

## Young Faculty Participants

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### DR ANIRBAN SOM

Dr. Anirban Som is an Assistant Professor of Marketing at IIM Trichy. He has done his Masters from National University of Singapore and PhD from Bond University, Australia and. His areas of research interest are consumer behaviour and consumer decision making. He teaches courses such as Marketing Management and Retail Management for the Post Graduate students at IIM Trichy. Dr. Som has published his research in reputed international journals and has presented his work at reputed international conferences in different countries. He is currently working on projects related to the effects of goals and personality in the context of consumer decision making.

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### DR DEEPAK S KUMAR

He worked in the industry for more than six years. As an academician, he was associated with School of Communication and Management, Cochin and School of Management Studies, NIT, Calicut. He is also an invited faculty of NITC and undertakes skill development programs for EDPs, of Technology Business Incubator (TBI) of the campus.

His research interest areas include Servicescape, Aesthetics and Green Marketing, and have published in journals like The Marketing Review, IIM Kozhikode Society & Management Review. He has also presented papers in conferences including Academy of Marketing Annual Conference; UK, 10th International Marketing Trends Conference; Paris, Pan-IIM World Management Conference; IIMK, IMR Doctoral Students Conference; IIMB. At ASB Coimbatore, he teaches Marketing Management, Services Management and Strategic Brand Management.

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### DR HARSHIT MAURYA

Dr. Harshit Maurya is currently serving as an Assistant Professor of Marketing at the Center for Management Studies, Symbiosis International University at its Noida campus, India. He has completed his Ph.D. in Marketing from the University of Lucknow in early 2014. Prior to joining Symbiosis International University, Dr. Harshit Maurya also served with the Indian Institute of Management Lucknow, as a research associate/assistant in the Marketing Area on various funded and non-funded assignments for close to 6 years. The main thrust of his research is branding and related issues in the services domain, he also has a keen interest in studying distribution related issues in Indian markets. His initial scholarly works have been accepted for publications with various international journals of repute, such as- Journal of Global Marketing, The Marketing Review, & Services Marketing Quarterly. He has served as an ad-hoc reviewer for Journal of International Consumer Marketing. His current research revolves around branding, country of origin effect, customer experience and retail store environment/sensory marketing. His teaching areas of interest include papers like Essentials of Brand Management, Marketing Management, Services Marketing, Consumer Behaviour and Rural Marketing.



#### INDU MEHTA

Prof. Indu Mehta is B.Sc (1991-1994) from Kurukshetra university & MBA in Marketing (1994-1996) from lucknow University. ).She is pursuing her Ph.D & Topic of her research is “Technology adoption in Financial Inclusion” Having more than 16 years of industry-cum-education experience with large corporations & premier academic institutes like IIMA (Indian Institute of Management, Ahmedabad), Grasim Industries, LG Electronics, Tata Infotech in the area of Consumer Sales, Sales coordination and after sales support.

She has been with weschool (Prin LN welingkar Institute of Management Development and research, Mumbai) for last 5years, and prior to Welingerk’s, She was associated with IIMA (Indian Institute of Management, Ahmedabad) as Academic Associate in Marketing area for 3 years , her case study has won 1st Prize at International Case Masters- Case Writing Contest at IIMA (Indian Institute of Management- Ahmadabad) - July’2011 in Category - Evolving Financial Landscape.

Her areas of interests are customer relations, direct marketing, internet marketing, marketing, organizational skills, proposal writing, research, consumer buyer behavior



#### DR MUSARRA

Dr Musarra is a Research Fellow at Leeds University Business School. He earned his Ph.D at University of Leeds in 2015. Prior to joining the University of Leeds, Dr. Musarra worked as a Marketing Manager at ODEON & UCI Cinemas Group. His teaching and research interests lie on international, strategic and relationship marketing.

Publications and Academic Awards - “The Influence of Desire for Control on Monitoring Decisions and Performance Outcomes in Strategic Alliances” (with Robson, J. R. and Katsikeas, S. C.), Industrial Marketing Management, 2015, forthcoming Shortlisted for European Marketing Academy Conference 2015 Best Paper Award based on a Doctoral Work.



#### PRASHANT

I work as Assistant Professor (Marketing) in T A Pai Management Institute (TAPMI), Manipal. I have been awarded Fellow of NITIE Mumbai in 2015. I have gained professional experience of about three years in teaching and research. My research interests lie in green marketing, bibliometric analysis and sustainability. My work are published in Marketing Intelligence and Planning, and International Journal of Retail and Distribution Management.

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#### PRITHWIRAJ MUKHERJEE

Prithwiraj Mukherjee joined the faculty of IIM, Bangalore as Assistant Professor of Marketing in 2015. Since then, he has taught Marketing Research and Product Management there. His research interests include agent-based modelling, behavioral decision making and new product development. His research has been published in the International Journal of Research in Marketing. Prithwiraj holds a PhD from ESSEC, France, a Master of Engineering (Chemical) from IISC, Bangalore and a Bachelor of Engineering (Chemical) from NITK Surathkal. He has previously worked for General Electric and Oracle.

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#### SUNALI TALWAR

Prof Sunali Talwar is marketing faculty at We-School, Bangalore. Having over 13 years of experience in corporate training and teaching, she spent 5 years with Reliance Communications resolving customer issues and designing training programs for front-end customer-care /IT functions. Before joining We-School, she was working as a lead consultant for marketing courses with Pearson Education. She has submitted her thesis in Bharathiar University titled "Impact of Service Climate on Service Quality amongst Frontline Employees in Indian Telecommunication Sector" and has published research papers in esteemed journals. She has also co-authored a book on integrated marketing communications. Being an enthusiastic learner, her research interest is service quality in service sector.

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#### UTKARSH

Mr. Utkarsh is Assistant Professor in the marketing area at Fortune Institute of International Business, New Delhi. After obtaining MBA in 2008 he worked for almost 2.5 years at IIM Lucknow as Research Associate and qualified UGC- NET and JRF in 2011. He is waiting for award of his PhD submitted in June 2015 at University of Lucknow. His research area is services marketing. More specifically his work is focused on information search behavior in services, and role of service type and culture in advertising. His work has been published/accepted by, internationally reputed journals like Services Marketing Quarterly, The Marketing Review and Information Technology and Tourism, and several conferences including ANZMAC 2015, NASMEI 2014 at Great Lakes, ICRM 2013 at IIT Delhi and Doctoral Colloquium 2012 at IIM Ahmedabad.