

## **Aditya Billore**

Assistant Professor, Marketing  
Indian Institute of Management Indore,  
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### **Personal Details**

Date of Birth: 4<sup>th</sup> January 1982  
Nationality: Indian

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### **Academic Qualifications**

- **Fellow Programme in Management (PhD), April, 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
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### **Work Experience: Total 6 Years and 8 Months**

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### **Research and Publications (Refereed)**

- 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*, 7.

- 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 4<sup>th</sup> 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.
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### **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.
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### **Conference Presentations**

- 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.
  - Totawar A., Billore A., Shrivastava H. (2011). A report on employee engagement, culture, communication and inter-personal dynamics in an organization, paper presented at 4th *Conference on Excellence in Research and Education*, IIM Indore, May 10-13, 2011.
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### **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.
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### **Award**

- 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.
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### **Research Interests**

- Consumer Behavior
  - Experimental research designs
  - Digital Advertising
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- **Member**, Advisory Board, Innovation and Entrepreneurship Development Centre) IEDC, IIT Indore .
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