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## *Sudhir Tandon*

Associate Professor of Marketing

Interim Department Head ( Management & Marketing)

College of Business

Associate Professor - Management & Marketing

Date of Hire: 1991

Date of Last Promotion: 2001

25018 Sienna Terrace Ln , Katy, TX 77494

[sutandon@pvamu.edu](mailto:sutandon@pvamu.edu)

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### **Professional Interests**

**Research:** Strategic Marketing, Product Management, International Marketing, Marketing Management, Marketing Research

**Teaching:** Strategic Marketing, Product Management, International

### **Academic Background**

Ph.D. Texas Tech University, Lubbock, Texas, Marketing, 1995

M.S. Southern Illinois University, Carbondale, Illinois, Mining Engineering, 1987

B.S. Indian Institute of Technology, Kharagpur W. Bengal, India, Mining Engineering, 1979

### **Memberships**

American Marketing Association

American Society of Business and Behavioral Sciences

### **Work Experience**

#### **Academic Experience**

Interim Department Head, Prairie View A&M University, College of Business (2004 - Present).

Associate Professor, Prairie View A&M University, College of Business (2000 - Present).

Adjunct Instructor, Our Lady of The Lake University at San Antonio (1997 - Present).

Weekend College Executive MBA Program.

Assistant Professor, Prairie View A&M University, College of Business (1995 - 2000).

Instructor, Prairie View A&M University, College of Business (1991 - 1995).

Instructor, Texas Tech University (1989 - 1991).

#### **Non-Academic Experience**

Sales Engineer, Ingersoll Rand (India) Ltd. (1981 - 1985).

Mining Engineer, National Mineral Development Co. India (1979 - 1981).

## **Intellectual Contributions:**

### **Refereed Articles**

Debnath, S., Tandon, S., & Pointer, L. L. (in press, 2007). Designing Business School Courses to Promote Student Motivation: An Interdisciplinary Perspective Based upon the Job Characteristics Model and Educational Research. *Journal of Management Education*.

Debnath, S., Gupta, O., Tandon, S., & Rominger, . (2006). Package downsizing: Is it Ethical. *The Journal of Human-Centered Systems and Machine Intelligence*.

Hill, J. C. (2006). Guidelines for Developing a Marketing Plan for Not-For-Profit Organization. *Southwest Business Administration Journal*, 5 (2), 145-161.

Joonas, K., Ruiz, D. S. , & Tandon, S. (2006). An Investigation of the Environmental Beliefs and Attitudes of Business Students: A Study of Two NAFTA Countries. *Southern Business and Economic Journal*, 14, 39-51.

Gupta, O. K., Debnath, S., & Rominger, . (in press, 2006). Package Downsizing: Is It Ethical. *The Journal of Human-Centered Systems and Machine Intelligence*.

Debnath, S., Gupta, O., & Tandon, S. (2005). Instructional Strategies for Motivating Business School Students. *Asia Pacific Management Review*, 10 (1), 60-69.

Tandon, S., Gupta, O., Debnath, S., & Rominger, . (2005). Package Downsizing: Is It Ethical? *The Journal of Human-Centered Systems and Machine Intelligence*.

Tandon, S., Debnath, S., & Gupta, O. (2005). Instructional Strategies for Motivating Business School Students. *Asia Pacific Management Review*, 10 (1), 60-69.

Gupta, O. K., Tandon, S., & Debnath, S. (2004). Instructional Strategies for Motivating Business . *Asia Pacific Management Review*, 10 (1), 60-69.

### **Refereed Proceedings**

#### **Full Paper**

Debnath, S., Quddus, M., Quazi, R., & Tandon, S. (2004). Foreign Born Professorate In American Institutions: A Case Study. *Proceedings of the International Academy of Business and Public Administration Disciplines*, 137, 17.

Tandon, S., Quddus, M., Quazi, R., & Debnath, S. (2004). Foreign Born Professorate In American Institutions: A Case Study. *The International Academy of Business and Public Administration Disciplines (137)*, 17.

Tandon, S., Gupta, O., & Debnath, S. (2003). Package downsizing: Is it ethical? *AIMS International conference on Management*.

### **Presentation of Refereed Papers**

#### **National**

Tandon, S., Quddus, M., & Debnath, S. (2004). *Foreign Born Professorate In American Institutions: A Case Study*. Presented at Southern Economic Association, Corpus Christie, Texas.

Debnath, S., Quddus, M., & Tandon, S. (2004, March). *Foreign-born Professorate in American Institutions: A Case Study*. Presented at Southwestern Economics Association, Corpus Christi, Texas.

Tandon, S. (2004, March). *Foreign Born Professorate In American Institutions: A Case Study*. Presented at IABPAD Conference, Tunica, Mississippi.

## **Dissertation**

The Effect of Behavioral and Organizational Factors on Product Managers' Job-Related Outcomes

## **Service:**

### **Service to the University**

#### **College assignments:**

##### ***Chair:***

2003-2004: Graduate Committee

##### ***Member:***

2008-2009: Mission and Strategic Planning

2006-2007 through 2008-2009: New Building Planning Taskforce

2006-2007 through 2008-2009: Student Recruitment and Retention Taskforce

2006-2007 through 2007-2008: Accreditation Committee

2006-2007 through 2007-2008: Graduate Committee

2005-2006 through 2007-2008: College of Business Faculty

2004-2005: Graduate Committee

2004-2005: New Building Planning Taskforce

2004-2005 through 2008-2009: Business Council

2004-2005 through 2007-2008: Mission and Objectives

2004-2005 through 2005-2006: Recruitment and Retention Committee

### **Service to the Profession**

#### **Member: Committee/Task Force**

2005: BIE Annual Director's Meeting, Participated in BIE Annual Director's Meeting, Quebec City, Canada (International).

### **Faculty Development**

#### **Other Professional Development**

2005: BIE Annual Director's Meeting, Quebec City, Canada, July 6-8, 2005. Quebec city, Canada.

#### **Professional Seminars / Workshops**

2006: American Council on Education Workshop for Department/Division Chairs at Austin, Nov.1-4, 2006. Austin, Texas.

## **Honors-Awards-Grants**

### **Honors:**

1996: Fellow, Nissan Motor Company.

1991: Fellow, American Marketing Association Doctoral Consortium.

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