
C. Gopinath

Intellectual Contributions:

Refereed Articles

- Gopinath, C. (in press, 2008). Private corruption: Recognition and justification. *Journal of Business Ethics*.
- Gopinath, C. (2005). Trusteeship as a moral foundation for business. *Business & Society Review*, 110 (3), 331-344.
- Blodgett, M., Carlson, P., Sergenian, G., & Gopinath, C. (2004). Introducing a multidisciplinary MBA curriculum: Evolution of a team based approach. *Journal of the Academy of Business Education*, 5, 78-87.
- Gopinath, C. (2004). Effects of criteria and multiple graders on case grading. *Journal of Education for Business*, 79 (6), 317-322.
- Gopinath, C. (2004). Recognition of decline: Role of triggers. *Mid-American Journal of Business*, 20 (1), 21-27.
- Suresh, J. & Gopinath, C. (2004). Encourage class participation using MICA method. *The ICFAI Journal of Intellectual Property Rights*, 3 (8), 24-34.
- Gopinath, C. (2003). When acquisitions go awry: Pitfalls in executing corporate strategy. *Journal of Business Strategy*, 24 (5), 22-26.
- Desiraju, R. & Gopinath, C. (2001). Encouraging participation in case discussions: A comparison of the MICA and Harvard case methods. *Journal of Management Education*, 25 (4), 394-408.
- Gopinath, C. & Becker, T. E. (2000). Communication, procedural justice and employee attitudes: Relationships under condition of divestiture. *Journal of Management*, 26 (1), 63-83.
- Bancroft, D. R. E., Gopinath, C., Kovacs, A. M. , & Rejto, L. (1999). A new methodology for aggregating tables: Summarizing journal quality data . *Journal of Business Venturing: Int'l. Entrepreneurship, New Bus. Devel. & Tech*, 14 (3), 311-319.
- Gopinath, C. (1999). Investing in newly industrializing economies: Managerial lessons from the Enron controversy. *Long Range Planning*, 32 (3), 344-351.
- Gopinath, C. (1999). Alternatives to instructor assessment of student learning. *Journal of Education for Business*, 75 (1), 10-14.
- Gopinath, C. & Sawyer, J. (1999). Exploring the learning from an enterprise simulation. *Journal of Management Development*, 18 (5), 477-489.
- Gopinath, C. (1998). Alternative approaches to indigenous management in India. *Management International Review*, 38 (3), 257-275.
- Gopinath, C. (1995). Bank strategies toward firms in decline. *Journal of Business Venturing: Int'l. Entrepreneurship, New Bus. Devel. & Tech*, 10 (1), 75-92.
- Gopinath, C. (1995). External influence on firms: An exploratory model of bank strategies. *Journal of Business Research*, 34 (2), 133-143.
- Gopinath, C. & Hoffman, R. C. (1995). The relevance of strategy research: Academic and practitioner viewpoints. *Journal of Management Studies*, 32 (5), 575-594.

- Schroeder, D. M., Congden, S., & Gopinath, C. (1995). Linking competitive strategy and manufacturing process technology. *Journal of Management Studies*, 32 (2), 163-189.
- Gopinath, C., Siciliano, J., & Murray, R. (1994). Changing role of the board of directors: In search of a new strategic identity? *Mid-Atlantic Journal of Business*, 30 (2), 175-185.
- Hoffman, R. C. & Gopinath, C. (1994). The importance of international business to the strategic agenda of US CEOs. *Journal of International Business Studies*, 25 (3), 625-637.
- Gopinath, C. (1991). Turnaround: Recognizing decline and initiating intervention. *Long Range Planning*, 24 (6), 96-101.
- Schroeder, D. M., Gopinath, C., & Congden, S. (1989). New technology and the small manufacturer: Panacea or plague. *Journal of Small Business Management*, 27 (3), 1-10.
- Gopinath, C. (1981). Business and government in India: An uneasy relationship. *Indian Management*, 20, 7-11.

Refereed Proceedings

Full Paper

- Gopinath, C. (2005). Exploring a decision to bribe. *Eastern Academy of Management International Meeting*.
- Gopinath, C. (2001). Sharpening strategy skills through experiential exercises. *Global Business and Technology Association Conference*.
- Gopinath, C. (2000). Enhancing learning through experiential methods in business courses. *Conference on Management Education and Development in Developing Nations*.
- Siciliano, J. & Gopinath, C. (1996). The opportunities and difficulties of outcomes assessment in the strategic management course. *Eastern Academy of Management*.
- Gopinath, C. (1994). Understanding turnaround management. *Eastern Academy of Management*.
- Gopinath, C. (1993). Bank strategies towards failing clients. *Eastern Academy of Management*.
- Gopinath, C. (1992). Recognizing the severity of decline: Insights from crisis models. *Eastern Academy of Management*.
- Hoffman, R. C. & Gopinath, C. (1992). International business: Is it a strategic concern of corporate America. *Academy of International Business North East*.
- Gopinath, C. (1991). The commercial bank as a source of early recognition of decline. *Eastern Academy of Management*.
- Gopinath, C. (1990). The role of directors in a failing firm: Strategic implications of recognition and response. *Eastern Academy of Management*.
- Gopinath, C. (1989). The critical phase in a business turnaround. *Eastern Academy of Management*.

Manual

- Gopinath, C. (2008). *Strategize! Experiential exercises in strategic management, 3 ed* Cengage/Southwestern (under contract).
- Gopinath, C. (2005). *Instructor's manual for Strategize!*, Cincinnati: Thomson SouthWestern.

Book

- Gopinath, C. (2008). *Globalization: A multidisciplinary system*, Los Angeles: Sage.

- Gopinath, C. & Siciliano, J. (2008). *Strategize! Experiential exercises in strategic management. 3rd edition.*, Cincinnati: Cengage Learning/ SouthWestern (under contract).
- Gopinath, C. (2003). *Strategize! (Chinese edition)* Thomson SouthWestern.
- Gopinath, C. (2003). *Managing in a globalized world. Reprinted 2005*, Hyderabad, India.: ICFAI Press.

Book Chapters

Refereed

- Gopinath, C. (2004). Management education in indigenous tongues. In K. Venkatasubramaniam (Ed.) *Issues in Higher Education v. II*, (pp. 158-164). India: ICFAI Press.
- Gopinath, C. & Vasavada, N. (2003). Angels, venture capital and entrepreneurship. In Frank-Jurgen Richter and P. Banerjee (Ed.) *Knowledge Economy in India*, (pp. 163-177). London: Palgrave/Macmillan.
- Gopinath, C. (2002). Managing the effects of divestiture and layoffs on employees. In P. Goett (Ed.) *2003 Handbook of Business Strategy*. New York: Thomson Media.
- Hoffman, R. C. & Gopinath, C. (1995). The top strategic issues facing CEOs. *1996 Handbook of Business Strategy*, (pp. 65-70). New York: Faulkner and Gray.
- Gopinath, C. & Hoffman, R. C. (1995). A comment on the relevance on strategy research. In P. Shrivastava and C. Stubbart (Ed.) *Advances in Strategic Management*, (pp. 93-110). Greenwich, CT: JAI Press.
- Gopinath, C. (1994). Coopting your banker as part of your turnaround strategy. In B. Voss and D. Willey (Ed.) *1995 Handbook of Business Strategy*, (pp. 299-304). New York: Faulkner and Gray.
- Gopinath, C. (1990). Illuminating the blind spot: An agenda setting study examining linkages between operations technology and competitive strategy. In J. Ettl, M. Burnstein and A. Fiegenbaum (Ed.) *Manufacturing Strategy: The research agenda for the next decade*, (pp. 165-174). Boston: Kluwer Academic Publishers.

Cases

- Gopinath, C. (2008). Dubai Ports World . *Global Business*. OH: Cengage Learning.

Presentation of Refereed Papers

International

- Gopinath, C. (2008). *A re-examination of the fizz from Coca-Cola's Indian experience*. Accepted for Academy of International Business, Milan, Italy.
- Gopinath, C. (2007, June). *Globalization: Taking a systems perspective*. Presented at Eastern Academy of Management International Meeting, Amsterdam, Netherlands.
- Gopinath, C. (2005, June). *Exploring a decision to bribe*. Presented at Eastern Academy of Management International Meeting, Cape Town, South Africa.
- Gopinath, C. & Carlson, P. (2002, August). *Grading cases: Effects of criteria and multiple graders*. Presented at Academy of Management annual conference, Denver, Colorado.
- Gopinath, C. (2001, July). *Sharpening strategy skills through experiential exercises*. Presented at Global Business and Technology Association Conference, Istanbul, Turkey.
- Blodgett, M., Carlson, P., Gopinath, C., & Sergenian, G. (2000, September). *Starting the MBA with a bang! A multidisciplinary approach to teaching competencies and*

- perspectives for tomorrow's managers.* Presented at Academy of Business Education Meeting, Bermuda, Bermuda.
- Gopinath, C. (2000, April). *Enhancing learning through experiential methods in business courses.* Presented at Conference on Management Education and Development in Developing Nations, Al Ain, United Arab Emirates.
- Gopinath, C. & Becker, T. E. (1998, August). *Communications, procedural justice, and employee attitudes: Relationships under conditions of divestiture.* Presented at Academy of Management annual conference, San Diego, California.
- Gopinath, C. & Sawyer, J. (1998, August). *Student learning from an enterprise simulation.* Presented at Academy of Management annual conference, San Diego, California.
- Hoffman, R.C. & Gopinath, C. (1994, August). *Critical strategic issues for the future: A CEOs perspective.* Presented at International Federation of Scholarly Associations of Management, Dallas, Texas.
- Gopinath, C. (1993, August). *Recognition of business failure.* Presented at Academy of Management annual conference, Atlanta, Georgia.
- Gopinath, C. & Hoffman, R. C. (1992, August). *Research agenda for strategic management: The CEOs perspective.* Presented at Academy of Management annual conference, Las Vegas, Nevada.

National

- Gopinath, C. (2003, November). *Focusing the school through IB: The case of Suffolk University.* Presented at Southern Management Association Annual Meeting, Clearwater, Florida.
- Schroeder, D.M., Congden, S., & Gopinath, C. (1989, October). *Advanced manufacturing technology: Competitive advantage or disadvantage?* Presented at Strategic Management Society Conference, San Francisco, California.

Regional

- Siciliano, J. & Gopinath, C. (1996, May). *The opportunities and difficulties of outsomes assessment in teh strategic management course.* Presented at Eastern Academy of Management, Crystal City, Virginia.
- Gopinath, C. (1994, May). *Understanding turnaround management.* Presented at Eastern Academy of Management, Albany, New York.
- Gopinath, C. (1993, May). *Bank strategies towards failing clients.* Presented at Eastern Academy of Management, Providence, Rhode Island.
- Hoffman, R.C. & Gopinath, C. (1992, June). *International business: Is it a strategic concern of corporate America.* Presented at Academy of International Business North East, Baltimore, Maryland.
- Gopinath, C. (1992, May). *Recognizing the severity of decline: Insights from crisis models.* Presented at Eastern Academy of Management, Baltimore, Maryland.
- Gopinath, C. (1991, May). *The commercial bank as a source of early recognition of decline.* Presented at Eastern Academy of Management, Hartford, Connecticut.
- Gopinath, C. (1990, May). *The role of directors in a failing firm: Strategic implications of recognition and response.* Presented at Eastern Academy of Management, Buffalo, New York.
- Gopinath, C. (1989, May). *The critical phase in a business turnaround.* Presented at Eastern Academy of Management, Portland, Maine.

Presentation of Non-Refereed Papers

International

Gopinath, C. (2007, August). *A System View of Globalization*. Invited presentation at Faculty of Icfai Business School , Chennai and Bangalore, India.

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