

**Naveen Donthu** ([www.donthu.com](http://www.donthu.com)) is Distinguished University Professor at Georgia State University. He holds the Vachel Pennebaker Research Chair and is the Kenneth L. Bernhardt Distinguished Department Head of the Marketing Department. He is also the Editor-in-Chief of the *Journal of Business Research*.

Donthu received his Masters in Management Science and Ph.D. in Marketing from the University of Texas at Austin. Dr. Donthu's expertise are in marketing research, consumer research, advertising, cross-cultural issues, branding, bibliometrics, and online consumer behavior. He has published over 140 research articles in leading peer-reviewed academic journals including *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Harvard Business Review*, and *California Management Review*. His research has been cited over 35,000 times (GoogleScholar).

Professor Donthu has consulted for several national and international companies such as Apple Computers, Marriott Corporation, Southern Company, BellSouth, UPS, Chick-fil-A, and ServiceMaster and presented executive seminars to managers in many countries. Naveen has received industry support and several academic grants to conduct research.

Naveen received the Georgia State University Outstanding Faculty Achievement Award (university-wide award for extraordinary achievement in teaching, research and service). Over the years he has also received several GSU Robinson College of Business Faculty Recognition Awards for Research, Teaching and Service.

Dr. Donthu was the doctoral program coordinator for the Marketing Department at Georgia State University until he became the department chair. Prior to Georgia State University, he served on the faculty of Georgia Tech.