

C. Gopinath
Associate Professor

Education

PhD, University of Massachusetts, Amherst, MA, Strategic Management, 1990
MBA, Indian Institute of Management, Ahmedabad, India, Marketing, Policy and Planning Systems, 1975
MA, Univ of Delhi, Delhi School of Economics, Delhi, India, Industrial Eco and Agricultural Economics, 1972
BA, Univ of Madras, Vivekananda College, Madras, India, Economics, 1970

Teaching Interests

Research Interests

Honors/Awards

2004: Excellence in Global Education, Sawyer School of Management.

ACADEMIC EXPERIENCE

Administrative Assignments

Department Chairperson (July 1, 2008 - June 30, 2010).
Director, Undergraduate International Programs (September 2004 - December 2008).

Courses Taught

Globalization
International Strategy

Consulting

2010-2010: Alcatel-Lucent, Leadership training for high-potential executives.. Paris, France.
2010-2010: E-Zone, Workshop on Strategic Thinking. Dhaka, Bangladesh.
2007: Fluidtherm technology Pvt. Ltd., Assessing management capabilities for growth strategy..
2005: Institut d'Administration des Entreprises, Aix-en-Provence, Seminar on 'Experience Strategy.'
2004: Enmetal Bangalore Ltd., Setting up a BPO operation in the US..
2004: Institute d'Administration des Entreprises, Aix en Provence, Seminar on 'Experience Strategy,'.

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Gopinath, C., Surendra, L. (2009). Antrix Corporation Limited: A strategy for the global market. *Case Research Journal*, 28(3,4), 49-68.
Gopinath, C. (2008). Private corruption: Recognition and justification. *Journal Of Business Ethics*.
Gopinath, C. (2005). Trusteeship as a moral foundation for business. *Business & Society Review*, 110(3), 331-344.
Gopinath, C. (2004). Effects of criteria and multiple graders on case grading. *Journal of Education For Business*, 79(6), 317-322.
Suresh, J., Gopinath, C. (2004). Encourage class participation using MICA method. *The ICFAI Journal of Intellectual Property Rights*, 3(8), 24-34.
Blodgett, M., Carlson, P., Sergenian, G., Gopinath, C. (2004). Introducing a multidisciplinary MBA curriculum: Evolution of a team based approach. *Journal of the Academy of Business Education*, 5, 78-87.
Gopinath, C. (2004). Recognition of decline: Role of triggers. *Mid-American Journal of Business*, 20(1), 21-27.

Books

- Gopinath, C. (2009). *Strategize! Experiential exercises in strategic management, 3 ed.* Southwestern/ Cengage Learning.
- Gopinath, C. (2008). *Globalization: A multidisciplinary system* (pp. 254). Los Angeles: Sage.

Book Chapters

- Gopinath, C., Linneberg, M. S., Skawunshi, N., Young, S. L. (2010). NGOs, IGOs, government and sustainability. In Deborah E. de Lange (Ed.), *Research companion to green international management studies: A guide for future research, collaboration and review writing* (pp. 85-112). Northampton, MA: Edward Elgar.
- Gopinath, C. (2004). Management education in indigenous tongues. In K. Venkatasubramaniam (Ed.), *Issues in Higher Education v. II* (pp. 158-164). India: ICFAI Press.

Conference Proceedings

- Gopinath, C. (2005). *Exploring a decision to bribe*. Eastern Academy of Management International Meeting.

Other

- Gopinath, C. (2008). Dubai Ports World. *Global Business*. OH: Cengage Learning.
- Gopinath, C. (2005). In J. Szilagyi (Ed.), *Instructor's manual for Strategize!* (pp. 162). Cincinnati: Thomson SouthWestern.

Non-Refereed Presentations or Papers

International

- Gopinath, C. (2007, August). *A System View of Globalization*. Presented at Faculty of Icfai Business School, Chennai and Bangalore, India.

Presentation of Refereed Papers

International

- Gopinath, C., Murphy, C., Ricard, A., Suresh, J. (2010). *Perceptions of globalization: Exploratory evidence from France and India*. Presented at Knowledge Globalization Institute, Dhaka, Bangladesh.
- Ricard, A., Gopinath, C., Reynaud, E., Ravilochanan, P. (2010, November). *International comparison on global perceptions*. Presented at Knowledge Globalization Institute, Boston.
- Ricard, A., Reynaud, E., Gopinath, C. (2010, July). *Que pensent les managers de la mondialization?*. Paris, France..
- Gopinath, C. (2009). *Globalization: A framework for analysis*. Presented at KGlobalization, Boston, Massachusetts.
- Gopinath, C. (2008). *A re-examination of the fizz from Coca-Cola's Indian experience*. Presented at Academy of International Business, Milan, Italy.
- Gopinath, C. (2007, June). *Globalization: Taking a systems perspective*. Presented at Eastern Academy of Management International Meeting, Amsterdam, Netherlands.
- Gopinath, C. (2005, June). *Exploring a decision to bribe*. Presented at Eastern Academy of Management International Meeting, Cape Town, South Africa.

Faculty Development

Other Professional Development

- 2004: Accompanied MBA travel seminar Beijing, Shanghai, China.

SERVICE ACTIVITIES

College/School Assignments

Committee Member

2004: EMBA Task Force; Reviewing and restructuring the Executive MBA program.
2002 - 2004: Policy and Strategic Planning Committee;.

Faculty Advisor

2007: International Business Club; International Business Club.
2006: Faculty Advisor to the International Business Club; Advising the Executive Board of the IBC..

Faculty Sponsor

2003 - 2004: International Undergraduate Programs; Designing and overseeing the undergraduate Global Business Program.

Other Institutional Service Activities

2009: Doing Business in China; Moderator, Panel Discussion.
2007: Chinese New year Celebration; Moderator, Chinese New Year Discussion Panel..

Directed Student Learning

Dissertation Committee Member

September 2009 - Present: PhD student at Foundation University, Islamabad, Pakistan..

Supervised Research

2009 - Present: Master's thesis work of student at IAE, University Paul Cezane, Aix en Provence, France..

Department Assignments

Faculty Mentor

2002 - 2004: Assisting Adjunct Faculty; Assisting Adjunct Faculty teaching MGT 429 and MBA 800 by providing syllabi, course materials.

Professional Service

Board of Advisors of a Company

2007: International Journal of Emerging Markets; Member, Editorial Advisory Board.

Committee Member

2008 - Present: Knowledge Globalization Conference; Member, Conference Organizing Committee.
2002 - 2004: Academy of Management Council; Represented the MED Division on the Council.

Conference-Related

2009: Academy of Management; MED Writers Workshop.
2009: Academy of Management; Future Research Paths for Green International Management Studies.

Discussant

2005: Academy of International Business; Symposium on 'Globalization of Business Education: Strategic approaches, challenges and opportunities.'

Editorial Review Board Member

1996 - 2005: Journal of Business in Developing Nations;.

Guest Speaker

2006: Youngstown State University/Williamson School of Business; Research presentation to faculty, 3 May 2006..

Other

2003 - 2005: Academy of Management; Treasurer, Management Education & Development Division.

Other Professional Service Activities

2005: Academy of Management Annual Meeting; Professional Development Workshop on 'Exercises that frame student thinking about strategy.' (with J. Siciliano & N. Althouse)..

Reviewer, Ad Hoc Reviewer

2010: Knowledge Globalization Conference; Review of paper, 'AN EMPIRICAL STUDY OF CORPORATE GOVERNANCE AS A VIABLE ALTERNATIVE INVESTMENT ASSET CLASS.'

Reviewer, Conference Paper

2005: Eastern Academy of Management; Reviewed papers for the International Meeting, Capetown, South Africa..
1998 - 2005: Academy of Management; Reviewed papers for the Management Education and Development Division for the Annual Meeting..

Reviewer, Journal Article

2010: Journal of Business Ethics; Manuscript: BUSI2633 titled 'Abuse of ministerial authority, systemic perjury, and civil maladministration: Corruption in the shadows of organizational practice.'
2009: KGlobalization; Manuscript titled 'Globalization, commodity chain and governance.'
2007: Journal of Knowledge Globalization; Article titled 'Perceptions of corporate social responsibility in India: An empirical study.'
2007: Journal of Management Studies; Article titled 'Fairness and organizational commitment after downsizing, a meta analysis'..
2006: Organization Management Journal; The new Breed of Black South African managers:.

Public Service

Committee Member

2007 - Present: Harvard University, Department of Sanskrit and Indian Studies, Outreach Committee; Arrange monthly lectures during Fall and Spring semesters..

Director

2002 - Present: AASAI; Director, fund raising, visiting and monitoring projects being funded..

Guest Speaker

2008: Technip India Ltd., Chennai, India. Presentation on 'Strategy alternatives during a recession.';
2007: South Asian Bar Association Panel Presentation; Member of panel on 'Kick open the door to the fastest growing global market'.
2007: TIE Young Entrepreneur Workshop; Presentation on Business Models.
2006: Youngstown State University/Emerging Markets Initiative; Presentation on 'Exploring Business Opportunities in India' on 3 May..

Other Community Service Activities

2007: TIECON East Conference; Moderator of panel discussion titled 'Karma Capitalism..

Professional Memberships

Academy of International Business.
Academy of Management.
Eastern Academy of Management.