

Paul R. Prabhaker, Ph.D.



Paul Prabhaker is Associate Vice-President at Northern Illinois University. He is also Associate Dean and Professor of Marketing at the College of Business, Northern Illinois University (NIU). Paul has a PhD in Business Administration and a Master's degree in Econometrics from the Graduate School of Management, University of Rochester. He also has an MBA from the Indian Institute of Management, Calcutta and a B.Tech. degree in Mechanical Engineering.

Paul has been in academia in the United States for over twenty five years. He has also been an entrepreneur, having been involved in some successful start-up businesses. Paul has been involved in the administrative side of accredited business schools for a decade as Dean and Associate Dean. He has led two universities to successful AACSB accreditation and is very familiar with their current standards.

Paul is well known for his contributions to the broad area of *technology-enabled marketing strategy*. Paul has published over fifty articles in leading journals such as the International Journal of Technology Management, the Journal of Consumer Marketing, Journal of Marketing Research, the Journal of Advertising Research, the Journal of Psychology and Marketing, the Journal of Business & Industrial Marketing and others. He has presented his research in numerous academic conferences in the US and in several European and Asian countries.

In addition to his academic pursuits, Paul is involved in numerous professional assignments. His business experience has spanned companies such as ORACLE, to banks such as State Street in the Northeast, Motorola in the Chicago area and several smaller businesses.

Professor Prabhaker is experienced in forging international academic partnerships, having been the lead person in formalizing over a dozen productive international academic collaborations. He has been the lead person to develop and build academic, government and business partnerships with

- FRANCE
- TURKEY
- SPAIN
- EGYPT
- INDIA
- CHINA
- COLOMBIA

In 2007, the government of Egypt, selected through a worldwide bidding process, two US universities that would help them build a National Management Institute. Columbia University in New York and Northern Illinois University were the two universities selected for this project out of a field of 173 universities, worldwide, that had responded to the RFP. This included building the academic infrastructure, the curriculum, executive training programs, etc. This USAID project was very successful for three full years 2008-2010.

Paul has been the lead person to initiate, negotiate and build double-degree programs between NIU and top-ranked universities in France and Spain. He also has been very successful in building relationships with various ministries in the Turkish government structure, including the Ministry of Interior, the Ministry of Youth & Sports, the Ministry of Social Security Administration, etc. These relationships have led to numerous senior government staff members from the various Turkish ministries being sent to NIU for training and Executive Education.

Paul has reviewed over a dozen textbooks in marketing, for publishers such as Prentice-Hall. He is a member of the American Marketing Association, The Institute of Management Sciences, the Decision Sciences Institute, the Academy of Marketing Science and the Production & Management Society.

Based on his scholarly contributions in academia and his professional contributions to management practitioners, Paul has been nominated and listed in Who's Who in the East (1987), Who's Who in Advertising (1990) and Who's Who in the World (1991).