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Associate Professor of Marketing
Schulich School of Business
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**ADMINISTRATIVE POSITIONS - SCHULICH SCHOOL OF BUSINESS,
YORK UNIVERSITY (Since 1999)**

2022-date: Associate Dean, Programs

2009-2015; 2020-2024: Executive Director and Academic Program Director – Schulich MBA Program in India

2003-2009; 2015-2022: MBA Program Director (Keele Campus)

2004-2009: Co-Director, York Consulting Group

Regular Service Roles: Affirmative Action Coordinator for the School (2002-2008; 2018-date); Chair of Nominating Committee (2018-date); Phd Program Coordinator, Marketing Area (2000-2003).

Other Service Initiatives: (i) Organized the Post-Pandemic Webinar Series; (ii) Course Director – Learning from the Pandemic; (iii) Organized a Webinar Series for Black Youth Outreach (2020-date)

**TEACHING
AWARDS****Seymour Schulich Award for Teaching Excellence**

First Place Winner: 2022-23 (MBA, \$15,000)

Second Place Winner: 2000-01 (BBA, \$5,000); 2002-03 (MBA, \$5,000); 2012-13 (MBA, \$10,000)

Years Nominated: 2000-01 (BBA); 2002-03 (BBA; MBA); 2003-04 (MBA); 2004-05 (MBA); 2012-13 (MBA); 2016-17 (IMBA); 2021-22 (MBA); 2022-23 (MBA); 2023-24 (MBA)

**TEACHING EXPERIENCE – SCHULICH SCHOOL OF BUSINESS,
YORK UNIVERSITY (Since 1999)**

BBA Program: Consumer Behavior

Master of Business Analytics: Case Analysis and Presentation Skills

Master of Management: Strategic Thinking

MBA Program: Marketing Management; Case Analysis and Presentation Skills; Coach of the John Molson Case Competition (placed second – 2003)

EMBA Program: Research Methods; Case Analysis; Marketing Strategy (Kellogg-Recanati EMBA Program)

Phd Program: Research Methods; Marketing Strategy

RESEARCH AWARDS

Journal of Product Innovation Management, Best Reviewer Award for 2017 and for 2022.

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$82,000 over 3 years).

Biehl, Markus and Ashwin W. Joshi (2007), "The Impact of Customers on Manufacturers Triple Bottom Line Performance."

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$64,764 over 3 years).

Colwell Scott and Ashwin W. Joshi (2005), Key Supplier Continual Quality Improvement: Development of a Conceptual Model and a Proposed Empirical Test."

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$75,000 over 4 years).

Biehl Markus and Ashwin W. Joshi (2003), "Environmentally Proactive Supply Chain Management."

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$39,069 over 4 years).

Joshi, Ashwin W. (1997), "Marketing Control Systems: A Typology and a Conceptual Framework."

Best Paper: Marketing Division at the 2000 Atlantic Schools of Business Conference.

Joshi, Ashwin W. (2000), "The Effects of Organizational Characteristics on Alliance Development in Buyer-Seller Relationships."

Best Paper: Technology, Innovation, and Entrepreneurship in Marketing Track at the 1999 AMA Summer Marketing Educators' Conference.

Athaide, Gerard A., Rodney L. Stump, and Ashwin W. Joshi (1999), "Managing Information Exchange Relationships While Commercializing Technology-Intensive Innovations." *1999 Summer AMA Educators' Proceedings*, (2-page abstract by request).

Best Paper: Sales and Distribution Track, at the 1998 AMA Winter Educators' Conference.

Joshi, Ashwin W. and Rodney L. Stump (1998), "The Evolution of Governance in Exchange Relationships: Adaptations to the Transaction Cost Analysis Framework and an Empirical Test," *1998 Winter AMA Educators' Proceedings*, (2-page abstract by request).

Best Paper: Relationship Marketing/Business-to-Business/Sales Management Track, at the 1996 AMA Educators' Conference.

Joshi, Ashwin W. and Rodney L. Stump (1996), "Supplier Opportunism: Antecedents and Consequences in Buyer-Supplier Relationships," *1996 Summer AMA Educators'*

Proceedings, pp.129-135.

Winner of the Administrative Sciences Association of Canada (ASAC) Doctoral Dissertation Competition for the Best Dissertation, 1992-93.

Joshi, Ashwin W. (1993), *Effects of Dependence and Relational Norms on Commitment and Opportunism in Buyer-Seller Relationships*. Unpublished Ph.D. Dissertation, Queen's University, Ontario, Canada.

Best Paper on the Main Conference Theme (Strategic Management in the Entrepreneurial Firm) at the International Council of Small Business - Canada 9th annual conference, 1992.

Joshi, Ashwin W. (1992), "The Development of Long-Term Business Relationships," *The International Council for Small Business Canada, 9th Annual Conference: Best Paper Proceedings*, pp.94-103.

National Council of Management Research and Development, Doctoral Fellowship, 1991-92.

Trent - CIDA Scholarship, 1986-89.

Lester B. Pearson College of the Pacific Scholarship, 1984-86.

JOURNAL PUBLICATIONS

Joshi, A. W. (2025). How and when incentives and collaboration are effective in fostering supplier component innovation: Insights from social exchange theory. *Journal of Business Research*, 189, 115131.

Joshi, A. W. (2025). Effects of Supplier Customer Orientation on Buyer Loyalty: A Contingent Process Model Based on Self-Determination Theory. *Journal of Relationship Marketing*, 1-41.

Joshi, Ashwin W. (2023), "The Effects of a Manufacturer's Actions on Supplier Performance: Insights from a Contingent Expectancy Theory-Based Model," *Industrial Marketing Management*, 109 (February), 106-120.

Joshi, Ashwin W. (2017), "OEM Implementation of Supplier Developed Component Innovations: The Role of Supplier Actions," *Journal of the Academy of Marketing Science*, 45 (July), 548-68.

Joshi, Ashwin W. (2016), "When Does Customer Orientation Hinder (Help) Radical Product Innovation? The Role of Organizational Rewards," *Journal of Product Innovation Management*, 33 (July), 435-54.

Cowell, Scott R. and Ashwin W. Joshi (2013), "Corporate Ecological Responsiveness: Antecedent Effects of Institutional Pressure and Top Management Commitment and

Their Impact on Organizational Performance,” *Business Strategy and the Environment*, 22, 73-91.

Joshi, Ashwin W. (2010), “Salesperson Influence on Product Development: Insights from a Study of Small Manufacturing Organizations, *Journal of Marketing*, 74 (January), 94-107.

Joshi, Ashwin W. (2009), “Continuous Supplier Performance Improvement: Effects of Collaborative Communication and Control,” *Journal of Marketing*, 73 (January), 133-50.

Colwell, Scott, Sandra Hogarth-Scott, Depeng Jiang, and Ashwin Joshi (2009), “Effects of Organizational and Serviceperson Orientation on Customer Loyalty,” *Management Decision*, 47 (1), 1489-1513.

Thakor Mrugank and Ashwin W. Joshi [Equal Authorship] (2005), “Motivating Salesperson Customer Orientation: Insights from the Job Characteristics Model,” *Journal of Business Research*, 58 (May), 584-92.

Joshi, Ashwin W. and Sanjay Sharma (2004), “Customer Knowledge Development: Antecedents and Impact on New Product Performance,” *Journal of Marketing*, 68 (October), 47-59.

Joshi, Ashwin W. and Alexandra J. Campbell (2003), “Effect of Environmental Dynamism on Relational Governance in Manufacturer Supplier Relationships: A Contingency Framework and an Empirical Test,” *Journal of the Academy of Marketing Science*, 31 (Spring), 176-88.

Gerard A. Athaide, Rodney L. Stump, and Ashwin W. Joshi (2003), “Managing Joint New Product Development Relationships in Technology-Based, Industrial Markets: An Agency Theory and Transaction Cost Analysis Perspective,” *Journal of Marketing Theory and Practice*, 11 (Special Issue, 3), 46-58.

Stump, Rodney L., Gerard A. Athaide, and Ashwin W. Joshi (2002), “Managing Satisfying Seller-Buyer Relationships During New Product Development in Technology-Based, Industrial Markets: A Contingency Model and Empirical Test,” *Journal of Product Innovation Management*, 19, 6, 439-54.

Joshi, Ashwin W. and Sheila Randall (2001), “The Indirect Effects of Organizational Controls on Salesperson Performance and Customer Orientation,” *Journal of Business Research*, 54 (October), 1-9. **Lead Article.**

Joshi, Ashwin W. and Rodney L. Stump (1999), "Determinants of Commitment and Opportunism: Integrating Insights from Transaction Cost Analysis and Relational Exchange

Theory," *Canadian Journal of Administrative Sciences*, 16(4), 334-352.

Joshi, Ashwin W. and Rodney L. Stump (1999), "The Contingent Effects of Specific Asset Investments on Joint Action in Manufacturer-Supplier Relationships: An Empirical Test of the Moderating Role of Reciprocal Asset Investments, Uncertainty, and Trust," *Journal of the Academy of Marketing Science*, 3 (Summer), 291-305. **Lead Article.**

Joshi, Ashwin W. and Rodney L. Stump (1999), "Transaction Cost Analysis: Integration of Recent Refinements and an Empirical Test," *Journal of Business-to-Business Marketing*, 5 (4), 37-71.

Joshi, Ashwin W. (1998), "When and How Do Relatively Dependent Manufacturers Resist Supplier Power?" *Journal of Marketing Theory and Practice*, 6 (4,Fall), 61-77.

Stump, Rodney L. and Ashwin W. Joshi (1998), "To Be or Not to Be [Locked In], That is the Question: An Investigation of Buyers' Commitments of Dedicated Investments to Support New Transactions," *Journal of Business-to-Business Marketing*, 5 (3), 33-63.

Joshi, Ashwin W. and Stephen J. Arnold (1998), "How Relational Norms Affect Compliance in Industrial Buying," *Journal of Business Research*, 41(2) (February), 106-14.

Joshi, Ashwin W. and Stephen J. Arnold (1997), "The Impact of Buyer Dependence on Buyer Opportunism in Buyer-Supplier Relationships: The Moderating Role of Relational Norms," *Psychology and Marketing*, 14(8) (December), 823-45.

Joshi, Ashwin W. (1995), "Long-Term Relationships, Partnerships, and Strategic Alliances: A Contingency Theory of Relationship Marketing," *Journal of Marketing Channels*, 4(3), 75-94.

REFEREED BOOK CHAPTERS

Biehl, Markus and Ashwin W. Joshi (2005), "How Can Manufacturers Influence the Environmental Performance of their Suppliers?" in Kurt Engemann and George Lasker (eds), *Advances in Decision Technology and Intelligent Information Systems*, (Vol. VI), The International Institute for Advanced Studies in Systems Research and Cybernetics, Windsor, 6-11.

RESEARCH UNDER REVIEW

AUTHOR	TITLE	JOURNAL AND STATUS
Joshi, Ashwin W.	How and When Are Incentives and Collaboration Effective in Fostering Supplier Component Innovation:	<i>Journal of Business Research</i> – Conditional Acceptance

	Insights From Social Exchange Theory	
Joshi, Ashwin W.	Effects of Supplier Customer Orientation on Buyer Loyalty: A Contingent Process Model Based on Self-Determination Theory	<i>Journal of Relationship Marketing</i> – Revise and Re-Submit
Joshi, Ashwin W.	Impact of Customer Demandingness on Supplier Performance Improvement: Insights from Contingent Job Demands-Resources Theory	<i>Journal of Business Logistics</i> – First Round

RESEARCH IN PROGRESS

AUTHOR	TITLE	JOURNAL AND STATUS
Joshi, Ashwin W.	Effects of Rewards and Punishments on New Product Outcomes: Insights from a Contingent Regulatory Focus Theory	<i>Journal of Product Innovation Management</i> – Data Collection and Analysis Complete and Writing is in progress (submission target date is February 2025)

REFEREED CONFERENCE PROCEEDINGS

Rodney L. Stump, Ashwin W. Joshi, Stephen Keysuk Kim and Cristian Chelariu (2004), “A Taxonomy of Governance Structures in Direct Business-to-Business Exchange Relationships,” *2004 AMA Winter Educators’ Conference*.

Rodney L. Stump, Ashwin W. Joshi, and Stephen Keysuk Kim (2003), “Supplier Diversity Programs and their Impact on Purchasing Agent Negotiation Strategies: A Model Based on Social Identity & Related Theories,” *2003 World Marketing Congress Conference*, Perth, Australia.

Rodney L. Stump, Ashwin W. Joshi, and Stephen Keysuk Kim (2003), “A Conceptual Model of Supplier Diversity Programs and the Impact on Purchasing Agents’ Role Stress and Negotiation Strategies,” *2003 Academy of Marketing Science Annual Conference*, Washington, D.C.

Rodney L. Stump, Ashwin W. Joshi, and Stephen Keysuk Kim (2003), “The Range of Self-Enforcing Agreement Use in Direct Business-to-Business Exchange Relationships,” *2003 American Marketing Association Winter Educators' Conference*.

Joshi, Ashwin W. and Alexandra Campbell (2001), “The Effect of Environmental Volatility on Relational Governance: A Conceptual Framework,” *17th Annual IMP Conference*, (full paper published, available on CD-Rom).

Stump, Rodney L., Ashwin W. Joshi, and Keysuk Kim (2001), "A Model of Self-Enforcing Agreement Use in Business-to-Business Exchange Relationships," *17th Annual IMP Conference*, (3 page abstract published by request, available on CD-Rom).

Stump, Rodney L., Gerard Athaide, and Ashwin W. Joshi (2001), "A Model of Joint New Product Development Relationships in Technology-Based Industrial Markets," *2001 Academy of Marketing Science 10th Biennial World Marketing Congress*, (2-page abstract by request).

Athaide, Gerard, Rodney L. Stump, and Ashwin W. Joshi (2000), *2000 Summer AMA Educators' Conference Proceedings*, "Managing Satisfying Seller-Buyer Relationships during the New product Development Process: A Contingency Model and Empirical Test," (2-page abstract by request).

Joshi, Ashwin and Sanjay Sharma (1999), "Environmental Turbulence and Firm Performance: The Mediating Role of the Processes of Market Orientation," *1999 Summer AMA Educators' Conference Proceedings*, (2-page abstract by request).

Athaide, Gerard, Rodney L. Stump, and Ashwin W. Joshi (1999), "Managing Information Exchange Relationships While Commercializing Technology-Intensive Innovations," *1999 Summer AMA Educators' Conference Proceedings*, (2-page abstract by request).

Stump, Rodney L. and Ashwin W. Joshi (1998), "Managing Transaction Dependence: An Empirical Examination of the Moderating Role of Relationship Closeness on the Use of Vertical Control," *1998 Academy of Marketing Science Conference Proceedings*, (2-page abstract by request).

Joshi, Ashwin W. and Rodney L. Stump (1998), "The Evolution of Governance in Exchange Relationships: Adaptations to the Transaction Cost Analysis Framework and an Empirical Test," *1998 AMA Winter Educators' Conference Proceedings*, (2-page abstract by request).

Joshi, Ashwin W. (1997), "Relational Norms and Commitment in Manufacturer-Supplier Relationships: The Moderating Effect of Relative Dependence," *1997 Summer AMA Educators' Proceedings*, (2 page abstract by request).

Joshi, Ashwin W. and Rodney L. Stump (1997), "The Determinants of Relational Governance in Economic Exchange Relationships," *1997 Academy of Marketing Science Proceedings*, pp.160-166.

Joshi, Ashwin W. and Rodney L. Stump (1996), "Supplier Opportunism: Antecedents and Consequences in Buyer-Supplier Relationships," *1996 Summer AMA Educators' Proceedings*, pp.129-135.

Stump, Rodney L. and Ashwin W. Joshi (1996), "Antecedents of Buyer Dedicated Investments in Exchange Relationships: An Empirical Investigation," [3-page abstract by request] *1996 Research Conference Proceedings, Contemporary Knowledge of Relationship Marketing*, pp.222-225.

Joshi, Ashwin W. and Stephen J. Arnold (1996), "The Partially Mediating Role of Commitment in the Buyer Dependence-Buyer Opportunism Relationship," [1-page abstract by request] *1996 Research Conference Proceedings, Contemporary Knowledge of Relationship Marketing*, p.257.

Joshi, Ashwin W. (1995), "Determinants of Problem Solving Negotiation in Buyer-Seller Relationships," *1995 Summer AMA Educators' Proceedings*, pp.190-196.

Joshi Ashwin W. (1994), "Ethical and Unethical Behavior in Exchange Relationships: A Contingency Theory," [2- page abstract] *1994 Research Conference Proceedings, Relationship Marketing: Theory, Methods, and Applications*.

Joshi, Ashwin W. (1993), "Long-Term Relationships, Strategic Partnerships and Networks: A Contingency Theory of Relationship Marketing," [2-page abstract by request], *1993 Summer AMA Educators' Proceedings*, pp. 138-39.

Bansal Harvir and Ashwin W. Joshi [equal authorship] (1993), "A Comparison of the Structural Equation Method and the Traditional Method of Analysis of Experimental Data," *Proceedings of the 23rd Annual Atlantic Schools of Business Conference*, pp.320-331.

Joshi, Ashwin W. (1992), "Beyond Manipulation Checks: The Construct Validity of Scenario-Based Experimental Manipulations," *Proceedings of the 22nd Annual Atlantic Schools of Business Conference*, pp.82-91.

Joshi, Ashwin W. (1992), "The Development of Long-Term Business Relationships," *The International Council for Small Business Canada, 9th Annual Conference: Best Paper Proceedings*, pp.94-103.

Joshi, Ashwin W. (1991), "Toward a Theory of Externalization," *Proceedings of the 21st Annual Atlantic Schools of Business Conference*, pp.208-216.

REFEREED CONFERENCE PRESENTATIONS

Biehl, Markus, Ashwin W. Joshi, Olga Kaminer (2005), "Antecedents and Outcomes of Supplier Proactive Environmental Performance," National Conference of the Decision Sciences Institute, San Francisco, 2005.

"The Effects of Organizational Characteristics on Alliance Development in Buyer-Seller

Relationships," 2000 Atlantic Schools of Business Conference (Marketing Division), Memorial University of Newfoundland, November 9-11, 2000.

"Unethical Behavior in Exchange Relationships: A Preliminary Test of a Process Explanation," Administrative Sciences Association of Canada 1995 Annual Conference (Marketing Division), Windsor, Ontario, June 1995.

"Governance Mechanisms in Marketing Channels: A Contingency Theory," Administrative Sciences Association of Canada 1995 Annual Conference (Policy Division), Windsor, Ontario, June 1995.

"Efficiency and Legitimacy: Conceptual Specifications and Empirical Implications," (with Professor Alan J. Richardson) American Sociological Association, Summer Conference, Miami, Florida, August 1993.

"What's In a Norm: A Contingency Theory of Norm Development," Administrative Sciences Association of Canada 1993 Annual Conference (Organization Theory Division), Lake Louise, Alberta, June 1993.

"Power and Subjectivity Dynamics in Newcomer Socialization," Canadian Sociology and Anthropology Association, (27), Learned Societies Conference, University of Prince Edward Island, June 1992.

"Institutional Exchange Arrangements and the Role of the State," Canadian Sociology and Anthropology Association, (27), Learned Societies Conference, University of Prince Edward Island, June 1992.

SERVICE TO THE DISCIPLINE

Editorial Board Member:

International Journal of Production and Operations Management; Journal of Product Innovation Management

Ad-Hoc Reviewer:

Journal of Marketing; International Journal of Research in Marketing; Journal of Business Research; Journal of the Academy of Marketing Science; Marketing Science; Technovation; Humanities and Social Science Communication; Industrial Marketing Management; Organization Science; Marketing Management Journal

(1)

Academic Conferences:

Organizer: Co-Chair of the Marketing Track for the 1997 Atlantic Schools of Business Conference.
Reviewer: *Atlantic Schools of Business Conference; Administrative Sciences Association of Canada Conference; American Marketing Educators' Conference; Academy of Marketing Science Conference; Relationship Marketing Conference*

Invited Discussant:

- (1) Administrative Sciences Association of Canada Conference
- (2) American Marketing Educators' Conference
- (3) Academy of Marketing Science Conference

External Examiner for Doctoral Dissertations:

- (1) Co-Chair of the Marketing Track for the 1997 Atlantic Schools of Business Conference.
- (2) External Examiner for Doctoral (Ed.D.) Dissertation of Douglas Black (Title: An Examination of Network Marketing) at the Ontario Institute for Studies in Education, 1999.
- (3) External Examiner for PhD Dissertation of Saeed Shekari (Title: Product Performance and Contracts in Multi-Component System Industries: Theory and Evidence) at the DeGroote School of Business, McMaster University, 2017.
- (4) External Examiner for PhD Dissertation of Ranjitha G.P. (Consumption as a Mechanism to Compensate the Loss of Ownership of Self Among Women After Marriage: A Life Transition Perspective) IIM-Kozhikode, 2019.
- (5) External Examiner for PhD Dissertation of Mohammad Hossein Tajvarpour (Title: Success Factors for Crowdfunding Campaigns) at the DeGroote School of Business, McMaster University, 2020.
- (6) External Examiner for PhD Dissertation of Krishna R. (Consumer Buying Behaviour Towards Organic Fruits and Vegetables in Kerala) Amrita University, Kochi (India), 2023.
- (7) External Examiner for PhD Dissertation of Bharat Vaishnav (Title: A Theoretical and Empirical Study of Retailers' Omnichannel Integration and its Effectiveness) at the DeGroote School of Business, McMaster University, 2024.

SERVICE TO COMMUNITY

2000-05: Board Member of EIPROC (Association of South Asian Professionals).
2018-20: Marketing Committee Advisory Member – Art Gallery of Ontario
2019-24: Advisory Board Member – Indo-Canadian Chamber of Commerce

MEMBERSHIP IN ACADEMIC ASSOCIATIONS

American Marketing Association; Academy of Marketing Science; Administrative Sciences Association of Canada

EMPLOYMENT HISTORY

1999-Present: Associate Professor of Marketing, Schulich School of Business, York University

(Toronto, Ontario, Canada).

1998-1999: Associate Professor, Marketing Area - Faculty of Management, University of Calgary (Calgary, Alberta, Canada).

1995-98: Assistant Professor, Marketing Department, Faculty of Commerce, Saint Mary's University (Halifax, Nova Scotia, Canada).

1993-95: Assistant Professor, Administrative Studies Program, University of Winnipeg (Winnipeg, Manitoba, Canada).

EDUCATION

1989-93: Ph.D., Queen's University, School of Business.

1986-89: B.A.S. (Hons.), Trent University, Administrative and Policy Studies Program.

1984-86: International Baccalaureate, Lester B. Pearson College of the Pacific.

Date: December 22, 2025