

Consortium Fellows



ANGELIKI CHRISTODOULOPOULOU

Angeliki Christodoulou is a third-year Marketing PhD student in Robinson College of Business of Georgia State University. She earned an MSc in Marketing Management (with distinction) from Rotterdam School of Management of Erasmus University Rotterdam in 2011 and a BSc in Marketing and Communication from Athens University of Economics and Business in 2007. She has co-authored an article published in *Industrial Marketing Management* and a book chapter in the forthcoming *Handbook of Customer Equity*. Her research interests include sustainability, customer referrals, and customer reacquisition.



ASHISH S. GALANDE

Ashish S. Galande is a doctoral student at the Indian School of Business in the Marketing Department. He has over 10 years of experience in marketing, new business development, and general management across different sectors including hi-tech products, consumer durables, pharmaceuticals, financial services, and mobile and electronic payment services. Ashish has done his MBA at the Rutgers Business School where he was a one of the co-founders of the Rutgers Association of Marketing and Strategy. During his MBA days, Ashish was involved with a clean energy start-up where he continued to work after graduating and helped them raise over \$1.5 million in funding from various grants and angel investors. He has also been a visiting scholar at INSEAD for six months.

Ashish's research interests include customer engagement, content marketing, social media marketing, and mobile marketing, with focus on quantitative methods.



BANGGANG WU

Banggang WU is a third year Ph. D student of Marketing Department at School of Economics and Management, Tsinghua University. He has past the Comprehensive Examination and begun his dissertation about mobile marketing. He received his Bachelor of Business Administration and Bachelor of Science at Wuhan University.

His research focuses on mobile marketing, customer relationship management and social interaction. He also served as a reviewer of *Journal of Marketing Science* which is a leading journal in marketing in China.



BISWAJITA PARIDA

Biswajita Parida is a third year doctoral candidate in the marketing area at IIM, Ahmedabad. She has presented papers at “Indian Academy of Management Conference”, 2013 and “2nd PAN IIM World Management Conference”, 2014. She was the coordinator for marketing track for the 7th Doctoral Colloquium, 2013. She has also served as the coordinator of Eloquence-The public speaking club of IIM A. Her broad area of interests are advertising, leadership and consumer behavior.



BS KIRAN

A university gold medallist from liberal arts background, I am a part of the elite Indian Administrative services (Allied Services). I have been an active practitioner of marketing for more than 12 years -having served as Deputy General Manger/ IRCTC and currently posted as Deputy Director(Traffic Commercial in Ministry of Railways. I have completed my MBA from IMT-(Institute of Management technology) and currently pursuing my Doctoral course from Indian Institute of Management (Kashipur) in Marketing stream. My research/thesis topic pertains to ‘Customer satisfaction in the context of Indian Railways’. My research interests lie in consumer behaviour, marketing of public services. I am currently working on ‘Service Culture of Delhi Metro’ and ‘Exploring the synergies between Kautilyan philosophy and Marketing’ and ‘Digital Marketing of Passenger services in Railways’.



DIPTIMAN BANERJI

Diptiman Banerji is a doctoral candidate at Indian Institute of Management – Calcutta. After getting his BE and MBA degrees, Diptiman joined the industry and worked for 15 years in different blue-chip Indian companies like Bharti Airtel, Hutch (now taken over by Vodafone), Reliance Communications, Aircel and CMC Limited. His diverse work experience includes sales and relationship management with B2B clients, managing high service standards of front-end customer care operations through process adherence, and ensuring overall customer delight levels. The Ph.D. program at IIM Calcutta offered Diptiman a stimulating opportunity to do research, and he decided to leave the comfort of his office to take a plunge into academics.



EKTA DUGGAL

Ekta Duggal is Assistant Professor in the Department of Commerce, MotiLal Nehru College, University of Delhi. She is M.Com, M.Phil from Delhi University. She has submitted Ph.D thesis (Marketing) at Faculty of Management Studies, University of Delhi. She has over eight years of teaching experience and her areas of teaching and research include marketing, business organization and management and e-commerce. She has been a visiting faculty at Delhi School of Economics (Masters of International Business) and Guru Gobind Singh College of Commerce, Delhi University (Post Graduate Diploma in Management). She has many publications in reputed journals and has participated in numerous conferences, conventions and seminars.



ELISABETH STEINER

Born on 17 February 1986 in Munich, Germany, I grew up in Vienna, Austria. After high school I studied Corporate Management and Entrepreneurship at FHWien University of Applied Sciences.

Since 2012 I am employed as Research and Teaching Assistant in the Marketing Department of the Faculty of Business Economics and Statistics at the University of Vienna. I am enrolled in the PhD-Management program since autumn 2012 and will finish the required coursework in the current winter term. My dissertation project is advised by o. Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner and supported with the “uni:docs fellowship”, a funding program of the University of Vienna, since autumn 2013. The working title of my dissertation is: “The Influence of Sensory Front-of-Package Information on Experiential Beliefs, Evaluation of the Physical Product, Post-Experience Beliefs, Willingness-to-Pay and Purchase Intention”.



EMANUEL BAYER

Emanuel Bayer (*1986) studied media management at Johannes Gutenberg University in Mainz, Germany. After his studies, he joined the marketing department at Goethe University in Frankfurt as a doctoral student. His research projects are located at the interface between marketing, finance, and accounting. His supervisor is Bernd Skiera.



ETHELBERT O

My name is Ethelbert O. Chukwuagozie, currently concluding my PhD in Marketing Operations Management at Manchester Business School, UK. I hold an MA in Strategic Marketing Management from the University of Greenwich, London, and a PGD from University of Nigeria. I had initially obtained my first degree in Telecommunications Engineering from the Institute of Management and Technology (IMT), Nigeria before veering into marketing management. My research interest is in International Service Marketing with particular interest in Emerging International Market contexts, and its impact on service consumers. I intend through my research to proffer solutions on how the heterogeneity of political, economic and socio-cultural factors in Emerging International Markets could be positively exploited to advance service marketing research and practice.



GAURAV TRIPATHI

Gaurav Tripathi is an active researcher primarily in the area of services marketing. He is pursuing his PhD on Restaurant Service Quality. He has published with journals from Emerald and Elsevier. He is also on the review board of journals published from Taylor and Francis, Emerald, and Elsevier.

He has presented papers at many international conferences in the area of marketing both in India and abroad. He has attended many workshops on research methods particularly on structural equation modelling. He has also received the Best Research Paper award from All India Management Association (AIMA) in 2007 at New Delhi, India.



HAMED MEHRABI

Hamed Mehrabi is a 4th year doctoral candidate at the Laurier School of Business and Economics at Wilfrid Laurier University in Waterloo, Canada. His doctoral research interests integrate market-based capabilities, inter-organizational relationships and institutional pressures. This work addresses the antecedents and performance consequences of capability configurations at two different levels: the firm and the alliance. Hamed holds an MSc (Information Technology Management) from the University of Tehran and a BSc (Industrial Engineering) from the Iran University of Science and Technology. Work completed in his doctoral courses has appeared at various conferences and his MSc research is published in Industrial Marketing Management. Hamed is an Ontario Trillium Scholarship winner and a core member of Laurier's PRIME team (Project on Research in International Business, Marketing and Entrepreneurship).



JEEWON (BRIANNA) CHOI

JeeWon (Brianna) Choi is a third year doctoral student at the J. Mack Robinson College of Business, Georgia State University. She received a Bachelor of Science in Economics at the Wharton School of the University of Pennsylvania. She wrote a chapter with V.Kumar and Nita Umashankar on the Handbook of Service Marketing Research (2014). Her research interests include empirical marketing strategies and customer relationship management. Her current research focuses on the impact of customer habitual behaviors on firm performance.



JOÃO GUERREIRO

João Guerreiro is currently finishing his PhD at the Doctoral Programme in Marketing (ISCTE-IUL) and is an invited lecturer at ISCTE-IUL where he teaches Data Mining and CRM at Master Programmes (International Master in Hospitality and Tourism and Master in Decision Support Systems).

His current research interests are focused on Corporate Social Responsibility, Consumer Behavior, Business Intelligence and Consumer Neurosciences.

In addition to his PhD, he previously worked for more than 6 years in insurance and banking. He worked as Project Manager and Director of interdisciplinary projects on Consumer Behavior focused on using Data Mining to uncover hidden patterns in data.



JYOTI KULKARNI

Mrs. Jyoti Kulkarni is a faculty in Marketing at Prin. L. N. Welingkar Institute of Management. She received her Bachelor's degree in Commerce and Master's degree in Management with a specialization in Marketing from University of Mumbai after which she had an eight year long career in the Mutual Fund industry. She currently teaches Marketing Management and Services Marketing at Welingkar. She is pursuing her PhD from University of Mumbai in the area of Customer Experience. In her spare time, she pursues her love for reading and loves listening to rock music. She resides in Mumbai with her husband Mangesh and her daughters Sanjana and Ishita.



KANUPRIYA KATYAL

"Ms. Kanupriya Katyal, currently Assistant Professor, Marketing at GIM. She is presently pursuing her fellowship from XLRI. Her thesis in the area of Price Fairness. Her work attempts to further our understanding of price fairness by creating a formative measure for it. She brings out the differences between price fairness and unfairness. She has 11 years of experience. She last worked with Administrative Staff College of India. She is an Electronics & Communication Engineer from Osmania University, and a PGDM from Goa Institute of Management. She is currently pursuing research in the areas of consumer bargaining and spousal decision making."



KAUSHAL KISHORE

Mr. Kaushal Kishore is a member of the Faculty of Marketing at the School of Petroleum Management, PDP, Gandhinagar, Gujarat and teaching courses like Marketing of Petroleum Oil & Lubricants (MPOL), Marketing Management (MM), Strategic Brand Management, Retail Business Management (RBM), & Business Environment (BE) for MBA, E-MBA, MDP/In-company program's participants since 2009. He has overall six years of experience in academics. He was also associated with Indian Institute of Management, Ahmedabad (IIM-A) as an Academic Associate in Business Policy Area. Mr. Kishore has presented 7 papers at National and International conferences, attended 12 training programs and published 6 research papers in international journals and conference proceedings.

Mr. Kishore is pursuing his PhD's in Management (Petroleum Retailing) 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 also qualified in UGC-NET examination for Lectureship.



KIRAN DESAI

Kiran Desai is a doctoral student with NMIMS University, Mumbai. Her research interests are in the area of consumer behavior and brand management. She has earned her MBA degree from Gujarat University and BSc.(Mathematics) from Saurashtra University. She has work experience of 13 years in the advertising agency industry and 4 years of teaching experience in subjects spanning marketing management, brand management and services marketing.



MARIAM HUMAYUN

"Mariam Humayun is a PhD candidate in Marketing at Schulich School of Business. She is the recipient of an Elia Scholarship from the Faculty of Graduate Studies, York University. In 2012, she earned an MSc in Strategic Marketing from Durham University (UK) with highest honours of Distinction. She was also awarded the Best Dissertation Prize for her thesis, "The Reluctant Postmodern Consumer". In 2010, she graduated from Karachi University (Pakistan) with a BS in Business Administration. Her research interests include consumer culture, branding, brand communities, consumer identity and social network analysis."



MEENAKSHI GUJRAL

Meenakshi has been lecturing at School of Economic & Business Sciences, University of Witwatersrand, Johannesburg, South Africa. She holds 9.5 years of experience in research and academics, in Universities - Delhi University, Amity University & also with agencies like The World Bank, Ministry of Health & Family Welfare, Govt. of India, NCERT (National Council of Educational Research & Training), Govt. of India, etc. She specializes in Marketing, Consumer Behaviour, Rural Marketing, Creativity and Technology Innovation, Environmental Management & Sustainability, Business Communication.

She has conducted management development programmes and trainings in the area of business communication, personality development, marketing and consumer behavior. Also participated in numerous national, international seminars and conferences. Conceptualized various committees for bringing academic and institutional excellence. She has various research publications both national and international.

Meenakshi holds Masters Degree, in Resource Management and Extension from Delhi University, India and also holds a higher short post-graduation from Michigan State University, Michigan, USA. She is currently studying towards her PhD in the area of business model innovation and green sustainability, at the University of Witwatersrand.



MINA SERAJ

Mina Seraj is a Ph.D. candidate at Bogazici University, Department of Management. She received her BA degree in Economics from University of Pennsylvania in 2001, and completed her MBA degree in 2005 at Bogazici University. Before commencing her studies as a Ph.D. student, she worked in banking and pharmaceutical sectors as a product manager followed by management consulting in various industries. She has authored an article on the value of online communities in Journal of Interactive Marketing in 2012. Her thesis, which is on brand communities and brand competition, is co-advised by Prof. Aysegul Toker and Prof. Robert Kozinets.



PRAKASH SATYAVAGEESWARAN

Prakash Satyavageeswaran is a doctoral student at the Indian School of Business in the Marketing Department. He has over 12 years of experience in marketing, sales, rural marketing, social marketing, and general management across different sectors including public health, consumer durables, education, and financial services. Prakash has done his PGPM at the Indian School of Business where he was a Citi Scholar. He also holds a Masters in International Business from Grenoble Graduate School of Business, France where he was a Blaise Pascal Scholar. At ISB, he is nominated as the Emerald Researcher. He has also been a visiting scholar at INSEAD for six months.

Prakash's research interests include customer engagement, marketing to the bottom of the pyramid, and rural & social marketing, with focus on quantitative methods



PRIYANKA P V

Prof Priyanka P V, Jyoti Nivas College, Bangalore, BBM, & MBA, Bangalore University, Post Graduation in Advertising and PR, Mudra Institute of Communication, Ahmedabad, Pursuing Executive Program for Young Leaders, Indian Institute of Management-Calcutta, (PhD in Management, Jain University, Bangalore). 3 years as Assistant Professor teaching MBA Students. Indian Achievers Award for Excellence in Education, Global Achievers Award for Education, Pride of India for outstanding and distinguished services in the field of Education, MTC Global Award for Innovative teaching and Pedagogy Tools.



PANTELITSA ETEOKLEOUS

Pantelitsa Eteokleous is a Doctoral Candidate in the Marketing Division at Leeds University Business School, University of Leeds, UK. Her research interests concentrate on the fields of social responsibility, channel marketing, environmental marketing, and international marketing. She holds a BSc in Public and Business Administration (Marketing/Management), an LLM in European Law and an MSc in European Studies and Diplomacy. Her work has appeared in the proceedings of the 2014 Academy of Marketing Science Annual Conference. She also participated in a number of Doctoral Conferences and she holds the position of a teaching assistant during the Spring Semester 2014 at the University of Cyprus, Cyprus (Undergraduate Course: "Marketing Research").



P. NGUYEN

P. Nguyen is at his third year PhD program at ESCP Europe, Paris Campus, France and CFVG, Vietnam. He earned his MBA from Maastricht School of Management, Netherlands in 2008 and a Research Master Degree from University of Lille 2, France in 2011. Nguyen has more than 20 years of professional experience in health care industry. His research areas are consumer health behavior and pharmaceutical marketing with both qualitative and quantitative approaches. He has published on Journal of International Business Research and Contemporary Management Research.



RAHUL PRATYUSH MOHANTY

I am doing my first year of PhD in XIM Bhubaneswar on Sustainable Distribution Network of Food Supply Chain Management. I am an UGC NET qualified Junior Research Fellow (JRF) of 2013 batch. I earned my MBA degree in engineering management from Coventry University, UK in 2009.

I have got five years of work experience in corporate mainly Cognizant Technology Solutions (CTS), Kuwait Golf Link Logistics (KGL) Kuwait. In 2009, as one internee I have worked for Tata Steel in the 'Supplier Transformation Program'.



RAMAZAN YAVUZ

Ramazan Yavuz is Ph.D. candidate in Bogazici University specializing in marketing, specifically social media marketing. He published papers on location based social networks and social media maturity of SMEs in Turkey and presented in various conferences and events. He is also a reviewer for Marketing Intelligence and Planning and Journal of Organizational and End User Computing. His research interests cover consumer behaviour in social media, location based marketing, marketing strategy in Internet start-ups.

Ramazan Yavuz has extensive market research experience in the industry especially in ICT markets. As a senior research analyst in IDC, he analyses trends on multiple consumer and enterprise products on a local and regional level. He is responsible for primary and secondary research and contributes to regular reports and trackers, as well as tailored research and consulting projects.



RASHMI RANJAN PARIDA

Mr. Rashmi Ranjan Parida is a PhD/Research Scholar at Vinod Gupta School of Management (VGSOM), Indian Institute of Technology (IIT), Kharagpur. His area of interest lies in rural markets or emerging markets. The topic of his PhD research is “Study of impact of select Psychographic and Sociographic factors on the brand loyalty of consumers in the Indian Rural Market”. He has done his Post Graduate Diploma in Management (PGDM) from Xavier Institute of Management, Bhubaneswar (XIMB) and B.Tech in Agricultural Engineering from Orissa University of Agriculture & Technology (OUAT). Mr. Parida has work experience of around six years in industry, academics, projects and consultancy work.



RIDHI

Ridhi is currently a research scholar at IIM Calcutta. After completing her PGDM from IIM Kozhikode she started her own venture, which gave her tremendous insights into marketing, management and business. She is a voracious reader and has dabbled in writing from her college days. Her first paper was published IIMK’s management journal, Spandan. She has also written case studies and presented papers at various academic conferences. Her research interests lie in consumer behaviour and socio-cultural phenomena.



SANTHOSH KUMAR

Santhosh Kumar is a doctoral candidate at Alliance University, Bangalore. After getting his BE and MBA degrees, Santhosh joined the industry and worked for 15 years in IT industries. His diverse work experience includes business development, innovation, product concept to launch, BU strategy and acquisitions due diligence. His doctoral research interests includes innovation, business strategy and acquisitions.



SHASHA LU

Shasha is a Forth-year PhD candidate from Fudan University, a top-tier research-intensive university located in Shanghai, China. She was trained in both computer science and marketing. Her research interests mainly lie in developing quantitative tools that combine state-of-the-art video analytics from computer science with current marketing models to improve business practices in areas such as retailing, advertising, and entertainment marketing, among others. She is particularly interested in developing video-based quantitative tools that can be scaled up to large video datasets and applied in real-life business practice.



SHASHISHEKAR M. S

Shashi is a professional, having industrial experience in leading NPI, Product Life Cycle management. He has developed product, technology and business roadmaps for an effective product management & project portfolio management. Lead product development, R&D projects as engineering & project manager from idea to market.

He holds a bachelor's degree in production engineering from The University of Mysore and masters from VTU. Worked in the domains of hydraulic products/systems development, injection molded plastic components with construction OEMs and industrial product manufacturing industries.

Shashi is a part time research scholar at XIMB, Xavier University in the area of Marketing and Strategy management. Research topic: Factors influencing NPI launch success. Professional interests are Product life cycle management; create new business opportunities, Pre & Post NPI launch process.



SONALI HIREMATH

I have a Post-Graduate degree in Management and have 8 years of corporate experience in Marketing, Human Resources, and Corporate Strategy.

My interest in academics motivated me to move from a corporate career and pursue a doctorate.

My research interests lie in examining consumption practice and in understanding the meanings that consumers draw from consumption in relation to their socio-cultural and economic contexts as well as their sense of selves.



STUTI KUMAR

Stuti Kumar possesses a total of 8 years of work experience with equal years in teaching and in the corporate sector. After her M.B.A from NMIMS, she worked with Avalon Strategy Consulting and 3M India. Her keen interest in teaching and mentoring students drew her to the education sector and she now works as an Assistant Professor of Marketing at Weschool Mumbai. She recently presented a paper on Store atmospherics at National University of Singapore. Apart from the Retail sector her broad areas of research interest are Luxury Marketing and Digital Marketing. She is currently pursuing her Ph.D in Marketing from NMIMS Mumbai.



SUBIN SUDHIR

Subin Sudhir is a Doctoral Candidate (FPM) at the Indian Institute of Management Kozhikode. His research interests are in the areas of Word of Mouth and Rumors in the marketing context. He is currently working on his doctoral dissertation; which explores rumor sharing behavior among consumers. His research interests cover consumer behavior, word of mouth, rumors in the marketing scenario, customer relationship management and marketing research. He has participated in various academic conferences and doctoral consortiums including the AIM-AMA Sheth Foundation Doctoral Consortium, AMA Summer Marketing Educators Conference and Informs Society for Marketing Science conference. Subin had worked with some of the leading technology firms in India before starting his doctoral studies. He holds a Masters in Business Administration and a Bachelor of Technology. He is a biker, loves to travel places, photography and playing Basketball.



TETYANA KOSYAKOVA

Tetyana Kosyakova studied from 2001 till 2005 linguistic sciences (B.A.) at University Kramatorsk in Ukraine.

From 2006 till 2009 she studied business administration at Goethe University Frankfurt with the major in marketing and management (B.Sc). She earned her M.Sc. in Quantitative Economics with marketing specialization in 2011. Her master thesis dealt with „Implications of Functional Form Assumptions for Pooling of Information in Hierarchical Models“. During her studies she worked as student assistant in Deutsches Aktieninstitut.

Since December 2011 Tetyana Kosyakova is research associate at the chair of services marketing. Within the framework of her dissertation she is dealing with choice modeling and Bayesian approaches.



THOMAS ANNING DORSON

Thomas holds a Bachelors and Master of Philosophy Degrees in Marketing and currently completing a PhD in Marketing at University of Ghana Business School. In the past 5 years, his research focus has been in the area of service innovation, service experience, retailing, and marketing channel management. His papers have been published in the International Management Review Journal, African Journal of Economic and Business Research and a reviewer for international journals. He is a member and has attended conferences of Emerging Marketing Conference Board (EMCB) and International Academy of African Business and Economic Development (IAABD).