

Dr. Allred began his industry career as an electrical engineer designing digital equipment for 3M, Exxon and Chevron at Eyring Research Institute. He subsequently earned an MBA and became a product line manager at Intel and a marketing director at Novell. For nearly a decade he pioneered innovative alliances, advanced professional associations, managed award-winning services and technologies, and provided oversight for international user groups and user relationships with tens of thousands of corporate customers, resellers and service professionals worldwide. Dr. Allred served as a trustee for NUI Inc. and as a founding board member of the IT Service Marketing Association. He was responsible for establishing the Novell TSA and the TSANet - an industry initiative receiving the Harold H. Short, Jr. Innovation-In-Service Award. Several of the aforementioned initiatives were highlighted in a published 1994 ITSMA Best Practices Case Study on Novell Services and the IT Service Industry.

In the late 90s, Dr. Allred left industry to pursue a PhD at Purdue University and enter academics. His doctoral research examined customer satisfaction and loyalty in high-tech business-to-business service exchange experiences. As an assistant professor in BYU's Marriott School of Business, Dr. Allred submitted several manuscripts to academic journals and conferences that later received awards, including the 2011 Harold E. Fearon Award (JSCM Best Paper), the 2011 Literati Network Awards for Excellence (JSM Highly Commended Paper), the 2010 Literati Network Awards for Excellence (Benchmarking Outstanding Paper), and the 2010 E. Grosvenor Plowman Award (Best Research of the SCMEC conference).

Dr. Allred currently serves as an assistant clinical professor in Purdue's Krannert School of Management. He continues to receive recognition for distinguished teaching and student mentoring, including honorable mention as 2019 Krannert Outstanding Undergraduate Teacher and as faculty advisor to the 2019 Student Soybean Product Innovation Competition winning team (\$20,000 student prize). Dr. Allred uses his industry experience and contacts to engage students in real-world experiential learning projects, believing that business skills alone are insufficient to achieve success. Students must also develop the confidence and determination to overcome unexpected problems and the passion to pursue challenging new opportunities. These abilities can only be learned through experience.

Since joining the faculty at Purdue, Dr. Allred has mentored over 75 student project teams working with actual clients throughout the world. International Marketing students have worked with local entrepreneurs to improve the well-being of others in a variety of countries, including Cambodia, Malaysia, Thailand, Mexico, Guatemala, Vietnam, India, El Salvador, Nicaragua, Bolivia, and the Philippines. His Brand Management students have helped many local businesses improve their marketing strategies and branding efforts. Core Marketing Management students have worked with Purdue's Office of Technology Commercialization and Purdue inventors to advance patented technologies through the product commercialization lifecycle. Dr. Allred even takes students to Southeast Asia during the summer months, providing first-hand experience solving complex business problems. These efforts have been endorsed by both the regional governor and provincial administrator of Chaing Mai, Thailand, and continue to receive local, national and foreign press attention.

In addition to student mentoring and instruction, Dr. Allred serves on Purdue University's Core Curriculum Committee. He oversees the Purdue Undergraduate Marketing Major and serves as faculty advisor to the Purdue Marketing Association - an undergraduate marketing club. He is a founder and serves as an active board member of the Fusion Point Consortium - an initiative within Purdue's Office of Technology Commercialization designed to advance patented IP through student/industry/inventor collaboration.

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# Chad Ruel Allred, PhD

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Purdue University  
West Lafayette, Indiana 47906

## CAREER FOCUS

### **Business Management and Decision Sciences**

Product, Service and Technology Management  
Business-to-Business Relationship Management  
Decision Sciences and High-Tech Marketing

## EDUCATION

### **Ph.D., Business Management**, Purdue University, August 2002

Emphasis: Marketing, Quantitative Research Methods  
Dissertation: "Managing Business Initiated Contacts with System Component  
Manufacturers in Technology Intensive Markets"

### **MBA**, Brigham Young University, April 1987

Emphasis: Quantitative Research Methods (Graduated with Distinction)

### **B.S., Electrical Engineering**, Brigham Young University, April 1985

Emphasis: Digital Architecture and Design  
Minor: Mathematics / Calculus

## ACADEMIC HONORS

### **Honorary Ph.D., Business Management**, February 2020

North-Chiang Mai University, Thailand  
Emphasis: Global Social Entrepreneurship

## ACADEMIC APPOINTMENTS

### **Associate Clinical Professor**, Purdue University, 2020 -

**Assistant Clinical Professor**, Purdue University, 2016 -2020

**Continuous Lecturer**, Purdue University, 2011-2016

**Visiting Assistant Professor**, Purdue University, 2008-2009 Academic Year

**Assistant Professor**, Brigham Young University, 2002-2011

## PROFESSIONAL EXPERIENCE

### **Product Management and Marketing**, Intel Corporation, 1997-1998

Product Line Manager, 1997-1998

LanDesk Anti-Virus Software, 1998

LanDesk Common Technologies, 1997

### **Technology Management and Marketing**, Novell Inc., 1996

Director of Product Marketing, Novell Extended Networks Division, 1996

NEST - LAN Magazine Technology of the Year, 1996

### **Services Management and Marketing**, Novell Inc., 1991-1995

Director of Worldwide Services Marketing and Programs, 1991-1995

IT Service Marketing Association - Founding Board of Advisors, 1994

NetWare Users International (NUI) Program Management, 1994-1995

NUI Inc. Board of Trustees, 1994-1998

NetWare Connect Magazine, 1994-1995

NUI User Groups and Conferences, 1994-1995

Novell Authorized Service Centers (NASC) - Established in 1993

CNE Professional Association (CNEPA) - 1993 (Renamed NPA)

Technical Support Alliance Network (TSANet) – Underwritten 1993

Technical Support Alliance (TSA) – Established 1991  
Certified NetWare Engineer (CNE) Program Management  
NetWire Services (CompuServe Internet Services)  
Network Support Encyclopedia (NSEPro)

**Consulting Services and Research**, Novell Inc., 1988-1990  
Research Notes & Publications, Consulting Services, Market Research

**Software Engineering**, Novell Inc., 1987  
Networks, LAN Drivers, and Diagnostic Software Development

**Hardware Engineering**, Eyring Research Institute Inc., 1982-1985  
Manufacturing Plant Equipment (3M Magnetic Storage Tape)  
Other Projects (Exxon, Chevron, etc.)

**PEER-REVIEWED  
JOURNAL  
PUBLICATIONS**

Allred, Chad R., Stanley E. Fawcett, Cindy Wallin, and Gregory Magnum (2011),  
“A Dynamic Collaboration Capability as a Source of Competitive Advantage,”  
*Decision Sciences*, Vol. 42, No. 1, pp. 123-304.

Fawcett, Stanley, Cindy Wallin, Chad R. Allred, Amydee Fawcett and Gregory  
Magnum (2011) “Information Technology as an Enabler of Supply Chain  
Collaboration: A Dynamic Capabilities Perspective,” *Journal of Supply Chain  
Management*, Vol. 47, No. 1, pp. 38-59. **2011 Harold E. Fearon Best Paper  
Award**

Allred, Chad R., and R. Bruce Money, (2010), “The Service Hand-Off: Effects of  
Multivendor Service Performance on Customer Satisfaction - An Experimental  
Study,” *Journal of Services Marketing*, Vol. 24, No. 3, pp. 184-195. **2011 Literati  
Network Awards for Excellence, Highly Commended Paper Award**

Money, R. Bruce, and Chad R. Allred (2009), “An Exploratory Test of a Model of  
Social Networks, National Culture, and International Multilateral Negotiations,”  
*Negotiations Journal*, Vol. 25, No. 3, pp. 337-356

Fawcett, Stanley E., Cindy Wallin, Chad R. Allred, and Gregory Magnan (2009),  
“Supply Chain Information Sharing: Benchmarking a Proven Path,”  
*Benchmarking: An International Journal*, Vol.16, No. 2, pp. 222-246.

Fawcett Stanley E., Chad R. Allred, Gregory M. Magnan, and Jeff Ogden (2009),  
“Benchmarking the Viability of SCM for Entrepreneurial Business Model Design,”  
*Benchmarking: an International Journal*, Vol. 16, No. 1, pp. 5-29. **2010 Literati  
Network Awards for Excellence, Outstanding Paper Award**

Allred, Chad R. and Stanley E. Fawcett (2008), “Market Orientations,  
Collaboration, Value Creation and Business Performance: Understanding  
Asymmetric Supply and Demand Chain Effects.” *International Journal of  
Business Excellence*, Vol. 1, No. 4, pp. 391-417.

Smith, Scott M., Chad R. Allred, and William R. Swinyard (2008), “The  
Diffusion of Online Shopping: Online Shoppers and the Computer Competence

Index,” *International Journal of Internet Marketing and Advertising*, Vol. 4, No. 4, pp 302-327.

Allred, Chad R., Scott M. Smith, and William R. Swinyard (2006), “E-Shopping Leaders and Fearful Conservatives: A Market Segmentation Analysis,” *International Journal of Retail & Distribution Management*, Vol. 34 No. 4/5, pp. 308-333.

Allred, Chad R., and Michael Swenson (2006), “Using Technology to Increase Student Preparation for and Participation in Marketing Courses: The Random Selector Model,” *Marketing Education Review*, Vol. 16, pp. 15-21.

#### **ADDITIONAL PUBLICATIONS**

Smith, Scott M., Jared S. Smith, and Chad R. Allred (2006), “Advanced Techniques and Technologies in Online Research” in *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*, Sage Publishing, pp. 132-158.  
**2007 Choice Award for Outstanding Academic Title**

Whitlark, David B., and Chad Allred (2003), “Driving Your Market: Values Research Helps Create a Marketing Driving Strategy,” *Marketing Research*, Vol. 15, No. 4, pp 33-38.

#### **REFEREED CONFERENCE PROCEEDINGS**

Fawcett, Stanley E., Cindy Wallin, Chad R. Allred, Gregory Magnum, and Amy Dee Fawcett (October 2010). “Evaluating Information Technology as a Supply Chain Collaboration Enabler: Insights from the Resource-Based View.” *Proceedings of the CSCMP Supply Chain Management Educators’ Conference. 2010 E. Grosvenor Plowman Award for best research of SCMEC conference.*

Wallin, Cindy, Stanley E. Fawcett, Chad R. Allred (March 2010), “Supplier, Customer and Collaboration Orientations: A Longitudinal Perspective,” *Proceedings of the 20<sup>th</sup> Annual North American Research and Teaching Symposium.*

Wallin, C., Fawcett, S. Allred, C., Foster, S.T. Jr., and Mangum, G. “A Longitudinal Study of the Antecedents and Performance Outcomes of Integration Intensity,” *Decision Sciences International Conference, 2009*, Nancy, France.

Allred, Chad R., Stanley E. Fawcett, and Cindy Wallin, (October 2008), “Collaboration’s Role in Mitigating Functional and Inter-organizational Conflict,” *Proceedings of the 2008 CSCMP Supply Chain Management Educators’ Conference.*

Fawcett, Stanley E., Cindy Wallin, Chad R. Allred, and Gregory Magnum (August 2008), “Has a Proven Path Emerged? A Longitudinal Study of Supply Chain Information Sharing Capability,” *Proceedings of the Academy of Management 2008 Annual Meeting.*

Fawcett, Stanley E., Chad R. Allred, and Cindy Wallin (August 2008), “Market and Collaboration Orientations: Examining Supply/Demand Chain Effects,” *Proceedings of the Academy of Management 2008 Annual Meeting.*

Wallin, Cindy, Stanley E. Fawcett, Chad R. Allred, and Gregory Magnum. (March 2008), "Supply Chain Information Sharing and Firm Performance: A Longitudinal Study." *Proceedings of the 19th Annual North American Research and Teaching Symposium on Purchasing and Supply Management*.

Allred, Chad R. and Bruce R. Money (August 2007), "Customer Satisfaction with the Performance of Multivendor, After-Sales Service Alliances," *Proceedings of the Summer 2007 AMA Educators Conference*.

Allred, Chad R., Scott M. Smith and William R. Swinyard (July 2006), "Shopper Segmentation," *Proceedings of the 13th International Conference on Recent Advances in Retailing and Consumer Services Science*.

Money, R. Bruce, and Chad R. Allred (June 2006), "An Exploratory Test of a Model of Social Networks, National Culture, and International Multilateral Negotiations," *Proceedings of the 48<sup>th</sup> Annual Meeting of the Academy of International Business*.

Allred, Chad R., Lenard Huff and Scott M. Smith (December 2005), "Cross Cultural Religiosity, An Exploratory Investigation," *Proceedings of the 11th Cross Cultural Research Conference*.

Allred, Chad R., and Michael J. Swenson (April 2005), "Using Technology to Increase Student Participation in the Marketing Principles Course: The Random Selector Model," *Proceedings of the 2005 Marketing Educators Association Conference*.

Allred, Chad R. (February 2005), "Affect and Conation in Business-to-Business Relationships: An Empirical Analysis of Loyalty Lifecycle Sequence," *Proceedings of the Winter 2005 AMA Educators Conference*.

## **CREATIVE WORKS**

Allred, Chad R., *Random Selector*, Software Application. Copyright 2003-2007, Version 2.0, Brigham Young University.

## **GRANTS**

Indiana Soy Association (ISA) Research Grant (2017)  
Purdue Study Abroad and International Learning (SAIL) 2015  
Purdue Study Abroad and International Learning (SAIL) 2014  
Purdue Study Abroad and International Learning (SAIL) 2013  
Purdue Service Learning Faculty Development Grant 2011-2012  
Marriott School Research Grant, 2007  
Kevin and Debra Rollins Center for eBusiness, 2006  
J.C. Penny Research Endowment, 2005  
Marriott School Research Grant, 2005  
J.C. Penny Research Endowment, 2004  
Marriott School Research Grant, 2004  
J.C. Penny Research Endowment, 2002  
Purdue Research Foundation (PRF) Research Grant, 2001

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)  
Decision Sciences Institute (DSI)

**PROFESSIONAL  
SERVICE**

Ad-Hoc Reviewer  
Marketing Education Review, 2006, 2008, 2009  
Academy of International Business, 2007  
Journal of the Academy of Marketing Science, 2006  
Journal of Business Research, 2006

Competition Judge  
Purdue Business-to-Business Marketing Case Competition, 2008  
BYU Hawaii Business Plan Competition, 2006  
BYU Advertising Campaign Competition, 2005

**COURSES  
TAUGHT**

Brigham Young University  
Business Management 659 (MBA - Business-to-Business Marketing)  
Business Management 550 (MBA - Marketing Management)  
Business Management 490R (Business-to-Business Marketing)  
Business Management 459 (Marketing Strategy)  
Business Management 341 (Marketing Management - Majors)  
Business Management 340 (Marketing Fundamentals - Non-Majors)

Purdue University  
Management AMP (Applied Management Principles – Weekend Seminar)  
Management 690R (MBA - Business at the Base of the Pyramid)  
Management 690 (Weekend MBA – Brand Management)  
Management 623 (MBA - Business-to-Business Marketing)  
Management 621 (Weekend MBA - Marketing Management II)  
Management 620 (Weekend MBA - Marketing Management I)  
Management 620 (MBA - Marketing Management)  
Management 620 (STEM MBA - Marketing Management)  
Management 620 (Executive MBA - Marketing Management)  
Management 620 (MS Marketing – Marketing Management)  
Management 590 (MBA - Marketing Project Management)  
Management 521 (MBA - Brand Management)  
Management 490 (Social Entrepreneurship in Southeast Asia – Study Abroad)  
Management 490 (Business-to-Business Marketing)  
Management 490 (Marketing Projects)  
Management 429 (Undergraduate Experiential Marketing)  
Management 426 (Brand Management)  
Management 425 (Marketing Research)  
Management 422 (International Marketing)  
Management 324 (Marketing Management - Majors)  
Management 323 (Marketing Fundamentals - Non-Majors)

**AWARDS AND  
RECOGNITIONS**

Academic Research Recognitions (see references above)  
2011 Harold E. Fearon Award –JSCM Best Paper  
2011 Literati Network Awards for Excellence – Highly Commended Paper  
2010 Literati Network Awards for Excellence - Outstanding Paper  
2010 E. Grosvenor Plowman Award for best research of SCMEC conference  
2007 Choice Award for Outstanding Academic Title – Contributor

Industry Recognitions  
1994 ITSMA Best Practices Case Study (Novell Services)

1991 Harold H. Short, Jr. Innovation In Service Award

#### Teaching Awards

2020 Krannert Outstanding Undergraduate Teacher (Honorable Mention)

2019 Krannert Outstanding Undergraduate Teacher (Honorable Mention)

#### Teaching Recognitions

2020 Krannert Distinguished Teaching Recognition (Undergraduate Program)

2019 Krannert Outstanding Teaching Recognition (MS Marketing Program)

2019 Krannert Distinguished Teaching Recognition (AMP Program)

2019 Krannert Distinguished Teaching Recognition (Undergraduate Program)

2019 Krannert Distinguished Teaching Recognition (Weekend MBA Program)

2018 Krannert Distinguished Teaching Recognition (MBA Program)

2018 Krannert Distinguished Teaching Recognition (MS Marketing Program)

2018 Krannert Distinguished Teaching Recognition (AMP Program)

2018 Krannert Distinguished Teaching Recognition (Undergraduate Program)

2017 Krannert Distinguished Teaching Recognition (MS Marketing Program)

2017 Krannert Distinguished Teaching Recognition (MBA Program)

2016 Krannert Distinguished Teaching Recognition (MS Marketing Program)

2016 Krannert Distinguished Teaching Recognition (Undergraduate Program)

2016 Krannert Distinguished Teaching Recognition (MBA Program)

2015 Krannert Distinguished Teaching Recognition (MS Marketing Program)

2015 Krannert Outstanding Teaching Recognition (Undergraduate Program)

2015 Krannert Distinguished Teaching Recognition (Study Abroad)

2014 Krannert Outstanding Teaching Recognition (MBA Program)

2014 Krannert Outstanding Teaching Recognition (Undergraduate Program)

2014 Krannert Distinguished Teaching Recognition (Study Abroad)

2013 Krannert Distinguished Teaching Recognition (MBA Program)

2013 Krannert Innovations in Teaching Award (Undergraduate Program)

2009 Krannert Distinguished Teaching Recognition (MBA Program)

2008 Krannert Distinguished Teaching Recognition (Undergraduate Program)

2001 Krannert Graduate Student Teaching Excellence Award

2000 Krannert Graduate Student Distinguished Teaching Award

\* A reference may represent multiple awards in any given period or program. For example, the 2015 Undergraduate Program reference represents Outstanding Teaching Recognition for three courses: Brand Management, International Marketing and Marketing Research. The 2016 Undergraduate Program reference represents Distinguished Teaching Recognition for both Brand Management and the Marketing Management Core.

#### Academic Honor Societies

Beta Gamma Sigma, Business Academic Honor Society

Phi Eta Sigma, Electrical Engineering Academic Honor Society

Eta Kappa Nu, Academic Honor Society

#### Academic Scholarships

MBA Academic Scholarship

Presidential Academic Scholarship

Deans Academic Scholarship

Alvina S. Berrett Academic Scholarship

Other Recognitions

MENSA

Eagle Scout w/ three palms

**TECHNOLOGIES  
AND TOOLS**

Digital Logic, Microprocessors, Microcontrollers, Circuits, C#, Java, VB, R, Assembly, Machine Language, HTML, asp.Net, Ethernet, TCP/IP, Excel/Word/PowerPoint Macros and VBA, SPSS, AMOS, EQS, Latent Gold

**INTERNATIONAL  
EXPERIENCE**

International Business Executive MBA Excursion to Asia, May – June, 2006.  
Social Entrepreneurship in Southeast Asia, 2013 -2020  
Bangkok Thailand, January 1977 - November 1978 (Thai Language)  
Antwerp Belgium, November 1978 – January 1979  
Extensive travel throughout the world.



## PRESS

Title: **Old partners across the world come to visit with promise**  
Publication: Siam Media  
Date: June 13, 2019  
Blog Post:  
Original Article: <http://live.siammedia.org/index.php/article/bankhao-banrao/43035>

Title: **The Foreign Family that Loves Thailand**  
Publication: Siam Media  
Date: June 7, 2018  
Blog Post:  
Original Article: <http://live.siammedia.org/index.php/article/bankhao-banrao/28976>

Title: **International Experience, Global Learning**  
Publication: Krannert Magazine  
Date: Fall, 2017  
Blog Post:  
Original Article: <http://www.krannert.purdue.edu/konline/2017f/features/fulton-1.php>

Title: **Partners in Progress**  
Publication: Krannert Magazine  
Date: Fall, 2017  
Blog Post:  
Original Article: <http://www.krannert.purdue.edu/konline/2017f/features/fulton-1.php>

Title: **Baan Tawai Essay Awards**  
Publication: Thai News  
Date: \_\_\_\_ 17, 2016  
Blog Post:  
Original Article:

Title: **International marketing class includes study abroad option, real-world project**  
Publication: Purdue Undergraduate Life  
Date: November 20, 2015  
Blog Post: <http://www.baantawai.org/international-marketing-class-includes-study-abroad-option-real-world-project/>  
Original Article: <https://blogs.krannert.purdue.edu/undergrad-life/2015/11/20/international-marketing-class-includes-study-abroad-option-real-world-project/>

Title: **Revitalizing Baan Tawai: Working Together to Preserve a Cultural Art Form**  
Publication: Journal of Purdue Undergraduate Research  
Date: August 2015  
Blog Post: <http://www.baantawai.org/revitalizing-baan-tawai-working-together-to-preserve-a-cultural-art-form/>  
Original Article: <http://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1190&context=jpur>

Title: **Baan Tawai Village: A National Thai Treasure**  
Publication: Siam Rath Weekly  
Date: August 26, 2015  
Blog Post: <http://www.baantawai.org/baan-tawai-village-a-national-thai-treasure/>  
Original Article:

Title: **Research on revitalizing Baan Tawai in joint US – Thai university project**  
Publication: Chiang Mai Mail  
Date: August 10, 2015

Blog Post: <http://www.baantawai.org/research-on-revitalizing-baan-tawai-in-joint-us-thai-university-project/>  
Original Article: <http://www.chiangmai-mail.com/457/news.shtml>

Title: **Turning Business Students Into ‘Business Adventurers’**  
Publication: Poets & Quants  
Date: July 17, 2015  
Blog Post: <http://www.baantawai.org/turning-business-students-into-business-adventurers/>  
Original Article: <http://poetsandquantsforundergrads.com/2015/05/07/turning-business-students-into-business-adventurers/>

Title: **A North-Chiang Mai University Roadmap To The International Arena**  
Publication: Siam Rath Weekly  
Date: June 25, 2015  
Blog Post: <http://www.baantawai.org/a-north-chiang-mai-university-roadmap/>  
Original Article:

Title: **Purdue Professor Chad Allred and International Marketing**  
Publication: Purdue Review  
Date: April 16, 2015  
Blog Post: <http://www.baantawai.org/purdue-professor-chad-allred-and-international-marketing/>  
Original Article: <http://www.purduejournal.com/campus/purdue-professor-chad-allred-and-international-marketing/>

Title: **Purdue Team Helps Thai Village Artists with Business Model**  
Publication: Journal and Courier  
Date: April 15, 2015  
Blog Post: <http://www.baantawai.org/purdue-team-helps-thai-village-artists-with-business-model/>  
Original Article: <http://www.jconline.com/story/news/college/2015/04/14/purdue-receives-gift-thailand/25789359/>

Title: **President of Thailand University visits Westwood, presents Daniels gift**  
Publication: The Exponent  
Date: April 14, 2015  
Blog Post: <http://www.baantawai.org/president-of-thailand-university-visits-westwood-presents-daniels-with-gift/>  
Original Article: [http://www.purdueexponent.org/campus/article\\_4c10c44a-d518-501e-bdd5-370f29f00899.html](http://www.purdueexponent.org/campus/article_4c10c44a-d518-501e-bdd5-370f29f00899.html)

Title: **Purdue students help artists from across the globe**  
Publication: WLFI  
Date: April 14, 2015  
Blog Post: <http://www.baantawai.org/purdue-students-help-artists-from-across-the-globe/>  
Original Article: <http://wlfi.com/2015/04/14/purdue-students-help-artists-from-across-the-globe/>

Title: **Baan Tawai Initiative – Boiler Radio Podcast**  
Publication: Purdue News  
Date: April 12, 2015  
Blog Post: <http://www.baantawai.org/baan-tawai-initiative-boiler-radio-479xx-podcast/>  
Original Article: N/A

Title: **Purdue students’ work to help town prompts gift from Thailand**  
Publication: Purdue News  
Date: April 9, 2015  
Blog Post: <http://www.baantawai.org/purdue-students-work-to-help-town-prompts-gift-from-thailand/>  
Original Article: <http://www.purdue.edu/newsroom/releases/2015/Q2/purdue-students-work-to-help-town-prompts-gift-from-thailand.html>

Title: **Socially Conscious**

Publication: International Educator  
Date: April 1, 2015  
Blog Post: <http://www.baantawai.org/international-educator-article-march-april-2015/>  
Original Article: [http://www.nafsa.org/Find\\_Resources/Publications/Periodicals/International\\_Educator/Features/Socially\\_Conscious/?impid=hp:ie\\_socially\\_conscious:rotator:jw\\_2015\\_03\\_13](http://www.nafsa.org/Find_Resources/Publications/Periodicals/International_Educator/Features/Socially_Conscious/?impid=hp:ie_socially_conscious:rotator:jw_2015_03_13)

Title: **International marketing experience increases global awareness**  
Publication: Purdue Undergraduate Life  
Date: February 27, 2015  
Blog Post: <http://www.baantawai.org/international-marketing-experience-increases-global-awareness-2/>  
Original Article: <https://blogs.krannert.purdue.edu/undergrad-life/2015/02/27/international-marketing-experience-increases-global-awareness/>

Title: **Purdue offers social entrepreneurship to student body**  
Publication: The Exponent  
Date: February 20, 2015  
Blog Post: <http://www.baantawai.org/purdue-offers-social-entrepreneurship-to-student-body/>  
Original Article: [http://www.purdueexponent.org/campus/article\\_0306423e-4e59-5f7c-8c42-1566a112ca71.html](http://www.purdueexponent.org/campus/article_0306423e-4e59-5f7c-8c42-1566a112ca71.html)

Title: **Team of Krannert Students and Faculty Hopes to Preserve Woodworking Culture**  
Publication: The Exponent  
Date: October 31, 2014  
Blog Post: <http://www.baantawai.org/team-of-krannert-students-and-faculty-hopes-to-preserve-woodworking-culture/>  
Original Article: [https://www.purdueexponent.org/features/article\\_e80335bb-317b-55c4-9f0e-64feb1b1a2f5.html](https://www.purdueexponent.org/features/article_e80335bb-317b-55c4-9f0e-64feb1b1a2f5.html)

Title: **The New Trend for Study Abroad Programs in American Universities**  
Publication: Siam Rath Weekly  
Date: June 19, 2014  
Blog Post: <http://www.baantawai.org/the-new-trend-for-study-abroad-programs-in-american-universities/>  
Original Article:

Title: **Purdue and North-Chiang Mai University Preserving Culture**  
Publication: Siam Rath Weekly  
Date: June 4, 2014  
Blog Post: <http://www.baantawai.org/purdue-and-north-chiang-mai-university-preserving-culture/>  
Original Article: