



Dipak C. Jain

Dipak C. Jain is a globally recognized marketing and innovation expert whose insights have inspired a generation of business leaders to pursue success with significance. As Director of the Sasin Graduate Institute of Business Administration of Chulalongkorn University in Bangkok, Dr. Jain is advancing the strategic goals of this school that has long benefited from his affiliation as a visiting professor and member of the Sasin Executive Council.

Dr. Jain's influential career spans nearly three decades as an educator, a senior business school administrator, and a consultant to corporations, governments, and world-renowned figures. His inclusive leadership style, rooted in an ethical framework that embraces diversity and respects the unique value of each person, encourages others to achieve their full potential while contributing to organizational excellence. Dr. Jain has worked tirelessly to champion management schools as cross-disciplinary intellectual hubs. Throughout his career, he has furthered a pedagogical model that combines academic rigor and business relevance to produce high-impact results that increase prosperity and peace.

Prior to being named Sasin's Director in 2014, he served from 2011 to 2013 as Dean of INSEAD, an international business school with campuses in France, Singapore and Abu Dhabi. He remains the INSEAD Chaired Professor of Marketing. Before joining INSEAD, Dr. Jain was Dean of Northwestern University's Kellogg School of Management from 2001 to 2009. Before that appointment, he served as the Kellogg School's Associate Dean of Academic Affairs from 1996 to 2001, working closely with Dean Donald P. Jacobs to set the school's agenda for curriculum development and faculty and research initiatives. In recognition of his many scholarly achievements and outstanding teaching, he also was named the Sandy and Morton Goldman Professor of Entrepreneurial Studies and Professor of Marketing at Kellogg, whose Marketing Department he joined as a faculty member in 1986.

An award-winning scholar in his own right, Dr. Jain's areas of research expertise include the marketing of high-tech products; market segmentation and competitive market structure analysis; cross-cultural issues in global product diffusion; new product innovation; and forecasting models. He has published more than 60 articles in leading academic journals and has earned the prestigious John D.C. Little Best Paper Award. He has taught courses on marketing research, new products and services, and statistical models in marketing and has received many teaching awards. Dr. Jain has served as the departmental editor for the journal *Management Science*, the area editor for *Marketing Science* and associate editor for the *Journal of Business and Economic Statistics*. He is also a former member of the editorial board of the *Journal of Marketing Research*. He currently serves as an Independent Director on Boards of John Deere & Company (USA), Northern Trust Corporation (USA), Global Logistics Properties (Singapore) and Reliance Industries (India). He is a former director at United Airlines, Hartmarx Corporation and Peoples Energy. He has served as a consultant to many firms, including Microsoft, Novartis, American Express, Sony, Nissan, Eli Lilly and Company, and Hyatt International. As an academic innovator with decades of leadership experience in Asia, the Americas, and Europe, Dr. Jain continuously explores new ways of anticipating and meeting global market demand. Through his teaching, research and administrative vision, he is leading Sasin's efforts to produce the next generation of management talent to create value in the ASEAN region and beyond.