

THE UNIVERSITY OF MICHIGAN

Regents Communication

**Adopted by the
Regents
June 18, 2015**

ACTION REQUEST

Subject: Report of Faculty Retirement

Action Requested: Adoption of Retirement Memoir

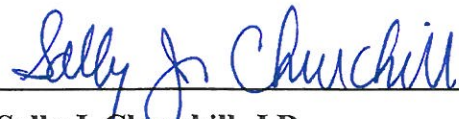
K. H. Padmanabhan, Ph.D., associate professor of marketing, College of Business, University of Michigan-Dearborn, will retire from active faculty status on June 30, 2015.

Professor Padmanabhan received his B.Com. degree from the University of Mysore in 1960, his M.B.A. degree from Wayne State University in 1974, and his Ph.D. degree from Michigan State University in 1981. He joined the University of Michigan-Dearborn faculty as an instructor in 1980, and was promoted to assistant professor in 1981, and associate professor in 1989.

A leader in the field of marketing, Professor Padmanabhan studied the evolution of consumer shopping behavior within the context of rapidly changing technologies. His work explored the cross-channel and multi-channel adaptation strategies retailers are utilizing to leverage the strengths of both brick-and-mortar stores and e-commerce to create new shopping experiences. Professor Padmanabhan also studied the marketing implications of social media and web blogs. He taught a range of courses including Advanced Marketing Management, E-Tailing and Retailing, International Marketing, and Marketing Management. Professor Padmanabhan was actively involved in the University community and served on a number of committees including the Online Teaching Evaluation Committee, the Undergraduate Assessment Committee, the University Media Committee, and the University Student Academic Conduct Code Committee.

The Regents now salute this dedicated scholar and educator for his dedicated service to the university by naming **K. H. Padmanabhan, associate professor emeritus of marketing**.

Requested by:



Sally J. Churchill, J.D.

Vice President and Secretary of the University

June 2015