



Keynote
Speaker
**Naveen
Donthu**

Naveen Donthu is Distinguished University Professor, Katherine S. Bernhardt Research Professor, and Kenneth L. Bernhardt Distinguished Department Chair of the Marketing Department at Georgia State University. He is also the Editor-in-Chief of the *Journal of Business Research*. Professor Donthu received his Masters in Management Science and Ph.D. in Marketing from the University of Texas at Austin. Doctor Donthu's expertise are in marketing research, consumer research, advertising, cross-cultural issues, branding, and online consumer behavior. He has published over 90 research papers in leading marketing and advertising journals including *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Harvard Business Research*, *California Management Review*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Retailing*, and *Journal of Business Research*. He has also published over 60 papers in national and international conference proceedings. Donthu's teaching interests are in the areas of New Product Development and Management, Marketing Models and Research Methodology, Marketing Engineering, International Marketing, and Digital Marketing. Doctor 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 from many countries. Naveen has received industry support and several academic grants to conduct research. He 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. In 2013, he was honored with the title of Distinguished University Professor of Georgia State University. Doctor Donthu was the doctoral program coordinator for the Marketing Department at Georgia State University until he became the department chair. He has served on the editorial boards of the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Interactive Marketing*, *Journal of Service Research*, and *Journal of Business Research*. He is an active member of the American Marketing Association and the Institute for Operations Research and Management Science.



Les esperamos.

Coordinadores

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