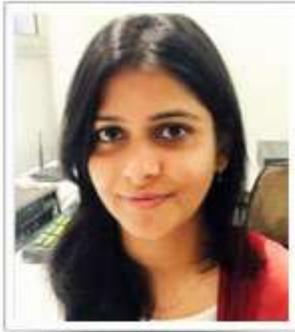


Consortium Fellows



ANJUMAN

Anjuman is a second year Marketing Ph.D. student at Faculty of Management Studies, University of Delhi. She earned her Master of Business Administration degree in 2009 from University Business School (UBS) and a Bachelor of Sciences degree in 2007, from Panjab University, Chandigarh. She was awarded Junior Research Fellowship in 2012 from University Grants Commission, India.

She has almost four years of working experience in corporate as a Wealth Manager for ICICI Bank Limited. and Product Manager in Pharmaceuticals before joining FMS. She has recently attended QME Conference 2015 at MIT, Boston. Her research interests include advertising, branding, metaphorical communications and political communications.



ANKUR KAPOOR

Ankur Kapoor is second year doctoral candidate at IIM-A. His research interests include consumer psychology (conscious and non-conscious processing, priming, habits, numerical cognition, and heuristics and biases; among others) and consumer empowerment. He was among the top 5 students during first year of academic performance (all areas combined). He has primarily used experimental methods for conducting research in above research areas. Prior to PhD program, he has worked for four years in roles of sales, market research and marketing at Eli Lilly and Co. (India). He holds an MBA degree from Indian Institute of Foreign Trade, and has an undergraduate degree in pharmaceutical sciences (Gold Medalist).



ASHLEY GORECZNY

Ashley is a 3rd year PhD student in the Center of Excellence in Brand and Customer Management at Georgia State University. She earned her MBA from Georgia State University. She is interested in the fields of brand and customer management, salesperson management, nonprofit marketing in the context of B2C, and the interface between operations and marketing. Currently, she is working on a study what drives a salesperson to quit. Ashley and her co-authors, empirically test that in addition to own variables (own-performance and goal realization), peer behaviors drive a salesperson's churn behavior. This work has been awarded the 2015 SEF/Neil Rackham research grant.



AVADHUT ARUN PATWARDHAN

Avadhut Arun Patwardhan is doctoral student at National Institute of Industrial Engineering (NITIE) Mumbai. His research area is Pharmaceutical Marketing wherein he has empirically tested an integrated model proposed for examining general physician and specialist's internet adoption behaviour for devising internet-based pharmaceutical promotion. He has six years of experience including four years as Assistant Professor. He has published in refereed journals including Journal of Medical Marketing; and attended Conference on Excellence in Research and Education held at IIM, Indore and Second PAN-IIM World Management Conference held at IIM, Kozhikode.



BALA ARYAN

Bala Aryan is a compelling educator, marketer and entrepreneur. He creates innovative ways to teach marketing and reach the consumer. He has 30 years of global experience in education, marketing, business strategy, sales, and consulting across various industries and markets.

As a doctoral student he is exploring the effect of Country of Origin image and its impact on policies such as "Make in India".

His current assignments include creating sales organizations and export markets for MSEs in manufacturing and teaching management courses as visiting faculty in several business schools including Alliance University and Symbiosis Institute of Business Management



DILIP KUMAR MALIK

Dilip Mallick, has a total Industrial experience of more than 10 years in IT industry. He is an Engineer in Electrical Engineering and did his Post Graduate in management from IMT Ghaziabad. He is presently a research scholar doing his Phd in Customer Analytics. He is associated with Wipro Technology as senior consultant, Advanced Analytics. He has worked on building predictive modelling in Banking, Retail and Insurance domain. Some of the area where he has expertise is detecting fraud in insurance claims, Cross selling and up selling model for retail client, building propensity to buy models. He has built dashboards for customers on insurance domain to analyse the data and come up with business solutions. He has 2 years in international experience in working with US and UK clients, in gathering requirements and proposing solution to their business intelligence area. Presently his research area is in building a model to understand customer attrition in credit card industry.



GANESH

Ganesh is an F.P.M. scholar at the Mudra Institute of Communications, Ahmedabad (India). He has a Master's degree in English and has taught at the graduate and post graduate level for seven years now. His areas of study include Philosophy, Political Theories, Theories of Persuasion, Post Modernism, Cultural Studies and History. He tries to study all the areas of his study with a cross disciplinary focus and interdisciplinary integration. His specialization in Grammar and Linguistics has allowed him to develop a practical application protocol for GMAT students that offer a very high degree of accuracy and speed. His last professional engagement was with IMS Learning Resources Pvt. Ltd, Bangalore as the Academic Head, English.



GARIMA SAXENA

I am a doctoral student in the marketing area at Xavier School of Management, XLRI Jamshedpur. I graduated from Daulat Ram College, Delhi University in 2007 and completed MBA from Alliance Business Academy, Bangalore University in 2009. My thesis work involves understanding customers' preference for salesperson's involvement in different shopping situations. I have presented papers at 8th Great Lakes-NASMEI International conference of marketing and 4th Biennial Indian Academy of Management Conference. I was the coordinator for marketing track for Doctoral Colloquium, 2014 at XLRI. My broad research interests include consumer behaviour, choice processes, retailing and selling practices.



GURPREET KOUR

I pursued B.Sc in Life Sciences and MBA with marketing specialization from university of Jammu and was awarded with university Rank 2 for MBA Batch 2008-10. After MBA, I worked with WaterHealth India Pvt Ltd., Hyderabad (WHIN) for two years. Later to pursue my higher career goals of becoming academician cum researcher, I qualified UGC NET-JRF in 2011 and joined IIM Calcutta as fellow in Marketing. I taught in Rajagiri Centre for Business Studies (RCBS), Kochi as Assistant Professor in marketing area for 8 months. My research areas includes destination branding, Tourism Marketing, Travel advertising and Marketing Semiotics. Currently, I am pursuing my FPM in communications from Mudra Institute of Communications, Ahmedabad (MICA).



KALPAK KULKARNI

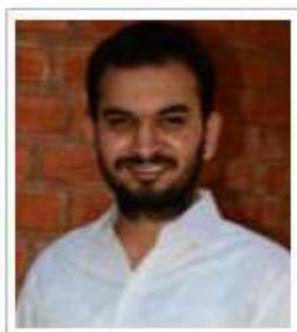
Kalpak Kulkarni is a third year doctoral candidate in the marketing area at Shailesh J. Mehta School of Management, Indian Institute of technology Bombay (IITB), Mumbai. He received his Master's degree in Management with a specialization in Marketing from University of Mumbai. He has qualified in UGC-NET examination for Lectureship and earned the prestigious Junior Research Fellowship (UGC-JRF) from UGC, MHRD, India.

His research interests lies at the intersection of consumer psychology and social media marketing. His current research focuses on understanding the impact of consumer characteristics such as personality traits and cognitive abilities in driving users' information sharing behaviour over social media platforms.



KIHYUN "HANNAH" KIM

Hannah Kim is a doctoral candidate at the Center for Excellence in Brand and Customer Management, Georgia State University. Hannah is interested in how firms can gain new insights and make better marketing resource allocation decisions by using econometrics models and Bayesian methods. Her research particularly focuses on solving marketing problems and providing actionable guidance to managers by using customer-level data. Her dissertation work identifies the differential effects of direct marketing efforts, which create (a) economic value, and (b) relational value to the customer in the B2B markets. She has published in Marketing Science and Journal of Marketing Research.



KULDEEP BRAHMABHATT

I am Kuldeep Brahmabhatt, born and brought up in Gujarat, India. I did my graduation in Bachelor of Engineering (BE) with the specialization in Electronics and Communication. Then, I did my Master of Business Administration (MBA) in the year 2009 with marketing specialization. After that, I worked with one business consulting firm named Kudos Group based at Ahmedabad. I worked as a Manager - Corporate Relations for almost five years at Kudos. Since beginning I am inclined towards research which got intensified while working at Kudos. To explore more avenues of research I joined MICA's Fellow Programme in Management. Currently as a part of my thesis, I am working on 'Role of Culture in Brand Personality of Indian Regional Brands'. This would yield me better understanding of Consumer – Brand relationships in the context of emerging markets.



LI, CHENXI

Chenxi Li is a third year PhD candidate of Marketing, Fudan University in China. She got her bachelor degree in English and second bachelor degree in Economics from Tsinghua University in China, and has been a visiting scholar at Fox Business School, Temple University for one year. Her current research focuses on mobile marketing, marketing strategies, social ads and promotion. In her dissertation, she looked at how weather affects mobile promotion responses.



MUGDHA KESKAR

CMA Mrs. Mugdha Keskar is a Doctoral Research Fellow at NITIE, Mumbai, India. She is a Fellow member of the Institute of Cost Accountants of India. Her research focus is on development and validation of Customer Satisfaction Index model for measuring satisfaction levels of Indian internet banking customers. She has 5 years corporate experience in the field of Accounting, Finance and Marketing. She has 12 years of teaching experience for undergraduate and postgraduate courses in management and commerce. She has presented and published research papers in conferences and Journals. At present, she is a faculty in Joshi-Bedekar College, Thane, India.



NANDINI NIM

Nandini is a second year Marketing Ph.D. student at Faculty of Management Studies, University of Delhi. She earned her Master of Business Economics in 2013 and a Bachelor of Business Studies in 2011, from University of Delhi. She was awarded Junior Research Fellowship in 2013 from University Grants Commission, India.

She has worked as a Research Manager for a boutique market research agency before joining FMS, and worked with clients like Perfetti and Max Life Insurance. Her research interests include advertising, segmentation, consumer behaviour and sports marketing.



PREETI VIRDI

I am a second year research scholar from Shailesh J. Mehta School of Management, IIT Bombay. My research area is Marketing wherein; I am working to understand the effect of decision aids on consumer behavior in online retail settings. The decision aids are the algorithm based electronic tools that help consumers make efficient purchase decisions.

I pursued my MBA from Symbiosis International University, Pune and have an Industry experience of a year prior to entering Academics. As an academician I have worked with Gian Jyoti Group of Institutions, Punjab as an Assistant Professor for three years. I have published my work (unrelated to the PhD research topic) in two journals and shall be attending 9th Great Lakes-NASMEI (North American Society for Marketing Education in India) Conference 2015 in December, 2015.



PRITHVISH BOSE

Doctoral candidate in Marketing at XLRI, Jamshedpur, with three decades of senior level experience across industries such as Office automation, IT, Telecom and Paints in the areas of Business strategy, Sales, Product management, Business development, Enterprise marketing and Channel management.

Prior to this graduated in Mining Engineering from Indian School of Mines, Dhanbad and completed post-graduation in Business Management with specialisation in Marketing from XLRI, Jamshedpur. Areas of interest include Consumer Satisfaction, Acculturation, Generational Cohorts and Variety-Seeking behaviour.



RAMA KRISHNA KOMPPELLA

Rama Krishna Kompella is a doctoral student from University of Rhode Island (URI) in the area of Marketing. His area of research interest is sustainable consumption in India, with a focus on understanding various institutional, cultural aspects contributing to sustainable consumption. He completed his MBA from Andhra University, India.

Prior to his enrollment in doctoral studies, he worked in industry for eight years with experience in Advertising and Marketing. During his advertising career, he handled a wide array of brands ranging from automotive components, media to fashion and sports. He subsequently worked as a marketing manager for India's largest organic food company (Sresta Natural Bioproducts Pvt Ltd, which markets under the brand name 24 Letter Mantra).



RANJITHA G

Ranjitha is a second year Marketing Fellow student at Indian Institute of Management Kozhikode. She is a Computer Engineer from NITK Surathkal and has her Master of Business Administration degree in 2013 from Central University of Karnataka She was awarded Junior Research Fellowship in 2012 from University Grants Commission, India.

She has experience in teaching under graduate and post graduate Business students and her research interests include Semiotics in advertising, Historical studies in Advertising, Marketing and Society relationships.



SANDEEP RAWAT

My name is Sandeep Rawat. I am from the state of Uttarakhand, India. I have completed my schooling from Army School Delhi Cantt. My bachelor is in General Management from IP University, Delhi while my post graduation is in Marketing from JIMS Rohini, Delhi. Post that I have worked with Berger paints India Ltd. for one year handling South Delhi territory. Currently I am a 2nd year fellow at MICA, Ahmedabad pursuing my fellow program in management-communications in marketing area. My research interests are in Base of the pyramid markets, producers and consumers in Subsistence marketplaces. My thesis topic is – Market orientation of producer companies at the base of pyramid in India.



SHICHANG LIANG

Shichang Liang is a Doctoral candidate, in Marketing, Huazhong University of Science & Technology since 2012. He completed M.Phil. in Enterprise Management, Kunming University of Science & Technology in 2005, B. S. in Management Science and Engineering, from Xi'an Polytechnic University in 2002. He held Academic positions, as a Lecturer in Business administration, Guangxi University of Science & Technology from 2005 to 2012. His research focuses on two substantive areas: (1) The effect of social exclusion in social media on consumer behavior; and (2) the role of relationship orientation in consumers' choice of online sales. His current Working papers are: 1.The Interaction of Social Exclusion And Power State On Conspicuous Consumption, under review. 2. Do Power Lead To Prefer Distinctive Product? The Interactive Effect of Social Exclusion and Power State on Consumer Choice.



SUDIPTA MANDAL

Sudipta Mandal is a doctoral scholar in Marketing at the Indian Institute of Management, Ahmedabad. He joined the Fellow Programme at IIM Ahmedabad, after having worked in the industry for a little more than eleven years, primarily in the consulting industry. His primary areas of interest include consumer behaviour and pricing; he is also interested in analytical modelling. He holds a Bachelor of Engineering in Electronics and Communications from the Karnatak University, Dharwad and a full-time MBA from the University of Oxford, SAID Business School, UK.



SURABHI MUKHERJEE CHAKRAVARTY

Surabhi Mukherjee Chakravarty is a second-year Marketing PhD student in Alliance University, Bangalore. She is an Assistant Professor, in CMR Institute of Management Studies, Bangalore. She handles the PG Department as a Course Coordinator. She earned her PGDBM from Institute of Productivity & Management, Lucknow and M.A. (Economics) from Lucknow University. She possesses over 8 years of Academic Experience. During her Academic Career she has presented papers in National & International Conferences in reputed Institutions like IIM-B, IIM-L, IIM-I, BITS-Pilani etc. to name a few. She has also published her papers in National Journals. Her research is focused on Consumer Behavior, Advertising, Sensory Branding, Emotional Branding and Neuro Marketing. Recently her Chapter on “Sensory Branding- Branding with Senses” released for the Book “Cases on Branding Strategies and Product Development: Successes and Pitfalls” (Publisher IGI Global, USA).



VINAY KALYAN PARAKALA

I am a career sales and management professional with 20 years of P&L, sales enablement, inside sales, sales operations, marketing, account management and advertising experience and professional qualifications in management, business development and IT.

I was based out of UK for a decade, managing numerous multinational clients in UK, Europe, Middle East, North America and Asia, creating many multimillion dollar engagements within numerous industry verticals including Retail, BFSI, Travel, etc.

Since moving to India in 2009, I have been a sales enablement, operations and strategy leader, creating and successfully heading large global enablement, inside sales, marketing and sales teams.



WEI HUANG

Miss Huang Wei is a 3rd year Ph.D. candidate at School of Economy and Management of Tsinghua University. Her research topic is social media and its impact on capital market. She likes jogging and listening to music.



XU, JIE

Jie XU is a doctoral student in Marketing at the School of Management, Fudan University. She is a Research Associate at the Institute for Sustainable Innovation and Growth (iSIG), Fudan University. Jie received her Bachelor's degree in International Politics from Fudan University, China, and holds an MA in International Public Management from Paris Institute of Political Studies, France (Sciences Po. Paris). Her research interests include artificial empathy, video data and applications in marketing and China. She coauthored a book named *The Chinese Way* (2014, Routledge) with her supervisor Min Ding.



ZEBIN YAN

Zebin Yan is a Ph.D. candidate from School of Management, Huazhong University and Science and Technology in China. He is going to graduate in June, 2016. His interests are inter-organizational management, performance feedback theory, and institutional pluralism. Zebin Yan has won the Best Student Paper in 2014 China Marketing International Conference as well as in 2015 China Marketing International Conference. He also presented his working paper *Buyer's Differential Social Control within Supplier Portfolio and Its Effect on Performance*, at 2015 Annual Meeting of the Academy of Management, Vancouver, BC, Canada. Now this paper is under review at *Strategic Management Journal*. His Ph.D. dissertation is funded by the Innovation Fund of Huazhong University of Science and Technology. Only eight Ph.D. candidates were funded in School of Management this year.