

VITA

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Miller College of Business
Ball State University
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EDUCATION

Doctor of Business
Administration

Florida State University
Major: Marketing
Minor: Computer Applications

Thesis Topic

The Spatial Location of Retail Shops in
Central Business Districts of Nine Major
Cities of the United States

Masters of Business
Administration (MBA)

Florida State University
Major: Marketing

TEACHING EXPERIENCE

Assistant Professor of Marketing 1980-81
School of Business
University of Wisconsin
Milwaukee, Wisconsin

Courses Taught:
Graduate: Consumer Behavior
Undergraduate: Consumer Behavior
Marketing Management

Assistant Professor of Marketing 1981-83
School of Business
The University of Louisville
Louisville, Kentucky

Courses Taught:
Graduate: Marketing Strategies
Business Environment

Undergraduate: Principles of Marketing
Marketing Management
Assistant Professor of Marketing 1983-86
Associate Professor of Marketing 1986-93
Professor of Marketing 1993-

Department of Marketing & Management
Miller College of Business
Ball State University
Muncie, Indiana

Courses Taught:

Graduate: Consumer Behavior
Marketing Strategy

Undergraduate: Principles of Marketing
Consumer Behavior
Marketing Management
Marketing Research

RESEARCH AND TEACHING INTEREST

Teaching

Marketing Management
Consumer Behavior
Business Ethics
International Business
Retailing

Research

Business Ethics
Retail Location
Promotion

PUBLICATIONS (1986-2023) All Refereed

68. **Borna, S.,** Elhajjar, S. (2022), Over-Tenured Colleges: Demarketing Tenure positions, *The Journal of Higher Education Management*, in press.
67. Elhajjar, S., **Borna, S.** (2022). Big Data in the Marketing Education Programs: Educators' and Students' View and Attitudes," *Marketing Education Review*, pp. 1-21.
66. **Borna, S.,** Hajjar, S. (2020), "Artificial Intelligence in Marketing Education Programs" *Journal of Marketing Education Review*, vol. 30 (1), pp. 1-12.
65. **Borna S.,** (2020), Saeed Tabar. "Intellectual Freedom, the Right to Free Inquiry, and Digital Privacy," *International Journal of E-Adoption*, vol. 12:2, pp. 34-41.
64. **Borna, S.,** Wahlers, R. (2018), Is Conspicuous Consumption of Business Leaders Justified and Morally Defensible? *International Journal of Management and Marketing Research*, vol. 11, no.1 pp. 27-40.
63. **Borna, S.,** Wahlers, R. (2018), Product Identity over Time and the concept of Product Life Cycle, *Journal of Management and Strategy*, vol. 9 no. 2.

62. **Borna, S., D. Sharma, and J. Bott, J. (2017)** Consumers' Expectations of Sales Events: How Satisfied Are Consumer with Shopping During Sales Events?" *International Journal of Management and Marketing Research*, Vol.10, no. 1, pp. 57-68.
61. **Borna, S. (2016), S. Sharma S., and S. Mantel (2016),** "Faculty Portfolio Revisited," *Journal of Higher Education Theory and Practice*, vol. 16 (3).
60. **Borna, S. and R. G. Wahlers (2015),** Conceptualization of Diversity in Education, *Academic Exchange Quarterly*, vol. 19, no. 3.
59. **Borna S. (2013),** Price of Freedom: are we willing to pay anything and how much? *International Journal of Public Policy*, vol. 9, no. 4/5/6, pp. 356-370.
58. **Borna S. and S. Brudvig (2012),** The effect of pediatricians' obesity and gender on children's perceptions, *Journal of Young Consumers*, vol. 13 no. 2, pp. 147-160.
57. **Borna S. and D. Sharma (2011),** Considering Privacy as a Public Good and its Policy Ramifications for Business Organizations, *Business and Society Review*, vol. 116, issue 3
56. **Borna S. and D. Sharma (2011),** Train Your Salespersons to be Skilled Actors, *Journal of Marketing Management*, vol.21, issue1, pp. 160-168.
55. **Borna S. and D. Sharma (2011),** How much Trust should risk mangers place on Brownian motions" of financial markets? *International Journal of Emerging Markets*, vol. 6, no1. pp.7-16.
54. **Borna S. and D. Sharma, J. Stearn (2009),** An Investigation of the Effects of Corporate Ethical Values on Employee Commitment and Performance: Examining the Moderating Role of Perceived Fairness, *Journal of Business Ethics*, vo. 89, pp. 251-260.
53. **Borna S. J. Stearns, and B. Smith, K. Emamalizadeh (2008),** Retail Store Image...Establishing the Essence oo the Business for Retail Organizations *Marketing Management Journal*, pp. 54-62.
52. **Borna S. and M. Athavale (2008),** Some Issues for Insurers on the Use of Event Data Recorders *the Journal of Insurance Issues*, vol. 31, no.1.
51. **Borna S. and J. Stearns, and D. Sharma (2007),** Subculture: A Bargain in Marketing Education, *Journal for Advancement of Marketing Education*, vol. 11, pp. 35-43
50. **Borna S., J. Lowry and S. Inks (2007),** Using Intramarketing to Gain Acceptance of Service Offerings within a *Services Marketing Quarterly*, vol. 28, no. 4.
49. **Borna S., J. Steans and G. White (2006),** The Ethics of Refund Anticipation Loan Consumer Information: An Exploratory Study, *Journal of Business and Society Review*.
48. **Borna S. J. Stearns, R. Avila, and M. McCarthy (2005),** Obesity Effects and Interactions in the Sales Management Context: Social Category and Social Identity Explanations, *Marketing Management Journal*, vol. 15, Issue 2. pp.132-140.

47. **Borna S. J. Stearns (2005)**, Beyond Prestige Pricing: Coverage of Counter-Intuitive Demand in Marketing Education, *Marketing Education Review*, vol. 15, no. 3, pp. 65-71.
46. **Borna S. J. Stearns, and Oakenfull (2003)**, Selling for Love of Country: Assessing the Ethics of Patriotic Appeals in Advertising *Business and Society Review*, vol. 108 no. 4, pp. 509-521.
45. **Borna S. and G. White (2003)**, Sex and Gender: Two Confused and Confusing Concepts in the Women in Corporate Management Literature." *Journal of Business Ethics* Vol. 47, pp. 89-99.
44. **Borna S. and J. Stearns (2002)**, The Ethics and Efficacy of Selling National Citizenship, *Journal of Business Ethics*. vol. 37 no. 2, pp.193-207.
43. **Borna S., D. Menezes and J. Stearns (2002)**, Made In USA: Consumers Perceptions, Deception and Policy Alternatives, *Journal of Global Business*, vol. 13, no. 24, pp. 15-24.
42. **Borna S. and J. Stearns, and Sudaram (2001)**, The effects of obesity, gender and specialty on physicians' social influence, *Journal of Service Marketing*, vol. 15, no. 2 and 3 (combined), pp. 240-248.
41. **Borna S. and S. Avila (1999)**, Genetic Information: Consumers' Right to Privacy vs. Insurance Companies Right to Know, *Journal of Business Ethics*. Vol. 19, no.4, pp. 355-362.
40. **Borna S. and S. Sundaram (1999)**, *An Approach to Allocating Limited Health Resources*, Journal of Health and Social Policy vol. 11, no. 2, pp. 85-93.
39. **Borna S. and J. Stearns (1998)**, A Comparison of the Ethics of Convicted Felons and Graduate Business Students: Implications for Business Practice and Business Ethics Education. *Teaching Business Ethics*, vol. 2, no. 2, pp. 175-195.
38. **Borna S. and J. Stearns (1998)**, Mission Statements in Business Higher Education: Issues and Evidence, *In Higher Education Management*. vol. 10, no. 1, pp. 89-104.
37. **Borna S. and J. Stearns (1998)**, The Philosopher is Not Always Right: A Comment on 'The Customer is Not Always Right, *Journal of Business Ethics*, vol. 17, no. 1, pp. 39-44.
36. **Borna, S. (1996)**, Promotion in the Heroin Market and Public Policy Issues, Advertising and Markets: A Collection of Seminal Papers. ed. J. C. Luik and M. J. Waterson, NTC Publications Limited.
35. **Borna S. and J. Stearns (1995)**, The Ethics of Lottery Advertising: Issues and Evidence, *Journal of Business Ethics*, 14: pp. 42-51.
34. **Borna, S., J. Chapman, and D. Menezes (1993)**, *Deceptive Nature of Dial-A-Porno Commercials*, Journal of Business Ethics, vol. 12, pp. 503-509.
33. **Borna S. and T. Arndt (1993)**, Faculty Portfolio Analysis, *International Journal of Institutional Management in Higher Education*, vol. 5 no. 28-37.

32. **Borna S.** (1991), Promotion in the Heroin Market and Public Policy Issues, *International Journal of Advertising*. vol. 10, pp. 1-11.
31. **Borna S., J. Chapman** (1993), Product Differentiation and Positioning: Confused Concepts, *Mid-American Journal of Business*. vol. 8, no.1.
30. **Borna S.** and H. Vanderleest (1990), Protecting Intellectual Property Rights Abroad: Growing Concern for U.S. Companies.” *Journal of Business and Economic Perspectives*. vol. XVI, no. 1. pp.77-80.
29. **Borna S.** (1990), *Product Differentiation: Everybody Is Looking for the Holy Grail*, *Akron Business and Economic Review*, vol.21, no.2. pp. 18-24.
28. **Borna S.** (1989), Illegal Products and the Question of Consumer Redress, *Journal of Business Ethics*, vol. 8, pp. 499-505.
27. **Borna S.** and Mantripragada K. (1989), Morality of Public Deficits: A Historical Perspective, *Journal of Public Budgeting and Finance*, vol. 9, no. 1, pp. 33-46.
26. **Borna, S.** (1987), Morality and Marketing of Human Organs, *Journal of Business Ethics*, vol. 6, pp. 37-44.
25. **Borna, S.** and J. Lowry (1987), *Gambling & Speculation*, *Journal of Business Ethics*. vol. 6 pp. 219-224.
24. **Borna, S.** and K. Mantripragada (1987), Bartering an Alternative Policy for Obtaining Human Organs for Transplantation.” *Journal of Healthcare Marketing*. vol. 7, no. 1, pp. 47-53.
23. **Borna S.** and H. Foss (1987), Employee Leasing After The TRA. ” *Journal of Accountancy*, pp. 151-156.
22. **Borna S.** and H. Foss (1986), Tax Consequences of Selling Human Organs.” *Akron Business and Economic Review* vol. 17, pp. 55-60.
21. **Borna S.** (1986), Free Enterprise Goes to Prison. ” *British Journal of Criminology*. vol. 26, no. 4 pp. 321-334.
20. **Borna S.** (1985), The Informative and Persuasive Functions of Advertising: A Moral Appraisal.” (Under previous name: Hossein Emamalizadeh) *Journal of Business Ethics*, 4 pp. 151-153.
19. **Borna S.** (1985), Developing a Computer Literacy Program for Modern Managers.” (Under previous name: Hossein Emamalizadeh). *Journal of Strategy and Executive Action*. Fall 1985, pp. 8-13.

Proceeding Publications

18. **Borna S.** and S. Brudvig (2019), Consumer Choice Criteria When a Product or Service is Free, 2019 *Atlantic Marketing Association Conference*, Asheville, N.C.

17. **Borna S. G. Evans** (1991), Sales Resource Allocation By maximization of Expected Utility, *Proceedings of Academy of Marketing Science*, World Marketing Congress Series, vol. V. pp. 160-165.
16. **Borna S.** (1991), The Use and Effectiveness of Government Sponsored Export Promotion Assistance Programs to Indiana Manufacturing Firms.” *Proceedings of Academy of Marketing Science*, World Marketing Congress Series, vol. V, pp. 50-55.
15. **Borna, S.** and H. Vanderleest (1991), A Current Evaluation of US. Department of Commerce Export Promotion Programs, *Proceedings of Academy of Marketing Science*, World Marketing Congress Series, vol. V. pp. 50-55.
14. **Borna S.** and W. LaFollette (1991), Marketing Educational Services: A Channel of Distribution Problems, *Academy of Marketing Science*, Proceedings of 1991 Retailing Conference (ACRA), ed. by R. King, pp.172-176.
13. **Borna S.** (1988), A Structured Approach to Handling Customer Complaints, *Retail Control* pp. 14-19.
12. **Borna S.** and H. Vanderleest (1989), Intellectual Property Rights in a Global Market: A Hedging Strategy, *Proceedings of the Academy of Marketing Science*, 1989 AMS Singapore Conference, (Summer)
11. **Borna S.** and H. Vanderleest (1988), Managing Consumer Complaints, *Proceedings of Academy of Marketing Science AMCRA*, vol. IV, pp. 61-63.
10. **Borna S.** and H. Foss (1987), Employee Leasing: Is It a Viable Option for Permanent Employee of Small Retail Organizations?” *Proceedings of Academy of Marketing Science Conference*, pp. 283-287.
9. **Borna S.** and H. Vanderleest (1987), The Caribbean Basin Initiative After Three Years: A Current Assessment, *Proceedings of Academy of Marketing Science, International Conference Series*, vol. III, pp. 47-49.
8. **Borna S.** (1987), Developing International Transportation Strategies: A Look Ahead, *Proceedings of International Business Conference II; Bridges for Mutual Economic Growth*, pp. 49-55.
6. **Borna S. R. Avila** (1986), A Personal Sales Simulation Experience on Sales Edge, *Pi Sigma Epsilon's National Conference in Sales Management*, pp. 9-12.
5. **Borna S.** (1985), Retail Dynamics of Central Business Districts, *Proceedings of Academy of Marketing Science/ ACRA*, (November 1985), pp. 16-20.
4. **Borna S.** (1985), Land Use Patterns of Commercial Banks in Central Business Districts in Major American Cities. (under previous name: Hossein Emamalizadeh), *Proceedings of Atlantic Marketing Association*, Proceedings are not numbered.
3. **Borna S.** and H. Vanderleest (1985), Caribbean Basin Initiative: New Opportunities for American Business, *Proceedings of Academy of Marketing Science; Marketing Education Group*, pp. 105-114.

2. **Borna S.** and P. Howard (1985), Prisons for Profit: Legal Issues, *Proceedings of the American Law Association National Conference*, vol. 2, pp. 527-539.
1. **Borna S.** (1985), City of Muncie Resident Opinion Survey.” Bureau of Business Research, Ball State University (Not refereed).

Manuscripts Under Review

Borna, S. and S. Hajjar, (2020), A Comparative Semiotic Analysis of Promotional Philanthropic Public Texts in Persian and in English, *International Journal of Nonprofit and voluntary Sector Marketing*.

Borna S. and S. Hajjar (2020) Artificial Intelligence in Marketing Education, *Journal of Marketing Theory and practice*.

Borna S. and S. Hajjar (2020) Digital Marketing Jobs: What the Recruiters Are Looking for? Social Media and Society

Borna S. and S. Hajjar (2020), Consumer Rationality, Question of Demand Endogeneity, and Marketing Ideology. *Journal of Strategic Marketing*.

Borna S. and S. Hajjar (2020) Investigating the Consumer Choice Criteria When the Service is Free. *Services Marketing Quarterly*.

Work in progress:

Bornan, Coker, Mantel, and VanMetere, “Designer Babies, Genetic Engineering for Health vs. Cosmetic Reasons: A Creative-Destruction Innovation”.

Service:

Department of Marketing

- Salary Committee
- Tenure and Promotion Committee
- Journal Ranking Committee
- Tenure Track Faculty Search Committee (chair)
- Contract Faculty Search Committee (Chair)

Department of Management

- Tenure and Promotion Committee

College:

- College Strategic Planning Committee

Task force For Measurement of Effective teaching

University:

Student Appeal committee
Teacher Evaluation Committee
Faculty Promotion and Tenure Appeal Committee
Students Ethics Committee

LECTURES

1. Bureau of Business Research Faculty Seminar 1984.
2. Bureau of Business Research Faculty Seminar 1985.
3. Bureau of Business Research Faculty Seminar 1986.
4. Public Forum Presentation at the College of Business 1985.
5. Great Decisions '85 Foreign Policy Association 1985.
6. Muncie Public Library (Kennedy Branch) 1985.
7. Bureau of Business Research Faculty Seminar 1987.
8. Bureau of Business Research Faculty Seminar 1988.
9. Chamber of Commerce City of Portage January 1995.
10. Muncie Rotary Club 1999.
11. Faculty curriculum presentation 2017
12. Faculty curriculum Presentation 2018
13. Faculty curriculum Presentation 2019

Service

Grants

Recipient of 1998 Summer research Grant-University Research Office.
Recipient of Research Grant from Chamber of Commerce 1994 (\$6,400).
Recipient of Computer Competency Grant-College of Business (1994)
Recipient of the Tele-education and Educational Technologies (1992).
Recipient of Special VIS Grant from the office of the Tele-education and Educational Technologies summer (1990).
Recipient of 1988 Summer Research Grant-University Research Office.
Recipient of John Fisher Grant-1987.
Recipient of 1987 Summer Research Grant-College of Business.
Recipient of 1986 Summer Research Grant-College of Business.
Recipient of 1985 "Summer Research Proposal Writing Program" grant.
Recipient of 2006 Summer Research Grant, Miller College of Business
Recipient of 2007 Summer research Grant, Miller College of Business
Recipient of 2007 Diversity Grant, Ball State University.
Co-recipient of 2013 State Department Grant: Pakistan
Recipient of 2017 Summer teaching grant, Kabul University.

RECOGNITION AND HONORS

**Voted by the Faculty of the Marketing Department as the “Outstanding Researcher,”
Marketing Department 1986-1987.**

Recipient of 2009 “Researcher of the Year Award” from Miller College of Business.

Recipient of 2012-2013 Ball State University “The Outstanding Faculty Member Award”

PERSONAL INFORMATION

Marital Status:	Married
Height:	5' 6"
Weight:	126 lbs
Hobbies:	Swimming, Scuba Diving, Distance Runner
Citizenship:	U.S.