

Resume

Ashish Sadh

Work Experience

November 2013 – Till date

Professor, Indian Institute of Management, Indore

September 2004 – November 2013

Associate Professor, Indian Institute of Management Indore

Feb, 1999 - August 2003

Assistant Professor, Indian Institute of Management, Indore

June 1998 – Feb.1999

Fellow, Indian Institute of Management, Indore

April '98 - June '98

Reader, Shri Vaishnav Institute of Management, Devi Ahilya University, Indore

June 1994 - March 1998

Lecturer, Shri Vaishnav Institute of Management, Devi Ahilya University, Indore.

December 1992 -June 1994

Research Staff (Marketing Area), Indian Institute of Management, Ahmedabad

September 1991 to December 1992

Lecturer, Department of Business Administration, A.P.S. University, Rewa

April 1991 to August 1991

Executive Trainee Jaypee Rewa Cement Ltd. (A Division of Jaiprakash Ind. Ltd.)

Administrative Assignments

- Chairman Placement Committee
- Chairman Hostel and student Affairs Committee
- Chairman Executive Post Graduate Program
- Chairman Alumini Committee
- Chairman Committee for Media & Communication
- Area Coordinator – Marketing Area
- Member of several administrative committees (MDP, Purchase, PGP)
- Panel Member of the interview committee for the admissions in PGP,EPGP, IPM

Consultancy Assignment

- UCO Bank, a nationalized big size bank in India
- State Bank of Indore, a subsidiary of State Bank of India
- 'Drillco Seco Limited' a major player in cutting tool industry

Teaching Experience

Designed and Taught Following Courses

- Marketing Management I (PGP, EPGP, BBEEP, CCMBDO)
- Marketing Management II (PGP, EPGP, BBEEP, CCMBDO)
- Marketing Management III (PGP)
- Brand Management (PGP, EPGP)
- Advertising and Sales Promotion Management (PGP, EPGP)
- Integrated Marketing Communication (PGP, EPGP)
- Managing Customers and Competitors. (PGP)
- Creating Customer Value (PGPMX)
- Delivering and Communication Customer Value (PGPMX)
- Research Opportunities in Brand Management (FPM, FPM-I)
- Research in IMC (FPM, FPM-I)

FPM Program:

- Chairman of Thesis advisory Committee of several, FPM participants.
- Member of Thesis Advisory Committee of the FPM participants.

MDP and Training Programs

- Have been offering open MDPs on '**Strategic Brand Management**' for last several years.
- Designed, coordinated and instructed several 'In-Company' and short /mid duration training programs offered by IIMI.
- Instructor in vast number of open MDPs and training programs offered by IIMI.

List of Publications:

'A Conceptual Framework for Measuring e-fulfilment Dimensions: A Consumer Perspective' Journal of Internet Commerce, 14(3), (October 2015)

'Mobile advertising: A review of the literature'. *The Marketing Review*, 15(2), 161-183 (Summer 2015)

'Role of brand globalness in consumer evaluation of new product branding strategy' Journal of Brand Management, vol.21,2,171-188 (2013)

'Brand-related, Consumer to Consumer, Communication via Social Media', IIM Kozhikode Society & Management Review, 2(1), 43-59, (2013)

'Save the Girl Child Initiatives in India: A Social Marketing Perspective' IIM, Indore Management Journal, Volume 4 (3) ,18-34 (2013)

'Trust vs Creativity in Advertising', Southwest Review of International Business Research, Vol.24, No.1, 167-172. 2013.

'Excellence in Social Marketing- WHO ORS campaign for Diarrhea Management' Indore Management Journal vol. 2 issue 3 Oct.-Dec.2010.

'A case of Fluctuating Brand Design and Corporate Identity Impact on Customer Loyalty and Satisfaction' (IMPACT, IIM,Indore) International Journal of Management Practices and Contemporary Thought, Volume 2 No. 1 January 2007

'Commodity Branding: A 3D Model' ICFAI Journal of Brand Management. March 2006.

'Jet Mat: Brand Valuation'- The ICFAI Journal of Mergers and Acquisitions III (I), (58-73),2006

'The Rhetoric and Reality of Marketing in India' - Chapter in the book titled 'The Rhetoric and Reality of Marketing: An International Managerial Approach' edited by Prof. Phillip J. Kitchen of Hull University, UK.

'Brand Building and Advertising: Approaches in Indian Life Insurance Industry' Journal of Insurance and Risk Management vol. II Issue 03 October 2003.

'Customer Relationship Management and the Banking Industry' 'Productivity'; A Quarterly Journal of National Productivity Council vol.42no. 01 April-June 2001.

'Building Customer Loyalty - Adding Values Through Database Marketing' Chapter in the Book Titled 'Organizational Challenges- Insights & Solutions' Excel Books.

'Relationship Marketing' article published in 'Science Tech Entrepreneur' vol. 8, no.-6 Nov. Dec. 2000 pp 62-65.

'Customer Retention Through Database Marketing' 'Science Tech Entrepreneur' vol. 9, no.-8 August 2001, pp 56-61.

Book review:

'Brand Manager: The Indian Perspective' by Moorthi YLR. Published in **'VIKALPA'** volume 26/ number 01/ January to March 2001.

Cases:

'Aakash Namkeens' registered with IIMI.

"Sugar & Spice Foods Limited" registered with IIMI.

International Conference papers:

'Efficient Workforce Scheduling in the Retail Store' POMS 26th Annual Conference Washington D.C., USA(May 2015)

'Exploring the antecedents of Showrooming and web rooming in the emerging market' Asia Pacific Conference on Business and Social Sciences 2015, Kuala Lumpur (November 23-24, 2015)

'Online Pharma Retailing: A Case of EasyMedico.com' 15th International Marketing Trends Conference 2016, January 21-23, Venice

'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

'Determinants of shopping satisfaction and brand loyalty in e-tailing',14th International Marketing Trends Conference, 2015, Paris, Jan. 23-24, 2015.

'Integrating forward and reverse logistics in e-fulfilment'. INFORMS Manufacturing and Service Operations Management Conference (MSOM 2014), Seattle, June 19-21, 2014.

'Trust vs Creativity in Advertising', Southwest Review of International Business Research, Vol.24, No.1, 167-172. (Academy of International Business Southwest Chapter Conference Albuquerque, NM, March 12-16, 2013).

'Diaspark: The Communication Conundrum' International Conference on Service Innovation Management (ICSIM 2012) organized by Global Digital Business Society, Bangkok January 5-7, 2012.

'Patterns in Internet Banner Advertising and its Likely Impact on Consumers', First International Marketing Conference on Marketing (MACRON, 2010) at Indian Institute of Management, Calcutta, December 27-29, 2010.

'The Evolution of WHO-ORS Campaign for Diarrhoea Management (Indian scenario)2007', Australasian Non-profit & Social Marketing Conference organized by Griffith University Brisbane".

'Brand Architecture in Technology Products" and "Webduniya.com- A Case Study' International Conference on "Marketing of Technology Products' at Indian Institute of Management, Bangalore 2003.

'Branding Strategies in Life Insurance Industry (An Indian Scenario)' The International Conference on Emerging Markets at Indian Institute of Management Kozhikode 2004.

'Perceptions and Implementation of IMC in Indian Advertising Industry' International Conference on 'Emerging Competitiveness Paradigms' organized by PESIT & NSMEI. June, 1998 -Feb 1999

Educational Qualification

Ph.D. (Marketing), Devi Ahilya University, Indore.

M.B.A. (Marketing), A.P.S. University, Rewa.

B.Sc. (Physics, Chemistry & Mathematics), Indore University, Indore.

H.Sc. (Physics, Chemistry & Mathematics), M.P. Board, Bhopal.