

Young Faculty Participants



ABHIGYAN SARKAR

Dr. Abhigyan Sarkar completed his PhD in branding area from ICFAI University Dehradun in 2012. He is working as Assistant Professor in Marketing department at IBS Hyderabad (a constituent of IFHE university). His research interests include consumer-brand relationship, brand love, brand sacralization. Articles authored by him have appeared in reputed international journals like Journal of Brand Management, Journal of Product and Brand Management, Journal of Customer Behavior, The Marketing Review, Journal of Travel & Tourism Marketing and Qualitative Market Research: An International Journal. He served as adhoc reviewer for Qualitative Market Research: An International Journal, Management Research Review and Journal of Customer Behavior.



RAHUL KUMAR SETT

Rahul Kumar Sett is an Assistant Professor of Marketing at the Indian Institute of Management Kozhikode. He is a Nehru-Fulbright Scholar for post doctoral research. He was a visiting assistant professor at the Johns Hopkins Carey Business School. He holds a Ph.D. from the Indian Institute of Management Ahmedabad. He has published in the Journal of Marketing Theory and Practice, and the Asia Pacific Journal of Marketing and Logistics. His research interests are in the areas of pricing, product bundling, hedonic flexibility, and psychological aspects of decision making among the underprivileged.



SHAPHALI GUPTA

Dr. Shaphali Gupta is currently working as an Assistant Professor at Symbiosis Institute of Business Management (SIBM), Pune. She obtained Ph.D. from the Shailesh J Mehta School of Management, IIT Bombay and holds a Master's degree in Business Management with Marketing specialization and Bachelor degree in Mathematics from M.D.S University Ajmer, Rajasthan. She is also a gold medalist certified trainer by the Indian Society for Training and Development, New Delhi. She started her academic career about a decade ago and taught at various management institutes as a full time and visiting faculty in India. She enjoys teaching courses in Marketing, Services Marketing, Retail Services, Customer Relationship Management and Research Methods for Business. Her research interests are in retail service convenience, customer experience management, retail services, channel migration and marketing research. She has publications in peer-reviewed international journals and has presented papers at various esteemed international conferences like European Marketing Academy, Australian and New Zealand Marketing Academy, etc. Before entering academia, she had also worked with a couple of service industry firms like Reliance Communication, ICICI bank and MTS India, where her major responsibilities were handling critical customer service issues, customers retention issues and building and maintaining long term relationships with high net worth clients.



SOMA ARORA

Dr. Soma Arora has obtained her PhD degree from Indraprastha University in Delhi India. She earned an MBA in International Business (with merit position) from IIFT, Indian Institute of Foreign Trade, India. and a BSc Economics , Honors from St Xavier's College, India. She has published numerous articles and book chapters, in Routledge, Sage Journals and one of them in the Research Handbook of Export Marketing, by Edward Elgar Publications UK. Her research interests include Internationalisation of Indian companies; International Marketing; Global Branding. She is actively involved with Indian ventures going global especially into the UAE and other emerging markets.

Dr. Soma Arora is currently employed as Asst Professor in the area of Marketing and International Business at IMT Ghaziabad, India. She has teaching experience with overseas Universities like Al Ghurair in Dubai, UAE and LSE, London School of Economics International Programme administered by University of London.



VINOD KUMAR

Dr. Vinod Kumar holds a Ph.D. in marketing from Department of Management Studies, Indian Institute of Technology, Roorkee. Presently, he is working as an Assistant Professor in Institute of Management Technology, Nagpur. He has presented and published research papers at various national and international platforms. He is also contributing as a reviewer to some reputed journals like, Journal of Mixed Methods Research (Sage), Marketing Intelligence & Planning (Emerald), Management Research Review (Emerald), International Journal of Business and Emerging Markets (Inderscience), etc. His current interests include CSR, Sustainability Marketing and Sustainability Reporting.