

Vish Iyer

University of Northern Colorado
Monfort College of Business
(970) 351-2348
Email: vish.iyer@unco.edu

Education

- PhD, Texas A&M University, 1982.
Area of Study: Marketing & Economics
Dissertation/Thesis Title: An Empirical Investigation of the Factors Affecting Formality, Sophistication and Structure of Product Elimination Programs in Manufacturing Firms.
- MA, Western New Mexico University, 1971.
Area of Study: Business Administration
- BS, New Mexico State University, 1968.
Area of Study: Mechanical Engineering

Licensures and Certifications

Master Teacher Program-Certificate of Recognition. (2003 - Present).

RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

Publications

Juried

Journal Article

Martinez, R., Iyer, V. V. (2014). Openness and Inflation: Evidence From Nine Eastern European Nations. *International Business & Economics Research Journal*, 13(1).

Martinez, R., Iyer, V. V. (2013). U.S. Trade in Goods With Latin America (2001-2010): Trends and Perspectives. *International Business & Economics Research Journal*, 12(5), 503-510.

Conference (Full Paper) Proceeding

Rush, D. E., Soltwisch, B., Iyer, V. V. (2017). *IT's My Choice: How Personality, Emotional Intelligence and Decision Making Impact Technology Adoption in the Classroom*. Vancouver: Proceedings of the Forty-Sixth Annual Meeting of the Western Decision Sciences Institute.

Iyer, V. V., Soltwisch, B., Rush, D. E., Dickey, G. (2017). *The Connection: How can we Effectively Connect Emotional Learning, Emotional Intelligence and Personality types in Our Classrooms for Maximum Learning Impact*. Western Decision Sciences Institute. <http://www.wdsinet.org/default.html>

Soltwisch, B., Iyer, V. V. (2016). *THE DECISION MAKING STYLES OF BUSINESS STUDENTS: THE TENDENCY TO MAXIMIZE OR SATISFICE*. Western Decision Sciences Institute.

- Iyer, V. (2016). STUDENT ENGAGEMENT AND CLASSROOM EMOTIONAL CLIMATE. In Donna Coelho (Ed.), *Probably*. Chicago, IL: American Marketing Association.
- Iyer, V. V., Sedbrook, T. A., Soltwisch, B., Payan, J. (2015). *Modeling Stakeholder Experience and Emotions to Inform Business Reengineering Designs*. Western Decision Science Institute.
- Soltwisch, B., Iyer, V. V. (2015). *Success Factors in Student Exchange Programs: How Emotional Intelligence Improves Intercultural Flexibility*. Western Decision Science Institute.
- Iyer, V. V. (2015). In Donna Coelho (Ed.), *Our Responsibilities as Facilitators of Teaching/Learning...Do We Practice What We Preach?*. Chicago, IL: American Marketing Association.
- Church, N., Iyer, V. V. (2014). In Jose Sanchez Gutierrez (Ed.), *The Future of Marketing: Staying Competitive in a Competitive World*. Puerto Vallarta, Jalisco: VIII Congreso De La Red Internacional De Investigadores En Competitividad.
- Iyer, V. V., Church, N. (2014). In Jose Sanchez Gutierrez (Ed.), *The Linking Process: Product Life Cycle, Diffusion Process, Competitive Market Structures and Nature of the Market....* Puerto Vallarta, Jalisco: VIII Congreso De La Red Internacional.
- Martinez, R., Iyer, R. V. (2014). *Mexico's MBA Programs after 20 Years of Economic Openness*. Dubai: International Conference on Techonology.
- Iyer, R. Vishwanathan, Martinez, R. (2014). *Can We Be Entrepreneurs in Our Classrooms?*. Barcelona: EDULearn 6th International Conference on Educaiton and New Learning Technologies..
- Iyer, V. V., Soltwisch, B., Frolova, Y. (2014). *The Influence of Emotional Intelligence on the Adjustment and Performance of Exchange Students*. Istanbul: International Interdisciplinary Business-Economics Advancement Conference.
- Iyer, V. V. (2013). In Peltier and Umashankar (Ed.), *Inside Out Thinking in the Classroom...A Different Paradigm*. Chicago: 2013 AMA International Collegiate Conference.
- Martinez, R., Iyer, V. V. (2013). *Openness and Inflation: Evidence From Nine Eastern European Nations*. USA: 2013 Paris International Academic Conference.
- Iyer, V. V. (2013). *Consumer Recognition of Product Endorsement by Professional Athletes: A Revisit After 15 Years*. 2012 Western Decision Scinece Institute Conference.
- Iyer, R. V. (2012). *Consumer Recognition of Product Endorsement: A Revisit*. 2012 Research Conference in Sport Marketing: Focus on Sponsorship.

Conference Proceedings Publication

- Iyer, V. V. (2014). In Vish Iyer (Ed.), *TAKE 5: Return of the Marketers* (1st ed., vol. 1). Chicago, IL: American Marketing Association.
- Iyer, V. V. (2012). In Vish Iyer (Ed.), *MARKETING...Always Evolving* (1st ed., vol. 1). Chicago, IL: American Marketing Association.

Non-juried

Journal Article

Martinez, R., Iyer, V. V. Mexico's MBAs after 20 Years of Economic Openness.

Professional Presentations

Not Invited

Juried

Martinez, R., Iyer, V. V., International Conference on Technology and Business Management, "Mexico's MBA Programs after 20 Years of Economic Openness," The American University in the Emirates, Dubai, UAE. (March 2014).

GRANTS

Funded

Iyer, V. V. (Supporting), "Profiles in Entrepreneurship: North American Models of Innovation. Creativity, and Entrepreneurship," Sponsored by FIPSE. (2012).

TEACHING

Teaching Experience

University of Northern Colorado

Courses Taught:

BA 460, International Business and Culture, 4 courses. 3.00 credit hours.

BA 495, Executive Professor Special Topics II, 1 course. 3.00 credit hours.

BAMG 407, Small Business Counseling, 1 course. 3.00 credit hours.

BAMK 260, Introduction to Marketing, 12 courses. 3.00 credit hours.

BAMK 360, Marketing, 22 courses. 3.00 credit hours.

BAMK 361, Consumer Behavior, 1 course. 3.00 credit hours.

BAMK 407, Small Business Counseling, 1 course. 3.00 credit hours.

BAMK 422, Directed Studies, 1 course. 3.00 credit hours.

BAMK 461, Advertising Campaigns, 5 courses. 3.00 credit hours.

BAMK 464, Global Marketing Strategies, 1 course. 3.00 credit hours.

BAMK 492, Internship in Marketing, 2 courses. 1.00 credit hours.

BAMK 690, Marketing Management, 1 course. 3.00 credit hours.

MBA 660, Marketing Management, 4 courses. 3.00 credit hours.

Directed Student Learning

Graduate Faculty appointment with Doctoral Research Endorsement from 2008-2013. (2015 - 2019).

Dissertation Committee Member. (2015 - 2016).
Advised: Ouyang Lei

Dissertation Graduate School Representative. (2015 - 2016).
Advised: Nicole Furuive

Dissertation Committee Member. (2014 - 2015).
Advised: Kurt Mayer

Dissertation Committee Member. (2014 - 2015).
Advised: Noni Zaharia

Graduate Faculty appointment with Doctoral Research Endorsement from 2008-2013. (2008 - 2013).

SERVICE

University Service

Committee Member, Board of Athletic Control. (2009 - 2016).

Attendee, Meeting, Faculty Senate. (August 15, 2015 - August 15, 2016).

Committee Member, Re-elected as the Faculty Trustee to the Board of Trustees. (August 15, 2015 - August 15, 2016).

Committee Member, Senate Executive Committee. (August 15, 2015 - August 15, 2016).

Committee Member, Re-elected as the Faculty Representative on the Board of Trustees of the University. (August 15, 2014 - August 15, 2015).

Other Institutional Service Activities, I was re-elected as the Faculty Trustee on the University Board of Trustees. (2013).

Other Institutional Service Activities, I was re-elected as the Faculty Trustee on the University Board of Trustees. (2012).

College Service

Committee Chair, Accrediation Committee. (August 15, 2014 - August 17, 2017).

Committee Member, MBA Steering Committee. (September 1, 2013 - August 31, 2016).

Committee Member, General Faculty Meetings. (September 1, 2013 - August 31, 2014).

Committee Member, Assurance of Learning. (September 1, 2008 - August 31, 2014).

Committee Member, MCB General Faculty Meeting. (September 1, 2010 - August 31, 2013).

Department Service

Faculty Advisor, Faculty Advisor, Marketing Club. (August 15, 2000 - August 15, 2020).

Committee Member, Marketing Department Search and Screen Committee. (May 15, 2014 - February 15, 2015).

Committee Member, Marketing Program. (September 1, 2007 - August 31, 2014).

Professional Service

Member, BMA-Gold Key Committee, Denver, Colorado. (2016 - Present).

Other Professional Service Activities, Business Marketing Association-Colorado Chapter, Denver, Colorado. (2003 - Present).

Member, American Marketing Association, Chicago, Illinois. (1975 - Present).

Editor, Conference Proceedings, American Marketing Association, New Orleans, LA. (August 15, 2013 - April 15, 2014).

Judge for the Gold Key Awards, Business Marketing Association, Denver, Colorado. (March 15, 2014 - March 30, 2014).

Editor, Conference Proceedings, American Marketing Association-Collegiate Division, New Orleans, Louisiana. (2012).

AWARDS AND HONORS

Service

Lifetime Achievement Award For American Marketing Association Faculty Advisors, American Marketing Association. (2013).

Teaching

Marketing Professor of the Year, MCB. (April 2015).

2014 Outstanding Faculty, Center for Human Enrichment. (2014).

Marketing Professor of the Year, Monfort College of Business. (2014).

Marketing Professor of the Year, Monfort College of Business. (2013).

Mortar Board-Favorite Professor, Mortar Board. (2013).

Marketing Professor of the Year, Monfort College of Business. (2012).

PROFESSIONAL MEMBERSHIPS

Small Business Institute Director's Association.

Business Marketing Association. (August 2000 - Present).

American Marketing Association. (August 1979 - Present).