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IRENE R. FOSTER

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EDUCATION

- 1991 **Ph.D. in Business Administration**, Indiana University.
Major: Marketing **Minor:** Economics
- 1986 **M.S. Management**, Purdue University.
Major: Marketing **Minor:** Economics
- 1982 **M.A. Economics**, Madras Christian College, University of Madras, India.
- 1980 **B.A. Economics**, Madras Christian College, University of Madras, India

EXPERIENCE

- 2007-present Interim Director
Office of Business & Economic Research
College of Business Administration
Tennessee State University, Nashville, TN
- 2007-present Adjunct Assistant Professor
Dept of Economics/Managerial Studies Program
Vanderbilt University, Nashville, TN.
- 2005-2007 Associate Professor of Economics and Finance
College of Business
Tennessee State University, Nashville, TN
- 2003-2006 Adjunct Assistant Professor of Management
Owen Graduate School of Management
Vanderbilt University, Nashville, TN.
- 1993-present Managing Director/Consultant/Owner
Foster Stevens LLC/Irene R. Foster, Ph.D.
Nashville, TN.
- 1990-1995 Assistant Professor
Dept of Economics and Business Administration
Vanderbilt University, Nashville, TN.
- 1986-1990 Associate Instructor
Kelley School of Business
Indiana University, Bloomington, IN.
- 1982-1986 Teaching Assistant
Krannert Graduate School of Management
Purdue University, W. Lafayette, IN.

RESEARCH

Publications

- Levine, Robert S., Husaini, Baquar A., Briggs, Nathaniel C., Foster, Irene, Hull, Pamela C., Pamies, Rubens J., Tropez-Sims, Suzanne, and Emerson, Janice S. (2005), "HEDIS Prevention Performance Indicators, Prevention Quality Assessment and Healthy People 2010," Journal of Health Care for the Poor and Underserved, Vol. 16, Number 4 Supplement A (November 2005), pp.64-82, The Johns Hopkins University Press.
- Foster, Irene R. and Richard W. Olshavsky (1988), "An Exploratory Study of Family Decision Making Using a New Taxonomy of Family Role Structure," in Advances in Consumer Research, Vol. 16, ed. Thomas K. Srull, Provo, UT: Association for Consumer Research.

- Foster, Irene R. and Richard W. Olshavsky (1988), "Extending Information Processing Theory to Family Decision Making," Proceedings of the 96th Annual Meeting of the American Psychological Association, Division 23, ed. Daniel W. Schumann, Atlanta, GA.
- Foster, Irene R. (1988), "Commodity Bundling," Proceedings of the Eighteenth Annual Albert Haring Symposium, Indiana University, Bloomington, Indiana.

Work-in-Progress

- Foster, Irene R (1993), "Cross-Coupons as Bundling." Working Paper No. 93-WO1, Department of Economics and Business Administration, Vanderbilt University, Nashville, TN 37235.
- Foster, Irene R. and James E. Foster, "Bundling and Entry in a Bertrand Duopoly."
- Foster, Irene R., "The Cross-Coupons of Complements, Substitutes, and Unrelated Goods."
- Foster, Irene R., Health Care Marketing: A General Overview of the Pharmaceutical, Medical Devices, Hospital and Insurance Industries.

GRANTS

- 2007 Principal investigator (with Dr. William Perry), GM Sullivan Fellowship Program. \$10,000 grant to Tennessee State University from General Motors and the United Negro College Fund.
- 2006 Principal investigator (with Dr. Tilden Curry), GM Sullivan Fellowship Program. \$10,000 grant to Tennessee State University from General Motors and the United Negro College Fund.

BUSINESS AND CONSULTANCY

Select clients and projects:

Center for Health Research (TSU) and Meharry Medical College, Nashville, TN

Three year project - Prepared a cost effectiveness analysis for a preventive health study funded by The Agency for Health Research and Quality.

CARANA Corp., Arlington, VA

Two year project - Managed the preparation of case studies of companies in Central Asia as part of USAID's Central Asian Regional Business and Economics Education Project

T. T. Krishnamachari & Sons, Chennai, India

Assisted in the promotion of their new business, TTKNRIServices.com, in the US.

GoYogi, Inc., Fremont, California

Provided sales, marketing, and public relations services.

Foster Farms, Okeechobee, Florida

Developed prospectus and marketing plan for the sale of Florida's largest alligator farm.

The Institute of Chartered Financial Analysts of India, Hyderabad, India

Investigated potential for academic collaboration with US business schools and assisted in the establishment of their sister institution in the US.

Ushodaya Enterprises, Hyderabad, India.

Conducted market research and developed marketing plan for the introduction of a new line of natural and herbal skincare products in the US.

Microeconomic Consulting and Research Associates, Inc. (MiCRA), Washington, D.C.

Developed economic models of brand equity valuation for attorneys litigating an antitrust case.

The Sara Lee Corporation, Chicago, Illinois

Supervised the creation of a manual, to be presented to Sara Lee's Board, summarizing recent market research findings by Sara Lee's Bakery division.

Raj-Foster Associates, Nashville, Tennessee.

Edited The Raj-Foster Report, an Indian Stock Market Newsletter for Non-Resident Indians.

HONORS & AWARDS

1992	Honorable Mention, Doctoral Dissertation Competition American Marketing Association. Online at: http://www.marketingpower.com/content-foundation.php?Item_ID=5240
1990	Winner, Alden G. Clayton Doctoral Dissertation Proposal Competition Marketing Science Institute. Online at: http://www.msi.org/msi/agcpastwinners.cfm
1988	Fellow, Doctoral Consortium American Marketing Association.
1982	The Aaron Award for the Best Outgoing Graduate Student Madras Christian College, University of Madras. The Raja J. Chelliah Graduate Economics Award (MA II yr) Madras Christian College, University of Madras.
1981	The Raja J. Chelliah Graduate Economics Award (MA I yr) Madras Christian College, University of Madras.
1979	The Gunn Gold Medal for English Literature Madras Christian College, University of Madras.
1976-79	Government of India Hindi Scholarship

COMMUNITY SERVICE

The Davidson Group, City of Nashville, Metro-Davidson County, TN

Oct 2003-present Member, The Davidson Group; partnered with Mr. Victor S. (Torry) Johnson III,
District Attorney General of Metro-Davidson County

State of Tennessee

Jan 2006 Member, Diversity Panel, Nissan Corporation, Gardena, CA

Fountainhead Homeowners Association

Jan 2007-present Treasurer
Member, Board of Directors

Nashville Child Advocacy Center, Nashville, TN

Jan 2006-present Member, Executive Committee of the Board of Directors

Jan 2005-present Member, Board of Directors

Frist Center for the Visual Arts

2003-2004 Member, Community Outreach Council

YWCA of the USA

2002-2004 Member, World Relations Committee

YWCA of Nashville and Middle TN

1997-2003 Member, Board of Directors

2001-2003 Chair, National Affairs Committee

1999-2001 Secretary, Executive Committee of the Board of Directors

1997 Member, Program Planning Committee

Member, Corporations-In-Community Board, YWCA-Dollar General Corp.

Scarritt-Bennett Center, Nashville, TN

2002-2004 Co-Chair, Exhibits Committee, *Celebration of Cultures*

1996-1997 Member, PR/Advertising Committee, *Celebration of Cultures*

India Association of Nashville, Nashville, TN

2003-2006 Chair, Social Action Committee

2002-2003 Member, Executive Committee

Bellevue Presbyterian Church, Nashville, TN

1997-2001 Deacon

1997-1998 Secretary, Outreach Committee

Vanderbilt University, Nashville, TN

1991

Office of News and Public Affairs: Conducted a pro bono market research study to examine drop in readership of the house organ, *The Vanderbilt Register*.

PROFESSIONAL MEMBERSHIPS

American Economics Association