

01/2026

**SBS
Research
Seminar
Series**

19 January 2026, Monday
10.30 am - 1.00 pm (Malaysian Time)

Function Room 3, Level 1,
Sunway University

Session 1 @ 10.30 am

**CTSCALE : A New Perceptual Mapping Technique for
Product Positioning and Market Segmentation**

Discover a new similarity-based method that sharpens perceptual maps for clearer, more accurate marketing strategy decisions.

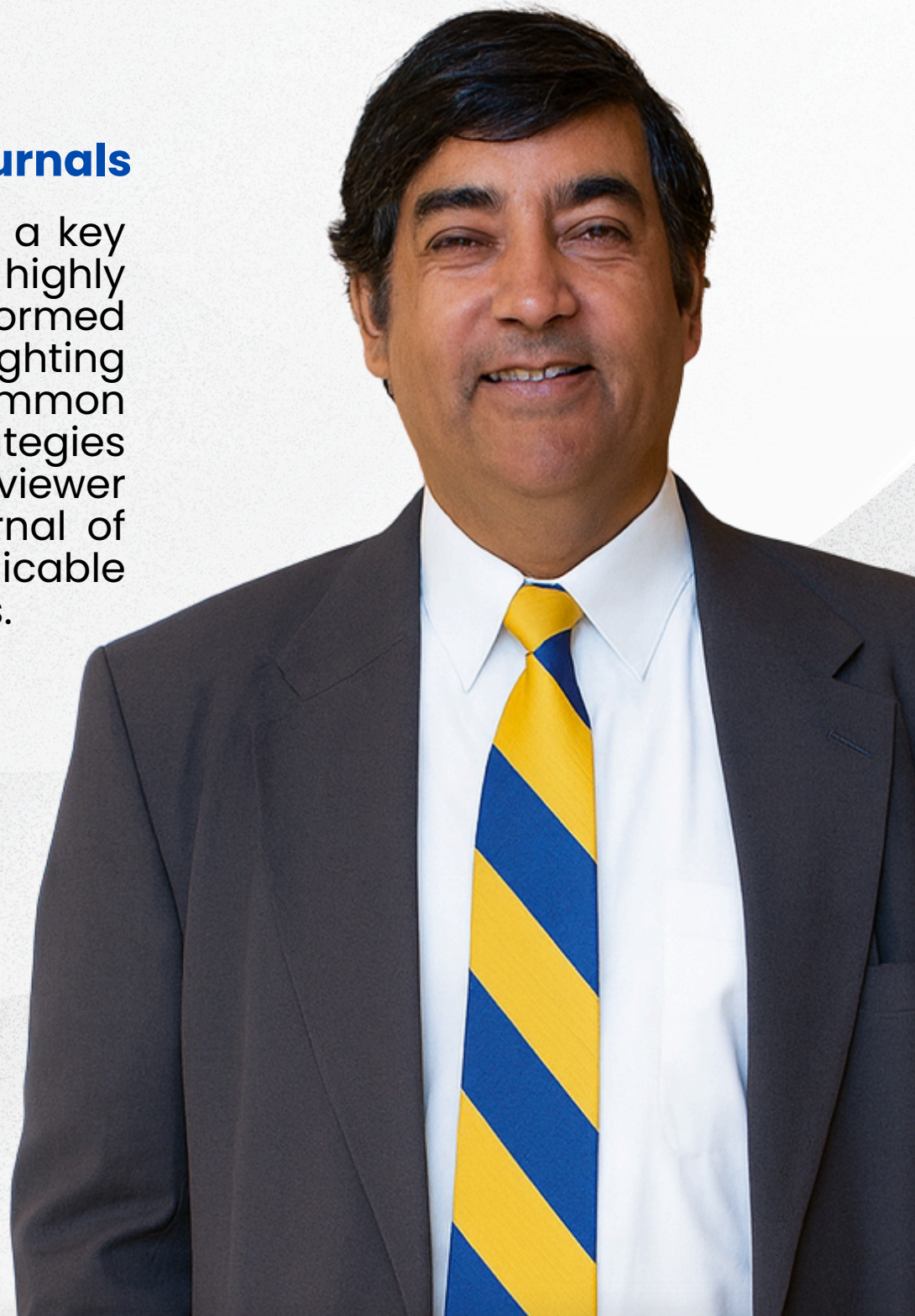
Session 2 @ 12.00 pm

Editorial Tips to Publish in High-Impact Journals

Publishing in high-quality academic journals is a key academic milestone, yet the process is highly competitive. This seminar offers editor-informed insights into the peer-review process, highlighting core elements of a strong manuscript, common reasons for desk rejections, and practical strategies for positioning papers and managing reviewer feedback. While examples draw from the Journal of Global Marketing, the guidance is broadly applicable to marketing and international business journals.

Prof Ajay Manrai

Prof Ajay Manrai
Professor Emeritus of Marketing
Department of Business Administration
University of Delaware, Newark



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About Speaker

Dr. Ajay K. Manrai is Professor Emeritus of Marketing at the Alfred Lerner College of Business and Economics, University of Delaware. As Editor-in-Chief of the Journal of Global Marketing (Taylor & Francis), a Scopus Q1, Best Quartile journal with a 2024 Scopus CiteScore of 7.7 and a Clarivate ESCI Indexed journal with a Journal Impact Factor of 4.3 in 2024) and former President of the International Management Development Association (2010-2012), Professor Manrai is a marketing luminary ranked in the top 0.8% of scholars globally (ScholarGPS 2024).

He holds a Ph.D. from the Kellogg School of Management at Northwestern University (ranked 31st in the 2025 World University Rankings), an MBA from the Indian Institute of Management, Ahmedabad, and a B.Tech in Mechanical Engineering from the Indian Institute of Technology, Delhi.

With over four decades of academic experience, Dr. Manrai has held faculty appointments at the Kellogg School, the Wharton School of the University of Pennsylvania (ranked 14th in the 2025 World University Rankings), and the University of Delaware's Alfred Lerner College. He has authored over 150 peer-reviewed publications in high-impact journals, including Marketing Science (ABS 2024, 4*), Journal of Marketing Research (ABS 2024, 4*), Journal of International Marketing (ABS 2024: 3), Journal of Global Marketing, International Business Review (ABS 2024: 3), Journal of Business Research, and Psychometrika (ABS 2024: 3).

Dr. Manrai's accolades reflect his impact, including the University-wide Excellence in Teaching Award (1994) and multiple Alfred Lerner College of Business and Economics MBA and EMBA Teaching Awards. As a global academic leader and mentor, he has traveled to over 150 countries across seven continents. He received a Fulbright-Nehru Senior Research Scholar grant (India, 2011) and continues to support the scholarly community through editorial leadership, mentorship, and international engagement.