



Harash J Sachdev

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Professional Summary

Dr. Sachdev's research on channels of distribution has been published in journals such as the Journal of Marketing Channels and the Journal of Global Marketing.

Courses Taught

MKTG261 Contemporary Selling

MKTG360 Principles of Marketing

MKTG368 Consumer Behavior

MKTG464 Supply Chain Management

MKTG610 Marketing Policies & Problems

SCM380 Introduction to Supply Chain Management

SCM385 Logistics

SCM618 Logistics in the Supply Chain

Research Interest & Projects

Dr. Sachdev teaches undergraduate marketing strategy. Introductory marketing, supply chain management, and marketing policy.

Selected Publications

Sachdev, H. J. (2008). ACCUMULATOR OUTSOURCING ISSUES: WHAT? MANAGE SOMEONE ELSE'S INVENTORY. *MBAA International*.

Sachdev, H. J. (2006). The Power of Value Chain Analysis. 2006 Hawaii International Business Conference.



Sachdev, H. J., Dodge, R. H. , & McSurely, H. B. (2002). British Airways' Dilemma. North American Case Research Association, 16 (1).

Sachdev, H. J. & Dodge, R. H. (2000). Murata Erie North America Company. Case Research Journal, 20 (2), 139-51.