SOMAIYA VIDYAVIHAR UNIVERSITY
K J Somaiya Institute of Management

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EDUCATION	• Certified Business Consultant, AIMA, New Delhi, 2023 • Ph.D., Bharati Vidyapeeth University, Pune, 2010. Thesis: Effectiveness of Conventional and Non-conventional Media Tools in Rural Maharashtra • MBA (Marketing), Gandhi Institute of Technology and Management (GITAM), affiliated to Andhra University, Visakhapatnam, 1995 (First Class) • B. Com (Cost & Management Accounting), SKVT Degree College, affiliated to Andhra University, Rajamahendravaram, 1991
EXPERIENCE	• Total teaching experience: 25 years • Professor – Marketing, KJ Somaiya Institute of Management, Mumbai, 1 Jan 2007 to date • Assistant Professor – Marketing, IES College of Management Studies & Research, Bandra, Mumbai, 2005 – 2007 • BMS Co-ordinator, VES College of Arts, Science and Commerce, Chembur, Mumbai, 2003 – 2005
NON-ACADEMIC	• Corporate trainer: almost 40 companies trained in the last 5 years (almost 50 corporates in marketing overall), including Sahyadri Farms, Trikaya Farms, Agritech Solutions, Global Logistics Pvt. Ltd and Nath Seeds Ltd • MDPs: Retail training for Shoppers Stop, World of Titan, First Cry and Croma; CRM training for Special Officers, INS Hamla (Indian Navy), Malad, Mumbai; Sales training for LIC and Protego
AWARDS & HONOURS	• 2025 – **Best Faculty for Case Study Teaching**, Chanakya National Leadership Award, Jeevan Jagriti Seva Sansthan (supported by NITI Aayog, Government of India) • 2025 – **Best Faculty of the Year, LEAP 2025**, London School of Digital Business, London, UK • 2021 – **Best Marketing Faculty**, Dr. Sarvepalli Radhakrishnan Best Teacher Award, Centre for Professional Advancement • 2018 – **Best Marketing Faculty Award**, ICBM – AMP Academic Excellence Awards

TEACHING AREAS OF EXPERTISE	• Marketing Management and Marketing Strategy • Sales & Distribution Management and Retail Management • Rural & Agricultural Marketing and Integrated Marketing Communications • International Marketing, Event Management and Supply Chain Management
PUBLICATIONS	• Research papers published to date: 4 ABDC (B), 6 Scopus and 1 UGC Care journal papers • Measuring the Service Theatre Model for Customer Experience of Millennials and Generation Z at Beach Resorts (2025). Advances in Consumer Research (ABDC B) • A Study on Consumers' Attitude towards Online Grocery Shopping in Covid-19 Pandemic (2021). Academy of Marketing Studies Journal (ABDC B) • Socially Responsible Marketing and Brand Switching Behaviour: Insights from FMCG Industry during COVID-19 Pandemic (2021). Academy of Marketing Studies Journal (ABDC B) • The Role of Micro Influencers in the Consumer Decision-Making on Budget Hotels in the Indian Context (2024). IFIP (Scopus) • Customers' Imprint about Cause Related Marketing Driven through Experiential Marketing, with Wankhade, A. (2019). Annals of "Dunarea de Jos" University of Galati, Fascicle I Economics and Applied Informatics ("C" category) • Coronavirus (COVID-19) and Higher Education: Contemporary Perspectives, with Mukherjee, D. (2020). SIES Journal of Management, Special Issue • Case studies: Board Room Crossroads: CEO Prosecution and Bank Reputation (2025), Emerald Emerging Markets Case Studies (Scopus Q3); Ambition Coaching Classes: The Marketing Turnaround Strategy (2024), Taylor & Francis (Scopus Q3); Agri Search – Exceeding Farmers' Expectations, IMMA's Legacy Case Book: Blueprints of Brilliance (special issue). In approval: Soul Flower; Lahori Jeera; Laad Cosmetics • Textbooks published (5): Rural & Agricultural Marketing; Management of Co-operatives; International Retail Marketing Strategies (Jaico Publishers); Strategic Brand Management (Ane Books Ltd); Sustainable Marketing (Himalaya Publishers) • Textbooks in the pipeline (4): AI for Business, with Dr. Bharati (2026); Sports Marketing, S. Chand Books Pvt. Ltd (2027); Marketing with Mahabharat, Jaico Books (2027); MARTECH, Google Books (2027) • Research collaboration with Dr. Prasanta Dey, Head – Supply Chain Management, Aston University, UK: livelihoods of Etikoppaka tribal toy artisans, via marketing support and supply chain activation for global markets

PATENTS	• Filed: Robotic Integration Method for Enhancing Business Operations Across Sectors, Application No. 202421030040; one more in the pipeline (Go-to-Market Strategy)
FACULTY DEVELOPMENT PROGRAMMES	• Case Study Writing and Publishing: IIAM, Visakhapatnam (26–27 Dec 2023); GITAM School of Business, Visakhapatnam (18–19 Feb 2024); MET Institute of Management (24–25 Apr 2025); NL Dalmia Institute of Management Studies and Research (2–3 May 2026)
INSTITUTE/ UNIVERSITY SERVICE	• Team member for AACSB, AMBA and NBA accreditation, KJ Somaiya Institute of Management • Member, Case Research Centre, since its inception in 2021; played a crucial role in the tie-ups with Harvard Case Publishing, Richard Ivey Case Publishing and The Case Centre, UK • Retail Programme Coordinator, Part-Time Coordinator and Controller of Examinations; handled Student Council, guest lectures and industrial visits; member, Convocation and Guest Relations Committees • Developed new courses: Event Management, Food Retailing and Social Marketing • Handled the EUROMED Conference 2019 (event planning and execution: hospitality, logistics, creative concepts) • Advisor, Placement Committee; grooming of students for the Sales function
OTHER AFFILIATIONS	• Academic Council Member (Marketing curriculum), KJ Somaiya Institute of Management; Board of Studies Member, BBA, Shantilal SK Somaiya School of Commerce and Business Studies, Mumbai, and BBA & MBA, Atlas SkillTech University, Mumbai • Advisor, Curriculum Development, MBA, GITAM University, Visakhapatnam • Curriculum developed: entire MBA syllabus (Atlas SkillTech University, Mumbai); Marketing for BBA & BBM (Dr. Shantilal School of Commerce and Business Studies, Mumbai); Sports Management (International Institute of Sports Management, Mumbai)
DOCTORAL THESIS PRINCIPAL ADVISER	• Registered PhD Guide, KJ Somaiya Institute of Management, Mumbai, and SBUP University, Pune • Somaiya Vidyavihar University, Mumbai: one student registered in 2025 (in progress)