

SANJEEV TRIPATHI

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SELECTED RESEARCH OUTPUT (PUBLISHED / FORTHCOMING)

- Pandey, A., & Tripathi, S. (2022). To go or to let it go: A regulatory focus perspective on Bundle Consumption. *Journal of Service Research*, 10946705211067101. **A*** in ABDC
- Tripathi, S., Jain, V., Pandey, J., Merchant, A., & Ambika, A. (2022). When Consumers Tune Out Advertising Messages: Development and Validation of a Scale To Measure Advertising Disengagement. *Journal of Advertising Research*, 62(1), 3-17. **A** in ABDC
- Tripathi, Sanjeev, Bansal Anjali and Bansal, Amrita (2022) Sociocultural changes and portrayal of women in advertisements: A temporal investigation across product categories. *Journal of Business Research* (Forthcoming) **A** in ABDC
- Kapoor, Ankur and Tripathi, Sanjeev (2020) The Impact of Time-Keeping Direction on Compensatory Consumption: The Role of Perceived Resource Deficiency. *Journal of Consumer Psychology*, 30(3), 534-542. **A*/FT50**
- Tripathi, Sanjeev (2017). *Et tu, Brute? How unfair!* *Journal of Retailing and Consumer Services*, 39, November 2017 79-92. **A** in ABDC
- Banerjee, P. J., Tripathi, S., & Sahay, A. (2016). When less is better than more: Just-below discount in tensile price promotions. *Journal of Retailing and Consumer Services*, 31, 93-102. **A** in ABDC
- Kumbarger, A., Sahay, A., & Tripathi, S. (2021). Too Ambiguous For an Algorithm? Anthropomorphic Design of an Algorithm-Based Recommendation Agent Increases the Recommendation Acceptance. *ACR North American Advances*. **B** in ABDC
- Mandal, S., Sahay, A., & Tripathi, S. (2021). "Yes, I Recall," But "No, I Don't"?—Why Negating (Vs. Affirming) Brand Attributes Impairs the Brand's Recall Memory. *ACR North American Advances*. **B** in ABDC
- Aggarwal, S., Tripathi, S., & Mandal, S. (2021). Be Precise Or Round It Up: How Roundness of Goals Influence Goal Attractiveness and Achievability Perceptions. *ACR North American Advances*. **B** in ABDC
- Jha, S., Tripathi, S., & Mandal, S. (2021). Old Is Not Always Gold: the Role of Temporal Congruence in Shaping the Downstream Effects of Firm's Longevity. *ACR North American Advances*. **B** in ABDC
- Kumbarger, A and Tripathi, Sanjeev (2020) Price Based Evaluation of Eco-Friendly Products: The Mediating Role of Perceived Investment by the Firm *Advances in Consumer Research* **B** in ABDC
- Tripathi Sanjeev (2019). Naming Multigenerational Alphanumeric Brands: Where and What to Increment?", in *NA - Advances in Consumer Research Volume 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : *Association for Consumer Research*, Pages: 878-878. **B Category** in ABDC

RESEARCH OUTPUT (UNDER REVIEW)

- Revise and Resubmit - "Yes, I can" or "No, I can't" - Effect of Extraneous Affirmation- and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations *Journal of Consumer Research* (**A* Category** in ABDC, **FT 50**)
- Revise and Resubmit - When Pain Draws You Closer: How and Why Partitioned versus All-Inclusive Price Formats Influence Product Evaluations Differently *Journal of Consumer Research* (**A* Category** in ABDC, **FT 50**)
- Revise and Resubmit - Past Imperfect or Present Perfect? How Dynamic Ranks Influence Consumer Perceptions," has been reviewed. *Journal of Marketing Research* (**A* Category** in ABDC, **FT 50**)
- Revise and Resubmit - Socio-cultural Changes and portrayal of women in advertisements: A temporal investigation across product categories? *Journal of Business Research* (**A Category** in ABDC)
- Revise and Resubmit - "Heart it or Cart it": How Mere Placement in Cart or Wishlist impacts Product Perception and Purchase Behavior *Journal of Interactive Marketing* (**A Category** in ABDC)

MANAGEMENT CASES

- Tripathi Sanjeev and Krishnamurthy, Vijay (2021 Accepted), GoSports Foundation: Going beyond the Gold
- Tripathi Sanjeev (with Co-authors) (2020) FootTheBall: Capturing the eyeballs – IIM Indore Case Center
- Tripathi, Sanjeev and Mahul Brahmabhatt (2019), mjunction: The branding dilemma – W19693
- Garg, Swapnil & Tripathi, Sanjeev (2019) INDIAHIKES: Treading the Untrodden Trail – Ivey Publishing – Overall Winner – 1st Place ISB Ivey Global Case competition – 2018
- Tripathi, Sanjeev (2016) South Asian Games 2016: The dash to the North East – MAR 0484 Case Registered at IIMA
- Tripathi, Sanjeev (2016) Selling Sketches - The case of Artistically Yours (A) MAR 0481 Case Registered at IIMA
- Tripathi, Sanjeev (2016) Selling Sketches - The case of Artistically Yours (B) MAR 0481 Case Registered at IIMA
- Tripathi, Sanjeev (2016) Fruitzone India Limited (A) MAR 0477 Case Registered at IIMA
- Tripathi, Sanjeev (2016) Fruitzone India Limited (B) MAR 0477 Case Registered at IIMA
- Tripathi, Sanjeev (2016) Fruitzone India Limited (C) MAR 0477 Case Registered at IIMA
- Tripathi, Sanjeev (2016) Fruitzone India Limited (D) MAR 0477 Case Registered at IIMA
- Tripathi, Sanjeev & Bhasker, S. (2015) GiveIndia - The Business of Philanthropy MAR 0467 Case Registered at IIMA
- Tripathi, Sanjeev & Agrawal K (2015), The Quest for Gold: Communications Challenge MAR 0475 Case Registered at IIMA
- Tripathi, Sanjeev & Agrawal K (2014), OQG- The Quest for Gold MAR 0447 Case Registered at IIMA
- Tripathi, Sanjeev (2014) Micromax at Crossroads MAR 0451 Case Registered at IIMA
- Tripathi, Sanjeev & Agarwal, R. S. (2014) RentYourFashion.com (A) MAR 0463 Case Registered at IIMA
- Tripathi, Sanjeev & Agarwal, R. S. (2014) RentYourFashion.com (B) MAR 0463 Case Registered at IIMA
- Tripathi, Sanjeev & Agarwal, R. S. (2014) RentYourFashion.com (C) MAR 0463 Case Registered at IIMA
- Tripathi, Sanjeev & Agarwal, R. S. (2014) RentYourFashion.com (D) MAR 0463 Case Registered at IIMA
- Tripathi, Sanjeev & Sahay, Arvind (2014) CWP: Creating Consumer Insights MAR 0464 Case Registered at IIMA

MANUSCRIPT UNDER PREPARATION WITH TARGETED JOURNALS

- "YES" or "NO"? Do You Remember Me? - Brand Attributes and Semantic Activations - Targeted at Journal of Marketing Research (A* Category in ABDC, FT 50) Field study being done
- The Unhealthy Heritage – Role of Congruence – To be submitted to Journal of Consumer Psychology in March 2021.
- Alphanumeric Brand Names – Lets get the order right – To be submitted to European Journal of Marketing in April 2021

RESEARCH GRANTS

- Bala and Vasantha Balachandran Research Grant Award from NASMEI/Great Lakes 2021 Cracking the Coupon Code: How Promo codes affect consumer behaviour? (Grant of Rs. 1 lakh)
- Bala and Vasantha Balachandran Research Grant Award from NASMEI/Great Lakes 2020 Living in the present or drawing from the past (Grant of Rs. 1 lakh)
- Bala and Vasantha Balachandran Research Grant Award from NASMEI/Great Lakes 2020 Above the line or below the line (Grant of Rs. 1 lakh)
- Raj Sethuraman Research Grant Award from NASMEI/Great Lakes 2020 The Impact of Product Anthropomorphism on Price-Quality Judgments (Grant of Rs. 75,000)
- AIM-Sheth Foundation Grant 2019 (Rs. One lakh)
- Raj Sethuraman Research Grant Award from NASMEI/Great Lakes 2020 The Impact of Voice Command Device Anthropomorphism on Privacy Concerns and Voice-Shopping Intentions (Grant of Rs. 75,000)

ADMIN RESPONSIBILITIES AND SERVICE TO THE INSTITUTION

- Chairperson Fellow Programme in Management, (2019-2021), IIM Indore
- Chairperson Marketing Area, (2019-2021), IIM Indore
- Member Faculty Development and Evaluation committee (2018-2021)
- Chairperson FPM Review Committee 2018 IIM Indore
- Member: FPM Review committee, IIMA 2015
- Editorial board Member – Journal of Consumer Behaviour

BOOKS AND BOOK CHAPTERS

- Roy, D; Raghuram, G.; Jain, R. Tripathi, S.; and Sharda, K. (2016) Trucking Business Management Cases and Concepts **Tata McGraw Hill Education**.
- Dhandhnia, K. A., & Tripathi, S. (2017) Book Chapter Emotional Branding Through Celebrity Endorsements. Driving Customer Appeal Through the Use of Emotional Branding in Driving Customer Appeal Through the Use of Emotional Branding, IGI Global

ARTICLES IN NEWS PAPERS, PERIODICALS

- Tripathi, Sanjeev (21st October, 2015) Flat Pepsi-BCCI Deal *Daily Post* Chandigarh Edition.
- Sinha, P. K. and Tripathi, S. (September, 2008) The Format Factors *Indian Management* a Journal of All India Management Association (AIMA).
- Factors contributing to the success of Sports Leagues in emerging markets (Co-authored) - White paper with GroupM

SIMULATION EXERCISES

- Tripathi, Sanjeev (2016), Channel Negotiations Simulation *MAR0482EX and MAR0482TN*, a Simulation exercise registered at IIMA.
- Tripathi, Sanjeev and Abhishek (2012), Retail Pricing Strategies *MAR0426EX and MAR0426TN*, a Simulation exercise registered at IIMA.
- Tripathi, Sanjeev and Abhishek (2008), Introduction to Marketing Process *MAR0399EX and MAR0399TN*, a Simulation exercise registered at IIMA.

TECHNICAL NOTES (SPORTS MARKETING)

- Tripathi, Sanjeev (2016) Ticket Pricing in Sports *MAR0478TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Introduction to Sports Sponsorship *MAR0458TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Sports Sponsorship Valuation and Pricing *MAR0460TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Sports Sponsorship Components and Activation *MAR0457TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Sports Sponsorship: Was it Worth it? *MAR0461TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Ambush Marketing: An Introduction *MAR0459TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Ambush Marketing: Attack and Defense *MAR0462TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev (2014) Sports Celebrity Endorsement *MAR0465TEC* Technical Note Registered at IIMA

TECHNICAL NOTES (MISCELLANEOUS)

- Tripathi, Sanjeev & Agrawal K (2014), Marketing Communication and Planning *MAR0452TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev & Agrawal K (2014), Advertising Design and Creative Execution *MAR0453TEC* Technical Note Registered at IIMA
- Tripathi, Sanjeev & Agrawal K (2014), Advertising Message Strategy *MAR0454TEC* Technical Note Registered at IIMA

VISITING FACULTY

- Visiting faculty at MICA, Ahmedabad (2022)
- Visiting faculty at Indian Institute of Management, Nagpur (2022)
- Visiting faculty at Indian Institute of Management, Amritsar (2020)
- Visiting faculty at Indian Institute of Management, Nagpur (IIMN), Nagpur. Designed the marketing curriculum and taught first year course Marketing Management I, III (MM I, III) in the PGP programme, 2015.
- Visiting faculty at Institute of Management Technology (IMT), Nagpur. Designed and taught the second year elective on 'Sales and Distribution Management' in the MBA programme, 2009.
- Visiting faculty in the Faculty of Applied Management at Centre for Environmental Technology and Planning (CEPT University). Designed and taught 'Marketing Management' in the Post Graduate Programme 'Master of Technology Management', 2008.
- Visiting faculty at B. K. School of Business Management, Ahmedabad. Taught 'Quantitative Methods' to the three-year MBA Programme, 2007.
- Conducted 'Orientation Programme' and 'Introduction to Case Method' for the two year MBA (07-09) and the three year Executive MBA programme (07-10) at B. K. School of Business Management under Gujarat University.

COURSES TAUGHT AT IIM INDORE, IIM AHMEDABAD, IIM NAGPUR, IIM AMRITSAR

- Sports Marketing and Sports Management (PGP II)
- Marketing Management II (PGP I)
- Marketing Management III (PGP I)
- Business Research Methods (PGP I)
- Pricing (PGP II)
- Strategic Marketing (PGP II)
- Sports Marketing (PGP II)
- Neuro Science and Consumer Behaviour (PGP II)
- Consumer Behaviour and Technology (PGP II)
- Ethics and Managing Ethically (PGP I)
- Seminar on Experimental Methods in Marketing (Doctoral)
- Reading Seminar in Marketing Management (Doctoral)

TEACHING PEDAGOGIES

- Lecture
- Case Discussion
- Role Play
- In class Simulations
- Computer based simulations (Markstrat)
- Seminars
- Project based

DOCTORAL TEACHING, GUIDANCE AND OTHER ACTIVITIES

- Thesis Advisory Committee Chair – Shweta Jha (Asst Professor, IIM Ranchi)
- Thesis Advisory Committee Chair – Sakshi Aggarwal (Asst Professor, UPES Dehradun)
- Thesis Advisory Committee Member – Gurbir Singh (Asst Professor, IIM Amritsar)
- Thesis Advisory Committee Member – Sudipta Mandal (Asst Professor, IIM Indore)
- Thesis Advisory Committee Member – Vaishali Sangwan (FPM, IIM Lucknow)
- Thesis Advisory Committee Member – Antarpreet Singh (EFPM, IIM Indore)
- Thesis Advisory Committee Member – Priyam Kukreja (FPM, IIM Indore)
- Thesis Advisory Committee Member – Pinaki Roy (Graduated in 2017 from IIMA)
- Thesis Advisory Committee Member – Sarvana Jaikumar (Asst Professor, IIM Calcutta)
- Thesis Advisory Committee Member – Prantosh Banerjee (Graduated in 2016 from IIMA, Independent Consultant)
- Thesis Examiner for Akanksha Batra, Doctoral Candidate, IIM Lucknow
- Thesis Examiner for Nivedita Bhanja, Doctoral Candidate, IIM Calcutta
- Thesis Examiner for Atul Kumar, Doctoral Candidate, IIM Ahmedabad
- Thesis Examiner for Rashmi Kumari, Doctoral Candidate, IIM Ahmedabad
- Thesis Examiner for Atul Kumar, Doctoral Candidate, IIM Ahmedabad
- Thesis Examiner for Atul Singh Chauhan, Doctoral Candidate, Xavier Institute of Management, Xavier University, Bhubaneswar, Odisha.
- Chairperson FPM review committee IIM Indore (2018-19)
- Member of the FPM review committee IIM Ahmedabad (2013-14)

WORKING PAPERS

- Tripathi, S (2016), Does odd or even make a difference, IIMA Working paper Series, W.P. No. 2016-03-15
- Tripathi, S (2016), Why should I care - its Others money, IIMA Working paper Series, W.P. No. 2016-03-16
- Tripathi, S & Agrawal K (2015), A Study on the Not-for-Profit Route to Olympic Gold, IIMA Working paper Series, W.P. No. 2015-03-03
- Tripathi, S & Kapoor A (2015), Constituents of Successful Sports Leagues in Emerging Markets, IIMA Working paper Series, W.P. No. 2015-03-02
- Tripathi, Sanjeev and Sinha, P. K. (2008) Choice of a Retail Store and Retail Store Format: A hierarchical logit model IIMA Working paper Series, W.P. NO. 2008-04-03.
- Tripathi, Sanjeev and Sinha, P. K. (2006) Family and Store Choice - A Conceptual Framework IIMA Working paper Series, W.P. NO. 2006-11-03.

RESEARCH INTEREST

- Consumer Behaviour
- Numeral Cognition
- Behavioural Economics
- Pricing
- Sports Marketing

TEACHING INTEREST

- Pricing
- Sports Marketing and management
- Consumer Behaviour
- Strategic Marketing
- Research Methods (Experimental Research)

BOOK REVIEWS

- Book Review "Chief Culture Officer: How to Create a Living, Breathing Corporation" by Grant McCracken, *The Journal of Consumer Marketing*, 28 (1), 2011.
- Book Review "Shopping 3.0" by Cor Molenaar Manuscript – *The Journal of Consumer Marketing*, 29 (6), 2012.

CONFERENCES

- Tripathi Sanjeev, Pandey, A and Jain, S. P Past Imperfect or Present Perfect: How Dynamic Ranks Influence Consumer Perceptions *Advances in Consumer Research* ACR Conference 2020, Paris
- Kumbarger, A and Tripathi, Sanjeev (Accepted 2020 forthcoming) Price Based Evaluation of Eco-Friendly Products: The Mediating Role of Perceived Investment by the Firm ACR Conference 2020, Paris
- Tripathi, Sanjeev (with Co-authors) When Old Is Not Gold: The Role Of Congruence In Shaping The Downstream Effects Of Brand Heritage ICMC Conference 2021, MICA Ahmedabad
- Tripathi, Sanjeev (with Co-authors) Have Times Changed? The Influence Matters: A Temporal Study On Gender Portrayal In Advertisements ICMC Conference 2021, MICA Ahmedabad
- Tripathi, Sanjeev (with Co-authors) Past Imperfect Or Present Perfect: How Dynamic Ranks Influence Consumer Perceptions ICMC Conference 2021, MICA Ahmedabad
- Tripathi Sanjeev (2019). Naming Multigenerational Alphanumeric Brands: Where and What to Increment?," ACR Conference, Atlanta USA
- Tripathi Sanjeev and Kapoor, Ankur (2017) Countdown or Countup: Effect of Direction of Time-keeping on Resource Deficiency and Related Downstream Preferences, ACR Conference, San Diego USA
- Sanjeev (2017) Pandey, Arpita Pandey, Tripathi, Sanjeev (2017) First among Equals: Analysis of Consumer Perceptions of Ranks, NASMEI Summer Conference, IIM Indore
- Mandal Sudipta, Tripathi, Sanjeev (2017), "Yes, I can" or "No, I can't": Effect of Affirmation and Negation on Brand Recall", INDAM Conference, IIM Indore
- Kapoor, Ankur, and Tripathi Sanjeev (2016), "Upward or Downward: Effect of Direction of Time on Resource Deficiency and Related Downstream Preferences Society for Consume Psychology, Florida, USA
- Sarvana, Jaikumar and Tripathi, Sanjeev "Ordering Effect of Alphabets and Numbers in Alphanumeric Brand Names (*Advances in Consumer Research*, 2014" Baltimore, USA.
- Tripathi, Sanjeev and Koshy, Abraham "Perceived Price Unfairness: When less is more" *Infirms Marketing Science Conference* 2008, Vancouver, Canada.
- Sinha, P. K; Singh, Prithwi and Tripathi, Sanjeev "Format Choice in Grocery Retailing" *EIRASS International Conference* 2007, San Francisco, USA.
- Tripathi, Sanjeev "Store Price Image – The role of price and non-price cues" Conference paper presented at Great Lakes – NASMEI International Conference in Marketing 2008, Chennai, India.
- Tripathi, Sanjeev and Sinha, P. K. "The format or the store? How buyers make their choice" presented at the 1st IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence 2009, IIM Ahmedabad, India.
- Paper accepted at 2010 AMA Summer Marketing Educators' Conference at Boston organized by the American Marketing Association.
- Paper accepted at 2008 Global Marketing Conference at Shanghai organized by the Korean Academy of Marketing Science.
- Attended, Academy of Marketing Science 14th Biennial World Marketing Congress 2009, Oslo, Norway.

RESEARCH PROJECTS UNDERTAKEN

- Research Project on improving Utilization of MYAS/SAI owned sports stadia in New Delhi funded by MYAS (Rs. 23 Lakhs)
- Research Project on Creating Customer Value in Telecom sector project funded by PricewaterhouseCoopers (Rs. 18 Lakhs)
- Research Project on Olympic Gold Quest funded by Research and Publication, IIM Ahmedabad (Rs. 190,000)
- Research Project on An investigation into the impact of round-non-round stake sizes in distribution experiments funded by Research and Publication, IIM Ahmedabad (Rs. 168,000)
- Research Project on The effect of counting direction of time on hedonic/ utilitarian preferences funded by Research and Publication, IIM Ahmedabad (Rs. 160,000).
- Research Project on Impact of investment on celebrity endorsers on consumer perceptions funded by Research and Publication, IIM Ahmedabad (Rs. 100,000).
- Research Project on Impact of Event Based Discounts on Consumer Perceptions funded by Research and Publication, IIM Ahmedabad (Rs. 100,000).
- Research Project on Studying the impact of just noticeable differences in stake sizes in Ultimatum Games funded by Research and Publication, IIM Ahmedabad (Rs. 75,000)
- Research Project on Standing for a friend – signaling best interest or following it – A study in Ultimatum Games funded by Research and Publication, IIM Ahmedabad (Rs. 65,000)
- Research Project on Not-for-Profit funding for Sports in India funded by Research and Publication, IIM Ahmedabad (Rs. 40,000)
- Research Project on mJunction: The branding dilemma funded by Research and Publication, IIM Indore (Rs. 90,000)
- Research Project on IndiaHikes: The Community Conundrum funded by Research and Publication, IIM Indore (Rs. 95,000)

GOVERNMENT PROJECT ON SPORTS MANAGEMENT

- Case Study on South Asian Games 2016, Ministry of Youth Affairs and Sports
- Research project from Ministry of Youth Affairs and Sports (Rs. 26.45 Lakhs grant) on Improving Utilization and Revenue Generation of SAI Stadia in New Delhi
- Designed and conducted workshop for Olympic Task Force for collecting views of stakeholders on improving India's medal tally in Olympics

PROFESSIONAL CONTRIBUTION

- Member Review Board AIM-Seth Foundation Research Proposals in Marketing 2018
- Member of the International Programme Committee (IPC) for the 6th IIMA International Conference of Advanced Data Analysis, Business Analytics and Intelligence (ICADABAI-2019) Ahmedabad, India, April 06-07, 2019
- Ad Hoc Reviewer for European Journal of Marketing
- Reviewer for 'Vikalpa: The Journal for Decision Makers' a journal published by the Indian Institute of Management, Ahmedabad, India.
- Track Chair for 3rd IAOM Conference organize at IIMA 2013
- Reviewer/Track chair for IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence 2009, 2012, 13, 14, 15, 16, 17
- Reviewer/Track chair for Conference on Advances in Healthcare Management Services 2015
- Reviewer for IIMA Conference on Marketing in Emerging Economies 2011, 2013, 2015
- Reviewer of conference papers for the 'American Marketing Association Summer Marketing Educator's Conference 2009 and 2010.
- Reviewer of conference papers for the 'The Association for Consumer Research Annual North American Conference 2009', Pittsburgh, USA.
- Reviewer of conference papers for the 'Academy of Management Annual Meeting 2009 and 2010.

WORKSHOPS AND INVITED TALKS

- Writing Effective Case Studies and Teaching Notes Workshop conducted at NIT Hamirpur (January 2021)
- Marketing in the times Corona - The way forward – Guest Talk Indore Management Association (September, 2021)
- Case Analysis Workshop – Sri Vaishnav Institute of Management, Indore (2019, 2020, 2021)
- Panel member for Young Researchers' Consortium (2018) Pre-conference forum for International Communication Management Conference (ICMC) MICA, Ahmedabad.

- Attended HBS Glocoll 2018 at Harvard Business School
- Attended Case Workshop (2017), Prof. Philip Zerrillo as a part of NASMEI Summer Conference, IIM Indore.
- Panelist on CII Summit on Business of Sports & Entertainment organized by Confederation of Indian Industries Western Region (21st September, 2016, Mumbai)
- Talk on "Role of Faculty towards Excellence in Education" (2016) Faculty Development Programme at GLS University
- Talk on "Adopting Best Practices in Teaching/Learning" (2015) Faculty Development Programme at GLS University
- Conducted a One day workshop on 'Simulation Games as a Pedagogical tool: Using and developing them' for educators in the management field (2009), at B. K. School of Business Management, Ahmedabad.
- Conducted sessions on "Research and Statistics" for researchers during the UGC supported National Workshop on SPSS and Data Mining (2008), at B. K. School of Business Management, Ahmedabad.
- Conducted a one day workshop on 'Fundamentals of Marketing' for women delegates from Afghanistan (May 2008), supported by Govt. of India and organized by Self Employed Women's Association, Ahmedabad.
- Guest speaker during the seminar on "Current Research Trends in Marketing" organized (March 14, 2009) at Ahmedabad Education Society Post Graduate Institute of Business Management, Ahmedabad.
- Guest speaker on the topic "Pricing Issues in Retail" during the seminar on "Contemporary Marketing: Issues and Challenges" organized (March 1st, 2008) at the BK School of Business Management, Ahmedabad

EXECUTIVE EDUCATION PROGRAMMES

- MDP for Mazagaon Dock Shipbuilders 2019, IIM Indore
- MDP for Middle Earth 2019, IIM Indore
- MDP on Consumer Behaviour and Marketing Strategy, 2019, IIM Indore
- MDP for RINL 2017, IIM Indore
- MDP for Probationary officers of Postal Department 2017, IIM Indore
- MDP for Marketing managers of Vizag steel (2017) Vizag MDP, IIM Indore
- Open MDP on Digital Marketing (2017, 2018), IIM Indore
- Proposed Open MDPs at IIM Indore (February-March 2018) on Strategic Pricing, Strategic Marketing and Sports Marketing and Management
- Pricing for Profit Institutional Executive Education programme 2013, 2014, 2015, 16 IIM Ahmedabad
- Advanced Quality Management Institutional Executive Education programme 2014, 2015 IIM Ahmedabad
- Armed Forces Programme 2013, 2014, 2015 IIM Ahmedabad
- Customized Executive Education programme for Mahindra 2014, 2015, 2016, 17 IIM Ahmedabad
- Customized Executive Education programme for Meril Life 2015, 2016 IIM Ahmedabad
- Customized Executive Education programme for IRCON 2014 IIM Ahmedabad
- Customized Executive Education programme for Pepsico 2013 IIM Ahmedabad
- Customized Executive Education programme for Exide 2013 IIM Ahmedabad
- Customized Executive Education programme for Ambuja Cement 2013 IIM Ahmedabad
- Customized Executive Education programme for Reliance 2013 IIM Ahmedabad

INDUSTRY INTERACTION

- Creating Customer Value : Consultancy project for PriceWaterhouseCoopers, India project to understand evolving consumer values in Telecom Sector (2013)
- Projects with GroupM on sports management

WORK EXPERIENCE: ACADEMICS

Associate Professor (Marketing Area), IIM Indore (April 17 - Present)

- Research – Consumer Behaviour, Pricing, Sports Marketing
- Teaching – Pricing, Sports Marketing, Strategic Marketing
- Consultancy and Executive Education

Member Governing Body, Prestige Institute of Management, Indore (September 18 – Present)

Associate Professor (Strategic Marketing Area), MICA Ahmedabad (August 16 – April 17)

- Research – Consumer Behaviour, Pricing, Sports Marketing
- Teaching – Pricing, Sports Marketing, Sports Marketing
- Consultancy and Executive Education

Assistant Professor (Marketing Area), IIM Ahmedabad (May 12- July 16)

- Research – Consumer Behaviour, Pricing, Sports Management
- Teaching – First year PGP courses in marketing, Second year PGP Electives - Strategic Marketing, Pricing, Sports Marketing,
- Consultancy and Executive Education

WORK EXPERIENCE: MARKET RESEARCH AND CONSULTING

Manager, Client Consulting: BASES / The Nielsen Company, Mumbai (May 10-May 12)

- Heading the BASES/Nielsen Health & Well Being GBU (Health Care, Oral Care and Feminine Care) for research projects from Procter and Gamble (P&G) in ASEAN, Australia-New Zealand, India, Japan and Korea.
- Designing and executing research projects for concept/product tests, assessment of market size and optimal price points for P&G.
- Consulting P&G to help them identify winning concepts, make initiatives bigger and better and to tune market entry and market support strategy for initiative launch

WORK EXPERIENCE: OPERATIONS/PROCUREMENT/HR/GENERAL MANAGEMENT

- **Procurement and Project management (Diesel Locomotive Works, Varanasi, Indian Railways)**

Deputy Chief Mechanical Engineer/MC/Project (April05-May05) and Material Controller (Feb03-March05)

- **Operations, General Management and HR (Firozpur Division, Northern Railway, Indian Railways)**

Divisional Mechanical Engineer-Operations (Aug02-Feb03)

- **Planning, Production, Technical and Material Management (Diesel Locomotive Shed, Jodhpur)**

Assistant Divisional Mechanical Engineer (July00-July02)

- **General Management and System Improvement (Different Railway Establishments)**

Assistant Divisional Mechanical Engineer (April1998-June00)

ADVISORY POSITIONS

- Advisory Board member Prestige Institute of Management and Research, Indore
- Advisory Board member Meccademia India

EDUCATION

- **Indian Institute of Management, Ahmedabad, India** - Fellow Program in Management, Marketing Area, 2005-2010
- **Engineering Council, London, United Kingdom** - EC I & II (Bachelor of Engineering (Mechanical), 1994-1998
- **IRIMEE, Jamalpur, India** - Special Class Railway Apprentice, Jamalpur 1994-1998
- **Indira Gandhi National Open University, New Delhi, India** - Bachelor of Arts, 2000

AWARDS

- Best Teacher Award, IIM Indore, 2019
- Best Manager award for the year 2011-12 at Nielsen, India
- 'Best Student from the Graduating Batch', received Jamalpur Association Award at IRIMEE (1998).
- 1st position in Management Development Programme (2004), received Director General's Medal at Railway Staff College, Vadodara.
- Awarded Doctoral Travel Scholarship for 1st Biennial AMS Doctoral Consortium, 2009, Oslo, Norway.
- Certificate of Appreciation from Divisional Railway Manager (Indian Railway), Jodhpur, for excellence in performance and dedication to work (2002).
- John Mathan Award for Creative Writing by Jamalpur Association (1998).