

Aditya Billore

Professor, Marketing

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Academic Qualifications

- **Fellow Programme in Management (PhD), Marketing, 2013.**
Indian Institute of Management, Indore.
- **Master of Technology (M.Tech), Microelectronic and VLSI Design, 2005.**
RGPV Bhopal.
- **Bachelor of Engineering (BE), Electronics Engineering, 2003.**
RGPV Bhopal.

Teaching Interests:

- **Customer Centricity**
- **Sales and Distribution Management**
- **Design of Experiments**

Research Interests

- Consumer Behavior
- Experimental research designs
- Destination Marketing
- Business to Business Marketing.

International Exposure:

- Attended the Ethnography Workshop by Karen O'Reilly, Summer School will be held at the Università della Svizzera Italiana (USI), Lugano, Switzerland, 2022.
- Attended the HBS Global Colloquium on Participant-Centered Learning, 2017 at Harvard Business School, Boston.
- Attended the "7th Annual IPSA-NUS Summer School for Social Science Research Methods at National University of Singapore" on Qualitative Data Analysis, 2018.
- Attended courses/seminars/labs during a short visit (45 Days, Jan-Feb 2015) to McCombs School of Business, The University of Texas at Austin. Currently collaborating on research projects.
- Research work presented in several international conferences.

Curriculum Development:

- Developed a Doctoral elective course "Research Issues in Marketing in Metaverse".
- Developed Doctoral level and PG level courses (Experimental Research Design in Marketing, Experimental methods in Organizational behavior, Customer Relationship Development) at IIM Indore.
- Developed Content for Short term Training Programs for Managers and Businesses
- Benchmarking process of existing courses with the courses running in universities/ institution in India and abroad.

Member, Editorial Review Board

- Marketing Intelligence & Planning, Emerald Publication.
- International Journal of Tourism Research, Wiley Publications.
- Journal of Global Marketing, Taylor & Francis Publishers.

Research and Publications (Refereed)

- Billore, A. (2024). Does the cinematic depiction of a place deceive viewers' perception of its reality? Exploring movie-induced destination stereotypes. *Tourism Recreation Research*, 1-18.
- Vatawala, S., Kumar, B., Sharma, A., Billore, A., & Sadh, A. (2022). Customer disengagement in business-to-business markets: A framework for analysis. *Industrial Marketing Management*, 105, 114-130.
- Maheshwari, B., Pandey, J., & Billore, A. (2021). Paternity leave: stepchild of family-friendly policies moderating role of traditional masculinity ideology. *Personnel Review*.
- Sharma, P., Sadh, A., Billore, A., & Motiani, M. (2021). Investigating brand community engagement and evangelistic tendencies on social media. *Journal of Product & Brand Management*.
- Billore, A., Jayasimha, K. R., Sadh, A., & Nambudiri, R. (2020). Divergence or Relevance in Advertisements: What Works in Emerging Markets? Evidence from Indian Consumers. *Journal of Global Marketing*, 33(4), 225-241.
- Billore, A., Sharma, P., Sadh, A. & Motiani, M. (2021). Online brand communities: A review of the literature, *The Marketing Review*, Forthcoming.
- Tapar, A. V., Mishra, A., Sadh, A., & Billore, A. (2018). Role of anthropomorphization on pro-social behavior. *Journal of Indian Business Research*.
- Jayasimha, K. R., & Billore, A. (2015). I complain for your good? Re-examining consumer advocacy. *Journal of Strategic Marketing*, 1-17.
- Billore, A., & Sadh, A. (2015). Mobile advertising: A review of the literature. *The Marketing Review*, 15(2), 161-183.
- Billore, A. (2015). Consumers' Attitude towards Permission Based Mobile Advertising. *Pragyaan: Journal of Management*, 13-1.
- Billore, A., Jayasimha, K.R. & Sadh, A. (2013). Trust vs. Creativity in advertising, *Academy of International Business South-West Chapter Conference Proceedings, Accepted for Publication*.
- Totawar A., Billore A., Shrivastava H. (2012). A report on employee engagement, culture, communication and inter-personal dynamics in an organization, *Indore Management Journals*, Special Issue, Refereed Proceedings of 4th Conference on Excellence in Research and Education, 181-205.
- Billore A., Rajput C.S. & Mishra D. K. (2007). Low power design of variable centre frequency CMOS VCO. *International Journal of Electronics*, 94(12), 1109–1120.

Case

- Billore A. (2020) Farm Electronics: The Business-to-Business Marketing Dilemma, *Ivey Cases*, 1-12.

Working Paper

- Billore A. and Jayasimha K.R., “Consumer Evaluation of Video Advertisements on Internet” registered with IIM Indore, Working Paper no. WP/01/014/MKT.

Edited Book

- Special issue of Indore Management Journal, Peer reviewed proceedings of 6th Conference on Excellence in Research and Education (CERE 2014), May 2014 (ISSN 0975-1653).

Book Review

- Billore, A. (2011). Review of the book “Profitable Marketing Communications: A Guide to Marketing Return on Investment by A. Young & and L. Aitken”. *Indore Management Journal*, 2 (1), 87-88.

Paper as a part of Book Series

- Pandey, J., Sadh, A., & Billore, A. (2017). Need for Touch: A Barrier in Online Shopping—Identifying Compensatory Factors in an Online Context. In *Creating Marketing Magic and Innovative Future Marketing Trends* (pp. 1349-1357). Springer, Cham.

Conference Presentations

- Billore, A. & Mehra S. (2025). "Online Influencers' and Social Value Creation: A Study in Subsistence Marketplaces", 35th Production and Operations Management Society Conference, May 8-12, 2025.
- Billore, A., Khatri N. & Sadh A. (2024). "Exploring Consumer Avatars: Identity and Consumption Behavior in Virtual World", 46th ISMS Marketing Science Conference June 27-29, 2024.
- Billore, A. & Sadh A. (2023). "Socially Responsible Consumption in the Metaverse: Consumers' Identity and Attitude Towards Cause Based Marketing in Digital Space", 5th International Colloquium on Design, Branding and Marketing, Manchester (ICDBM), UK to be held during December 5-7, 2023.
- Billore, A. & Khan W. (2023). "Situational Materialism Induced By E-tail Environment And Consumers' Attitude Towards Responsible Consumption" 45th Annual ISMS Marketing Science Conference, June 8-10, 2023, hosted by Miami Herbert Business School, Miami, USA.
- Billore, A. & Sadh, A. (2019). Brand in An Unsafe Online Environment: Examining The Effect Of Congruency, Surrounding Content And Consumers' Thinking Style On Brand Associations" 41st Annual ISMS Marketing Science Conference, June 20 – 22, 2019, in Rome, Italy.
- Billore, A. & Motiani M., (2018). You Can Skip This Ad In 5 Seconds: Exploring Consumers' Ad Skipping Behavior on Internet, The 40th Annual ISMS Marketing Science Conference, June 13 – 16, 2018, Philadelphia, Pennsylvania, USA
- Tapar, A. V., Sadh, A., Billore, A., & Mishra, A. (2018). Role of Anthropomorphism on Consumers' Brand Evaluation: An Examining under Negative Publicity. Paper presented at 2018 Dallas SCP Conference, Texas. USA
- Billore, A., Tiwari, V., & Trivedi, S. (2018). Exploring the Influence of Movie Genre on Destination Image and Travel Intentions, 83rd TOSOK International Tourism Conference 83, 579-583.
- Pandey, J., Sadh, A., Billore, A. (2016). Need for Touch – a Barrier in Online Shopping: Identifying Compensatory Factors in an Online Context; Presented at the 44th Academy of Marketing Science Annual Conference held during May 18-20, Orlando U.S.A. Tapar A. Sadh A. and Billore A, Examining Relationship of Brand Anthropomorphism with Consumers' Attitude towards Brand, Brand Recall, and Purchase Intention, Asian Management Research and Case Conference (AMRC) 2016. Dubai, January 16-18, 2016
- Roy P., Motiani M. and Billore A., A Lovable Personality: The effect of brand personality on brand love, The 2016 Annual Conference of The Emerging Markets Conference Board. Bangkok, January 6-8, 2016.
- Jayasimha K.R. and Billore A. Polarizing Brands: An investigation in tourism context", *Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference* 2015, June 18-20, Beppu, Japan.
- Billore A. and Jayasimha K.R. Case: "TELEVISION METRICS: IS THERE AN EASY FIX?", Secondary Data Based Presented in 4th Asian Management research and Case Conference 2015, USM Malaysia, January 10-12, 2015.
- Jayasimha K.R. and Billore A., "Consumer Advocacy: An Investigation" 8th Great Lakes NASMEI Marketing Conference, An International marketing Conference in India. (December 26-27, 2014)
- Jayasimha K.R. and Billore A. "Advocacy and Trust: An investigation in the service failure context" 4th Asian Management research and Case Conference 2015, USM Malaysia, January 10-12, 2015.
- Billore, A., Jayasimha, K.R. & Sadh, A. (2013) Trust vs Creativity in Advertising, *Southwest Review of International Business Research*, Vol.24, No.1, 167-172. (Academy of International Business Southwest Chapter conference proceedings of the annual meeting held in Albuquerque, NM, March 12-16, 2013).
- Billore, A., & Jayasimha, K.R. (2012), Differential effect of creativity dimensions and role of trust in advertising effectiveness, paper presented at Consortium of Students in Management Research (COSMAR), IISc Bangalore, November 16-17, 2012.
- Billore, A. (2011). Content or permission: study of the factors leading to acceptance of SMS advertisements, paper presented at International research conference and post-graduate research colloquium, Universiti Tun Abdul Razak, Malaysia, October 10-11, 2011.

Workshops Attended

- Attended, "Teaching Innovation and Creative Problem Solving" Workshop, held at SP Jain Institute of Management and Research, Mumbai, July 18-20, 2013.
- Attended, Advanced Workshop & Tutorial on Operations Research (AWTOR) sponsored by Operations Research Society of India, Ahmedabad Chapter, held at IIM Indore, August 22-25, 2012.

Awards

- IVEY BESTSELLER AWARD, for year 2024-25 for the case “Farm Electronics: The Business-to-Business Marketing Dilemma”.
- Won first Prize at the FPM Book Review Competition organized at IIM Indore for the Review of the book Profitable Marketing Communications: A Guide to Marketing Return on Investment by A. Young & and L. Aitken, 2011.

Funded Project

- Co-principal investigator, DST_SEED project proposal titled “**Developing a Holistic Approach to Enable the Agri-Marketing Policies for Small Farmers Welfare in West Bengal**” approved by DST, Government of India.

Other Projects

- **Identification of the Fish Brand Name for the M.P. Fisheries Federation.**

Institution Building Activities at IIM Indore

- **Chair, Admissions**
 - **Chair, Marketing Area (2023-2025)**
 - **Co-Coordinator, Online Learning Programme**, Executive Programme in Advance Marketing Management (Batch 1,2,3)
 - **Chair Placements**, (2020-2022)
 - **Faculty Coordinator** Accreditation Process,
 - **Co-Coordinator** AMBA (Association of MBAs) assessment visit at IIM Indore
 - **Member**, Faculty Development and Evaluation Committee (2017-2018)
 - **Coordinator International Relations** (2013 to 2016)
 - **Member**, Assessment of Learning Team for Doctoral Program (FPM)
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- **External Member**, Advisory Board, Innovation and Entrepreneurship Development Centre (IEDC), **Indian Institute of Technology Indore**
 - **Director, BoG, IIM Indore Alumni Association**
 - **Member**, Task force for Policy formation for entry of foreign universities into the Madhya Pradesh, AIGGPA, Bhopal
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