

# Salil Talpade

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## Education

**Doctor of Philosophy in Business Administration**, (December 1991). University of Alabama, Tuscaloosa, Alabama.  
Major in Marketing with minors in Statistics and Research Methods.

**Master of Business Administration**, (August 1984). Middle Tennessee State University, Murfreesboro, Tennessee.

**Bachelor of Arts in Economics**, (April 1979). Mumbai (Bombay) University, Mumbai India.

## Academic Experience

July 2005 - Present: **Chairman of the Marketing and Real Estate Department and Professor of Marketing**,  
University of West Georgia, Carrollton, Georgia.

July 2003 - June 2005: **Interim Chairman of the Marketing and Real Estate Department and Professor of Marketing**,  
University of West Georgia, Carrollton, Georgia.

August 2002 - June 2003: **Professor of Marketing**, University of West Georgia, Carrollton, Georgia.

August 1995 - July 2002: **Associate Professor of Marketing**, University of West Georgia, Carrollton, Georgia.

September 1988 - August 1995: **Assistant Professor of Marketing**, University of West Georgia, Carrollton, Georgia.

September 1987 - August 1988: **Assistant Professor of Marketing**, University of West Alabama, Livingston, Alabama.

May 1986 - August 1987: **Adjunct Faculty**, Department of Advertising, University of Alabama, Tuscaloosa, Alabama.

January 1984 - August 1987: **Graduate Teaching Assistant**, Dept. of Marketing, Univ. of Alabama, Tuscaloosa, Alabama.

January 1982 - August 1984: **Graduate Research Assistant**, Department of Marketing, Middle Tennessee State University, Murfreesboro, Tennessee.

## Publications and Presentations

### Journal Articles

"Validation of the SANKOFA scale" Medha Talpade and Salil Talpade, **Journal of Instructional Pedagogy**, October 2019.

"A Cross-Cultural Study of Consumer Connection with Social Networking Sites (SNS)" Yujie Wei, Typhaine Lebegue, and Salil Talpade. **Journal of Digital and Social Media Marketing**. 4(4), 391-409, October 2017.

"Relevance of the Sankofa teaching and learning approach: A cultural comparison" Medha Talpade and Salil Talpade, **North American Journal of Psychology**, December 2016.

"Sankofa Teaching and Learning: Evaluating Relevance for Today's African-American Student" Medha Talpade and Salil Talpade. **Journal of Instructional Pedagogies**. September 2015.

"A Cross-Cultural Study of Relationship Proneness and Its Implications for Relationship Marketing" Yujie Wei, Faye McIntyre and Salil Talpade. **International Journal of Customer Relationship Marketing and Management**, 2(3), 57-78, July-September 2011.

"Materialism and Life Satisfaction among Hispanic Immigrant Males" Medha Talpade and Salil Talpade, **Journal of International Business and Cultural Studies**, Vol. 5, August 2011.

"Supply and Demand Analysis of Single-Family Residential Units in Carroll County, Georgia", by Nyerere A.R.J. Delauney, James Burton, and Salil Talpade. **Research in Business and Economics Journal**. Vol. 3, July 2011.

"Real Estate Tax Liens and Tax Deeds: The Process and the Returns" Joel Haynes and Salil Talpade, **Real Estate Review**, Vol. 40, Spring 2011.

"Religiosity and Test-Taking Ethics Among Business School Students" James Burton, Salil Talpade and Joel Haynes, **Journal of Academic and Business Ethics**. Vol. 4, July 2011.

"Healing and Hope for the Homeless: An Evaluation of Project Excel" Medha Talpade, Barbara Lattimore, and Salil Talpade, **The International Journal of Psychosocial Rehabilitation**, 15 (1), Fall 2010, 25-47.

"Materialism of Mature Consumers in China and USA: A Cross-Cultural Study" Yujie Wei and Salil Talpade. **Journal of International Business and Cultural Studies**. Vol. 2, February 2010.

"The Influence of Hispanic Teenagers on Purchase Decisions: Cross-Cultural and Gender Issues" Salil Talpade and Joel Haynes. **The Midwestern Business and Economic Review**, No. 36, Fall 2005, pp. 7-15.

"Online Purchase Behavior of College Students" **The International Journal of Business Disciplines**. Volume 15, Number 1, Spring 2004.

"College Students and Internet Service Providers: An Exploratory Study" **The International Journal of Business Disciplines**, Volume 12, No. 2, Fall/Winter 2002.

"Early Puberty In African-American Girls: Nutrition Past and Present". Medha Talpade and Salil Talpade. **Adolescence**. Spring 2002.

"Family Role Orientations and Gender Differences in Teenager Influence on Family Purchase Decisions". **The International Journal of Business Disciplines**, Volume 11, No. 3, Summer 2001.

"Influence of the African-American Teenager on Family Purchase Decisions". **The International Journal of Business Disciplines**, Vol. 9, No. 1, 1999.

"Supplier Integration: Impact of Sole Sourcing, Multiple Sourcing, and Vertical Integration on Firm Profitability" Co-authors Suresh Prabhu and Narendar Ramarapu. **International Journal of Materials and Product Technology**, Vol. 12, No. 4-6, 1997.

"Consumer Shopping Behavior in Malls with Large-Scale Entertainment Centers" Co-author Joel Haynes. **Mid-Atlantic Journal of Business**. Fall 1997.

"The Effects of Hispanic Ethnic Identification on Teenager Influence in Purchase Decisions: An Exploratory Study" Co-authors Medha Talpade and Suresh Prabhu. **B>Quest: A Journal of Applied Business Research**, May 1997.

"Does Entertainment Draw Shoppers? The Effects of Entertainment Centers on Shopping Behavior in Malls" Co-author Joel B. Haynes. **Journal of Shopping Center Research**. Vol. 3, 2, Fall/Winter 1996.

"Teenager Influence on Family Purchases: Conceptualization, and Development of a Multi-item Scale" Co-author Medha Talpade. **Journal of Marketing Theory and Practice**. Fall 1995.

"Adolescent Influence in Family Decision Making: A Replication with Extension" Co-author Sharon Beatty. **Journal of Consumer Research**, Sep. 1994.

"Teenager Influence on Grocery Purchases: Conceptualization and Empirical Analyses" Co-authors Sharon Beatty and Medha Talpade. Published in the **Journal of Food Products Marketing**, Vol. 1, 4, 1993.

### **Publications in Conference Proceedings**

"Influence of Consumer Characteristics on Self-Website Connection (SWC) in the Social Media Context", Yujie Wei, Tarak Talpade, Hanson Yu, and Salil Talpade, abstract published in **proceedings of Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL, April 2012.

"The Role of Consumer Trust and Customer Reviews in Online Consumer Behavior: Literature Review and Research Propositions", Salil Talpade and Christy Rabern, abstract published in **proceedings of Society of Business Industry and Economics (SOBIE) Conference**, Sandestin, FL, April 2011.

"Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing", Published in the **proceedings of the Society of Marketing Advances Conference**, Atlanta, November 2010.

"Religiosity and Ethical Behavior in Business School Students" Abstract published in the **proceedings of the Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2010.

"Materialism of Mature Consumers in China and USA: A Cross-Cultural Study" Abstract published in the proceedings of the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2009.

"The Influence of Hispanic Teenagers on Purchase Decisions: Cross-Cultural And Gender Issues" Abstract Published in the **Proceedings of the Association of Marketing Theory and Practice Conference**, Jekyll Island, Georgia, March 2005.

"On-line Purchase Behavior of College Students" Abstract Published in the **Proceedings of the Association of Marketing Theory and Practice Conference**, Savannah, Georgia, March 2002.

"College Students and Internet Service Providers: An Exploratory Study" Abstract published in the proceedings of the **International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, April 2001.

"Family Role Orientations and Gender Differences in Teenager Influence on Family Purchase Decisions" Abstract Published in the Proceedings of the **Association of Marketing Theory and Practice Conference**, Jekyll Island, Georgia, March 2001.

"A Literature Review and Discussion of Issues in the Marketing of High-Tech Products". Published in the Proceedings of the **International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, March 2000.

"Attitudes Towards Money and Money Ethic in the African-American Population: Literature Review and Research Propositions". Published in the Proceedings of the **Association of Marketing theory and Practice Conference**, Hilton Head, South Carolina, April 2000.

"Attitudes Towards Money and Money Ethic in the African-American Population." Abstract published in the proceedings of the **American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.

"Testing the Evolutionary Theory of Mate Selection: Same Sex Mate Selection Via Personal Advertisements" Published in the proceedings of the **American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.

"Influence of the African-American Teenager on Family Purchase Decisions: Literature Review and Research Propositions," Published in the Proceedings of the **Association of Marketing Theory and Practice Conference**, Jacksonville, Florida, 1999.

"A Framework for Supplier Integration in Supply Chain Management" Co-authors Suresh Prabhu and Narendar Ramarapu. Published in the proceeding of the **Western Decision Sciences Institute Conference**, Reno Nevada, 1998.

"Effects of Hispanic Ethnic Identification on Teenager Influence in Family Purchase Decisions" Co-author Medha Talpade. Published in the proceedings of the **Association of Marketing Theory and Practice Conference**, Savannah, March. '95.

"Teenager Influence on Grocery Purchases: Conceptualization and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Published in the proceedings of the **Atlantic Marketing Association Conference**, Orlando, Oct. '93.

"Teenager Influence on Family Purchases: Conceptualization, Development of a Multi-item Scale, and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Published in the proceedings of the **Southern Marketing Association Conference**, Atlanta, Nov. '93.

"Values in Advertising" Co-Author Dr. Sharon Beatty. Published in the Proceedings of the **American Marketing Association Winter Educators Conference**. St.Petersburg, FL, February 1989.

### **Presentations at Conferences**

"Influence of Consumer Characteristics on Self-Website Connection (SWC) in the Social Media Context", Yujie Wei, Tarak Talpade, Hanson Yu, and Salil Talpade, abstract published in proceedings of **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL, April 2012.

"The Role of Consumer Trust and Customer Reviews in Online Consumer Behavior: Literature Review and Research Propositions", Salil Talpade and Christy Rabern. Presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Sandestin, FL, April 2011.

"Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing", Presented at the **Society of Marketing Advances Conference**, Atlanta, November 2010.

"Religiosity and Ethical Behavior in Business School Students" presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2010.

"Materialism of Mature Consumers in China and USA: A Cross-Cultural Study" presented at the **Society of Business Industry and Economics (SOBIE) Conference**, Destin, FL. April 2009.

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"College Students and Internet Service Providers: An Exploratory Study" Presented at the **International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, April 2001.

"Attitudes Towards Money and Money Ethic In the African American Population: Literature Review and Research Propositions." Presented at the **Association of Marketing Theory and Practice Conference**, Hilton Head, South Carolina, 2000.

"A Literature Review and Discussion of Issues in the Marketing of High-Tech Products". Presented at the **International Conference on Industry, Engineering, and Management Systems**, Cocoa Beach, Florida, March 2000.

"Attitudes Towards Money and Money Ethic in the African-American Population" Presented at the **American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.

"Testing the Evolutionary Theory of Mate Selection: Same Sex Mate Selection Via Personal Advertisements" Presented at the **American Society of Business and Behavioral Sciences Conference**, Las Vegas, Nevada, 1999.

"Influence of the African-American Teenager on Family Purchase Decisions: Literature Review and Research Propositions," Presented at the **Association of Marketing Theory and Practice Conference**, Jacksonville, Florida, 1999.

"A Framework for Supplier Integration in Supply Chain Management" Co-authors Suresh Prabhu and Narendar Ramarapu. Presented at the **Western Decision Sciences Institute Conference**, Reno Nevada, 1998.

"Effects of Hispanic Ethnic Identification on Teenager Influence in Family Purchase Decisions" Co-author Medha Talpade. Presented at the **Association of Marketing Theory and Practice Conference**, Savannah, March. '95.

"Scanning Behavior as a function of Gender: Changing Sex Roles?" Co-Author Medha Talpade. Presented at the **Southeastern Psychological Association Conference**, Savannah, March '95.

"Teenager Influence on Grocery Purchases: Conceptualization and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Presented at the **Atlantic Marketing Association Conference**, Orlando, Oct. '93.

"Teenager Influence on Family Purchases: Conceptualization, Development of a Multi-item Scale, and Research Directions" Co-authors Medha Talpade and Sharon Beatty. Presented at the **Southern Marketing Association Conference**, Atlanta, Nov. 1993.

"The Influence Process: An Integrated View" Co-authors Medha Talpade and Ronald Rogers. Presented at the **Southeastern Psychological Association Conference**, March '93.

"Personality and Influence: Effects of Self-Monitoring and Situational Influences on the use of Influence Tactics"  
Co-authors Medha Talpade and Debra McCallum. Presented at the **Southeastern Psychological Association Conference**, March '93.

"Teenager Influence on Family Purchasing Behavior: Theoretical Foundations" Co-Author Dr. Sharon Beatty. Paper presented at **The European Marketing Association Conference**, Geneva, Switzerland, March 1987.

"Values in Advertising" Co-Author Dr. Sharon Beatty. Presented at **The American Marketing Association Winter Educators Conference**. St.Petersburg, Fl, February 1989.

"Involvement and Values: The Missing Link" Co-Authors Dr. Sharon Beatty and Dr. Lynn R. Kahle. Presented at a special session on consumer involvement at the **Association of Consumer Research Conference**, Honolulu, Hawai, March 1989.

"Values in Advertising" Co-Author Dr. Sharon Beatty. Presented at a special session on consumer values at the **Southern Marketing Association Conference**, Atlanta, GA November 1988.

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association

Alpha Mu Alpha, National Marketing Honorary

Beta Gamma Sigma, National Business Honorary

Society for Marketing Advances (formerly Southern Marketing Association)