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Enthusiastic, contagiously passionate, tough, fair, knowledgeable, genuine, thorough and accessible are just a few of the words students use to describe UNLV Lee Business School Associate Professor of Marketing and International Business Anjala Krishen, Ph.D.

As a 2015 UNLV Foundation Distinguished Teaching recipient, Dr. Krishen is the quintessential example of a professor who brings to the classroom a mix of corporate experience, academic research and subject-matter expertise. For the Executive MBA program, she teaches Principles of Marketing Strategy.

Krishen holds a B.S. in electrical engineering from Rice University and a MBA, M.S. and a Ph.D. in marketing from Virginia Tech. Before completing her doctorate, she had more than 13 years of corporate work experience, holding positions in engineering, information technology and systems management, among others.

But it is the complexities of marketing, the consumer experience and research that both captured Krishen's imagination and drives her today. "Marketing is both an art and a science. It's an ideal field for someone with qualitative and quantitative interest and skills," Krishen said.

In her former life, Krishen was a part-time MBA student while working full-time, so she understands and is appreciative of those who choose to return to higher education as EMBA students. "This is my third year teaching in the UNLV EMBA program, and I'm continually impressed by our cohorts' extensive and diverse professional experience, coupled with their intense desire to learn," she said.

Known among students and peers alike for creating a culture of high-vitality motivation, "I tell students that I draw my energy from them," said Krishen. "This is especially true with EMBA courses where students are empowered to share their experiences, knowledge and insights with fellow cohort members, ultimately expanding the scope of the learning experience."

Krishen, who joined UNLV in 2007, finds a balance between research and teaching. "I believe that research and teaching are extremely synergistic," said Krishen, who actively encourages and mentors both undergraduate and graduate students to further their research experience including co-authoring research papers and jointly entering competitions such as the Google Online Marketing Challenge.

Her multiple-method approach to research, which includes substantive, societal and diverse methodological goals, demonstrates to EMBA students how research is an essential and practical tool for success in their everyday professional lives regardless of their industry. "Research requires that we build what I call the knowledge bubble," Krishen said. But the merging of academic research, practitioner-orientation and teaching "lays the foundation for future executives to carry that bubble forward," she said.

To aid her EMBA students in also learning from the practical application of marketing concepts, research and analytics, Krishen provides each cohort with



Dr. Anjala Krishen

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the opportunity to work with three existing companies that are in need of real and easily implemented solutions to marketing problems.

"In addition to helping local businesses succeed, these practical exercises usually produce that inevitable "ah-ha" moment among cohort members who are unfamiliar with the intricacies of marketing," Krishen said.

Krishen's final piece of advice for success: "Do something you're not comfortable with and you can change the world."

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