



## Anshu Arora, PhD, PMP

Associate Professor - Marketing  
School of Business and Public Administration  
University of the District of Columbia  
4200 Connecticut Avenue NW, Washington, DC 20008  
E-mail: [anshu.arora@udc.edu](mailto:anshu.arora@udc.edu)

[NSF Researcher and Principal Investigator - #1912070](#)

Research Fellow, Georgia Institute of Technology CIBER  
[Senior Editor – Marketing, International Journal of Emerging Markets](#)  
[Series Editor - International Marketing and Management Research, Palgrave Publications, UK](#)

## Biography

**Anshu Saxena Arora, Ph.D., PMP** is Associate Professor of Marketing in the School of Business and Public Administration at the University of the District of Columbia. Previously, she worked as the Associate Professor of Marketing at the Jay S. Sidhu School of Business and Leadership, Wilkes University, Wilkes-Barre, PA. Before joining Wilkes University, Dr. Arora was Associate Professor of Marketing and Chairperson of Department of Business (Management, Marketing and Supporting Areas) in the College of Business Administration, Savannah State University, Savannah, Georgia, USA. She is a Certified Project Management Professional (PMP) from Project Management Institute (PMI), USA and holds a Foundation Certificate in IT Service Management from Information Systems Examination Board (ISEB), UK. Dr. Arora was awarded Ph.D. in the area of Consumer Navigation Behavior in Hypermedia CMEs from the Indian Institute of Technology, Delhi, India. She has been a Visiting Professor at ISC Paris Business School in France, University of California, Davis, and Thunderbird School of Global Management at Arizona State University. She has more than a decade of industrial and academic experience. She has worked in companies like Hyundai Motors India Limited, Lufthansa German Airlines, and Siemens India.

In July 2019, Dr. Arora received the prestigious National Science Foundation (NSF) grant for establishing the Logistics & International Trade (LIT) Analytics Center of Excellence and developing STEM-Business focused LIT concentration program at the University of the District of Columbia. Dr. Arora was the 2016 Chapter Chair for the Academy of International Business – Southeast (AIB-SE) conference (<http://www.aibse.org/chapter-information/current-past-chairs/>), and was the 2015 conference chair for AIB-SE (<http://www.aibse.org/2015-annual-conference/>). She is the Senior Editor of Marketing for the International Journal of Emerging Markets (IJoEM) published by Emerald Publications. Dr. Arora published a special issue (2017 Volume 12, Issue 1) on **Sustainability, institutions, and internationalization in emerging markets: role of sustainable innovation for sustainable world development** in the International Journal of Emerging Markets (<http://www.emeraldinsight.com/toc/ijoem/12/1>). She is the Special Issue Editor for two 2020 IJoEM special issues on: **Global Value Chains, International Trade, and Markets: The Role of Emerging Economies**, and **Value Chain Innovations in Digital, Social Media, and Mobile (DSMM) Commerce**.

Dr. Arora is the Series Editor for **International Marketing and Management Research** published by Palgrave Macmillan Publications, UK, and she has published six volumes with the recent book titled **Sustainable Innovation: Trends in Marketing and Management** to be published in December 2019 / January 2020 (<https://www.palgrave.com/in/book/9783030304201>). She has published more than 40 research papers in national and international journals of repute, and has presented about 50 papers in national and international conferences.

## Research Interests

Digital / DSMM marketing, human-robot interaction, socio-ethical collaborative robotics, marketing analytics, social media strategy mix and social media measurement, stereotypical advertising polysemy, consumer behavior, ambient advertising, innovative experiential learning models in marketing and logistics / supply chain management, relational supply chain strategy relationships, and project management.

## Teaching

- MKTG 304 – Introduction to Marketing Management
- MKTG 308 – International Marketing
- MKTG 404 – Marketing Research
- MKTG 408 – Advertising Management
- MKTG 396 – Social Topics (Social Media Marketing)
- BGMT 308 – Introduction to Management
- MKTG 507 – Marketing Strategy (MBA Course)
- MKTG 514 – International Marketing Management (MBA Course)

## Grants and Awards

1. [2019 – 2022 NATIONAL SCIENCE FOUNDATION \(NSF\) Researcher and Principal Investigator - #1912070](#) - Targeted Infusion Project: STEM-Business Focused Logistics and International Trade (LIT) Analytics in the University of the District of Columbia

**The Historically Black Colleges and Universities Undergraduate Program (HBCU-UP) through Targeted Infusion Projects** supports the development, implementation, and study of evidence-based innovative models and approaches for improving the preparation and success of HBCU undergraduate students so that they may pursue science, technology, engineering or mathematics (STEM) graduate programs and/or careers. The project at the University of the District of Columbia (UDC) will establish the Logistics and International Trade (LIT) Analytics Center, foster research, and conduct outreach to the broader DC community. This is a collaborative project between the School of Engineering and Applied Sciences and the School of Business and Public Administration. Undergraduate students are involved in the project as researchers.

2. **2019 Massachusetts Institute of Technology (MIT) I-Corps Program Grant – Project: ROBOTIC INTERVENTIONS FOR LEARNING** (<https://innovation.mit.edu/resource/mit-i-corps/>)

The I-Corps Spark Program at MIT is a 3-week program with grant value of \$1,500 to help researchers and engineers explore the potential applications of their new technologies for a future NSF SBIR proposal. Program Kick-Off Workshop – May 22, 2019 and Closing Workshop – June 18, 2019; Location: MIT Campus (**Recipients - Drs. Anshu Arora and Amit Arora, University of the District of Columbia**). The interactive course began with kickoff workshops on MIT Campus where teams learn how to:

- Identify their top customer segments;
- Develop hypotheses about the value proposition they offer each segment;
- Find and effectively interview potential customers about their problems/needs; and
- The program wrapped-up with final workshops on MIT Campus where teams present their findings, get more coaching, and learn about progressing their ideas.

3. **2019 - 2023 FACULTY RESEARCH FELLOW, Georgia Tech Center for International Business Education and Research, Georgia Institute of Technology, Atlanta, GA**

4. **VENTUREWELL GRANT (2019) for \$10,000 (Co-Principal Investigator)**

**Course and Program Planning grant titled “Developing Global Supply Chain Innovation Concentration with a Focus on Sustainability and Entrepreneurship at the University of the District of Columbia”** (Duration: February 1, 2019 to August 31, 2020)

5. **2016 - 2019 BEST X-CULTURE INSTRUCTOR AWARD** - Selected as the Top 30 professors of X-Culture project out of a group of 136 instructors and co-instructors teaching at 112 universities in 42 countries whose students took part in the X-Culture competition.

**X-Culture Project:** Sponsored by University of North Carolina Greensboro, every semester, thousands of students and professionals from over 40 countries take part in X-Culture competition. For several months, they work together on real-life business projects presented by the corporate partners. They compete, collaborate through online and social media platforms, learn the challenges and best practices of international business consulting, and overcome challenges dealing with language, cultural differences, and nuances of online learning to be successful in X-Culture ([www.x-culture.org](http://www.x-culture.org)).

6. **2017 EMERALD LITERATI NETWORK AWARDS FOR EXCELLENCE**

2017 Emerald Literati Network Awards for Excellence for our research titled **Relationships among supply chain strategies, organizational performance, and technological and market turbulences** published in Emerald's *The International Journal of Logistics Management* (co-authored with Dr. Amit Arora from Bloomsburg University and Dr. K. Sivakumar from Lehigh University) --- selected by the journal's editorial team as a **Highly Commended Paper in the 2017 Emerald Literati Network Awards for Excellence**.

7. **2016 - 2017 FACULTY RESEARCH FELLOW, Georgia Tech Center for International Business Education and Research, Georgia Institute of Technology, Atlanta, GA**

- Arora, A. S. & Arora, A. (2017) "**Social Media Spatial Imagery and Interpersonal Closeness: Analyzing Consumer Dispositions toward Doppelgängers, Xenocentrism, and Word-of-Mouth**".
- Arora, A. & Arora, A. S. (2017) "**Culture's Impact on Consumer Responses to Visual versus Verbal Anthropomorphism: The Influence of Uncertainty Avoidance and Ethnocentrism**".

8. **2015 – 2016 NATIONAL SCIENCE FOUNDATION GRANT – As a Collaborator**

InTeGrate program titled "Collaborate to Heighten Awareness, Rejuvenate, and Train: CHARTing a course to bring Environmental Justice to the coast" for \$ 50,000 (Collaborator) July 2015 to December 2016

9. **NATIONAL COLLEGIATE INVENTORS & INNOVATORS ALLIANCE (2014)** - Course and Program Planning Grant # 11224-13 for \$ 8,000 (Co- Principal Investigator) March 1, 2014 to August 31, 2015

10. **TITLE III GRANT from the US DEPARTMENT OF EDUCATION for \$ 84, 662 and \$ 57,000**

(Effective 2 Periods: October 1, 2012 to September 30, 2013; October 1, 2011 to September 30, 2012)  
PRINCIPAL INVESTIGATOR for the Project titled: ENHANCING THE GLOBAL LOGISTICS AND INTERNATIONAL BUSINESS EDUCATION RESEARCH (G-LIBER) CENTER OF EXCELLENCE

**Description:** The College of Business Administration (COBA) at SSU established "Global Logistics and International Business Education Research (G-LIBER)" Center of Excellence in February 2011 for improving the academic teaching of the '*Global Logistics and International Business (G-LIB)*' curriculum and conducting outreach activities to assist the local business community to compete in the global arena. The G-LIBER center developed strong business collaborations with 32 companies nationally, and established the international academic relationships with *Indian Institute of Technology, New Delhi, India and University of Hyderabad – School of Management, Hyderabad, India; Shanghai Lixin University of Commerce, Shanghai, China; and Kangnam University, South Korea*. The business partners in China are Shanghai Hai Hua Shipping, Shanghai Pudong International Container Terminals, and Nansha Government of Guangzhou (Port of Nansha). The business partners in India are Hyundai Motors, New Delhi, AMD India, Hyderabad, and Infosys Inc., Hyderabad; while in South Korea, the business partners are Samsung, and Hyundai.

11. **ADVERTISING GRANT from ADVERTISING EDUCATIONAL FOUNDATION (AEF)**

WINNER of AEF's Visiting Professor Program (VPP) 2010: 14 proposals selected out of a pool of 64 Professor Applicants – Worked at "Young and Rubicam (Y&R)" advertising agency, New York under AEF Grant during July 12 to July 23, 2010; New York City, New York.

## Recent Research

1. Arora, Anshu S., & Arora, A. (2019). **The Race between Cognitive and Artificial Intelligence: Examining Socio-Ethical Collaborative Robots through Anthropomorphism and Xenocentrism in HRI.** *International Journal of Intelligent Information Technologies*, accepted for publication (ABDC Journal List Ranking: 'B').
2. Arora, A. S., Arora, A., & Taras, V. (2019). **The moderating role of culture in social media-based spatial imagery, consumer xenocentrism, and word-of-mouth for global virtual teams.** *International Journal of Cross Cultural Management*, 1470595819856379 (ABDC Journal List Ranking: 'B').
3. Arora, A., Arora, Anshu S., McIntyre, J. R., & Ayala, C. (2019). **International Business Risk Comprehension Word Mapping Game Using LinkedIn Social Media Platform in Interdisciplinary Business Education.** *Journal of International Business Education*, Volume 13 (ABDC Journal List Ranking: 'B').
4. Arora, Anshu S., & Sanni, S. A. (2018). **Ten Years of 'Social Media Marketing' Research in the Journal of Promotion Management: Research Synthesis, Emerging Themes, and New Directions.** *Journal of Promotion Management*, 1-24 (ABDC Journal List Ranking: 'B').
5. Baddley, J., Arora, A., Arora, A., McIntyre, J. R., Molthan-Hill, P., & Leseane, R. (2018). **Sustainable competitiveness: powering 'sustainability' through Investors in the Environment initiative at Riverside Bakery.** *CSR and Climate Change Implications for Multinational Enterprises*, 162.
6. Arora, Anshu S., Shalonda Bradford, Amit Arora, and R. Gavino (2017) **Promoting Vegetarianism through Moralization and Knowledge Calibration,** *Journal of Promotion Management*, 23(6), 889-912 (ABDC Journal List Ranking: 'B').
7. Arora, Anshu S., and Amit Arora, (2017) **WYSIWYG - Seeing is Believing: Consumer Responses to Levels of Design Newness, Product Innovativeness, and the Role of Country-of-Origin,** *Journal of International Consumer Marketing*, Vol. 29, Issue 3, pp. 135 - 161 (ABDC Journal List Ranking: 'C').
8. Arora, Anshu S., and Amit Arora (2017) **Consumer Responses to Slice-of-Life versus Slice-of-Death Advertising Appeals: Exploring the Role of Polysemy, Branding and Culture,** *Journal of Promotion Management*, 23(1), pp. 123-162 (ABDC Journal List Ranking: 'B').
9. Arora, Anshu S., and Nicole Hartley (2017), **Guest editorial - Sustainability, institutions and internationalization in emerging markets: role of sustainable innovation for sustainable world development,** *International Journal of Emerging Markets*, Vol. 12 Issue 1 pp. 2-7, <http://dx.doi.org/10.1108/IJoEM-01-2016-0020> (ABDC Journal List Ranking: 'C').
10. Amit Arora, Anshu S. Arora, and K. Sivakumar (2016), **Relationships among supply chain strategies, organizational performance, and technological and market turbulences,** *International Journal of Logistics Management*, Volume 27, Issue 1, pp. 206 - 232 (ABDC Journal List Ranking: 'A').
11. Arora, Anshu S., Wu, J., Amit Arora, Bacouel-Jentjens, and McIntyre, J. (2016), **Miu Miu Diffuses Prada: Coupling Country-of-Origin versus Country-of-Manufacture Effects with Brand Authenticity and Contagion,** *Journal of International Consumer Marketing*, Vol. 28, Issue 4, pp. 228 – 250 (ABDC Journal List Ranking: 'C').
12. Wu, J., Anshu S. Arora, and Amit Arora (2016), **Experience the 'ambience': Testing perceptions of ambient advertising innovations between U.S. and Indian consumers,** *International Journal of Emerging Markets*, Volume 11, Issue 2, pp. 148 - 174 (ABDC Journal List Ranking: 'C').

13. Arora, Anshu, Wu, Jun, and Ulysses, J. Brown, (2015), **Do Stereotypes Ignite Polysemy and Strengthen Consumer-Based Brand Equity?** *Journal of Promotion Management*, Taylor and Francis Group, 2015, Volume 21, Issue 5, pp. 531 - 547 (ABDC Journal List Ranking: 'B').
14. Arora, Anshu Saxena, John R McIntyre, Jun Wu and Amit Arora (2015), **Consumer Response to Diffusion Brands and Luxury Brands: The Role of Country-of-Origin and Country-of-Manufacture**, *Journal of International Consumer Marketing*, Volume 27, Number 1, pp. 3 - 26, <http://dx.doi.org/10.1080/08961530.2014.974117> (ABDC Journal List Ranking: 'C').
15. Amit Arora, and Anshu S. Arora (2015), '**Supply Chain – Marketing Shark Tank' Experiential Lab Game in Interdisciplinary Business Education: Qualitative and Quantitative Analyses**, *Decision Sciences Journal of Innovative Education (DSJIE)*, Volume 13, No. 1, pp. 21 - 43 (ABDC Journal List Ranking: 'B').
16. Arora, Anshu Saxena, Amit Arora, and Shailendra Palvia (2014), **Social Media Index Valuation through Social Media Performance Measurement Scorecard: Impact of Economic, Social, Technological and Ethical Dimensions**, *Journal of Promotion Management*, 20(3), 328-344 (ABDC Journal List Ranking: 'B').

## Books Publications

- 1) **Arora, A. S.** Editor (December 2019 / January 2020 – in print), **International Marketing and Management Research Journal Series**, *Sustainable Innovation: Trends in Marketing and Management*, Guest Editors: Sabine Bacuoel-Jentjens, ISC Paris, France, Dean Mohamad Sepehri and Amit Arora, School of Business and Public Administration, University of the District of Columbia, USA, Palgrave Macmillan, Springer Nature Group, United Kingdom (<https://www.palgrave.com/gp/book/9783030304201>).
- 2) **Arora, A. S.** Editor (2018), **International Marketing and Management Research Journal Series**, *Global Business Value Innovations: Building Innovation Capabilities for Business Strategies*, Guest Editors: Sabine Bacuoel-Jentjens, ISC Paris, France, and Jennifer L. Edmonds, Wilkes University.
- 3) **Arora, A. S.** Editor (2016), **International Marketing and Management Research Journal Series**, *International Fragmentation: Impacts and Prospects for Marketing, Manufacturing, Economy and Growth*, Palgrave Macmillan, UK; Guest Editor, Dr. Sabine Bacouel-Jentjens, ISC Paris, France.
- 4) **Arora, A. S.** Editor (2015), **International Marketing and Management Research Journal Series**, *Advertising Confluence: Transitioning the World of Marketing Communications into Social Movements*, Palgrave Macmillan, UK; Guest Editor, Dr. Sabine Bacouel-Jentjens, ISC Paris, France.
- 5) **Arora, A. S.** Editor (2014), **International Marketing and Management Research Journal Series**, *Global Business Transcendence: International Perspectives Across Developed and Emerging Economies*, Palgrave Macmillan, UK; Guest Editor, Dr. John R. McIntyre, Georgia Institute of Technology.
- 6) **Arora, A. S.** Ed. (2013), **International Marketing and Management Research Journal Series**, *International Business Realisms: Globalizing Locally Responsive and Internationally Connected Business Disciplines*, Palgrave Macmillan, Springer Nature Group, United Kingdom (<https://www.palgrave.com/gp/series/14845>).

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