

**ASHWIN W. JOSHI, Ph.D.**

Associate Professor of Marketing  
Director, MBA Program  
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**EDUCATION**

1989-93: Ph.D., Queen's University, School of Business.  
1986-89: B.A.S. (Hons.), Trent University, Administrative and Policy Studies Program.  
1984-86: International Baccalaureate, Lester B. Pearson College.

**POSITIONS****HELD**

1999-Date: Associate Professor of Marketing, Schulich School of Business, York University (Toronto, Ontario, Canada).  
1998-1999: Associate Professor, Marketing Area - Faculty of Management, University of Calgary (Calgary, Alberta, Canada).  
1995-98: Assistant Professor, Marketing Department, Faculty of Commerce, Saint Mary's University (Halifax, Nova Scotia, Canada).  
1993-95: Assistant Professor, Administrative Studies Program, University of Winnipeg (Winnipeg, Manitoba, Canada).

**RESEARCH****AWARDS**

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$64,764 over 3 years).

Colwell Scott and Ashwin W. Joshi (2005), Key Supplier Continual Quality Improvement: Development of a Conceptual Model and a Proposed Empirical Test."

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$75,000 over 4 years).

Biehl Markus and Ashwin W. Joshi (2003), "Environmentally Proactive Supply Chain Management."

Social Science and Humanities Research Council of Canada (SSHRC) Proposal Funded (\$39,069 over 4 years).

Joshi, Ashwin W. (1997), "Marketing Control Systems: A Typology and a Conceptual Framework."

Best Paper: Marketing Division at the 2000 Atlantic Schools of Business Conference.

Joshi, Ashwin W. (2000), "The Effects of Organizational Characteristics on Alliance Development in Buyer-Seller Relationships."

Best Paper: Technology, Innovation, and Entrepreneurship in Marketing Track at the 1999 AMA Summer Marketing Educators' Conference.

Athaide, Gerard A., Rodney L. Stump, and Ashwin W. Joshi (1999), "Managing Information Exchange Relationships While Commercializing Technology-Intensive Innovations." *1999 Summer AMA Educators' Proceedings*, (2-page abstract by request).

Best Paper: Sales and Distribution Track, at the 1998 AMA Winter Educators' Conference.

Joshi, Ashwin W. and Rodney L. Stump (1998), "The Evolution of Governance in Exchange Relationships: Adaptations to the Transaction Cost Analysis Framework and an Empirical Test," *1998 Winter AMA Educators' Proceedings*, (2-page abstract by request).

Best Paper: Relationship Marketing/Business-to-Business/Sales Management Track, at the 1996 AMA Educators' Conference.

Joshi, Ashwin W. and Rodney L. Stump (1996), "Supplier Opportunism: Antecedents and Consequences in Buyer-Supplier Relationships," *1996 Summer AMA Educators' Proceedings*, pp.129-135.

Winner of the Administrative Sciences Association of Canada (ASAC) Doctoral Dissertation Competition for the Best Dissertation, 1992-93.

Joshi, Ashwin W. (1993), *Effects of Dependence and Relational Norms on Commitment and Opportunism in Buyer-Seller Relationships*. Unpublished Ph.D. Dissertation, Queen's University, Ontario, Canada.

Best Paper on the Main Conference Theme (Strategic Management in the Entrepreneurial Firm) at the International Council of Small Business - Canada 9th annual conference, 1992.

Joshi, Ashwin W. (1992), "The Development of Long-Term Business Relationships," *The International Council for Small Business Canada, 9th Annual Conference: Best Paper Proceedings*, pp.94-103.

National Council of Management Research and Development, Doctoral Fellowship, 1991-92.

## **TEACHING**

## AWARDS

*Seymour Schulich Award for Teaching Excellence*

*Years Won:* 2002-3 (MBA, \$5,000); 2000-01 (BBA, \$5,000)

*Years Nominated:* 2000-01 (BBA); 2002-03 (BBA; MBA); 2003-04 (MBA); 2004-05 (MBA)

## HONOURS

Doctoral Fellow of the American Marketing Association, 1992.

Doctoral Fellow of the Canadian Administrative Sciences Association (Marketing Division), 1992.

Queen's University Fellowships, 1989-1993.

Trent - CIDA Scholarship, 1986-89.

Lester B. Pearson College of the Pacific Scholarship, 1984-86.

## JOURNAL PUBLICATIONS

Thakor Mrugank and Ashwin W. Joshi [Equal Authorship] (2005), "Motivating Salesperson Customer Orientation: Insights from the Job Characteristics Model," *Journal of Business Research*, 58 (May), 584-92.

Joshi, Ashwin W. and Sanjay Sharma (2004), "Customer Knowledge Development: Antecedents and Impact on New Product Performance," *Journal of Marketing*, 68 (October), 47-59.

Joshi, Ashwin W. and Alexandra J. Campbell (2003), "Effect of Environmental Dynamism on Relational Governance in Manufacturer Supplier Relationships: A Contingency Framework and an Empirical Test," *Journal of the Academy of Marketing Science*, 31 (Spring), 176-88.

Gerard A. Athaide, Rodney L. Stump, and Ashwin W. Joshi (2003), "Managing Joint New Product Development Relationships in Technology-Based, Industrial Markets: An Agency Theory and Transaction Cost Analysis Perspective," *Journal of Marketing Theory and Practice*, 11 (Special Issue, 3), 46-58.

Stump, Rodney L., Gerard A. Athaide, and Ashwin W. Joshi (2002), "Managing Satisfying Seller-Buyer Relationships During New Product Development in Technology-Based, Industrial Markets: A Contingency Model and Empirical Test," *Journal of Product Innovation Management*, 19, 6, 439-54.

Joshi, Ashwin W. and Sheila Randall (2001), "The Indirect Effects of Organizational Controls on Salesperson Performance and Customer Orientation," *Journal of Business Research*, 54 (October), 1-9. **Lead Article.**

Joshi, Ashwin W. and Rodney L. Stump (1999), "Determinants of Commitment and Opportunism: Integrating Insights from Transaction Cost Analysis and Relational Exchange Theory," *Canadian Journal of Administrative Sciences*, 16(4), 334-352.

Joshi, Ashwin W. and Rodney L. Stump (1999), "The Contingent Effects of Specific Asset Investments on Joint Action in Manufacturer-Supplier Relationships: An Empirical Test of the Moderating Role of Reciprocal Asset Investments, Uncertainty, and Trust," *Journal of the Academy of Marketing Science*, 3 (Summer), 291-305. **Lead Article.**

Joshi, Ashwin W. and Rodney L. Stump (1999), "Transaction Cost Analysis: Integration of Recent Refinements and an Empirical Test," *Journal of Business-to-Business Marketing*, 5 (4), 37-71.

Joshi, Ashwin W. (1998), "When and How Do Relatively Dependent Manufacturers Resist Supplier Power?" *Journal of Marketing Theory and Practice*, 6 (4,Fall), 61-77.

Stump, Rodney L. and Ashwin W. Joshi (1998), "To Be or Not to Be [Locked In], That is the Question: An Investigation of Buyers' Commitments of Dedicated Investments to Support New Transactions," *Journal of Business-to-Business Marketing*, 5 (3), 33-63.

Joshi, Ashwin W. and Stephen J. Arnold (1998), "How Relational Norms Affect Compliance in Industrial Buying," *Journal of Business Research*, 41(2) (February), 106-14.

Joshi, Ashwin W. and Stephen J. Arnold (1997), "The Impact of Buyer Dependence on Buyer Opportunism in Buyer-Supplier Relationships: The Moderating Role of Relational Norms," *Psychology and Marketing*, 14(8) (December), 823-45.

Joshi, Ashwin W. (1995), "Long-Term Relationships, Partnerships, and Strategic Alliances: A Contingency Theory of Relationship Marketing," *Journal of Marketing Channels*, 4(3), 75-94.

## **REFEREED BOOK**

### **CHAPTERS**

Biehl, Markus and Ashwin W. Joshi (2005), "How Can Manufacturers Influence the Environmental Performance of their Suppliers?" in Kurt Engemann and George Lasker (eds), *Advances in Decision Technology and Intelligent Information Systems*, (Vol. VI), The International Institute for Advanced Studies in Systems Research and Cybernetics, Windsor, 6-11.

## **RESEARCH**

## **UNDER REVIEW**

Colwell, Scott, Hogarth-Scott, Sandra, Depeng Jiang, and Ashwin W. Joshi [Equal Authorship], "Building Customer Relationships: The Effects of Senior Management Focus and Salesperson Orientation" *Journal of Marketing* (Status: Revise and Re-submit, **third round**).

Joshi, Ashwin W. "Coproducting New Products with Customers: Organizational Enablers and New Product Outcomes," *Journal of Marketing* (Status: First Round)

## **RESEARCH**

### **IN PROGRESS (Data collection is complete)**

Joshi, Ashwin W. "Enhancing the Effectiveness and Efficiency of Joint Action at Fostering Innovation in Inter-Firm Relationships," to be submitted to the *Journal of Marketing* (December 2005).

Biehl, Markus, Ashwin W. Joshi, Olga Kaminer, "Exploring the Effect of Manufacturers on their Suppliers' Environmental Performance," to be submitted to the *Journal of Operations Management* (December 2005).

Joshi, Ashwin W., "Determinants of Salesperson Influence in New Product Development," targeted to the *Journal of Marketing* (March 2006).

## **RESEARCH**

### **IN PROGRESS (Conceptualization and Data Collection Stage)**

Joshi, Ashwin W., "The Effects of Rewards on Non-Recipients: An Empirical Study Among Salespeople," targeted to the *Journal of Marketing*.

Colwell, Scott and Ashwin W. Joshi, "Relational Resilience: Dimensions, Drivers, and Developments," targeted to the *Journal of Marketing*.

## **REFEREED**

### **CONFERENCE**

#### **PROCEEDINGS**

Rodney L. Stump, Ashwin W. Joshi, Stephen Keysuk Kim and Cristian Chelariu (2004), "A Taxonomy of Governance Structures in Direct Business-to-Business Exchange Relationships," *2004 AMA Winter Educators' Conference*.

Rodney L. Stump, Ashwin W. Joshi, and Stephen Keysuk Kim (2003), "Supplier Diversity Programs and their Impact on Purchasing Agent Negotiation Strategies: A Model Based on Social Identity & Related Theories," *2003 World Marketing Congress Conference, Perth*,

Australia.

Rodney L. Stump, Ashwin W. Joshi, and Stephen Keysuk Kim (2003), "A Conceptual Model of Supplier Diversity Programs and the Impact on Purchasing Agents' Role Stress and Negotiation Strategies," *2003 Academy of Marketing Science Annual Conference*, Washington, D.C.

Rodney L. Stump, Ashwin W. Joshi, and Stephen Keysuk Kim (2003), "The Range of Self-Enforcing Agreement Use in Direct Business-to-Business Exchange Relationships," *2003 American Marketing Association Winter Educators' Conference*.

Joshi, Ashwin W. and Alexandra Campbell (2001), "The Effect of Environmental Volatility on Relational Governance: A Conceptual Framework," *17<sup>th</sup> Annual IMP Conference*, (full paper published, available on CD-Rom).

Stump, Rodney L., Ashwin W. Joshi, and Keysuk Kim (2001), "A Model of Self-Enforcing Agreement Use in Business-to-Business Exchange Relationships," *17<sup>th</sup> Annual IMP Conference*, (3 page abstract published by request, available on CD-Rom).

Stump, Rodney L., Gerard Athaide, and Ashwin W. Joshi (2001), "A Model of Joint New Product Development Relationships in Technology-Based Industrial Markets," *2001 Academy of Marketing Science 10<sup>th</sup> Biennial World Marketing Congress*, (2-page abstract by request).

Athaide, Gerard, Rodney L. Stump, and Ashwin W. Joshi (2000), *2000 Summer AMA Educators' Conference Proceedings*, "Managing Satisfying Seller-Buyer Relationships during the New product Development Process: A Contingency Model and Empirical Test," (2-page abstract by request).

Joshi, Ashwin and Sanjay Sharma (1999), "Environmental Turbulence and Firm Performance: The Mediating Role of the Processes of Market Orientation," *1999 Summer AMA Educators' Conference Proceedings*, (2-page abstract by request).

Athaide, Gerard, Rodney L. Stump, and Ashwin W. Joshi (1999), "Managing Information Exchange Relationships While Commercializing Technology-Intensive Innovations," *1999 Summer AMA Educators' Conference Proceedings*, (2-page abstract by request).

Stump, Rodney L. and Ashwin W. Joshi (1998), "Managing Transaction Dependence: An Empirical Examination of the Moderating Role of Relationship Closeness on the Use of Vertical Control," *1998 Academy of Marketing Science Conference Proceedings*, (2-page abstract by request).

Joshi, Ashwin W. and Rodney L. Stump (1998), "The Evolution of Governance in Exchange Relationships: Adaptations to the Transaction Cost Analysis Framework and an

Empirical Test," *1998 AMA Winter Educators' Conference Proceedings*, (2-page abstract by request).

Joshi, Ashwin W. (1997), "Relational Norms and Commitment in Manufacturer-Supplier Relationships: The Moderating Effect of Relative Dependence," *1997 Summer AMA Educators' Proceedings*, (2 page abstract by request).

Joshi, Ashwin W. and Rodney L. Stump (1997), "The Determinants of Relational Governance in Economic Exchange Relationships," *1997 Academy of Marketing Science Proceedings*, pp.160-166.

Joshi, Ashwin W. and Rodney L. Stump (1996), "Supplier Opportunism: Antecedents and Consequences in Buyer-Supplier Relationships," *1996 Summer AMA Educators' Proceedings*, pp.129-135.

Stump, Rodney L. and Ashwin W. Joshi (1996), "Antecedents of Buyer Dedicated Investments in Exchange Relationships: An Empirical Investigation," [3-page abstract by request] *1996 Research Conference Proceedings, Contemporary Knowledge of Relationship Marketing*, pp.222-225.

Joshi, Ashwin W. and Stephen J. Arnold (1996), "The Partially Mediating Role of Commitment in the Buyer Dependence-Buyer Opportunism Relationship," [1-page abstract by request] *1996 Research Conference Proceedings, Contemporary Knowledge of Relationship Marketing*, p.257.

Joshi, Ashwin W. (1995), "Determinants of Problem Solving Negotiation in Buyer-Seller Relationships," *1995 Summer AMA Educators' Proceedings*, pp.190-196.

Joshi Ashwin W. (1994), "Ethical and Unethical Behavior in Exchange Relationships: A Contingency Theory," [2- page abstract] *1994 Research Conference Proceedings, Relationship Marketing: Theory, Methods, and Applications*.

Joshi, Ashwin W. (1993), "Long-Term Relationships, Strategic Partnerships and Networks: A Contingency Theory of Relationship Marketing," [2-page abstract by request], *1993 Summer AMA Educators' Proceedings*, pp. 138-39.

Bansal Harvir and Ashwin W. Joshi [equal authorship] (1993), "A Comparison of the Structural Equation Method and the Traditional Method of Analysis of Experimental Data," *Proceedings of the 23rd Annual Atlantic Schools of Business Conference*, pp.320-331.

Joshi, Ashwin W. (1992), "Beyond Manipulation Checks: The Construct Validity of Scenario-Based Experimental Manipulations," *Proceedings of the 22nd Annual Atlantic*

*Schools of Business Conference*, pp.82-91.

Joshi, Ashwin W. (1992), "The Development of Long-Term Business Relationships," *The International Council for Small Business Canada, 9th Annual Conference: Best Paper Proceedings*, pp.94-103.

Joshi, Ashwin W. (1991), "Toward a Theory of Externalization," *Proceedings of the 21st Annual Atlantic Schools of Business Conference*, pp.208-216.

**REFEREED  
CONFERENCE  
PRESENTATIONS**

Biehl, Markus, Ashwin W. Joshi, Olga Kaminer (2005), "Antecedents and Outcomes of Supplier Proactive Environmental Performance," National Conference of the Decision Sciences Institute, San Francisco, 2005.

"The Effects of Organizational Characteristics on Alliance Development in Buyer-Seller Relationships," 2000 Atlantic Schools of Business Conference (Marketing Division), Memorial University of Newfoundland, November 9-11, 2000.

"Unethical Behavior in Exchange Relationships: A Preliminary Test of a Process Explanation," Administrative Sciences Association of Canada 1995 Annual Conference (Marketing Division), Windsor, Ontario, June 1995.

"Governance Mechanisms in Marketing Channels: A Contingency Theory," Administrative Sciences Association of Canada 1995 Annual Conference (Policy Division), Windsor, Ontario, June 1995.

"Efficiency and Legitimacy: Conceptual Specifications and Empirical Implications," (with Professor Alan J. Richardson) American Sociological Association, Summer Conference, Miami, Florida, August 1993.

"What's In a Norm: A Contingency Theory of Norm Development," Administrative Sciences Association of Canada 1993 Annual Conference (Organization Theory Division), Lake Louise, Alberta, June 1993.

"Power and Subjectivity Dynamics in Newcomer Socialization," Canadian Sociology and Anthropology Association, (27), Learned Societies Conference, University of Prince Edward Island, June 1992.

"Institutional Exchange Arrangements and the Role of the State," Canadian Sociology and

Anthropology Association, (27), Learned Societies Conference, University of Prince Edward Island, June 1992.

## **TEACHING EXPERIENCE**

September 1999-Date: York University – I teach consumer behaviour at the undergraduate (4<sup>th</sup> year course) and MBA levels, Marketing Management at the MBA level, and Quantitative Research Methods and Marketing Theory at the Doctoral level.

September 1998 - 1999: University of Calgary - I taught (2 sections) and coordinated (across 8 sections) the delivery of Introduction to Marketing (third year undergraduate level).

September 1995 - 1998: Saint Mary's University - I taught the following courses at Saint Mary's University: (1) Introduction to Marketing (Second Year Undergraduate Level), (2) Introduction to Marketing Management (First Year MBA Level), (3) Management of Marketing Channels (Fourth Year Undergraduate Level), (4) Management of Marketing Channels (Second Year MBA Level).

September 1993 to 1995: University of Winnipeg - I taught the following courses: (1) Introduction to Business (Second Year Undergraduate Level - case course), (2) Fundamentals of Marketing (Second Year Undergraduate Level - lecture course), and (3) Fundamentals of Marketing (Second Year Undergraduate Level - case course).

Co-Coach Concordia International Case Competition (Concordia Cup) 1996-98 - I was one of two coaches for the Saint Mary's MBA teams for the Concordia Cup (1996-98). This is one of the most prestigious and competitive MBA case competitions internationally. Saint Mary's made it into the semi-finals of this prestigious competition in both 1996-97 and 1997-98.

## **UNIVERSITY SERVICE RESPONSIBILITIES**

York University: (i) Co-Director, York Consulting Group (2005-date); (ii) Director, MBA Program (2004 – date); (iii) Affirmative Action Coordinator of Schulich School of Business (2002 – date); (iv) Affirmative Action Representative – Accounting Area (1999- 2003), (v) Ph.D. Program Coordinator, Marketing Area (2000-2003).

University of Calgary: (i) Course Coordinator, Introduction to Marketing, (ii) Member, Undergraduate Curriculum Revision Committee, (iii) Member, Undergraduate Review Committee.

Saint Mary's University: (i) University Admissions Committee, (ii) Chair, Marketing

Department Candidate Recruitment Committee, (iii) Chair, Marketing Department Library Committee.

## **SERVICE TO DISCIPLINE**

I have been an ad-hoc reviewer for the following *journals*:

- (1) *Journal of Marketing*
- (2) *International Journal of Research in Marketing*
- (3) *Journal of Business Research*
- (4) *Journal of the Academy of Marketing Science*
- (5) *International Journal of Production and Operations Management*
- (6) *Marketing Science*

I have been an academic reviewer for the following conferences:

- (1) Atlantic Schools of Business Conference
- (2) Administrative Sciences Association of Canada Conference
- (3) American Marketing Educators' Conference
- (4) Academy of Marketing Science Conference
- (5) Relationship Marketing Conference

I have been an invited discussant at the following conferences:

- (1) Administrative Sciences Association of Canada Conference
- (2) American Marketing Educators' Conference
- (3) Academy of Marketing Science Conference

Other Responsibilities:

- (1) Co-Chair of the Marketing Track for the 1997 Atlantic Schools of Business Conference.
- (2) External Examiner for Doctoral (Ed.D.) Dissertation of Douglas Black (Title: An Examination of Network Marketing) at the Ontario Institute for Studies in Education, Fall 1999.

## **SERVICE TO COMMUNITY**

Member of the Nova Scotia Selection Committee for the United World Colleges (1996-1998).

Board Member of EIPROC (Association of South Asian Professionals). Raise \$15,000 annually for university level entrance scholarships to students of South Asian Origin..

## **MEMBERSHIP IN**

**ACADEMIC ASSOCIATIONS**

American Marketing Association; Academy of Marketing Science; Administrative Sciences  
Association of Canada

**Date: October, 2005**