

# Farok J. Contractor, Ph.D.

(Distinguished Professor, Rutgers Business School)

## Highlights of Research and Contributions to the Field

Research Areas	Practice Areas
<ul style="list-style-type: none"><li>• Alliance Negotiations</li><li>• Structuring Alliances</li><li>• Valuation of Intellectual Assets</li><li>• Foreign Direct Investment</li><li>• Offshoring and Outsourcing</li><li>• Licensing</li><li>• Global Strategy</li></ul>	<ul style="list-style-type: none"><li>• Helping clients negotiate alliance agreements</li><li>• Estimating the value of a firm's technology</li><li>• Calculating financial and behavioral tradeoffs between compensation types</li><li>• Risk assessment (international operations)</li><li>• Licensing agreement details</li><li>• Offshoring and outsourcing decisions</li></ul>

### Academic Visibility

- President (and board member), Academy of International Business
- Fellow of AIB (elected 1995)
- Senior Guest Editorships and Advisory Boards of Leading Journals
- Among the Highest Citation Counts in the Field (Over 14,500 Google Scholar citations)
- Silver Medal for amongst the highest publications in *Journal of International Business Studies*
- Elected to the Boards of
  - Academy of International Business (3000+ members)
  - Academy of Management (IM Division) (President, Program Chair, etc.)

### Impact on Corporate and Regulatory Practice

- Arguably, the Corporate Alliance field was catalyzed or spurred by the Rutgers-Wharton conferences (initiated and organized by me) and the published volumes on the subject, which were followed by an explosion in the rate of formation of strategic alliances and interfirm cooperation worldwide.
- UNCTAD Series on "Changes to National Laws and Regulations on FDI" researched and initiated. (This has now become an annual series).
- Research sponsored by Licensing Executives Society partially instrumental in patent filing for methods for valuation of intangible assets and alliance negotiation.
- Conference on Offshoring and Outsourcing organized at SDA Bocconi (Milan) in 2008.

### Doctoral Level

- Chaired and/or on committee of 19 Ph.D. dissertations
- With John Dunning, initiated and designed the doctoral program in International Business at Rutgers

### Institutional Building and Service to University

- Department Chair (cumulative 7 years, but no desire for this anymore)
- On key planning and strategy committees at Rutgers
- Research Director of CIBER (Center for International Business Education and Research – US Dept. Education funding)

### Teaching

- Graduate level teaching in eight leading universities on three continents
- Executive MBA teaching and seminars in four nations
- Good to great evaluations from participants

(FOR FURTHER DETAILS SEE <https://www.business.rutgers.edu/faculty/farok-contractor>)

# Farok J. Contractor

(Two Page Overview)

Dr. Farok Contractor is Distinguished Professor in the Management and Global Business department at Rutgers Business School. He has also taught at the Wharton School, Copenhagen Business School, Fletcher School of Law and Diplomacy, Tufts University, Nanyang Technological University, Indian Institutes of Management (A, B & C), Indian Institute of Foreign Trade, XLRI (India), Lubin School of Business, Theseus, EDHEC and conducted executive seminars in the US, Europe, Latin America and Asia.

He is a graduate of the Wharton School, University of Pennsylvania, where he received his Ph.D. (Managerial Science and Applied Economics) and MBA, and the University of Michigan, where he received an M.S. in Industrial Engineering.

Farok Contractor's research has focused on corporate alliances, outsourcing and offshoring, valuation of intangible assets, the technology transfer process, licensing, and foreign direct investment. He is particularly focused on the negotiated, inter-firm aspects of International Business such as alliances between firms from different nations, including joint ventures, and licensing, as well as negotiations between investors and governments. His work treats the strategic implications of companies sharing their expertise and markets with other firms, and has involved gathering data from a large number of companies.

Dr. Contractor has published over a hundred and fifty scholarly papers on these topics, and books: (1) International Technology Licensing: Compensation, Costs and Negotiations (Lexington Books), (2) Licensing in International Strategy: A Guide for Planning and Negotiations (Quorum Books), (3) A co-authored textbook, Introduction to International Business (Kendall Hunt), (4) Cooperative Strategies in International Business (edited with Peter Lorange) (Lexington Books), (5) Government Policies and Foreign Direct Investment (UNCTAD), (6) Economic Transformation In Emerging Countries: The Role of Investment, Trade and Finance (edited) (Elsevier), (7) The Valuation of Intangible Assets In Global Operations (edited) (Quorum Books), (8) Cooperative Strategies and Alliances (edited with Peter Lorange) (Oxford: Elsevier), (9) Global Outsourcing and Offshoring: An Integrated Approach to Theory and Corporate Strategy (co-edited) (Cambridge University Press, 2010), (10) Frontiers of Strategic Alliance Research: Negotiating, Structuring and Governing Partnerships, (Cambridge University Press, 2019). (11) International Business Management: The Essentials for MBAs and Executives, Ellipsis Education, 2021, 2022).

Prof. Contractor has among the highest citation counts amongst scholars in the field of International Management (Academy of International Business (AIB), or Academy of Management (AOM)) with Google Scholar citation totals exceeding 14,500 citations. Prof. Contractor has also been rated by several surveys as among the top-ranked contributors of scholarly papers to the field.

Over the past 10 years, Dr. Contractor has chaired or been on the supervisory committees of 19 doctoral dissertations on International Strategic Management topics, and served on the faculty of several Doctoral and Junior Faculty Consortiums organized by the Academy of Management, Academy of International Business, and CIBERs.

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Dr. Contractor has served as President and member of the Executive Board of the Academy of International Business, and the Academy of Management's International Management Division, as Chair of the division and Program Chair. Earlier also, he was elected to a two-year term on the Executive Board of the Academy of International Business, and is an active member in other professional bodies in the field of International Management.

He was elected a permanent Fellow of the Academy of International Business, an honor reserved for approximately 125 out of an academy membership around 3,500 persons worldwide. In 2019 Prof. Contractor was awarded the Silver Medal by the AIB for amongst the most publications in its academic journal (JIBS). He has also held term fellowships such as the Fulbright Fellowship and Unilever Fellowship. For three years, he was Nanyang Visiting Professor at Nanyang Technological University in Singapore.

Among the conferences organized by Dr. Contractor, two had a catalytic influence on the field of Alliances and Cooperative Strategies. The Rutgers/Wharton Conference on *Cooperative Strategies in International Business* served to spark academic and business interest in alliances which subsequently proliferated to the point where alliances today comprise a central facet of corporate strategy. The conference volume by the same name continues to be used in graduate and executive programs worldwide. Dr. Contractor has published extensively in this field. A second conference, on *Cooperative Strategies and Alliances* in Lausanne, Switzerland, was attended by 91 scholars from all over the world and resulted in a second definitive compilation of papers on the subject.

He has served Rutgers University in many capacities such as Department Chair for the International Business Department for six years, as Research Director of the CIBER (Center for International Business Education and Research), Coordinator of the Ph.D. program in International Business, the Dean's Leadership Council, and several other key school and university initiatives.

Before his academic career, Prof. Contractor was an executive with the international arm of the Tata Group of Companies, an India-based multinational group. Besides Rutgers, Prof. Contractor also taught at the Wharton School, full time, for four years, conducted courses at universities in Europe and Asia and lectured and given executive seminars throughout the world.

Dr. Contractor's avocations include history, art, and restoring antiques.

(For a more detailed resume see  
<https://www.business.rutgers.edu/faculty/farok-contractor>)

Read my **[GLOBAL BUSINESS BLOG](https://GlobalBusiness.blog)** <https://GlobalBusiness.blog>  
(*Unbiased Perspectives on Global Business Issues For an Erudite Public Audience*)  
Has been viewed by persons in 174 countries.

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