



# Academy of Indian Marketing

## AIM Sheth Foundation Research Awards

### 2019

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 2019** was very well received by researchers within India and abroad, and **87 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 51)**

- a. Co-Track Chair: **Prof. Atul Parvatiyar** Director, Center for Sales & Customer Relationship Excellence, Texas Tech University – Rawls College of Business, USA
- b. Co-Track Chair: **Prof. Abhishek Mishra**, Associate Professor, Marketing, Indian Institute of Management, IIM, Indore, India

#### **2. Marketing Strategy Track – (Proposals received 28)**

- a. Co-Track Chair: **Prof. Rajan Varadarajan**, University Distinguished Professor and Distinguished Professor of Marketing, Regents Professor, Ford Chair in Marketing & E-Commerce, Texas A&M, USA
- b. Co-Track Chair: **Prof. Shainesh. G** Professor, Marketing, IIM, Bangalore, India

#### **3. Marketing Analytics Track – (Proposals received 08)**

- a. Co-Track Chair: **Prof. Sanjit Roy**, Senior Lecturer in the Business School at University of Western Australia
- b. Co-Track Chair: **Prof. Arunachalam, S**, Assistant Professor, Indian School of Business, ISB, 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

## **Consumer Behavior Track**

### **Authors**

#### **Title: Consumer Incivility: A Control Restoration Mechanism**



Gurbir Singh,  
IIM, Indore.



Sanjeev Tripathi  
IIM,Indore.



Shruti Tewari,  
IIM,Indore.

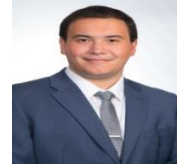
#### **Title: Wilt thou forgive that sin? – The impact of brand heritage on consumer responses to brand transgressions.**



Amogh Kumbargeri,  
IIM, Ahmedabad.



Sudipta Mandal,  
IIM,Indore.



Mansur Khamitov,  
NTU, Singapore.

## **Managerial Marketing Track**

#### **Title: From “Worst Experience” to “Faith Restored”-- Service Recovery on Social Media Following a Double Deviation: Impact on Customer Outcomes.**



Priyanka Suresh,IIT, Madras.

#### **Title: Pride or Pity: Role Of Self-image In Prosocial Behavior.**



Ambika Prasad Nanda,  
S.P.J.I.M.R, Mumbai.



Ranjan Banerjee,  
S.P.J.I.M.R, Mumbai.



Om Narasimhan,  
LSE,UK.

## **Marketing Analytics Track**

#### **Title: Information Overload and Consumer Confusion: Evidences from Millennial Consumer Using Visual Analytical Approach.**



Ritu Sinha ,  
IES Management College and Research Centre,  
Mumbai.



Trupti Karkhanis,  
IES Management College and Research Centre,  
Mumbai.

#### **Title: Application of online user generated data to study perceptions of services performances of various Indian airlines, and their outcomes thereof.**



Sunny Bose ,  
IBS, Hyderabad



Adipta Datta,  
ICICI Bank