

# Academy of Indian Marketing

## AIM Sheth Foundation Research Awards 2018

Collaboration between **Academy of Indian Marketing (AIM)** and **Sheth Foundation** resulted in Sheth Foundation board agreeing to provide a sum of **US \$10,000/-** grant to AIM. The Call for research Proposal announced in **April 2018** was very well received by researchers within India and abroad, and **52 proposals** were submitted under three different tracks through Easy Chair platform managed by Dr. S. Jayakar. Two proposals in each track were to be selected for the grant of **Rs.1,00,000/- each**. A committee was formed with Dr. Varsha Jain as the Chairperson. Other committee members were

### 1. Consumer Behavior Track – (Proposals received 34)

- a. Co-Track Chair: Prof. Russell Belk, Distinguished Research Professor and the Kraft Foods Canada, Chair in Marketing at Schulich School of Business, York University, Canada
- b. Co-Track Chair Prof. Sanjeev Tripathi, Associate Professor, Marketing, IIM- Indore, India

### 2. Managerial Marketing Track – (Proposals received 13)

- a. Co-Track Chair Prof. A. Parasuraman (“Parsu”), Professor & James W. McLamore Chair in Marketing, University of Miami, USA
- b. Co-Track Chair Prof. Ramendra Singh, Associate Professor, Marketing, IIM- Calcutta, India

### 3. Marketing Analytics Track – (Proposals received 05)

- a. Co-Track Chair Prof. Vijay Viwasnathan, Associate Professor, Chair, IMC, Medill School, Northwestern University, USA
- b. Co-Track Chair Prof. Arnab Laha, Associate Professor, IIM-Ahmedabad, India

### Status:

After going through the rigorous vetting and review process, six proposals were selected for (two from each track) the grant. AIM congratulates the award recipients. The level of participation was very high and proposals which did not receive the research grant were no less competitive. We thank all the authors who submitted research proposals for elevating the level of rigor in research.

### Important Observation from Submissions:

We strongly believe that Indian scholars can work effectively and can publish in top international journals if they get positive encouragement and also incentives by way of resources, funding and mentoring. The proposal and citation have also followed AIM Sheth Foundation research guidelines. I am very pleased that award recipients are from very diverse backgrounds and faculty at reputed universities and management institutions.

Dr. Jagdish N. Sheth

Founder- Academy of Indian Marketing

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<b>Consumer Behaviour</b>		
Authors	Title	Institute
<b>Rishi Dwesar</b> 	Is it a news story or an advertisement? Evaluating persuasiveness of Programmatic Native versus Traditional Banner Ads	ICFAI Business School (IBS), Hyderabad, IFHE University
<b>Sridhar Samu and Vidya Mahambare</b> 	Consumer Decision Making about Financial Products: How Chit Funds Offer Dual Options	Great Lakes Institute of Management
<b>Managerial</b>		
<b>Aishwarya Ramasundaram</b> 	THE POINT OF NO RETURN	Indian Institute Of Management, Bangalore
<b>Irudaya Veni Mary and Navena Nesakumari</b> 	Adoption of Digital Marketing in Social Enterprises	Loyola Institute of Business Administration
<b>Marketing Analytics</b>		
<b>Aditi Mudgal and Amrendra Pandey</b> 	Developing Lexicon for mapping Consumer Perception of Indian Brands using Online Narrative Campaigns	BIMTECH
<b>Surabhi Singh and Parikshit Kala</b> 	An Empirical Study on the Impact of Neuromarketing in Online Retailing in Developing Nations	IMS Ghaziabad, ZeeHimgiri University