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#### Recent Publications:

Eddleston, K., Sarathy, R. & Banalieva, E.R. (2019). When a Global Niche Strategy is Not Enough to Spur Family Firm Internationalization: The Role of External and Internal Contexts. **Journal of International Business Studies**, (<https://doi.org/10.1057/s41267-018-0199-8>).

Banalieva, E. R., Cuervo-Cazurra, A., & Sarathy, R. (2018). Dynamics of pro-market institutions and firm performance. **Journal of International Business Studies**, 49(7), 858–880.

R. Sarathy, with Jennings, J., Eddleston, K., and Jennings, P. Devereaux.  
**Firms within families: Enterprising in diverse country contexts**. Edward Elgar Publishing. (2015).

Sarathy, R., Banalieva, E. Economic development and marketing strategies: a comparative lens. **Organizations and Markets in Emerging Economies**, 5(1), 2014, p. 49-74.

Innovation Policies and Industry Subsidies: China and the Global Solar Energy Industry, p. 316-340, in **Restoring America's Competitiveness through Innovation**, Ben Kedia and S. Jain. Edward Elgar, 2013

Cross-border Acquisitions by Emerging Market Multinationals-in **The Competitive Advantage of Emerging Market Multinationals**, 284-289. Editors Williamson, Ramamurti, Fleury and Fleury. Cambridge Univ. Press, 2013

Integrated Strategies for the Base of the Pyramid, in David Griffith and Subhash Jain, Eds.  
**Handbook of Research in International Marketing**, 2<sup>nd</sup>. Edition, Edward Elgar, 2012

Innovativeness in family firms: a family influence perspective. **Small Business Economics**, Vol. 38, 2012, pp. 85-101 (with F. Kellermanns, Kim Eddleston and F. Murphy)

A Contingency Theory of Internationalization-Performance for Emerging Market Multinational Enterprises. (with Elitsa R. Banalieva). **Management International Review**, Vol. 51(5), 2011, pp. 593-634

Liability of Foreignness And Internationalization Of Emerging Market Firms. (with Ajai S. Gaur and Vikas Kumar). **Advances in International Management**, Vol. 24, 2011, p. 211-233.

The Impact of Regional Trade Agreements on the Global Orientation of Emerging Market Multinationals. (with Elitsa R. Banalieva). **Management International Review** Volume 50, Number 6 / December 2010, pp. 797-826

Resource configuration in family firms: Linking resources, strategic planning and environmental dynamism to performance. (with Eddleston, K.A., Kellermanns, F.W) **Journal of Management Studies**, Vol. 45 (1), Jan. 2008, p. 26-50

Securing Global Transportation Networks: A Total Security Management Approach. Book review. **Transportation Journal**, Spring 2007, 46(2), p. 66-67

Security and the Global Supply Chain, **Transportation Journal**, Vol. 45(4), Fall 2006, p. 28-51

Strategic Evolution and partnering in the Indian pharmaceutical industry, in **Emerging Economies and the Transformation of International Business- Brazil, Russia, India and China**. Subhash C. Jain, Editor. Northampton, MA.: Edward Elgar 2006, pp. 229-249.

“Strategic and Ethical Considerations in Managing Digital Privacy”, **Journal of Business Ethics**. Vol. 46, 2003, p. 111-126. (with Chris Robertson).

“Privacy Protection and Global Marketing: Balancing Consumer and Corporate Interests” in **Handbook of Research in International Marketing**. Ed. Subhash C. Jain. Edward Elgar Nov. 2003.

“Digital Privacy”, **Business Horizons**, 45(1), Jan.-Feb. 2002. (with Chris Robertson).

Knowledge Valuation: the Issues, with an application to the software industry, in **Valuation of Intangible Assets in Global Operations**, edited by Prof. Farok Contractor, Quorum Books, 2001, p. 233-244.

“Advertising on the Internet”, in **Handbook of E-Business**, Editor, Jessica Keyes. RIA / Warren, Gorham & Lamont 2000, pp. E2-1 to E2-10.

**International Marketing**, Vern Terpstra and Ravi Sarathy, 8<sup>th</sup> edition, The Dryden Press, 2000

**Cases, available from Ivey Business School, Univ. of Western Ontario.**

**Rayovac Corporation: International growth and Diversification through Acquisitions. Case #9B06M025**; 2006.

**Cemex: The Southdown Offer Case # 9B03M013**, 2003.

**Ras Laffan. Global Energy Strategy**. Case #301-041-1. European Case Clearing House (ECCH), 2001. From 2002, available as **Case #9B02N007** from Ivey Business School, Univ. of Western Ontario.

**Teaching:**

Global Strategy, International Business, International Marketing, Managing in Emerging Markets, Blockchain Strategy.

**Visiting Appointments:**

**Australian Graduate School of Management**, Univ. of New South Wales, Visiting Professor, Jan.-April 2006 (on sabbatical); **Univ. of Michigan**, Ross School of Business, Visiting Professor, Winter 2000 (on sabbatical);

**Fulbright-FLAD Chair in Strategic Management**, April-June 1996, **ISEG, Universidade Tecnica de Lisboa**; Visiting Scholar, Center for International Affairs, (CFIA), **Harvard University** Sept. 1988 - June 1989.

Other Visiting appointments for short periods include: **Hautes Etudes Commerciales – HEC**, Jouy-en-Josas, (Paris), France; **Bocconi University**, Milan, Italy; **Ecole Superieur de Commerce**, Tours, and **Ecole Superieur de Commerce**, Reims, France; **Monash-Mt. Eliza Business School, Monash University**, Melbourne, Australia ; Univ. of Sydney, Sydney, Australia ; **IPADE**, Mexico City.

#### **Awards & Honors:**

**Fulbright Award: Fulbright-FLAD Chair in Strategic Management**, April-June 1996, ISEG, Universidade Tecnica de Lisboa (Lisbon), Portugal.

#### **Consulting:**

BAE Systems, N. A.; Strategic Thinking, Executive Development.

Raytheon Corp., Senior Leadership Development Program.

Biogen-Idec, Strategy development for the Indian market.

Nethawk Finland; Offshoring and India.

Elcoteq, Finland; Customer Relationships and Electronic Contract Manufacturing

LG Electronics, S. Korea; International business, multinational management

HUT-Dipoli, Masa Shipyards, Finland, Global strategy & managing cultural differences.

Mathworks: Executive training: Global strategies for Technology Markets.

OECD- Organization for Economic Cooperation & Development, Paris; Private sector participation in

Infrastructure.

Ministry of Electronics & Heavy Machinery, China. Executive training in international business issues.

Banco Nacional de Comercio Exterior, Monterrey, Mexico. Executive training, international business.

Expert witness, U.S. Tax Court, Docket #32528-87, EMBRAER Aircraft Corp. vs. Commissioner of Internal Revenue.

#### **EDUCATION:**

**Ph.D.**, Ross School of Business, **Univ. of Michigan**. International Business

**M.S.**, **Northwestern Univ.**, Accounting & Information Systems

MBA, **Indian Institute of Management**, Ahmedabad, India.

#### **Other:**

Read, write and speak fluent Portuguese, having lived and worked in Brazil.