

## Consortium Fellows



**Aby Kaniyanttethu Abraham**  
XLRI

Aby Abraham has done B Tech and PGDBM (XLRI). His twenty-three years of professional experience, starting as an engineer on the shop floor to Area Manager to Regional Contracts Manager.



**Mr. Rajendar Ambekar**  
Welingkar Institute of Management & Research

Rajendra G. Ambekar has over 20 years of experience in power sector. His experience spans technical, commercial, regulatory and financial spheres. He has worked extensively in the power sector in Maharashtra in varied capacities in Distribution Licensees and Regulatory Affairs.

Currently, He is Director-(Tariff) in Maharashtra Electricity Regulatory Commission and has been instrumental in tariff proposals, framing various regulations for Multi Year Tariff, Renewable Purchase Obligation and Renewable Energy Certificate framework, DSM framework, etc. He is also associated in carrying out special tasks relating the Policy issues by Statutory bodies like Ministry of Power, Forum of Regulators, Parliament, State Assembly, etc.

He commenced his employment from BEST (Distribution Licensee in Mumbai). He holds Electrical Engineering degree from SP College of Engineering, Mumbai and MBA (Finance) from Prin.L.N.Welingkar Institute of Management Development and Research, Mumbai. Presently, he is pursuing Ph.D. in Power Economics from University of Mumbai.



**Sunny Arora**  
SJMSOM, IIT Bombay

After completing my graduation in Physics from Hansraj College, Delhi University, I completed my MBA from NMIMS, Mumbai. I am currently pursuing my Ph.D. in Marketing from IIT Bombay. I have worked for more than 7 years doing sales, banking and in the education industry. Currently I am working as an Assistant Professor with International School of Business & Media. My first ever written case study 'A Magical Dilemma' to study Market life cycles recently has been selected for publishing in IVEY list of cases. I am also certified for Lectureship by UGC-NET. Lately I have attended few workshops and presented papers at Hong Kong Polytechnic University, IIM Ahmedabad, ISB Hyderabad, IIM Lucknow and FMS, Banaras Hindu University.



**Prantosh Jnanranjan Banerjee**  
Indian Institute of Management Ahmedabad

Prantosh is currently a Doctoral Scholar at IIM Ahmedabad. His research interests lie in Consumer Behaviour (including the use of Neuroscience) and the impact of Branding. Prior to this, he has been an Independent Business Consultant in Analytic-based Strategy domain. He has been a Visiting Faculty in a few Management Institutes such as IIM Indore. Prantosh has also conducted corporate programs for Managerial Development in the areas of Business Strategy and Business Analytics. He is a member of the Rotary Club and a Paul Harris Fellow. Academically, Prantosh is a B. Tech.(IIT Kharagpur) and a P.G.D.M. (IIM Calcutta) prior to his doctoral studies.



**Swagato Chatterjee**  
IIM Bangalore

I am a fourth year doctoral student of IIM Bangalore in the area of marketing and a B.Tech alumni from IIT Kharagpur. My current research interests are in services marketing, choice modelling, marketing models and applications and consumer behavior. My thesis topic is "Look ahead or look back? Modelling of the consumer behavior in the queuing system". My working papers cover the topics like wait for service, customer retention and usage prediction in B2B and B2C context of telecom industry etc. I am also the assistant editor of Journal of Indian Business Research and reviewer of IIMB Management Review and ACR annual conference. During my doctoral studies I have also completed consulting projects on resource optimization, retail analytics and sustainability scale development.



### **Harsh Dadhich**

Indian Institute of Management Ahmedabad

Harsh Dadhich is a fifth year doctoral candidate in Marketing at IIM Ahmedabad. His research investigates how consumers classify origins of brands, and the subsequent influence these classifications have on brand evaluations. His research also focuses on the way communication cues of brands influence brand origin classification. He has presented his research at major marketing conferences including Marketing Science Conference and Global Marketing Conference.



### **Ms. Debjani R. Dass**

Institute of Management, Nirma University

Ms. Debjani R. Dass has completed her graduation with Botany Honors from the University of Calcutta, and Masters in Business Administration with specialization in Human Resources from BK School of Business Management, Gujarat University. She has prior work experience of 8 years, comprising of 4 years in industry, and 4 years in academics. Debjani had been associated with IIM Ahmedabad as a Research Associate in the Centre for Innovation, Incubation and Entrepreneurship; she has worked as the Co-coordinator of MBA course in Gujarat Technological University (GTU) and has been part of various academic exercises in Gujarat University (GU) and Gujarat Technological University. She is also involved in teaching various courses in Gujarat University as a visiting faculty.

She has participated in many National and International conferences, both as part of the organizing team as well as presenting papers; ANVESH-2010 & 2011 (Nirma University), SOM (IIM-A), SIM (IIM-A), to name a few.

Her areas of interest include Change management, Decent Work, Business Ethics, Corporate Social Responsibility, Corporate Governance, Training and Development, Performance Prediction, Rural Organizational Structure and functioning.



**Saloni Jayant Gandhi**  
NMIMS University

Saloni Gandhi is an MBA Tech graduate from NMIMS University, Mumbai with specialization in The Marketing Area. After two years in the corporate world as a Marketing Communication manager, and working as a visiting faculty for soft skills at NMIMS University, early in her career, she wished to pursue higher education and hence the PhD journey.

She's currently working in the area of Advertising and Consumer Behavior. Saloni believes in working towards anything one wishes to with immense passion and dedication and hopes to have a enlightening Academic journey ahead.



**Rahul Gupta**  
Alliance University, Bangalore.

I did my engineering from NIT and then my PGDM from IIM, Lucknow. I joined corporate sector in 1989 and continued for 15years. I went to Carnegie Mellon University on Fulbright Scholarship and then joined academia. For the last nine years, I am teaching. My main subject is sales and marketing. In July 2013, I went to Australia and presented part of my thesis in the Doctoral consortium organized by Academy of Marketing Science, USA. So far, I have published nine articles/research papers in reputed Indian and International journals. I am pursuing my Ph.D. from Alliance University, Bangalore and plan to complete by June 2014.



**Shaphali Gupta**  
IIT Bombay

Ms Shaphali Gupta is a doctoral student at Shailesh J Mehta School of Management, IIT Bombay. She is Science (Mathematics) graduate and has done Masters in Business Management with marketing specialization. She is UGC- NET, and a gold medalist certified trainer, from ISTD, ministry of HRD, India. Her research interests are in consumer behavior, customer experience management, services marketing and market research. In her doctoral programme, she is working on retail service convenience and has developed a multidimensional psychometric scale to measure the construct. She has presented her work at some esteemed international conferences like EMAC, ANZMAC etc. She has also published her piece of doctoral work in international Journal. She has both industry and teaching experience.



**Virendra Gupta**  
Alliance University

Virendra Gupta is currently pursuing Phd in Marketing from Alliance University. He has done his B Tech in Electrical and Electronics from NIT, Jaipur, M Tech in Integrated Electronics and Circuits from IIT Delhi, M Tech in Computer Science from Dr M G R University, MS in Embedded System Design from Manipal University and MBA in Marketing from FMS, New Delhi. He has more than 24 years of experience in high technology companies handling multiple functions and having extensive experience in product development, product management, presales, consulting and business development. He is certified project management professional (PMP) and scrum master and additionally holds certifications in area of marketing, IT service management, software development and telecommunication fields.



**Saravana Jaikumar**  
Indian Institute of Management, Ahmedabad

Saravana Jaikumar is a doctoral candidate (Marketing) at IIM, Ahmedabad. He has presented 7 papers in International Conferences and has published a research paper in International Journal of Innovations in Business. He has also co-authored a managerial case (registered with IIM A Cases). He was awarded for his academic excellence in his first year PGDM at IIM, A. He has also won Sir Julian Hodge Awards - Gold medalist at Cardiff Business School, UK. He is currently working on research related to behavioral pricing and eye tracking.



**Avadhoot Jathar**  
Indian Institute of Management Bangalore

Avadhoot Jathar is a Doctoral Candidate at Indian Institute of Management Bangalore in Quantitative Methods Area. He studies empirical quantitative marketing, structural econometrics and empirical industrial organization, with specific interests in product variety and differentiation, variety seeking behaviour and dynamic decision making. He has been actively involved with design of PhD level Quantitative Marketing course, called Marketing Models and Estimation, taught by Prof Srinivasa Prakhya. He has also been recipient of scholarship for Quantitative Marketing students at Columbia-Duke-UCLA Quantitative Marketing and Structural Econometrics Workshop, Duke University, 2013.



**Kanupriya Katyal**  
GOA Institute Of Management

Ms. Kanupriya Katyal, currently Assistant Professor, Marketing at GIM. She last worked with Administrative Staff College of India. She has a total experience of 11 years. She is an Electronics & Comm.



**Kapil Khandeparkar**  
IIM Ahmedabad

Kapil Khandeparkar is a 3rd year doctoral student at Indian Institute of Management Ahmedabad in the Marketing Department. His research interests include Advertising Humour, Neuroscience and Pricing. He is a national scholarship winner, has organised & marketed Waves (national level cultural festival of BITS- Goa). He is a state champion, instructor & a national level Taekwondo player. He has won several inter-college cultural events. He is currently working on a paper on Enhancement effect in product bundles. Prior to his doctoral studies, he has completed his B.E.(Hons.) in Electronics and Instrumentation from BITS Pilani Goa Campus and has three years of professional experience.



**Kaushal Kishore**  
SPM-PDPU, Gandhinagar, Gujarat

Mr. Kaushal Kishore is currently pursuing PhD in Management on "Brand Building: An Empirical Study on Petro-Retailing Companies Operating in Gujarat, India" and has done Masters in Marketing Management (MMM), Master of Arts (MA) in Economics and Post Graduate Diploma in Materials and Logistics Management (PGDMLM) a ranker from the University of Pune. He has obtained his graduate degree in chemistry (honours) from the Magadh University, Bodh-Gaya. He has also qualified in UGC-NET examination for Lectureship.

Mr. Kishore has participated and presented papers in International and National Conferences and attended several Faculty Development Programs in addition to published six research papers/articles in journals/conference's proceeding.



### **Atul Kumar**

Xavier Institute of Management, Bhubaneswar

Pursuing Fellow Programme in Management from Xavier Institute of Management, Bhubaneswar, expected to complete by November 2014. Research interest: Social Media Marketing, Consumer Behavior, Content Analysis, Measuring Performance, Data Envelopment Analysis (an econometrics tool) Tentative title for thesis is Estimating Brands Performance using Consumer Feedback in Social Media Space & An Application of Data Envelopment Analysis. Software and Tools used for Research: Matlab, Atlas Ti. Academic Qualifications & Experience: Successfully completed mandatory and self selected course work at XIMB. Presented three research review seminars as part of the doctoral program. Experience of IT sector for 6yrs 4 months in Tata.



### **Bipul Kumar**

Indian Institute of Management Ahmedabad

Educational Details: Pursuing Fellow Program in Management (equivalent to PhD) in marketing from IIM Ahmedabad. Executive PGP from IIM Indore & BSc (Engineering) from BIT Sindri.

Academic Details:

- Working in the area of sustainability marketing for PhD thesis.
- Presented paper in macromarketing conference 2013.
- Published working papers with IIM Ahmedabad.

Industry Work Experience:

- More than 10 years of experience with marketing division of Indian Oil Corporation Limited and about 2.5 years of experience in hydroelectric power sector.



### **Lalruatsanga C.**

IIM Indore

I am currently undertaking my doctoral studies at Indian Institute of Management Indore in the marketing area. Prior to joining here, i was working as Assistant Professor in Marketing at Amity Busines.



### **Mahesh Srichand Luthia**

NMIMS, Mumbai

Mahesh Luthia, is currently a faculty member at SVKM's Institute of International studies at Mumbai since 2007. Prior to this, he has an experience of over 12 years in Industry. He completed his Masters degree in commerce in the year 1993 from University of Mumbai and also completed a post graduate Diploma in Software Programming and applications of the National Computing Center, UK from Aptech India, Mumbai. An MBA in HRD from NMIMS helped him develop deeper understanding of management areas and more specifically knowledge and skills in the area of Human Resource Management and Business Strategy.

As a learner, he constantly aims at developing new skill sets. He is currently, pursuing a Doctoral programme with NMIMS on developing a competency framework for Sales Professionals in the In



### **Varsha Malwade**

Welingkar Institute of Management Development & Research

Varsha Malwade is an Associate Professor in Dept. of Economics, Ramnarain Ruia College, Mumbai. She is also Executive Officer, Planning & Development at the College.

She has been selected as an Associate with University Grants Commission Inter-University Centre for Humanities and Social Sciences at Indian Institute of Advanced Study, Shimla (2014-2016). She is also an Adjunct Associate Professor, Economics at Valparaiso University, USA from Fall 2009.

She was a member of Special Resource Cell (Economic advisory Council) in the Office of Chief Minister, Govt. of Maharashtra, India from 2010 to 2012. She was also a member of a Committee for designing the Youth Policy of Govt. of Maharashtra.

She has worked as editor, coeditor and has contributed to various books, journals in the field of Economics, Education and Institutional history. She has a number of research papers to her credit, published in national and international journals.

She was a News Anchor with DD News for 11 years and for All India Radio for 12 years.





**Sridhar Manohar**  
VIT University

I am a research scholar in VIT Business School, completed my comprehensive viva during the month of October 2013, Area of research is service innovations. basically graduated in B.Tech and post graduated in MBA and M.Sc. currently working under the guidance of Dr.P. Ganesan . it would be helpful for me to carry on my research with the assistance from top professors participating in the consortium. my future goal is to successful complete PhD.D and join Post doctoral Fellowship. i hope this consortium help me in achieving my goals.



**Shawn Mathew**  
IIM Ahmedabad

Shawn Mathew is a doctoral candidate in Marketing at the Indian Institute of Management Ahmedabad. His research interests include Judgment and Decision Making, Consumer Psychology, Consideration Sets and Luxury Marketing. Shawn's doctoral dissertation explores the choice overload phenomenon, looking at the effect of option set sizes on consumer decision making. His research focuses on the moderating role of consideration sets and examines the effect of personality traits on decision strategies employed in consideration set formation. His research papers have been selected for various conferences including the Academy of Marketing, UK (2010) and Marketing Science (2013). Shawn is a 2011 AMA- Sheth Foundation Doctoral Consortium fellow and a recipient of the 2011 Liam Glynn Travel Scholarship (AMA- SERVSIG).

Prior to joining the doctoral program, Shawn had completed his B.Tech in Computer Science and Engineering from Mahatma Gandhi University, India and subsequently worked with Cognizant Technology Solutions and A.P. Moller - Maersk Group. Shawn is a sports enthusiast and enjoys playing Ultimate Frisbee and Badminton in his spare time.



**Murali Krishana Medudula**  
RESEARCH SCHOLAR

Mr. Murali Krishna Medudula is an alumnus of IIT Delhi. He is doing his doctoral work in the area of Mobile Data Security focused on product innovations, consumer awareness and absorption issues. In the past has been associated with the organizations such as Aditya Birla Group & Wipro Technologies Ltd. where he worked at a Sr. Executive level as the Bid Manager handling telecom clients from Asia-Pacific region. He holds B.Tech degree in Information Technology from CBIT, Hyderabad and MBA degree from IIT Delhi. His research areas include Technology Innovation, Consumer Behaviour & Telecom Marketing.



**Manoj Motiani**  
Indian Institute of Management Ahmedabad

Manoj Motiani is a 4th year doctoral student in marketing at Indian Institute of Management Ahmedabad, India. He earned his MBA from the Xavier Institute of Management and his Bachelor's Degree in Electronics Engineering from JECRC, India. Manoj's research interests include personal selling, sales management and leadership. His research focuses on leadership in the context of sales management and its impact on the salesperson performance.



**Halaswamy Devla Naik**  
Kousali Institute of Management Studies, Karnatak University, Dharwad

"Halaswamy D, is a Senior Research Fellow (UGC) under Dr M S Subhas , in Kousali Institute of Management Studies, Karnatak University Dharwad. He holds Bachelors degree in Agriculture from UAS Banga"



### **Rajesh Nanarpuzha**

IIM Ahmedabad

Rajesh Nanarpuzha is currently a doctoral student in marketing at the Indian Institute of Management, Ahmedabad.

Conference presentations:

1. Ethnography in marketing Acceptance and relevance (With Dheeraj Sharma)  
3rd Indian Academy of Management conference, India (December, 2013)
2. Improvement in economic well-being: Does inter-generational occupational mobility matter?  
3rd Indian Academy of Management conference, India (December, 2013)
3. Modeling situational factors in variety seeking behavior: An extension of the lightning bolt model.  
7th Doctoral Colloquium, IIM Ahmedabad, India (December, 2013)

Working Papers:

" Modeling situational factors in variety seeking behavior: An extension of the lightning bolt model " W. P. No. 2013-12-04, IIMA



### **Bhuvanesh Pareek**

IIM Bangalore

Bhuvanesh Pareek is currently a doctoral candidate in the area of Quantitative Methods and Information Systems at Indian Institute of Management Bangalore (IIMB). Prior to joining the doctoral programme at IIMB, he has worked as Business Analyst with Global Decision Management division of Citigroup, and as Research Assistant in Operation Management area of Indian School of Business, Hyderabad.

He completed his M.Sc. (integrated) in Mathematics & Scientific Computing from IIT Kanpur. His research interests include applied aspects of various quantitative topics such as Bayesian Analysis, Discrete Choice Models, Longitudinal Data, Survival Analysis in the areas of Marketing, Banking, and Consumer Decision Making.



### **Biswajita Parida**

Indian Institute of Management Ahmedabad

Biswajita Parida is a second year doctoral candidate (Marketing) at IIM, Ahmedabad. She has presented a paper on "Presence of children in advertisements and consumers' purchase response" at Indian Academy of Management Conference, 2013. She was the coordinator for marketing track in the 7th Doctoral Colloquium, 2013. She is currently the coordinator of Eloquence-The public speaking club of IIM A. She was the 2nd runner up in the agriculture track for Mathan-2013, the national policy making competition Her area of interests include advertising and consumer behavior.



### **Vivek Ranga**

IBS Business School, Ahmedabad

BSc (Physics), MBA (Marketing), NET-UGC, PhD, FDP (IIM-Ahmedabad),

Dean & Campus Head, IBS Business School, Ahmedabad

13 years of teaching experience and 4 years industry experience.

Teaching interests in B2B marketing, Retail Management and Marketing communication.

Research Interests include media and consumer behavior and education methodology.

He has conducted case workshops and faculty development programmes in India and Middle East. He has been part of the curriculum review on Marketing subjects for the IBS Business School PG programme. Currently registered guide for Doctoral Research. Also handled additional responsibilities of Placements and Alumni Relations and developed industry partnership nationally and internationally.



### **Pinaki Roy**

Indian Institute of Management, Ahmedabad

Pinaki Roy is a 3rd year marketing doctoral student. After an Bachelors in Engineering and a Masters in Business Administration, he has worked as a Area Manager in a multinational FMCG company and then briefly as an English teacher. He is presently working on his thesis focused on the marketing of Refurbished goods. In his free time he likes reading Japanese Manga and mystery/comedy novels, and hopes one day to write some himself.



### **Zurita Mohd Saleh**

Universiti Teknologi Mara, Malaysia

Zurita Mohd Saleh is a third year doctoral candidate of Arshad Ayub Graduate Business School, Universiti Teknologi Mara (UiTM) in Malaysia. She obtained her MBA from UiTM, Malaysia, B.Sc. in Marketing from Oklahoma State University, USA and Diploma in Business Management, ITM, Malaysia. Currently, she works as a Training Executive since 2003 at Cooperative College of Malaysia. Her teaching areas are in Marketing and Management.



### **Aditi Sarkar**

IBS Hyderabad, IFHE University

I, Aditi Sarkar Sengupta, am a doctoral student in the 4th year of PhD at IBS Hyderabad. I completed my post-graduation in Bioinformatics in 2008 and was ranked second in the university. I joined the Phd program of IBS Hyderabad in 2009 and cleared my PhD. qualifying exam with CGPA of 9.75/10 in June, 2011, following which I was selected for the Visiting Scholar program at the Fogelman College of Business & Economics, University of Memphis, Tennessee, USA for the year 2012-13. During my stint in Memphis, I worked under the guidance of Dr. Emin Babakus and Dr. Balaji Krishnan, and have a couple of papers with them in the pipeline. During my stay in the USA I have presented papers in the AMA's Winter Educators' Conference, 2013 at Las Vegas, Nevada and the AMS conference, 2013 at Monterey, California. My paper titled "Does Successful Recovery Mitigate Failure Severity? A Study of the behavioral Outcomes in Indian Context." has been published in the International Journal of Emerging Markets, Vol. 8 Iss: 1, pp.65 - 81. I am currently working on my Phd topic where I am examining the effect of other customers' complaints on the service evaluation of focal customers who have had prior failure experiences.



### **Ateeque Shaikh**

Institute of Rural Management Anand

I am currently into my 4th year of fellow programme in Institute of Rural Management Anand (IRMA). I have done my Bachelor of Chemical Technology from Institute of Chemical Technology, Mumbai ( Formerly, UDCT). My research interests include formation, maintenance and dissolution of exchange relationships, Market orientation and corporate social responsibility. My dissertation is tentatively titled as Role of Justice in managing channel relationships. Paper titled " A Paradigmatic and methodological review of research on market orientation " is under review for publication in reputed international journal.



**Amalesh Sharma**  
Georgia State University

Amalesh Sharma is a 3rd year doctoral student and researcher at the Center for Excellence in Brand and Customer Management (CEBCM) at the J. Mack Robinson College of Business, Georgia State University. His research interests include Customer Relationship Management (CRM), Dynamic model, Distribution Channel, and Innovation and New Product Adoption. He has published in the Journal of International Marketing for his work on building profitable customer loyalty in emerging economies. In that paper, he and his co-authors developed a conceptual framework to help multi-national companies build profitable customer loyalty in emerging economies. Presently, he is working on several research projects wherein he studies effectiveness of multi-channel retailing and drivers of new product adoption.



**Deep Shree**  
Indian Institute of Technology Delhi

I have done my graduation from Banaras Hindu University and have passed M.B.A. from University of Allahabad.



**Mahendra Kumar Shukla**  
Xavier Institute of Management, Bhubaneswar

I am a doctoral student in marketing area at Xavier Institute of Management, Bhubaneswar . I have about six years of work experience in sales and marketing. I have done my B.Tech from College of Technology, G. B. P. U. A. T, Pantnagar.



**Sriram D**  
XLRI, Jamshedpur

Sriram D holds Masters degrees in Chemistry and Management from Birla Institute of Technology and Science, Pilani. He has worked in automobile and energy industries for more than 21 years. He enrolled for the Executive Fellow Program of XLRI in 2007 and is working on his research problem in the area of Customer Engagement. In 2012, he quit the corporate world and switched over to academics and taught for a year at Xavier Institute of Management & Entrepreneurship at Bangalore. Currently, he is Senior Assistant Professor in the Marketing Area and Associate Director (Admissions) at Great Lakes Institute of Management at Chennai. He has published in Journal of Business & Industrial Marketing and has presented papers at various marketing conferences.



**Ekta Srivastava**  
IIM Lucknow

I am a 3rd year doctoral student in marketing area at IIM Lucknow. My thesis work involves study of consequences of nostalgic advertising among consumers.



**Ritu Srivastava**  
NIILM Centre for Management Studies

I have done Masters in International Business Management from Dept. of Applied Economics, University of Lucknow. I am NET qualified in Management with ten years of teaching experience.



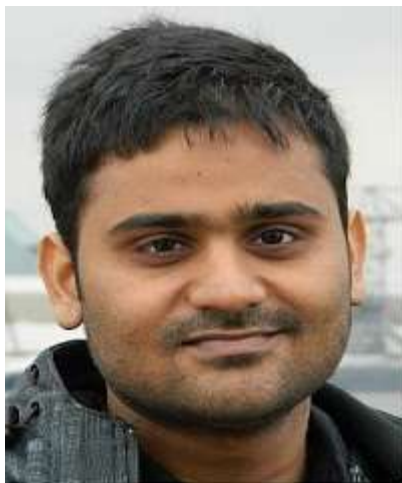
**Sarabjot Singh Sudan**  
Sri Mata Vaishno Devi University

Pursuing Ph.D from Shri Mata vaishno devi university in retail management. current interest in retail management, shopping behaviour, and store choice.



**Aruna Divya Tatavarthy**  
Indian Institute of Management Bangalore

I am currently pursuing my doctoral studies and my research work is broadly based on application of behavioral economics, consumer judgment and decision making, behavioral pricing, mental accounting, risk perceptions and inter-temporal choice. As part of my Thesis, I looked at individual level decision making in durable goods context. The work covered topics such as durable goods replacement decision and reference points influence on durable goods maintenance. Further, I am working on a paper that explains the influence of heuristics and biases in extended warranty purchase decisions. I have designed and conducted experiments online and been an active member of the team involved in setting up the Behavioral Lab at IIM-Bangalore. Prior to my doctoral studies, I worked for over 4 years.



**Ajay Thutupalli**  
UNU-MERIT

Ajay is a PhD fellow in Economics at UNU-MERIT, Maastricht University, Netherlands. He is currently a visiting researcher at CEIBEIM, Brunel Business School, UK and Agribiotech Foundation, India.

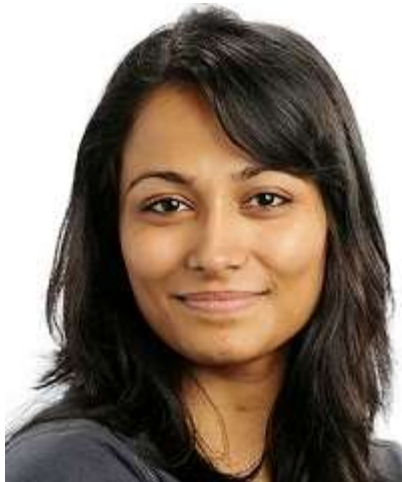




### **Ritesh Tiwari**

IBS Hyderabad, ICFAI Foundation for Higher Education (IFHE)

Ritesh Tiwari is a doctoral research scholar with IBS Hyderabad, IFHE. He holds a Bachelor's degree in Science (Mathematics major) from University of Pune, and a Master's in Business Administration (Marketing major). He has qualified the National Eligibility Test for Lecturership (NET) and cleared the Junior Research Fellowship (JRF) examinations conducted by the UGC. He has over three years of experience teaching on Marketing Management and Business Research Methods at the post-graduate level. He has published in national journals, contributed a case to the ecch (the Case Centre) and presented papers at international conferences. He was a speaker in the Special Youth Session at the World Peace Conference 2006 (UNESCO). Research interests include perceived risk and consumer decision making.



### **Varsh Verma**

Indian Institute of Management Ahmedabad

Doctoral Candidate In the Marketing Area at IIM Ahmedabad. Background in Fashion Design Aand Technology. Currently Pursuing Thesis Exploring Implications Of Language Abstraction In Online Marketing Communication.