



SHIV K. ARORA, Ph.D.

Professor of Marketing and
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Education

Ph.D., Marketing, Michigan State University

M.B.A., Marketing, Michigan State University

M.S., Chemical Engineering, University of Michigan

B.Sc., Chemical Engineering, Agra University

B.S., Chemistry and Mathematics, Agra University

Area of Expertise

Professor Arora specializes in marketing research, advertising, retailing, and international marketing. He teaches courses in the marketing and management area including Business Policy and Ethics.

Professional Activities

Dr. Arora has been the Chair for the Department of Marketing and Management for 10 years. Recently, Professor Arora introduced a new minor in Entrepreneurship. He has co-authored several articles in diversity such as “Comparing Business and Non-Business Student Reactions to E-mail,” “Teaching Ethics in Business Law and Legal Environment Courses,” and “Students Reactions to E-mail as a Diversity Management Tool”.