

CURRICULUM VITAE

PREET S. AULAKH

Professor of Strategy and International Business
Pierre Lassonde Chair in International Business
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Citizenships: Canadian and American

EDUCATION

2022	Ph.D., Osgoode Hall Law School, York University
2019	LLM, Osgoode Hall Law School, York University
1995	Ph.D., University of Texas at Austin International Business
1988-1990	Graduate Studies, University of Miami and University of Houston International Relations, History
1987	M.A., Panjab University, Chandigarh, India Major: Modern History
1985	B.S., Panjab University, Chandigarh, India Major: Mathematics; Minors: Economics, Statistics

EMPLOYMENT

2008 -	Professor of Strategy and International Business and Pierre Lassonde Chair in International Business, York University
2003 – 2008	Associate Professor of Strategy and International Business and Pierre Lassonde Chair in International Business, York University
2018	Visiting Professor, Indian School of Business
Summer 2006	Visiting Professor, Indian Institute of Management Calcutta, India
1999 – 2003	Associate Professor of Strategic Management and International Business, Temple University
1996 - 1999	Assistant Professor, Michigan State University
Summer 1997	Visiting Professor, University of Hawaii
1994 - 1996	Assistant Professor, Memorial University of Newfoundland
Summer 1995	Visiting Professor, University of Texas at Austin
1990 - 1994	Assistant Instructor, University of Texas at Austin
1985 - 1986	Assistant Manager, Octavious Steele and Company

ADMINISTRATIVE POSITIONS

Area Coordinator, Strategic Management, Schulich School of Business, 2024 - 2027.

Associate Dean Research, Schulich School of Business, York University, 2018 – 2020

Director, Ph.D. Program, Schulich School of Business, York University, 2007 - 2010

Associate Dean, Research (Acting), Schulich School of Business, July 1 – December 31, 2004

Co-Director of the Ph.D. Program, Schulich School of Business, 2005-2007

Chair, Academy of International Business Midwest Division, 1996-1999

ACADEMIC HONORS

Scholar-in-Residence, Indian Institute of Management Indore, December 2025

Gold Medal for Exceptional Contributions to the *Journal of International Business Studies* (Official journal of the Academy of International Business), 2019.

Best Reviewer Award, *Journal of International Business Studies*, 2017.

American Marketing Association / Hans Thorelli 5-Year Award for the paper that has significantly impacted international marketing theory or practice, 2005 for *Journal of International Marketing* paper (with Masaaki Kotabe) published in 1993.

Pierre Lassonde Chair in International Business, Schulich School of Business, York University, 2003 – Present

Washburn Research Fellow, Fox School of Business and Management, Temple University, 2001- 2003.

Dean's Research Honor Roll, Fox School of Business and Management, Temple University, 2001.

Faculty of Business Administration Dean's Research Award, Memorial University of Newfoundland, 1994 - 1995. Awarded to one faculty member every year for achieving the highest research productivity.

Best Paper Award, World Management Conference, Indian Institutes of Management, 2013.

Best Paper Award, Emerging Markets Track, Academy of International Business Annual Conference, Istanbul 2013.

Runners-up, Best Proposal Award, Strategic Management Society India Conference, 2008 (with Oana Branzei and Raveendra Chittoor).

Best Paper Award, Global Marketing Track, American Marketing Association Annual Conference, 1996, for co-authored paper with Esra Gencturk.

Best Paper Award, Global Marketing Track, American Marketing Association Annual Conference, 2000, for co-authored paper with Masaaki Kotabe and Srini Srinivasin.

Finalist for the CiMAR International Conference Best Paper Award, Istanbul, Turkey, 2006 for co-authored paper with MB Sarkar.

Finalist for the Academy of International Business Conference Best Paper Awards, 2013 (with Raveendra Chittoor and Sougata Ray), 2004 (with Marshall Shibing Jiang) and 2002 (with Esra Gencturk)

Honorable Mention for the Hans B. Thorelli Best Paper Award 1993 for co-authored article with Masaaki Kotabe titled, "An Assessment of Theoretical and Methodological Developments in International Marketing: 1980-1990," published in *Journal of International Marketing*.

Department Nominee for the College of Business Teaching Award for Assistant Instructors, University of Texas at Austin, 1994

Membership to the Honor Society of Phi Kappa Phi, 1991

University Grants Commission (India) National Junior Research Fellowship in History, 1987

University Grants Commission (India) National Scholarship in Mathematics, 1980

RESEARCH GRANTS

SSHRC Insight Grant 2026-2030 (\$73,700) for the project, "Performance During Crises: The Determinants and the Processes of Antifragility," (with Ravee Chittoor and Ye He). (Co-applicant).

SSHRC Insight Development Grant 2023-2025 (\$67,600) for the project, "Sustainable Agriculture in the Global South: Prospects and Challenges of Smallholders' Product Diversification and Marketing Channel Coordination." (PI)

SSHRC Insight Grant 2017-2023 (\$103,590) for the project, "Global Institutional Change, National Policy Interventions, and Firm Strategies: Evidence from the Textile Industry," (with Ravee Chittoor). (Co-applicant).

SSHRC Insight Grant 2012-2017 (\$94,320) for the project, "Institutional Changes and Adaptive Search Behavior of Business Groups in Developing Economies." (PI)

SSHRC Standard Research Grant 2008-2011 (\$52,600) for the project, "Knowledge Transfer in Interorganizational Relationships: An Interdependence-Based Approach." (PI)

SSHRC Special MBF Research Grant 2008-2011 (\$172,885) for the project, "Capability Emergence and Erosion in Sequential Internationalization: The Contingent Roles of Export Policy and Information Sourcing Choices," (with Oana Branzei and Raveendra Chittoor). (PI)

SSHRC Standard Research Grant 2005-2008 (\$73,300) for the project, "Strategic Ambidexterity in International Expansion." (PI)

Knowledge-Based Enterprises, Queens University Research Grant (with MB Sarkar), 2003. (\$7500)

All University Research Initiation Grant (AURIG), Michigan State University, 1998 – 1999 (\$13,800).

Global and Area Thematic Initiatives Program (GATI) Grant, Michigan State University, 1998 – 1999 (\$10,000) (with Michael Schechter).

Temple University Summer Grants, 2000, 2001, 2002

Broad College Summer Grant, College of Business, Michigan State University, 1999 (\$10,000).

CIBER, Michigan State University Research Grant, 1997-1998, (\$1800).

Social Sciences and Humanities Research Council of Canada (SSHRC) Research Grant, 1994 – 1995, (\$5000).

Social Sciences and Humanities Research Council of Canada (SSHRC) Travel Grant, 1996, (\$1500)

Bonham Fund Research Grant, University of Texas at Austin, 1994 (\$1000)

University of Texas Research Institute Research Grant, 1992 – 1993 (\$5500)

The University of Texas Professional Development Award, 1992 and 1993

RESEARCH AND PUBLICATIONS

RESEARCH INTERESTS

Emerging economies; Business groups; Technology licensing; Inter-firm knowledge transfer; International strategy and performance; Interorganizational governance; State-owned enterprises; Business-government relations; Comparative institutions; Colonialism and land tenure; British Empire and property rights; South Asia

Google Scholar: <https://scholar.google.com/citations?user=LUNnDi8AAAAJ&hl=en>

Orcid: <https://orcid.org/0000-0002-3237-4627>

BOOKS

1. Aulakh, Preet S. ***Empire and the Peasant Proprietor: Inter-Colony Land Reform in the Victorian Era***. Oxford, UK: Oxford University Press, 2025.
2. Aulakh, Preet S. and Raveendra Chittoor. ***Coping with Global Institutional Change: A Tale of India's Textile and Pharmaceutical Industries***. New York: Cambridge University Press, 2022.
3. Aulakh, Preet S. and Philip F. Kelly, (eds.), ***Mobilities of Labour and Capital in Asia***. Cambridge; New York: Cambridge University Press, 2020.
4. Kotabe, Masaaki and Preet S. Aulakh (eds.). ***Emerging Issues in International Business Research***. London: Edward Elgar Publishing, 2002.
5. Aulakh, Preet S. and Michael Schechter (eds.). ***Rethinking Globalization(s): From Corporate Transnationalism to Local Interventions***. London: Macmillan Press (New York: St. Martin's Press), 2000.

JOURNAL SPECIAL ISSUES

1. Aulakh, Preet S., Sumit Kundu and Somnath Lahiri, (Special Issue Co-Editors), *Learning and Knowledge Management In and Out of Emerging Markets*, ***Journal of World Business***, 51(5), 2016: 655-743.
2. Chittoor, Raveendra and Preet S. Aulakh, (Special Issue Co-Editors), *Organizational Landscape in India*, ***Long Range Planning***, 48 (6), 2015: 291-359.
3. Aulakh, Preet S. and Masaaki Kotabe (Special Issue Co-Editors). *Institutional Changes and Organizational Transformations in Developing Economies*, ***Journal of International Management*** Vol. 14, Number 3, 2008: 209-318.
4. Aulakh, Preet S. (Special Issue Editor). *Emerging Multinationals from Developing Economies*, ***Journal of International Management***, Vol. 13, Number 3, 2007: 235-397.

ARTICLES IN REFEREED JOURNALS

1. Tantri, Malini L., C. Nalin Kumar and Preet S. Aulakh. Canada-India Bilateral Trade and Behind the Border Measures. ***Canadian Foreign Policy Journal***, (forthcoming).
2. Tantri, Malini L., C. Nalin Kumar and Preet S. Aulakh. Market Access, Sustainability and Diversification: Decomposing Canada's Exports of Dried Legumes. ***Journal of International Trade Law and Policy***, (forthcoming).
3. Abdi, Majid, Preet S. Aulakh, and Zinheng Ma. Exploratory Search and International Performance: When Do Local Alliances Matter? ***Journal of International Marketing***, 32(4), 2024: 1-20.
4. Aulakh, Preet S. Law, Identity and Imperial Logics of Exclusion: The Case of the *Komagata Maru* Passengers, ***Journal of Imperial and Commonwealth History***, 49(5), 2021: 866-898.
5. Shubhabrata Basu, Preet S. Aulakh, and Surender Munjal. Pluralistic Ignorance, Risk Perception, and the Governance of the Dark Side in Peer-to-Peer Transactions: Evidence from the Indian Banking Industry. ***Journal of Business Research***, 129, 2021: 328-340.
6. Aulakh, Preet S. Colonial Subjectivities and Shifting Legalities in Amitav Ghosh's *Sea of Poppies*. ***Law and Literature***, 31(3), 2019: 415-441.
7. Hu, Helen, Lin Cui and Preet S. Aulakh. State Capitalism and Performance Persistence of Business Group Affiliated Firms: A Comparative Study of China and India. ***Journal of International Business Studies***, 50, 2019: 193-222.
8. Chittoor, Raveendra, Preet S. Aulakh and Sougata Ray. Microfoundations of Firm Internationalization: The Owner CEO Effect. ***Global Strategy Journal***, 9(1), 2019: 42-65.
9. Abdi, Majid and Preet S. Aulakh. Internationalization and Performance: Degree, Duration and Scale of Operations. ***Journal of International Business Studies***, 49, 2018: 832-857.
10. Abdi, Majid and Preet S. Aulakh. Locus of Uncertainty and the Relationship between Contractual and Relational Governance in Cross-border Interfirm Relationships. ***Journal of Management***, 43(3), 2017: 771-803.
11. Aulakh, Preet S., Sumit Kundu and Somnath Lahiri. Learning and knowledge Management in and out of Emerging Markets. ***Journal of World Business***, 51(5), 2016: 655-661.
12. Gubbi, Sathyajit, Preet S. Aulakh and Sougata Ray. International Search Behavior of Business Group Affiliated Firms: Scope of Institutional Changes and Intragroup Heterogeneity. ***Organization Science***, 26(5), 2015: 1485-1501.

13. Chittoor, Raveendra and Preet S. Aulakh. Organizational Landscape in India: Historical Development, Multiplicity of Forms and Implications for Practice and Research. *Long Range Planning*, 48 (6), 2015: 291-300.
14. Chittoor, Raveendra, Preet S. Aulakh and Sougata Ray. Accumulative and Assimilative Learning, Institutional Infrastructure and Innovation Orientation of Developing Economy Firms. *Global Strategy Journal*, 5, 2015: 133-153.
15. Chittoor, Raveendra, Preet S. Aulakh and Sougata Ray. What Drives Overseas Acquisitions by Indian Firms? A Behavioral Risk-Taking Perspective. *Management International Review*, 55, 2015: 255-275.
16. Jun, Xia, Marshall S. Jiang, Sali Li and Preet S. Aulakh. Practice Standardization in Cross-Border Activities of Multinational Corporations: A Resource Dependence Perspective. *Management International Review*, 54, 2014: 707-734.
17. Aulakh, Preet S., Marshall S. Jiang and Sali Li. Licensee Technological Potential and Exclusive Rights in International Licensing: A Multilevel Model." *Journal of International Business Studies*, 44, 2013: 699-718.
18. Abdi, Majid and Preet S. Aulakh. Do Country-Level Institutional Frameworks and Inter-firm Governance Arrangements Substitute or Complement in International Business Relationships? *Journal of International Business Studies*, 43(5), 2012: 477-497.
19. Aulakh, Preet S., Marshall S. Jiang and Yigang Pan. International Technology Licensing: Monopoly Rents, Transaction Costs and Exclusive Rights. *Journal of International Business Studies*, 41(4), 2010: 587-605.
20. Gubbi, Sathyajit, Preet S. Aulakh, Sougata Ray, MB Sarkar and Raveendra Chittoor. Do International Acquisitions of Emerging Economy Firms Create Value? The Case of Indian Firms. *Journal of International Business Studies*, 41(3), 2010: 397-418.
21. Aulakh, Preet S. Revisiting the Internationalization-Performance Relationship: Implications for Emerging Economy Firms. *Decision*, 36(2), 2009: 25-39.
22. Gubbi, Sathyajit, Aulakh, Preet S. & Ray, Sougata. "Do business groups enable or constrain the strategic transformation of affiliated firms?" *Academy of Management Best Paper Proceedings*, 2009.
23. Sarkar, MB, Preet S. Aulakh and Anoop Madhok. Process Capabilities and Value Generation in Alliance Portfolios. *Organization Science*, 20 (3) 2009: 583-600.
24. Chittoor, Raveendra, MB Sarkar, Sougata Ray and Preet S. Aulakh. Third-World Copycats to Emerging Multinationals: Institutional Changes and Strategic Transformation in the Indian Pharmaceutical Industry. *Organization Science*, 20(1), 2009: 187-205.
25. Jiang, Marshall S., Preet S. Aulakh and Yigang Pan. Licensing Duration in Foreign Markets: A Real Options Perspective. *Journal of International Business Studies*, 40, 2009: 559-579.

26. Aulakh, Preet S. and Masaaki Kotabe. Institutional Changes and Organizational Transformation in Developing Economies, *Journal of International Management*, 14 (3), 2008: 209-216.
27. Chittoor, Raveendra, Sougata Ray, Preet S. Aulakh and MB Sarkar. Strategic Responses to Institutional Changes: 'Indigenous Growth' Model of the Indian Pharmaceutical Industry. *Journal of International Management*, 14 (3), 2008: 252-269.
28. Aulakh, Preet S. and Esra F. Gencturk. Contract Formalization and Governance of Exporter-Importer Relationships. *Journal of Management Studies*, 45 (3), 2008: 457-479.
29. Jiang, Marshall S., Preet S. Aulakh and Yigang Pan. The Nature and Determinants of Exclusivity Rights in International Technology Licensing. *Management International Review*, 47 (6), 2007: 869-893.
30. Aulakh, Preet S. Emerging Multinationals from Developing Economies: Motivations, Paths and Performance, *Journal of International Management*, 13 (3), 2007: 235-240.
31. Gencturk, Esra F. and Preet S. Aulakh. Norms and Control-Based Governance of International Manufacturer – Distributor Relational Exchanges. *Journal of International Marketing*, 15 (1), 2007: 91-126.
32. Aulakh, Preet S. and Ram Mudambi. Resource Flows in Multinational Enterprises: The Role of External Capital Markets. *Management International Review*, 45 (3), 2005: 307-325.
33. Kotabe, Masaaki, Srini Swaminathan and Preet S. Aulakh. Multinationality and Firm Performance: The Moderating Role of Marketing and R&D Capabilities. *Journal of International Business Studies*, 33 (1), 2002: 79-97.
34. Aulakh, Preet S. and Masaaki Kotabe. Building Competitive Advantage in World Markets: Lessons from Latin American Companies. *Global Focus: An International Journal of Business, Economics and Social Policy*, 13 (2), 2001: 83-94.
35. Sarkar, MB, Raj Echambadi, S. Tamer Cavusgil and Preet S. Aulakh. The Influence of Complementarity, Compatibility and Relationship Capital in Alliance Performance. *Journal of the Academy of Marketing Science*, 29 (4), 2001: 358-373.
36. Aulakh, Preet S. Governance and Globalization. *Thunderbird International Business Review*, 43(6), 2001: 833-840.
37. Aulakh, Preet S., Masaaki Kotabe and Hildy Teegen. Export Strategies and Performance of Firms from Emerging Economies: Evidence from Brazil, Chile, and Mexico. *Academy of Management Journal*, 43 (3), 2000: 342-361.
 - a. Reprinted in Michael Czinkota and Ilka Ronkainen (editors), *The Future of Global Business: A Reader*, New York: Routledge, 2011: 279-319.

38. Aulakh, Preet S. and Esra Gencturk. International Principal – Agent Relationships: Control, Governance and Performance, *Industrial Marketing Management*, 29 (6), 2000: 521-537.
39. Kotabe, Masaaki, Hildy Teegen, Preet S. Aulakh, Maria Cecelia Arruda, Robert J. Santillan-Salgado, and Walter Greene. Motivations, Structures, and Performance of Strategic Alliances in Emerging Latin America: A View from Brazilian, Chilean, and Mexican, *Journal of World Business*, 35 (2), 2000: 114-132.
 - a. Reprinted in Masaaki Kotabe and Ricardo P.C. Leal (editors), *Market Revolution in Latin America: Beyond Mexico*, New York: Elsevier, 2001: 57-78.
 - b. Reprinted in Masaaki Kotabe (editor), *International Marketing*, Sage Publications, 2007.
40. Sarkar, MB, S. Tamer Cavusgil, and Preet S. Aulakh. International Expansion of Telecommunication Carriers: The Influence of Market Structure, Network Characteristics, and Entry Imperfections, *Journal of International Business Studies*, 30 (2), 1999: 361-382.
41. Aulakh, Preet S., S. Tamer Cavusgil and MB Sarkar. Compensation in International Licensing Agreements, *Journal of International Business Studies*, 29 (2), 1998: 409-420.
42. Sarkar, MB, Preet S. Aulakh and S. Tamer Cavusgil. The Strategic Role of Relational Bonding in Interorganizational Collaborations: An Empirical Study of the Global Construction Industry, *Journal of International Management*, 4 (2), 1998: 85-107.
43. Aulakh, Preet S. and Masaaki Kotabe. Antecedents and Performance Implications of Channel Integration in Foreign Markets, *Journal of International Business Studies*, 28 (1), 1997: 145-175.
 - a. Reprinted in Stanley J. Paliwoda and John K. Ryans, *International Marketing: Modern and Classic Papers*, Cheltenham: Edward Elgar Publishing, 2008).
44. Kotabe, Masaaki, Arvind Sahay, and Preet S. Aulakh. Emerging Role of Technology Licensing in Development of Global Product Strategy: Conceptual Framework and Research Propositions, *Journal of Marketing*, 60 (1), 1996: 73-88
 - a. Reprinted in Kotabe (editor), *International Marketing*, Sage Publications, 2007.
45. Aulakh, Preet S., Masaaki Kotabe, and Arvind Sahay. Trust and Performance in Cross Border Marketing Partnerships: A Behavioral Approach, *Journal of International Business Studies*, 27 (5), 1996: 1005-1032.
 - a. Reprinted in Paul W. Beamish and J. Peter Killing, eds., *Cooperative Strategies: North American Perspectives*. San Francisco, CA: The New Lexington Press, 1997: 163-196.
 - b. Reprinted in *Key Developments in International Marketing – Influential Contributions and Future Avenues for Research*. Palgrave MacMillan, 2024.

46. Kotabe, Masaaki and Preet S. Aulakh. An Optimal Level of Technology Reliance on Foreign Partners in a Global Sourcing Partnership: Components Procurement, Technology Management, and Market Performance, *RAE Revista de Administracao de Empresas*, 36 (4), 1996: 20-33.
47. Gencturk, Esra F. and Preet S. Aulakh. The Use of Process and Output Controls in Foreign Markets, *Journal of International Business Studies*, 26 (4), 1995: 755-786.
48. Aulakh, Preet S. and Masaaki Kotabe. An Assessment of Theoretical and Methodological Developments in International Marketing: 1980-1990, *Journal of International Marketing*, 1 (2), 1993: 5-28.

CHAPTERS IN EDITED BOOKS

1. Aulakh, Preet S. Intellectual Property Rights and Global Competitiveness of Developing Economies: The Case of India's Pharmaceutical Industry. In Sonia E. Rolland (ed). *Research Handbook on Trade Law and Development*, Edward Elgar Publishing, 2025: 190-206.
2. Aulakh, Preet S., Masaaki Kotabe and Arvind Sahay. Trust in International Marketing Relationships: A Retrospective. In Saeed Samiee, Constantine S. Katsikeas and Petra Riefler (Editors), *Key Developments in International Marketing – Influential Contributions and Future Avenues for Research*. Palgrave Macmillan Nature Switzerland, 2024: 177-188.
3. Krishnan, Rekha and Preet S. Aulakh. Institutional Differences and the Value of Identity Bridging Role of Trust in Cross-Border Alliances. In T.K. Das (Editor), *Managing Interpartner Cooperation in Strategic Alliances*. Charlotte, N.C. Information Age Publishing, 2022: 91-127.
4. Aulakh, Preet S. and Philip F. Kelley. Introduction: Conceptualizing Labour and Capital Mobilities In and Out of Asia. In Preet S. Aulakh and Philip F. Kelly (Editors), *Mobilities of Labour and Capital in Asia*. New York: NY: Cambridge University Press, 2020: 1-27.
5. Aulakh, Preet S., Marshall S. Jiang and Rekha Krishnan. Managing Risks in Cross-Border Licensing Alliances: Interdependence, Contract Structure and Knowledge Transfer. In T.K. Das (Editor), *Managing Interpartner Risks in Strategic Alliances*. Charlotte, N.C. Information Age Publishing, 2019: 35-76.
6. Cui, Lin and Preet S. Aulakh. Emerging Economy Multinationals in Advanced Economies. In Robert Grosse and Klaus E. Meyer (Editors), *The Oxford Handbook of Management in Emerging Markets*. New York: Oxford University Press, 2019: 609-630.
7. Aulakh, Preet S. and Raveendra Chittoor. Organizational Heritage, Institutional Changes and Strategic Responses of Firms from Emerging Economies, in Masaaki Kotabe and Christiaan Helsen (editors), *Handbook of International Marketing*, Sage Publications, 2009: 468-489.
8. Aulakh, Preet S. Global Strategies of Brazilian Firms in an Era of Economic Liberalization, in Subhash Jain (editor), *Emerging Economies and the Transformation of International Business*, Cheltenham: Edward Elgar, 2007: 91-110.

9. Aulakh, Preet S. International Product Strategies: An Integrative Framework, in Subhash Jain (editor), ***Handbook of Research in International Marketing***, Cheltenham: Edward Elgar, 2003: 245-260.
10. Aulakh, Preet S. and Anoop Madhok. Cooperation and Performance in International Alliances: The Critical Role of Flexibility, in Farok J. Contractor and Peter Lorange (editors), ***Cooperative Strategies and Alliances***, Oxford: Pergamon Press, 2002: 25-48.
11. Kotabe, Masaaki and Preet S. Aulakh. International Business Research: From Functional to Issue-Based Focus, in Masaaki Kotabe and Preet S. Aulakh (editors), ***Emerging Issues in International Business Research***. Cheltenham, UK: Edward Elgar, 2002: 1-11.
12. Aulakh, Preet S. Compensation Structures in International Licensing Agreements: An Agency Theory Perspective, in Farok J. Contractor (editor), ***Valuation of Intangible Assets in Global Operations***. Westport, CT: Quorum Books, 2001: 64-88.
13. Aulakh, Preet S. and Michael F. Schechter. The Multidimensionality of Globalization: A Critical Perspective, in Preet S. Aulakh and Michael G. Schechter (editors), ***Rethinking Globalization(s): From Corporate Transnationalism to Local Interventions***. London: Macmillan Press, 2000: 1-10.
14. Aulakh, Preet S. Control and Performance in U.S. – Japanese Distribution Relationships, in Michael R. Czinkota and Masaaki Kotabe (editors), ***Japanese Distribution Strategy***. London: Thompson Learning Business Press, 2000: 208-223.

BOOK REVIEWS

Aulakh, Preet S. Review of *Voices of Komagata Maru: Imperial Surveillance and Workers from Punjab in Bengal*, by Suchetana Chattopadhyay (New Delhi: Tulika Books, 2018, 178 pp.) in ***Indian Economic and Social History Review***, 59(3), 2022: 401-403.

Aulakh, Preet S. Review of *Anticompetitive Practices in Japan: Their Impact on the Performance of Foreign Firms*, by Masaaki Kotabe and Kent W. Wheeler (Praeger Publishers, Westport Connecticut, 1996) in ***Journal of International Marketing***, Vol. 5, #1, 1997: 103-106.

Aulakh, Preet S. Review of *Global Marketing: Foreign Entry, Local Marketing and Global Management* by Johny K. Johansson (Chicago: Irwin Publishers, 1997) in ***Journal of International Marketing***, Vol. 5, #2, 1997: 103-105.

Invited Lectures/Talks (Partial List)

Toronto Metropolitan University, School of Business Seminar, “Institutions and Institutional Change,” May 4, 2026.

Northeastern University Centre for Emerging Markets, Nardone Family Seminar, “Coping with Global Institutional Change,” Boston, November 17, 2022.

Simon Fraser University, Research Seminar, October 2022.

Welcome Plenary, "The Future of International Marketing Research," AMA Global Marketing Conference, Havana, April 2017.

Workshop, "Opportunities and Challenges of Using the Indian Context in Management Research." Indian Academy of Management Conference, Indian Institute of Management Indore, December 2017.

Public Seminar, "State Logic, Institutional Diversity, and Performance Persistence of Business Group Affiliated Firms in China and India," Jack Austin Centre for Asia Pacific Business Studies, Simon Fraser University, October 2015.

Research Seminar, Indian Institute of Management Kozhikode, India, July 2013.

Research Seminar, Ryerson University, January 2012.

Research Seminars, Australian National University, University of Sydney, University of Queensland, Summer 2010, 2011.

Panel on "Globalization Issues of Relevance to Medical Technologies," Convergent Medical Technologies CMT 2008, Toronto, November 2008.

Globalization Panel, Upper Canada College, Toronto, February 2007.

Department of Marketing Speaker Series, Koc University, Istanbul, December 2003.

School of Business Speaker Series, Villanova University, January 2003.

Richard Ivey School of Business Research Speaker Series, University of Western Ontario, November 2002.

School of Management Research Speaker Series, Boston University, February 15, 2002.

University of Central Florida BEI International Business Speaker Series, March 2001.

Department of Marketing and CIBER Research Series, University of Connecticut, November 1999.

CIBER Conference on the Valuation of Intangible Assets, Rutgers University, February 1999.

ITAM Instituto Tecnológico Autónomo de México, School of Business Research Lecture, Mexico City, February 1999

Pacific Asian Lecture Series, PAMI, University of Hawaii, Honolulu, June 1997.

TEACHING

TEACHING INTERESTS

International Business Operations; International Management and Strategy; International Marketing Management; International Trade and Investment; Business in Developing Countries; Environment of International Business; Strategic Management; Globalization

COURSES TAUGHT

Ph.D. Seminars

International Business Theory (York University, Michigan State University)

International Business Research Issues (Michigan State University)

Research Colloquium on Strategy and International Business (IIM Calcutta)

EMBA

International Strategy (Core Course, Joint Kellogg-Schulich EMBA Program, 2003, 2004, 2005)

International Marketing Modules (Michigan State University EMBA Program, 1998 and 1999)

MBA

Technology Firms and the Global Environment (MBA program, Schulich School of Business)

Global Strategic Management (Indian School of Business)

International Business Strategy (Core Course, York University)

International Business (Michigan State University)

International Marketing Management (Michigan State University, University of Hawaii, Temple University, University of San Diego Summer Program in Munich/Prague)

International, Comparative and Cross-Cultural Business – MBA Core Course (Michigan State University)

Marketing Management and Strategy (Memorial University)

Entering International Markets (University of San Diego Summer Program in Buenos Aires)

Globalization (Advanced Management Perspectives, MBA Core Course, Temple University, teaching online, videoconferencing and regular sections)

Undergraduate

Managing Business in Developing Economies (York University)

Integrative International Business Seminar (York University)

Managing the International Business Enterprise - IBBA Core Course (York University)

Introduction to International Business (York University)

Business Policies (Temple University)

International Marketing Management (Michigan State University, UT Austin, University of Hawaii, Memorial University, Temple University)

International Business Operations (UT Austin)

Marketing Management (Memorial University)

Introduction to Marketing (Memorial University)

PH.D. THESIS SUPERVISION, MENTORING AND COMMITTEES

Diya Yang, “Purpose Orientations of Hybrid Firms,” York University, current (supervisor).

Janvi Patel, “Studies on Rural Entrepreneurship: A Multi-level Analysis in the Context of Social Exclusion, Indian Institute of Management Kozhikode, 2025 (Research Advisory Committee) (Current Appointment: IIM Sambalpur).

Jie Yang, "Three Essays on Product Categorization: Strategic Categorization, Category Bundle, and Typecasting," York University, 2020. (Co-supervisor). (Current Appointment: Assistant Professor, University of Manitoba, Canada).

"Majid Abdi, "Behavioral Underpinnings, Boundary Spanning Search, and Performance," York University, 2013. (Supervisor). (Current Appointment: Senior Lecturer, University of Sydney).

Anubha Shekhar Sinha, "An Exploratory Study of State-Owned Enterprises in the New World Order." Indian Institute of Management Calcutta, India, 2012. External Advisor/Host of Indo-Canadian Shastri Fellow. (Current appointment: Associate Professor, Indian Institute of Management Kozhikode, India).

Raveendra Chittoor, "Inward-Outward Linkages in the Internationalization of the Indian Information Technology Industry," Indian Institute of Management Calcutta, India, 2007. External Advisor/Host of Indo-Canadian Shastri Fellow. (Current appointment: Professor, University of Victoria)

Mark A. Fuller, "S-3 Sustainable Stakeholder Strategy: An Investigation of Stakeholder Inclusion, Strategic Domains and Competitive Advantage," York University, 2007. (Co-supervisor). (Current Appointment: Associate Professor, St. Francis Xavier University, Canada).

Marshall S. Jiang, "Technology Licensing as a Market Entry Strategy: Empirical Investigations on Licensing Exclusivity and Licensing Duration," York University, 2006. (Co-supervisor). (Current Appointment: Professor, Brock University, Canada).

Sarkar, Mitrabarun, "Partnering Orientation: An Investigation of the Construct, Its Antecedents, and Outcomes," Michigan State University, 1999. (Co-supervisor). (Current: Deceased).

Ra, Wonchan, "Compensation Structure and Negotiations in International Strategic Alliances," Rutgers University, 1997. (Member of the supervisory committee)

SERVICE

UNIVERSITY/FACULTY SERVICE

Senator, York University, 2021-2026

Member of the York Centre for Asian Research, Executive Committee, 2020-22; 2025-2027

Member Senate Committee on Tenure and Promotions Appeals, York University, 2021-2024

Member, Search Committee for Director, York Centre for Asian Research, 2021-2022

Member, Decanal Review Committee, York University, 2018-2019

Member, Vice President Research Committee on Renewal of Research Centres, 2018-2019

Chair, Tenure and Promotion Committee, Schulich School of Business, York University, 2017-2019

Chair, Schulich School of Business Research Committee, 2018-2020

Member, Management Committee, Schulich School of Business, 2018-2020

Member, Operating Committee, Schulich School of Business, 2018-2020
Member, Executive Committee, Schulich School of Business, 2018-2020
Member of the Executive Committee, York Centre for Asian Research, 2016-2019; 2025-2027
Member, Academic Planning and Research Senate Committee, York University, 2014-2017.
Member, Tenure and Promotion Committee, Schulich School of Business, York University 2003 – 2005.
Member, IMBA Committee, Schulich School of Business, York University 2003 – 2004.
Chair, Research Committee, Schulich School of Business, York University 2004 – 2005
Ph.D. in International Business Program Committee, Temple University 2000-2001
MBA 826 Course Curriculum Committee (Michigan State University)
Promotion and Tenure Committee, Memorial University, 1995-1996

SERVICE TO THE PROFESSION

Editorships

Consulting Editor, *Journal of International Business Studies*, 2009 – 2022.
Editor, *Journal of International Management*, 2000- 2002.
Consulting Editor, *Journal of International Management*, 2002- 2004.
Special Issue Editor, *Journal of International Management*, 2007
Special Issue Co-Editor, *Journal of International Management*, 2008
Special Issue Co-Editor, *Long Range Planning*, 2014
Special Issue Co-Editor, *Journal of World Business*, 2015
Editor, *Midwest Review of International Business*, Volumes XII and XIII, 1998-1999.
Track Chair for Academy of International Business and American Marketing Association Annual Conferences.

Member of Editorial Boards

Global Strategy Journal, 2013-
Journal of International Management, 2004 – present
Journal of Management Studies, 2007 – present
Journal of International Business Studies, 1997 – 2002, 2009 – present.
Journal of International Marketing, 2013 -
Advances in International Marketing, 1996 – 1999
International Journal of Indian Culture and Business Management, 2007 – present
South East Asian Journal of Management, 2007 – present
Journal of World Business, 2009-present

Ad-hoc Reviewer

Academy of Management Journal

Academy of Management Review

Journal of Marketing

Journal of Marketing Research

Journal of Macromarketing

Sloan Management Review

Strategic Management Journal

Thunderbird International Business Review

Organization Science

International Business Review

Reviewed book manuscripts for numerous publishers including Macmillan Press, John Wiley and Sons, Irwine, Preston.

Reviewer for Major Grant Applications for Social Sciences and Humanities Research Council of Canada and National Science Foundation

External Assessor for Tenure and Promotion Files at various universities including Australian National University, University of Sydney, Northeastern University, Florida Atlantic University, Rutgers University, University of Waterloo, among others

Conference Organising Activities

Co-chair, Business Models Track, Strategic Management Society Annual Conference, Toronto, 2023.

Workshop, Asian Connections, in association with Philip Kelley, York Centre for Asian Research, May 2017.

Co-Chair, Eighth International Business Research Forum, "Institutional Changes and Organizational Transformation in Emerging Economies," Temple University, April 21, 2007.

Co-Organizer of the Inaugural International Business Research Forum, "Emerging Issues in International Business Research," Temple University, April 10-11, 2000.

Co-Chair of the Marketing Track of the Business Association of Latin America (BALAS) Conference, San Diego, April 2001.

Co-Chair of the American Marketing Association International Marketing Faculty Consortium, July 1998.

Co-chair of "Globalization and its (Dis)Contents: Multiple Perspective" Conference, Michigan State University, April 3-4, 1998.

Track Chair, Global and Cross-Cultural Marketing, American Marketing Association Summer Educators' Conference, August 1999.

Chair of the International Business Track of the MBAA Annual Meetings, 1998 and 1999.

PROFESSIONAL ASSOCIATIONS

Academy of International Business
Academy of Management
American Market Association
Strategic Management Society
Law and Society Association