

VASU UNNAVA
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Education

- 1992 Ph. D. in Business Administration
 Fisher College of Business, The Ohio State University
- 1989 M. A. in Business Administration
 Fisher College of Business, The Ohio State University
- 1981 B. Tech. in Electronics and Telecommunications
 Jawaharlal Nehru Technological University, India

Dissertation

Efficient Algorithms for Query Processing in Distributed Database Systems
Advisor: Professor Hasan Pirkul, currently Dean of the Business School, UT Dallas.

Presentations:

Unnava, V., and Hasan Pirkul (1990), "Algorithms for Generalized Star Queries in Distributed Database Systems," ORSA/TIMS meetings, October 1990.

Presentation at Marketing Research Exchange, Columbus, Ohio on "Role of Marketing Research Online," Nov. 2007.

Presentation at International Marketing Conference in Chennai, India, "Consumer Behavior, Evolving Technologies, and Market Research," conducted by Great Institute of Management, Chennai, Dec. 2007.

Presentation at 17th international Product Development Management Conference, Murcia, Spain, EIASM, "An Analytical Framework for Current Practices of Teaching Innovations and New product Development," June, 13-15, 2010.

Teaching Interests

Marketing Strategy
Market Forecasting
Marketing Research & Advanced Marketing Research
Pricing
Business Data Modeling

Academic Experience

- 1985-1992 Taught Business Statistics to over ten sections of undergraduate students with responsibility for course design, delivery and grading. Average enrollment per class - 50 students
- 1990-1992 Taught multiple sections of Operations Research to undergraduate Students with responsibility for course design, delivery and grading. Average enrollment per class – 50 students
- 1995-2004 Taught Telecommunication Design twice to undergraduates as adjunct faculty at Fisher College of Business. Average enrollment – 40 students

2005, Fall- Present:

Sr. Lecturer, Department of Marketing and Logistics, Fisher College Of Business, The Ohio State University.

Taught the following courses: Marketing Research, Product Price and Design, Marketing Strategy, Advanced Marketing Research, Market Design, Analysis and forecasting and co-ordinate Consumer Packaged Goods (CPG) cluster program

Attended “Consumer’s insights Conference,” and “Marketing Research Camp, ART Forum in 2014 and 2015.

Faculty Advisor, American Marketing Association, Student Chapter at Fisher College of Business, 2013-Present. Raised Funds for Research on Parkinson’s disease.

Undergraduate Honors Research Guidance:

Josie Willman and Vasu Unnava, “The Sharing Millennials: How differences in sharing behaviors affect retail mobile applications (app) usage among Western and Eastern consumers,” Honors Undergraduate Research Thesis, 2015.

Eric Toth, Ken Boyer, Vasu Unnava and Pat West, “Analysis of traditional vs ‘click and collect’ grocery services,” Honors Undergraduate Research Thesis, 2016.

Matt Shaver, Vasu Unnava, Pat West and Dan Zane, “Breach Fatigue: Consumer Apathy towards Data Breaches and Personal Security,” Honors Undergraduate Research Thesis, 2016.

Industry Experience

- 1981-1984 Design and Development Engineer, Hindustan Aeronautics Limited, India.

Developed military standard enciphering and deciphering digital equipment for on and off-line telegraph transmission
1995-Present President and Owner of Trans Act International Limited, a software consulting firm based Dublin, Ohio, with focus on web site development and management.

Honors:

Marketing Professor of the Year, 2010 and 2011 by Student Chapter of American Marketing Association at Fisher College of Business
Academic Scholarship in Engineering
Academic Scholarship in High School
Member of American Marketing Association
Recognized as “One of the Twenty Most Influential Professors at Fisher College of Business,” – Alumni Survey, 2014

Other Activities:

Awarded Annual TARGET Corporation Grant for 2013, 2014 and 2015 for innovative teaching in Marketing Strategy Classes.

Awarded Grants by Procter & Gamble for Consumer Packaged Goods Cluster Program at Fisher College of Business.

Managed more than 30 student projects involving P&G, Kroger, JM Smucker and TARGET Corp.

Led Student teams to interact with Consumer Packaged Goods Companies (Ogilvy, Edelman, Groupon, Trisect and Kraft) in Chicago annually.

Introduced Real-time class project on Market Forecasting with Exel US (Owned by DHL).