

CV for Rashmi Prasad  
Associate Professor of Business Administration  
College of Business and Public Policy  
University of Alaska Anchorage  
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(907) 786-4157

Current Position                    **Associate Professor of Business Administration**  
**College of Business and Public Policy**  
**Additional appointment in Dept. of Health Sciences**  
University of Alaska Anchorage, 2007-Present

Previous Academic                    **Assistant Professor of Business Administration**  
Positions                                **Additional appointment in Dept. of Health Sciences**  
University of Alaska Anchorage, 2001-2007

**Assistant Professor of Business Administration,**  
Schreiner University, Kerrville, TX, 1998-2001.

Education                                **Ph.D in Business Administration,** University of  
Kentucky, Lexington 2001

**M.B.A.,** University of Illinois, Urbana-Champaign 1990

**B.A.,** University of Michigan, Ann Arbor 1988

## **Refereed Journal Articles and Book Chapters**

Deshpande, S., Joesph, J. and Prasad, R., Impact of Managerial Dependencies on Ethical Behavior, forthcoming in Journal of Business Ethics, 2008.

Prasad, R. and Tokar, B. Managerial Choice, Ethical Choice and Post-Acute Care: A Case-Study of Vencor Corporation: Part One and Part Two, forthcoming in Annual Advances in Business Cases, 2008.

Aufrecht, S. and Prasad, R. Conceptualization of Poverty in India and the United States, Forthcoming in "*Poverty and Governance in South Asia*" Volume I. Published by Jawaharlal Nehru University, New Delhi, India 2008.

Ahmed, I., Maddux, H. and Prasad, R. Universal Special Polymers Corporation: The Search for Market Performance. Journal of Applied Case Research, 6(3): 2007.

Prasad, R. Introduction to Business Cases in the Russian Far East. Published by Prognos, 2007.

Deshpande, S., Joesph, J. and Prasad, R., Factors Impacting Ethical Behavior in Hospitals, Journal of Business Ethics. December, 2006. ISSN: 1573-0697 (online)/ 0167-4544 (Print)

Prasad, R. and Ahmed, I., Karma Yoga and Its Implications for Management Thought and Institutional Reform. Business Research Yearbook, Volume XIII, 2006.

Joseph, J, Landry, S., Choe, K. and Prasad, R. 2005 The Case of Merit Pay in a Public University Setting. Journal of College Teaching and Learning, 2(4): 35-50.

Moon, Chung-In and Rashmi Prasad. 1998. Networks, Politics, and Institutions, in Steven Chan et al eds. Beyond the Developmental State: East Asia's Political Economies Reconsidered St. Martin's Press.

Moon, Chung-In and Rashmi Prasad. 1994. Beyond the Developmental State: Networks, Politics, and Institutions. Governance: An International Journal of Policy and Administration, 7: 360-386.

## **Conference Presentations and/or Proceedings**

Prasad, R. and Ahmed, I. Corporate Governance at Integrated Health Services: A Case Study of the Functions of a Board of Directors, presented at the IABPAD conference in Dallas, TX, April 24-25, 2008. ('Research Award' recipient at IABPAD conference).

Ahmed, I., Newbold, J. and Prasad, R. The Hospice Care Industry: Marketing Challenges, presented at the Association of Collegiate Marketing Educators, Houston, Texas, March 6, 2008.

Prasad, R. and Tokar, B. Managerial Choice, Ethical Choice and Post-Acute Care: A Case-Study of Vencor Corporation: Part One and Part Two Published in the proceedings of the Society for Case Research Case Writers Workshop, River Falls, WI, July 12-14, 2007.

Prasad, R. and Aufrecht, S. Conceptualization of Poverty in India and the United States to be presented at the conference on "Poverty, Inequality and Access to Justice" at the Center for the Study of Law and Governance, Jawaharlal Nehru University, New Delhi, November, 7-9, 2006.

Prasad, R. and Ahmed, I. Directors Dilemmas: The Board and the Visionary CEO. Published in the proceedings of the Society for Case Research Case Writers Workshop, Fort Wayne, Indiana, July 6-8, 2006.

Prasad, R and Ahmed, I. "Live your life without ambition. But live as those who are ambitious": Karma-Yoga and its Implications for Management Thought and Institutional Reform. Presented at the 18<sup>th</sup> Annual Conference of the International Academy of Business Disciplines, San Diego, CA, April, 2006.

Ahmed, I. and Prasad, R. 2005. Visionary, Villain or Victim? The Case of Robert N. Elkins and Integrated Health Services. Proceedings of the Southwest Case Research Association.

Joseph, J. Landry, S., Prasad, R. 2004. The Case of Merit Pay at the University of Alaska. Presented at the Teaching and Learning Conference, Las Vegas, Nevada, October 2004 (Awarded Best Paper)

Ahmed, I. and Prasad, R. Cultural Literacy, Cultural Intelligence and Business Education, published in the proceedings of the International Business & Economics Conference in Las Vegas, Nevada, October 2004.

Moon, Chung-In and Rashmi Prasad. 1993. Beyond the Developmental State: Networks, Politics, and Institutions. Presented at the annual meeting of the American Political Science Association, Washington, D.C., September, 1993.

Davis, Mark A. and Rashmi Prasad. 1991. "Market Concentration, the Percentage of Medicaid Patients, and the Quality of Nursing Home Care". Proceedings of the Southern Management Association.

## **Works in Progress**

Confucianism and Cross-Cultural Negotiations Project with Dr. Yong Cao.

The Invention of Sub-Acute Care and Paradoxes of Health Care Innovation

Forty Years and Four Systems: A Reflection on Human Values and the Practice of Medicine with Jai Krishna Prasad, MD

## **Work as Academic Referee**

Journal of Managerial Issues  
Academy of Management Proceedings  
Southwest Case Research Association  
Society for Case Research

## **Academic Society Memberships**

Academy of Management  
Southwest Case Research Association  
International Academy of Business Disciplines  
Society for Case Research

## **Courses Taught**

University of Alaska Anchorage:

BA 300 Organizational Theory and Behavior  
BA 481 Applications in Management  
BA 488 Environment of Business  
BA 461 Negotiations and Conflict Management  
BA 690 Health Systems Management  
BA 495 Internship in Business Administration  
BA 632 Organizational Behavior and Human Resources Management  
BA 633 Problem Formulation and Decision Analysis: A Business Intelligence Approach  
BA 634 Creating Successful Organizations  
HS 615 Health Care Administration (Online course developed for UAA MPH program)  
PADM 602 Seminar in Public Management  
PADM 671 Physician Executive Training

Schreiner University:

Human Resource Management

Principles of Management  
Introduction to Business  
Principles of Marketing  
Principles of Advertising  
Marketing Research  
Quantitative Methods

University of Kentucky:

Principles of Management

### **Academic Seminars Taught**

Workshop on Case Research, Writing and Publication, Delivered in Blagovaschensk, Russia, March 19-21, 2007. Consult <http://www.cbpp.uaa.alaska.edu/busnews.asp> for additional details.

Seminar on Case Research, Writing and Publication delivered to delegations of faculty from Vladivostok State University, Khabarovsk, and Yakutsk. April 2006.

Case Development Workshop delivered to visiting faculty from Russian Far East, October 2005.

Workshop on Emotional Intelligence delivered to the staff of UAA on Staff Development Day, May 2005.

Case Development Workshop delivered to visiting faculty from VSUES, April 2005.

Health Insurance in America: Options for Business. Delivered to a delegation of Small Business persons from Russia. January 2005

U.S. Healthcare System: Financing, Delivery and Public Policy. Delivered to a Delegation of health professionals from Russia. May 21-23, 2002 and November 2002. Sponsored by the American Russian Center

## **Invited Lectures and Panels**

Seminar on Ethics presented to Leadership Anchorage under the auspices of the Alaska Humanities Forum, April 5, 2008.

Participation in Key Informants Panel, for the report “Addressing the High Rate of Alaskans without Health Insurance”, prepared by the McDowell Group for the State of Alaska Department of Health and Social Services. Report available at: [www.hss.state.ak.us/commissioner/Healthplanning/planningGrant/assets/keyInformantsReport.pdf](http://www.hss.state.ak.us/commissioner/Healthplanning/planningGrant/assets/keyInformantsReport.pdf)

*The Future of Cost-Shifting and America’s Community Hospitals* to be delivered at the Alaska Health Caucus, September 20<sup>th</sup> 2006.

*Alaska Health Care, The Good, The Bad and The Ugly.*

Delivered to Alaska Association of Health Underwriters, we are the Alaska chapter of the National Association of Health Underwriters, April 12, 2006.

*The Evolution the U.S. Health Delivery System*, Lectures provided for Professor Nelta Edwards’ Medical Sociology class at UAA.

Panelist at the UAA Debating Society Debate on the Resolution to Adopt a Single Payer Health Care Financing System, sponsored by Center for Advancing Faculty Excellence, University of Alaska Anchorage

Panel roundtable on the “Pricing of Life” and U.S. health care for the UAA Bookstore.

Panel roundtable “Perspectives on Poverty” for the UAA Bookstore.

Lecture for Blueprint for Alaska’s Future entitled “Institutional Change”, April 14 2005

Roundtables on National Health Insurance for the Alaska Health Summit

Seminars on Small Business Management to groups of business-persons from Russia, sponsored by the American Russian Center.

A Primer on Hinduism at St. Peter’s Episcopal Church (Kerrville, TX)

Foundations of Indian Philosophy at Unitarian Universalist Church (Kerrville, TX)

Asset Bubbles and U.S. Stock Market Mason’s chapter (Kerrville, TX)

## **Distinctions and Honors**

Recipient of ‘Research Award’ for the paper Corporate Governance at Integrated Health Services: A Case Study of the Functions of a Board of Directors, presented at the IABPAD conference in Dallas, TX, April 24-25, 2008.

Recipient of ‘Advisor of the Year’ in College of Business and Public Policy, University of Alaska Anchorage, 2008.

Recipient of University of Alaska Anchorage Chancellor’s Grant, with Dr. Yong Cao, for When Confucius Meets an Amoral Calculator in Cross Cultural Negotiation: The Impacts of Ethics Orientations on Multiple Outcomes

Nominated for “Distinguished Teaching Award” by University of Alaska Anchorage Alumni Association, as recognized at the 2007 Alumni & Friends Achievement Awards, even held February 15, 2008.

Nominated as “Teacher of the Year” in College of Business and Public Policy, University of Alaska Anchorage, 2007.

Nominated as “Advisor of the Year” in College of Business and Public Policy, University of Alaska Anchorage, 2003 and 2004.

Awarded Best Paper at the Teaching and Learning Conference, Las Vegas, Nevada, October 2004 for The Case of Merit Pay at the University of Alaska.

Invited to Honors Colloquium at The University of Michigan, 1984, 1986 and 1988.

## **Other Academic Activities and Duties**

Committee Service:

- Provost’s Task Force on Promotion and Tenure, Hiring and Retention
- Graduate Academic Board
- Faculty Senate
- MBA Committee
- Faculty Search Committees
- Academic Decision Review
- Seminar Committee
- Assessment Committee
- AACSB Accreditation Committee
- College of Business and Public Policy Promotion and Tenure Standards Committee

## Community Activities

Vice-President of the Cultural Association of India in Alaska