

Dr. Imran Khan
University of Nebraska-Lincoln
Marketing
(402) 472-4536
Email: ikhan3@unl.edu

Education

DBA, Kennesaw State University, 2014.
Major: Marketing
Dissertation Title: Vendor Firm Characteristics and Buyers' Perceptions of Transaction Costs and Relationship Governance

MBA, University of South Alabama, 1995.
Major: General Business

BS, University of South Alabama, 1993.
Major: Marketing

Academic, Government, Military and Professional Positions

Academic

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2014 - Present).

Assistant Professor of Marketing, Murray State University, Arthur J. Bauernfeind College of Business. (August 2013 - May 2014).

Instructor, University of South Alabama, Departments of Marketing & Management, Mitchell College of Business. (August 2002 - May 2013).

Professional

Consultant/Analyst. (January 2009 - Present).

Industry Analyst, Unified Communications, Frost & Sullivan, San Antonio, TX. (July 2002 - January 2009).

Senior Analyst, Consumer Technologies & Services, The Yankee Group, Boston, MA. (August 2000 - July 2002).

Strategic Analyst, Telecommunication Services, Frost & Sullivan, San Antonio, TX. (February 1998 - July 2000).

Development Activities Attended

Conference Attendance, "2016 Annual Society for Marketing Advances Conference," Atlanta, GA. (November 2016).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MNGT 475, Business Policies and Strategies, 1 course.
MRKT 257, Sales Communication, 3 courses.
MRKT 300, Contemporary Marketing, 5 courses.
MRKT 341, Marketing, 2 courses.
MRKT 346, Marketing Channels Management, 2 courses.
MRKT 347, Marketing Communication Strategy, 3 courses.
MRKT 399, Special Project, 4 courses.
MRKT 441, Digital Marketing and Electronic Commerce, 9 courses.
MRKT 442, Marketing Management, 3 courses.
MRKT 453, International Marketing, 7 courses.
SCMS 346, Marketing Channels Management, 2 courses.

Awards and Honors

Nominated, 2017 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2017).

Nominated, 2015 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (February 2016).

RESEARCH

Published Intellectual Contributions

Conference Proceedings

Khan, I., Rutherford, B. N., Williams, A. J. (2016). *Role of Opportunism and Uncertainty on Purchasing Organization's Relationship Choices with Vendors*. Society for Marketing Advances Conference.

Khan, I. (2013). *Buyer-Seller Relationships: Influence of Outcome-based Contracts and Monitoring on Organizational Buyers' Transaction Cost Perceptions and Governance Choices*. Academy of Business Research's International Conference.

Khan, I., Rickard, M. K. (2013). *Social Identity and Service Quality: A Franchising Perspective*. Society for Marketing Advances 51st Annual Conference.

Sharland, A., Khan, I. (2013). *Young Worker Unemployment and Productivity in OECD Countries: Paradox Resolved?*. Academy of International Business Southwest Chapter (AIBSW 2013 Annual Conference).

Khan, I., Menon, M. (2012). *Social Networks' Adoption and Usage in Individualistic vs. Collectivistic Societies*. Society for Marketing Advances 50th Annual Conference.

Presentations Given

Khan, I. (Presenter & Author), Rutherford, B. N. (Author Only), A. J. (Author Only), 2016 Society for Marketing Advances Conference, "Role of Opportunism and Uncertainty on Purchasing Organization's Relationship Choices with Vendors," SMA, Atlanta, GA. (November 2016).

Khan, I. (Presenter & Author), Academy of Business Research's International Conference, "Buyer-Seller Relationships: Influence of Outcome-Based Contracts and Monitoring on Organizational Buyers' Transaction Cost Perceptions and Governance Choices." (2013).

Khan, I. (Author Only), Sharland, A. (Presenter & Author), Academy of International Business Southwest Chapter (AIBSW 2013 Annual Conference), "Young Worker Unemployment and Productivity in OECD Countries: Paradox Resolved?." (2013).

Khan, I. (Author Only), Rickard, M. K. (Presenter & Author), Society for Marketing Advances 51st Annual Conference, "Social Identity and Service Quality: A Franchising Perspective." (2013).

Khan, I. (Presenter & Author), Menon, M. (Author Only), Society for Marketing Advances 50th Annual Conference, "Social Networks' Adoption and Usage in Individualistic vs. Collectivistic Societies." (2012).

Khan, I., Mobile Association of Purchasing Management (MAPM), "Buyer-Seller Relationships in a Competitive Global Environment." (October 2012).

Khan, I., "Business Telephony: Time to Change Product Strategies and Business Models," Frost & Sullivan, Audio Conference. (May 2008).

Khan, I., 2008 Marketing Education Association Conference, "Best Practices in Marketing Education." (January 2008).

Khan, I., Private Briefing for Sprint, "Enterprise Vertical Market Trends," Frost & Sullivan, Audio Briefing. (January 2008).

Khan, I., "Vertical Market Perspective: Operational Priorities and Telecom/IT Spending Opportunities," Frost & Sullivan, Audio Conference. (July 2007).

Khan, I., Rao, K., "Enterprise Communication Transforms - Complexity Increases the Appeal of Managed Services," Frost & Sullivan, San Antonio, TX, Audio Conference. (May 2007).

Khan, I., "Enterprise Telecom Services Markets: Assessing End User and Competitive Trends," Frost & Sullivan, Audio Conference. (March 2006).

Khan, I., OnFiber Sales Conference, "Enterprise Data Services Market," Austin, TX. (February 2006).

Khan, I., "Gearing Up for the Managed Services Race," Frost & Sullivan, Audio Conference. (August 2005).

Awards and Honors

Best Paper in Logistics & Supply Chain Management Track, 2016 Society for Marketing Advances Conference. (November 2016).

SERVICE

Department Service

Transfer Credit Evaluator, Marketing Department Undergraduate Program. (January 2016 - Present).

Committee Member, Assessment Committee. (September 2015 - Present).

Committee Member, Marketing Department, Assurance of Learning. (September 2015 - May 2016).

Committee Member, Marketing Department, Assurance of Learning. (2014 - January 2015).

AACSB/SACS Assessment Coordinator for International Business Concentration, Murray State University. (August 2013 - May 2014).

Committee Member, Marketing Department Scholarship Committee, University of South Alabama. (August 2010 - May 2013).

Committee Member, International Business Council, University of South Alabama. (August 2009 - May 2013).

Course Assessment Coordinator for Integrated Marketing Communication, University of South Alabama. (August 2008 - May 2013).

Committee Member, Textbook Selection Team for Principles of Marketing course, University of South Alabama. (August 2005 - May 2013).

Committee Member, International Business Concentration Committee, University of South Alabama. (February 2009 - May 2009).

Committee Member, Textbook Selection Team for Business Information Systems course, University of South Alabama. (January 2008 - April 2008).

Committee Member, Textbook Selection Team for International Marketing course, University of South Alabama. (January 2008 - April 2008).

College Service

Committee Member, Undergraduate Committee. (September 2017 - Present).

Committee Member, Task Force on Ethics Curriculum. (January 2017 - Present).

Committee Member, Assessment Committee. (September 2015 - Present).

Committee Member, Assurance of Learning. (September 2015 - May 2016).

Committee Member, Mitchell College of Business Honors Day Committee, University of South Alabama. (August 2009 - May 2013).

Committee Member, Technology Committee, University of South Alabama. (August 2005 - May 2013).

International Core Courses Assessment Coordinator, University of South Alabama. (August 2006 - May 2010).

Mitchell College of Business Representative on Faculty Senate, University of South Alabama. (August 2007 - April 2009).

University Service

Committee Member, Committee for Institutional Scholarship and Research, College of Business representative, Murray State University. (September 2013 - May 2014).

Professional Service

Reviewer, Ad Hoc Reviewer, Qualitative Market Research: An International Journal. (February 2017 - August 2017).

Reviewer, Ad Hoc Reviewer, Society for Marketing Advances Annual Conference. (May 2017 - July 2017).

Reviewer, Ad Hoc Reviewer, Society for Marketing Advances Conference. (May 2016 - June 2016).

Session Chair, Society for Marketing Advances Annual Conference. (October 2012 - November 2012).

Reviewer, Ad Hoc Reviewer, ASEBUSS International Conference. (September 2012).

Reviewer, Ad Hoc Reviewer, Marketing Management Association Conference. (November 2010).

Consulting

For Profit Organization, Frost & Sullivan, San Antonio, TX. (2017).

For Profit Organization, Parks Associates, Dallas, TX. (March 2016 - August 2016).

For Profit Organization, Compass Intelligence, Bandera, TX. (January 2016 - August 2016).

Awards and Honors

Service, University

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (February 2016).