

**ABDUL ALI**  
Marketing Division  
Babson College  
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## **EXPERIENCE**

### ***Teaching***

Fall 1997 - present	Babson College, Wellesley, Massachusetts
Fall 2000 - present	Associate Professor of Marketing, Babson College
Fall 2004 - Spring 2010	President Term Chair, Babson College
Fall 2000 – Summer 2006	Chair, Marketing Division, Babson College
Fall 1997 - Summer 2000	Assistant Professor of Marketing, Babson College
Fall 1999 - Summer 2000	Coordinator, Integrated Management Curriculum (IMC2) for undergraduate program
Summer 1998 - Spring 1999	Marketing Discipline Coordinator / Course Developer for IMC2
Fall 1997 - present	Teaching Assignments at Babson College:  Marketing Analytics (graduate and undergraduate) Marketing for Entrepreneurs (undergraduate and graduate) Integrative Marketing Core for MBA program Distance Learning, Hybrid program (Fast Track MBA) Module B: Lucent Program Marketing Research and Analysis (undergraduate and graduate) Management Diagnosis and Analysis in IMC2 (UG core) Study Tour of India and China with MBA students Faculty Advisor: Business Mentor Program, BCAP, Management Consulting Filed Experience, Independent Study  Executive Education Programs: Executives, business person, and academicians from Bulgaria, Ecuador, Finland, Hong Kong, India, Japan, Scotland, South Korea, Malaysia, Norway, Poland, Switzerland, Thailand, and the U.S.A.

**Teaching (Cont.)**

Fall 1995 - Summer 1997	Visiting Faculty, Syracuse University, Syracuse, New York  Teaching Assignments:  Marketing Management (Core requirement for full-time MBA) Innovation Management (Core requirement for full-time MBA) Managing New Products and New Ventures (MBA elective)  Executive Education: Corning, New York, June-July, 1997
Fall 1988 - Spring 1995	Assistant Professor University of Maryland, College Park. Maryland  Teaching Assignments:  Marketing Principles and Organization (UG), Marketing Research Methods, Marketing Strategy and Policy (UG)

**Research**

Theoretical/Conceptual	Entrepreneurship and Entrepreneurial marketing practices  New product selection ("types"), design of product or service quality ("better"), product development time or cycle time ("faster"), and price promotion ("cheaper")  Types of products and services firms should develop to meet the needs of current and potential users, given varying market structures, and to what extent new products will be better, faster, and cheaper to enhance their chance of success (Game Theory)
Empirical/Survey based	Global Entrepreneurship Monitor (GEM), Antecedents and consequences of product development time
Quantitative Methods	Marketing/statistical modeling and data analysis, Econometrics

**Industry Experience**

1997 – present	Consultant (specialty: marketing and entrepreneurship)
1983 - 1984	Field Manager, Ciba - Geigy (India) Ltd., (Novartis Corp.)
1980 - 1983	Product Executive, Voltas Ltd., India

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**PUBLICATIONS: Research Materials****Refereed Journal Articles**

"Where Do Breakthroughs Come From? Characteristics of High Potential Inventions," accepted for publication in the *Journal of Product Innovation Management*, 30(6), Nov. 2013, pp: 1212 – 1226 (with Donna Kelley and Shaker Zahra)

"What Entrepreneurs Get Wrong," (with Vincent Onyemah and Martha Rivera Pesquera), *Harvard Business Review*, May 2013, pp: 74 – 79.

"A Marketing Model using Enhancement Variables," *Journal of Case Studies in Business, Industry and Government Statistics*, 3 (1), July 2009, 23 – 29 (with Norean R. Sharpe)

"The Impact of Innovativeness and Development Time on New Product Performance for Small Firms", *Marketing Letters*, 11(2): May 2000, 155-167

"New Industrial Product Idea Generation," 1998 AMA Winter Marketing Educators' Conference, *Marketing Theory and Applications*, 9, Winter 1998, 187-196, (with Ian Alam)

"New Product Development Cycle Time: The Influence of Project and Process Factors in Small Manufacturing Companies", *Journal of Business Research*. 36(2): June 1996, 179 - 188, (with Doug LaBahn and Robert Krapfel)

"Product Innovativeness and Entry Strategy: Impact on Cycle Time and Break-Even Time," *Journal of Product Innovation Management*. 12(1): January 1995, 54 - 69, (with Doug LaBahn and Robert Krapfel)

"A Model for Optimizing the Refund Value in Rebate Promotions," *Journal of Business Research*, 29(3): March 1994, 239 - 245, (with M. A. Jolson, and R. Y. Darmon)

"Pioneering versus Incremental Innovation: Review and Research Propositions," *Journal of Product Innovation Management*, 11(1): January 1994, 46 - 61

"Customer Perception and Competitive Quality Strategy," *Managerial and Decision Economics*, 14(3): May-June 1993, 235 - 246 (with S. Seshadri)

"Selecting Product Development Projects: Pioneering versus Incremental Innovation Strategies," *Management Science*, 39(3): March 1993, 255 - 274, (with M. U. Kalwani, and D. Kovenock)

**Proceeding**

Ali, A. (1987), "A Game-Theoretic Model for the Selection of New Product Development Projects", Proceedings of Albert Haring Symposium, 17, 179-218

**PUBLICATION: Book/Chapter/Blog**

*Leveraging Entrepreneurial Ambition and Innovation: A Global Perspective on Entrepreneurship, Competitiveness and Development*, World Economic Forum (WEF) publication, A. Ali, J. E. A. Espinosa, M. Hart, D. Kelley, J. Levie, R. Morris, M. Drexler, M. Eltobgy, and P. Gratzke. 2015.

A. Ali and Caroline Daniels (2014), "Going to market and Communications," in Candy Brush and Caroline Daniels edited, *Entrepreneurship and Small Business Management: The Essential Guide to Building the 21st Century Company*, John Wiley & Sons.

*Global Entrepreneurship Monitor (GEM) 2013 United States Report*, Wellesley, MA, USA: Babson College. Donna Kelley, Abdul Ali, Candida Brush, Andrew Corbett, Mahdi Majbourni and Edward Rogoff. (2014).

*Global Entrepreneurship Monitor (GEM) 2012 United States Report*, Wellesley, MA, USA: Babson College. Donna Kelley, Abdul Ali, Candida Brush, Andrew Corbett, Mahdi Majbourni and Edward Rogoff. (2013).

Entrepreneurs' Biggest Sales Mistakes (2012), Blog on HBR.org; (with Vini Onyemah and Martha Pesquera)

The 2011 Global Entrepreneurship Monitor, Executive Report on National Entrepreneurial Assessment for the United States of America (with Donna Kelley et al.), Dec. 2012

A. Ali and Kathleen Seiders (2011), "Entrepreneurial Marketing," in Bill Bygrave and Zach Zacharakis edited, *Entrepreneurship*, 2<sup>nd</sup> edition, John Wiley & Sons.

A. Ali (2011), Innovation and Entrepreneurship," a chapter in the *2010 Global Entrepreneurship Monitor United States Executive Report*.

A. Ali (2010), Innovation and Entrepreneurship," a chapter in the *2009 Global Entrepreneurship Monitor United States Executive Report*.

A. Ali and Kathleen Seiders (2009), "Entrepreneurial Marketing," in Bill Bygrave and Zach Zacharakis edited, *The Portable MBA in Entrepreneurship*, 4<sup>th</sup> edition, John Wiley & Sons.

A. Ali (2009), Innovation and Entrepreneurship," a chapter in the *2008 Global Entrepreneurship Monitor United States Executive Report*.

A. Ali and Kathleen Seiders (2007), "Entrepreneurial Marketing," in Bill Bygrave and Zach Zacharakis edited, *Entrepreneurship*, 1<sup>st</sup> edition, John Wiley & Sons.

Norean R. Sharpe, Abdul Ali, and Mark E. Potter (2001), *A Casebook for Business Statistics: Laboratories for Decision Making*, John Wiley & Sons.

## **WORKING PAPERS**

Ali, A., "Determinants of Development Time and Market Performance of New Products: A Decision Theoretic Model."

Ali, A., "New Product Strategy: Faster or Better."

Ali, A., "Competitive Product Development Strategies in an Existing Market and a Related New Market."

Ali, A. and S. Seshadri, "Perceived Quality, Competition and Channel Decisions."

## **Work-in-Progress**

"Mediating Roles of Capabilities between R&D-marketing Integration and Business Performance," (with Ken Matsuno) under revision for second-round journal submission

"Technical vs. Marketing Skills and New Product Performance for Small Firms," under revision for peer-reviewed journal submission

"Profiles of Entrepreneurship and Competitiveness around the World", (with Donna Kelley, Jonathan Levie, and Mark Hart), under revision for peer-reviewed journal submission

"Overcoming the Liabilities of Newness, Smallness, and Uncertainty: What Entrepreneurs Practice," (data analyses and report writing stage)

"Europe's Hidden Entrepreneurs: Employee Entrepreneurial Activity and Competitiveness in Europe," (with Donna Kelley, Jonathan Levie, Mark Hart, and Peter Gratzke), under revision for publication by the World Economic Forum (WEF)

"A longitudinal Study of Entrepreneurial Intention and Desirability," Data collection stage (with Caroline Daniels)

## **Case Writing**

Jets.com, Fall 2015

Apple: The Launch of iTunes Radio, Summer 2013

Kindle's Fire is Catching Fire! Fall 2011

Eu Yan Sang International, Ltd. March, 2009 (with Les Charm)

Sony Daily Edition: The e-Book Reader, Fall 2009

“T Mobile’s G1 Phone” Fall 2008

“Will Samsung Hit the Sweet Spot of LCD TVs?” November, 2005

“BlackBerry 7100t” November, 2004

“Apple Computer Rocks: The Launch of iTunes Music Store,” October 2004 (with Robb Kopp)

“The Palm Tungsten T” Fall 2002

## **PRESENTATIONS**

"Profiles of Entrepreneurship and Competitiveness," 2015 Academy of Innovation and Entrepreneurship (AIE) Conference, Toronto, Canada. (August 2015). (with Donna Kelley, Jonathan Levie, and Mark Hart)

"Different Strokes for Different Folks: How Entrepreneurship is Expressed Differently around the World," 2015 International Council of Small Business (ICSB) Conference, Dubai, UAE. (June 2015). (with Donna Kelley, Jonathan Levie, and Mark Hart)

“Global Entrepreneurship Monitor (GEM): Research Findings,” GEM Annual Conference, Monterrey, Mexico, Feb. 2 - 4, 2015.

Entrepreneurship and Innovation, 5<sup>th</sup> Global Entrepreneurship Summit, Marrakech, Morocco, Nov. 19 – 21, 2014. (with Candy Brush, Patti Greene, Kerry Healey, and Shankar Singham).

“Growth Intentions as a Function of Personal Resources and Opportunity Perceptions,” ICSB 2014 World Entrepreneurship Conference, Dublin Ireland, June 11-14, 2014. (with Donna Kelley and Chaewon Lee)

“Global Entrepreneurship Monitor (GEM): Research Findings,” Academy of Marketing Science (AMS) Annual Conference, Indianapolis, IN, May 21- 23, 2014

“Global Entrepreneurship Monitor (GEM): Research Findings and Policy Implications,” 4<sup>th</sup> Annual GW Global Entrepreneurship Conference, Washington, D.C., October 17- 19, 2013

“Global Entrepreneurship Monitor (GEM): Research Findings,” GEM North America Conference, Toronto, November 15- 16, 2013

“Growth Ambitions as a Function of Entrepreneurial Perceptions and Motivation,” (with Donna Kelley), 2013 Research Conference on Entrepreneurship and Economic Development, Barcelona, Spain, 19 – 21 June, 2013.

“Selling to First Customers: Customer Acquisition Strategies for Start-Ups” (with Vini Onyemah and Martha Pesquera); Thought Leadership on the Sales Profession, HBS, Cambridge, MA, June 5-6, 2012

Ali, A. (2011), “Competence Ambidexterity and New Product Performance for Small Firms,” 2011 ICSB World Conference, June 17, Stockholm, Sweden.

Ali, A. (2009), "Implications of the Global Entrepreneurship Monitor Research: Highlights from the U.S.A.", 2009 ICSB World Conference, June 21 - 24, Seoul, South Korea.

Ali, A. (1999), "Identification of Synergy among Marketing Mix Variables: Application of a New Approach to a Scanner Database", INFORMS Conference, November, Philadelphia, PA.

Ali, A. (1998), “The Impact of Innovativeness and Cycle Time on New Product Performance for Small Firms ", INFORMS Marketing Science Conference, July, Fontainebleau, France.

Ali, A. (1996), "Competitive Product Strategy: Faster or Better?" TIMS Marketing Science Conference, March, Gainesville, Florida.

Ali, A. (1994), "Product and Price Competition in a Segmented Duopoly", TIMS Marketing Science Conference, March, Tucson, Arizona.

Ali, A. (1993), "Technical Skills vs. Marketing Skills: Impact on New Product Selection", TIMS Marketing Science Conference, March, St. Louis, Missouri.

Ali, A., R. Krapfel, and D. LaBahn (1992), "Product Innovativeness and Marketing Strategy: Impact on Market Entry Performance", TIMS Marketing Science Conference, July, London, U.K.

Ali, A., M. A. Jolson, and R. Y. Darmon (1991), "A Model for Optimizing the Refund Value in Mail-in Rebate Promotions", TIMS Marketing Science Conference, March, Wilmington, DE.

Ali, A. and S. Seshadri (1990), "Big Fish in a Small Pond, or ....? Modeling Quality Perceptions in Distributor Selection Decisions", TIMS Marketing Science Conference, March, Urbana-Champaign, IL.

Ali, A. and S. Seshadri (1989), "Strategic Quality Decisions: The Role of A Reference Standard", ORSA/TIMS Joint National Meeting, October, New York.

Ali, A. and S. Seshadri (1989), "Strategic Quality Choice", TIMS Marketing Science Conference, Duke University, March, Durham, NC.

Ali, A., M. U. Kalwani, and D. Kovenock (1988), "Competitive Product Development Strategies", ORSA/TIMS Joint National Meeting, October, Denver, CO.

Ali, A., M. U. Kalwani, and D. Kovenock (1988), "Product Development Strategy and the Nature of Competition", TIMS Marketing Science Conference, March, Seattle, WA.  
 Ali, A., and M. U. Kalwani (1987), "A Game- Theoretic Model for the Selection Of New Product Development Projects", ORSA/TIMS Joint National Meeting, October, St. Louis, Missouri.

Ali, A., and Y. Sugita (1987), "Optimum Product Development and Introduction Strategies in Competitive Markets", TIMS Marketing Science Conference, Paris, France.

## DOCTORAL DISSERTATION COMMITTEES

Nor Khalidah Abu, "New Venture Service Orientation and Service Innovation Failure,"  
 (Co-Chair with Prof. Dewi)

Wiboon Arunthanes, "Models of Product Adaptation in Export Marketing"  
 (Co-Chair with Tom Greer)

Fred M. Beasley, "The Impact of Consumer Promotions on Purchase Acceleration"  
 (Co-Chair with Richard M. Durand)

Ritu Lohtia, "A Transaction Cost and Resource-Dependence Based Model of Buyer-Seller Relations" (Committee Member)

Eleonora Curlo, "Causal Reasoning in Consumer Choice under Uncertainty"  
 (Committee Member)

## EDUCATION

Ph.D.	Krannert Graduate School of Management, Purdue University Dissertation: Product Development Strategies in Competitive Markets (Advisor: Manohar U. Kalwani and Dan Kovenock) Major : Marketing Minor : Econometrics G.P.A. : 6.0 / 6.0
M.B.A.	Indian Institute of Management, Ahmedabad Specialization: Marketing and Quantitative Methods
Bachelor of Technology	Indian Institute of Technology, Kharagpur Major: Engineering



## AWARDS AND HONORS

Fellow	American Marketing Association Doctoral Consortium, 1987
Beta Gamma Sigma	Scholastic Honor Society, 1987
Phi Kappa Phi	National Honor Society, 1987
Presenter, Dissertation Proposal	17th Annual Albert Haring Symposium, Indiana University, Bloomington, April, 1987
David Ross Fellowship	Competitive University Fellowship, Summer 1986, 1987 - 1988
Board of Research Course Release	Babson College, MA. Fall 1998, Fall 1999, Spring 2010
Research Grant	Snyder Summer Research Grant, 1996 Snyder Innovation Management Center Syracuse University, Syracuse, NY
Research Grant	Dingman Center for Entrepreneurship, 1988 University of Maryland, College Park, MD
Summer Research Award	General Research Board, 1989 Graduate Studies and Research, U. of Maryland
Business Practicum	Awarded by a federal agency and funded by General Service Administration (GSA) to do a market research study to improve user utilization of a federal service, 1991.

## SERVICE

### Professional

Vice-chair, Global Membership	American Marketing Association (AMA), Entrepreneurial Marketing Special Interest Group (SIG) (Fall 2015 - present)
Member	Global Research Symposium on Marketing and Entrepreneurship (GRSME) Advisory Board (Fall 2015 - present)
Member, Editorial Board	Journal of Product Innovation Management (JPIM) (Spring 2015 - present) Journal of Marketing Education (JME) (Fall 2015 - present)

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	Journal of the Korean Entrepreneurship since 2012
Speaker	"Entrepreneurship at a Global Crossroads," International Council of Small Business (ICSB) Conference, Dubai, UAE (June 2015)
Mentor	2015 AMA Entrepreneurial Marketing SIG's Doctoral Consortium, August 2015
Judge	2015 Gerald E. Hills Best Paper Award committee, June 2015
Member	Research and Innovation Advisory Committee (RIAC) of GEM Global (Spring 2015 - present)
Area Editor	<i>Journal of Asia Business Studies</i> (Fall 2006 – Spring 2014)
Ad-hoc reviewer:	<i>Marketing Letters</i> <i>Journal of Product Innovation Management</i> <i>Journal of Small Business Management</i> <i>Journal of Business Research</i> <i>Journal of Marketing Education</i> <i>1997 Product Development Management Association</i> <i>International Conference</i> <i>The Ameri. Jour. of Mathematical and Management Science</i>
Moderator:	“Turning Your Big Idea into Reality: Generating Marketing Buzz,” 6 <sup>th</sup> Annual Babson Forum on Entrepreneurship and Innovation, October 12, 2007  Launching Consumer Products panel, The Babson Forum on Entrepreneurship and Innovation 2004, November 12, 2004  Creating Compelling Consumer Products: Design to Development panel, Conference on Entrepreneurship, Babson Entrepreneurial Exchange, April 2, 2004  Slippery Markets: How to gain and hold onto market leadership in this fast paced industry? Bio-Industry Focus, Babson College, January 2004

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Session Chair:	"New Product Development Strategy," INFORMS Marketing Science Conference, July 1998, Fontainbleau, France
	"Product Strategy," TIMS Marketing Science Conference, March 1994, Tucson, Arizona
	"Applied Probability," ORSA/TIMS Joint National Meeting, October, 1989, New York, NY.
Committee Member	Master Thesis, Brandeis University

**Babson College**

Member of the Faculty Senate, Fall 2015 to present; Spring 2010 to Spring 2012

Member of the U.S. Global Entrepreneurship Monitor (GEM) team (2008 to present)

Co-coordinator, Graduate Business Analytics Concentration program, (Fall 2013 to present)

Member of the Data Analytics Task Force (2012 - 2013)

Member of the Division Recruitment Committee (2012)

Member of the Faculty Workload and Compensation Committee (Fall 2011 to Spring 2012)

Chair, Marketing Division (Summer 2000 to Summer 2006)

Member of Fast Track Global Expansion Task force, Summer and Fall 2009

Faculty Member, Hatchery Advisory Board (Fall 2003 to present)

Member of Course Equivalency Review Committee (Fall 2007 – Spring 2009)

Member of Science Review Committee (Spring 2008)

Member of Curriculum Redesign Task Force for the Fast Track Program (2005 – 08)

Moderator, “MBA News Hour” panel, Fall 2008, Fall 2010

Moderator, “Careers in Marketing” panel, Fall 2003

Coordinator, Intermediate Management Core II (IMC2) -- an integrated undergraduate curriculum requirement for all Babson sophomore students (Fall 1999 – Summer 2000)

Member of a "Student Opinion Survey Task Force"

Marketing Discipline Coordinator for IMC2

Member of a Task Force to revise marketing curriculum for 2<sup>nd</sup> year MBA students

Member of an advisory group to undergraduate students on course offerings for marketing majors and self-designated majors including marketing

### **University of Maryland, College Park**

Expert Panelist and Ad-hoc Honorary Member of Business Review Committee for the Technology Advancement Program, Engineering Research Center, 1989 - 1995

Member of Undergraduate Committee

Co - chairman of two students' Doctoral Dissertation Committee

Member of two other students' Doctoral Dissertation Committee

Faculty Advisor to American Marketing Association - Student Chapter

Member of several students' Comprehensive (Oral) Examination Committee

Member of Marketing Course Content Review Committee

Involved in preparing course requirement for Ph.D. program in marketing

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association

Product Development and Management Association