

Affiliations

American Marketing Association, Association for Consumer Research, Academy of International Business, Academy of Marketing Science, American Statistical Association

Education

University of Pittsburgh
PhD Behavioral Sciences

University of Pittsburgh
MBA Business Administration

University of Madras
BCom Commerce

Accomplishments

Global Innovation Award
2008 Emory University

Distinguished Faculty Lecture
2007 Emory University

Honorary Doctorate of Letters
2007 Thiel College

Irwin/McGraw Hill Distinguished Marketing Educator
2004 American Marketing Association

Charles Coolidge Parlin Award
2004 American Marketing Association

Distinguished Scholar Award
2002 Marketing Management Association

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