



**Anshu Saran, Ph.D.**

**Associate Professor and Coordinator of Marketing**

Dr. Anshu Saran earned his doctorate in International Business and Marketing from The University of Texas – Pan American. He joined academia after working in the corporate sector for 12 years. Dr. Saran teaches Marketing Research, Marketing Management at the undergraduate level, and Business Research Methods at the graduate level. He has published several papers in international journals such as *Business Horizons*, *Journal of Marketing for Higher Education*, and *International Journal of Electronic Marketing and Retailing*. His main research interests are international consumer behavior, marketing strategy, and scale development.

Administered by the College of Business, the Bachelor of Business Administration degree in Marketing is designed to provide a broad fundamental knowledge of the nature, structure, institutions, and functions of marketing. The student graduating with the degree can expect to be competitive in the general contexts of sales and marketing. In addition, the student will be able to analyze information that are critical to making marketing decisions whether in manufacturing, distribution (including retailing), service, or not-for-profit industry sectors.