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Work Experience: **Visiting Assistant Professor** (June 2024- Present)
Marketing Management,
Indian Institute of Management Indore

Assistant Professor (December 2023-June 2024)
Marketing Management,
Institute of Rural Management Anand (IRMA Anand)

Assistant Professor (January 2021 – December 2023)
Marketing Management,
Goa Institute of Management

Additional Experience

January 2014 – April, 2015

Visiting Faculty,
Institute of Engineering and Technology,
Devi Ahilya Vishwa Vidyalaya, Indore.

PUBLICATION

A. JOURNALS

1. **Sharma, P.**, Sadh, A., Billore, A., Motiani, M., 2022. Investigating brand community engagement and evangelistic tendencies on social media. **Journal of Product & Brand Management**, 31(1), 16-28.
2. **Sharma, P.**, 2022. Understanding destination evangelism: a social media viewpoint. **Marketing Intelligence & Planning** 40(1), 72-88.
3. **Sharma, P.**, 2023. Destination Evangelism and Engagement: Investigation from social media-Based Travel Community. **Electronic Commerce Research and Applications**.
4. Sharma, P., Balakumar, S., Silveira, A. and Firoz, M., 2024. Exploring the Nexus of Assistance-Seeking Engagement in Travel Communities: Role of Destination Knowledge and Advocacy. **International Journal of Hospitality & Tourism Administration**, pp.1-26.

B. CONFERENCES

1. **Sharma, P.**, 2019. What Drives the Community Engagement: The Role of Perceived Familiarity & Perceived Similarity. T. A. Pai Management Institute Marketing Conference.
2. **Sharma, P.**, 2018. Brand Evangelism: A Sacred Move to Promote Brands in Social Networking Media. Management Doctoral Colloquium at IIT-Kharagpur.
3. **Sharma, P.**, 2019. Understanding The Role of Unique Destinations in Travel Industries. Academy of Marketing Doctoral Colloquium 2019

EDUCATION

- 2015 – 2020 ● **Fellow Programme in Management (Doctoral)**
Marketing
Indian Institute of Management Indore
- 2013 – 2015 ● **Master of Business Administration**
Marketing (80.17%; 8.03(CGPA); 8.58(GGPA))
Institute of Management Studies, Devi Ahilya Vishwa Vidyalaya
- 2011 – 2013 ● **Master of Engineering**
Industrial Engineering and Management (81.29%), Gold Medalist
Institute of Engineering and Technology, Devi Ahilya Vishwa Vidyalaya
- 2005 – 2009 ● **Bachelor of Engineering**
Electronics & Instrumentation (70.22%)
Institute of Engineering and Technology, Devi Ahilya Vishwa Vidyalaya

RESEARCH INTERESTS

- Social Media Marketing
- Influencer and evangelistic Marketing
- Digital engagement
- Brand Communities
- Tourism and hospitality marketing

TEACHING INTERESTS

- Digital Marketing
- Destination, Hospitality and Tourism Marketing
- Brand Management

ACHIEVEMENTS

- Received the **Bursary Award** in **Academy of Marketing, Doctoral Colloquium**, London (Year: 2019)
- **Gold-Medalist** in **Master of Engineering** (Year: 2013)