

Goizueta establishes Dr. Jagdish N. Sheth Endowed Professorship in Marketing

New York: In honor of a marketing visionary whose work has shaped the discipline worldwide, Goizueta Business School has established the Dr. Jagdish N. Sheth Endowed Professorship in Marketing.

The new position is designed to attract and retain top-tier marketing faculty to Goizueta and further the school's commitment to thought leadership, academic excellence, and real-world impact in this field.

A global search is now underway to identify and recruit a senior-level scholar who brings innovative thinking, cutting-edge research, and deep industry engagement to the classroom and beyond.

Jagdish N. Sheth, Charles H. Kellstadt Professor of Business, is a renowned scholar, author, and thought leader whose work has shaped the field of marketing for more than six decades. With more than 350 research papers and 30 books to his name, Sheth's influence spans consumer behavior, relationship marketing, and emerging markets.

"Dr. Jagdish Sheth has made unparalleled contributions to the field of marketing. With this endowed professorship, we honor his landmark scholarship and the profound impact of his teaching at Emory University. The scholar who holds this endowed faculty position will carry forward Dr. Sheth's legacy and advance Goizueta Business School's standing as a marketing powerhouse," shared Gregory L. Fenves, President, Emory University.

His academic journey has included appointments at MIT, Columbia, and the University of Southern California before joining Emory in 1991. His



Jagdish N. Sheth, Charles H. Kellstadt Professor of Business *(Photo courtesy: Emorybusiness.com)*

insights have transformed not only business education, but also public policy and nonprofit strategy across the globe. "Dr. Sheth's legacy is one of mentorship and global impact," shared Garesh James, John H. Harland Dean of Goizueta Business School. "This endowed chair ensures that his commitment to excellence continues to influence future generations of scholars and students."

Sheth shared his enduring gratitude for this milestone. "I am deeply grateful to President Gregory L.

Fenves and Dean Gareth James for establishing an endowed chair in marketing in my name. I also want to thank our dear family friends Manu and Rika Shah—co-founders of MS International—for their generous support. Finally, I thank my loving wife, Madhu Sheth, for her unconditional love and support throughout this journey." The creation of this endowed professorship was made possible through the collective generosity of many donors, with a major gift from Manu and Rika Shah. The Shahs' tribute reflects a deep personal connection to Sheth and the values he embodies.

"With profound admiration for Dr. Jagdish Sheth—a visionary scholar, global marketing guru, and treasured member of our extended family—we, Manu and Rika Shah & Family, proudly support this endowed chair in honor of his enduring impact on academia, business, and humanity. This tribute is also a heartfelt salute to Manu's cousin, Mrs. Madhuben Sheth, whose grace and strength have been the foundation of their remarkable journey together. May this chair inspire generations to come."