

PAROMITA GOSWAMI

Permanent Address: FE 297, Salt Lake, West Bengal, Kolkata-700106, India

Present Address: 05054 ATS Greens Paradiso, Chi IV, Greater Noida, UP 201310

E-mail: paromitagoswami@hotmail.com, paromita.goswami@snu.edu.in

Cell +91-9650622796

BRIEF BIO AND CAREER OBJECTIVE

I have 19 years' academic experience and 4.5 years' industry experience. I started my career as an entrepreneur of homeopathic medicines, moved on to teaching in college, did academic administration as program coordinator, headed academic areas, designed under-graduate programs and administered them, headed a multi-national boutique brand consulting firm managing MNC clients with a multi-cultural team.

I have a PhD from BITS Pilani and my postdoctoral work was done as AAUW International Fellow at University of Pittsburgh. My doctoral thesis was supervised by Professor Sudas Roy of IIM Calcutta and postdoctoral work was mentored by Professor Gerald Zaltman of Harvard Business School. Currently Associate Professor of Marketing at School of Management and Entrepreneurship at Shiv Nadar University, I have earlier worked with St. Xavier's College Kolkata, ICFAI Business School Kolkata and Xavier Institute of Management Bhubaneswar. My research interests are in sustainable menstruation and taboo consumption, sexual violence against women and consumption, clinical depression and help-seeking behavior, role of education system in student depression, critical marketing approach to marketing of anti-depressants, marketing peace and role of social marketing in curbing religious terrorism, youth consumer behavior, green marketing, effect of big retail on small retail, HIV/AIDS communication, gender discrimination in choice of higher education options. I have 314 citations with h-index and i-10 index of 8. I have published in journals (including three ABDC A-ranked journals), authored a research monograph, presented papers in refereed national and international conferences, and contributed book chapters. I have won awards for my research, and been appreciated by national media for my efforts to make undergraduate education more practice-oriented as well as socially relevant. In my corporate stint, I led the Indian operations of TMRC, the sole licensee of world's first patented consumer research tool, ZMET, in India, China and South-east Asia. My clients included GPI, UB group and Unilever Indonesia.

My career goal is to use continue doing research on social issues that confluence on markets and consumption, as well as bring in pedagogical innovations that would encourage students to actively engage in social change efforts.

ACADEMICS

(1) POST-DOCTORAL STUDY

- AAUW Postdoctoral International Fellow and Center Associate, University Center for International Studies, University of Pittsburgh, USA for the academic year 2011-12** for research project on 'Promoting Non-Violent Approaches to Curb Radicalization through Social Marketing: A Case Study on Christians and Muslims in USA'. The project was mentored by **Professor Gerald Zaltman, Harvard Business School, Harvard University, MA.**

(2) DOCTORAL STUDY

- Completed the **Collaborative PhD** program of **S.P. Jain Institute Of Management and Research, Mumbai and Birla Institute of Technology and Science, Pilani** under **Sudas Roy, Professor, Marketing, Indian Institute of Management, Calcutta.**

TITLE OF DOCTORAL RESEARCH

'The College-going Kolkata Youth: A Study on Consumer Behavior on the Basis of Psychographic Segmentation'

(The Thesis was awarded PhD on August 24, 2007)

(3) ACADEMIC QUALIFICATION

| Examination | Institution | Year |
|---|---|------|
| PhD | BITS, Pilani | 2007 |
| M.Com (Specialization in marketing management) | University of Calcutta | 1996 |
| B. Com (Honors) | Sivanath Sastri College, University of Calcutta | 1993 |
| Higher Secondary | South Point High School | 1990 |
| Secondary | South Point High School | 1988 |

INDUSTRY EXPERIENCE

(1) 2012, July to November, 2013

Director, Insights and Realization, TMRC Research and Strategy Pvt. Ltd.

TMRC Research and Strategy Pvt. Ltd. is an innovative consumer-insights and research consultancy. It is the sole licensee of ZMET in India, China and Southeast Asia. ZMET is the only patented consumer research technique in the world and was developed by Professor Gerald Zaltman of Harvard Business School.

Role: Responsible for overall direction of TMRC in India, with active part in business development, managing the entire team of employees, client interaction, consumer research, analysis, strategy. Report directly to Managing Director at Shanghai.

(2) 1996-1999

Director, James T. Kent Homeo Lab Pvt. Ltd.

Role: I helped incorporate the company and set it up with involvement in getting all regulatory licenses to vendor management, business development, employee management.

ACADEMIC EXPERIENCE

(1) 2013, November to present

Shiv Nadar University as Associate Professor of Marketing at School of Management and Entrepreneurship

Taught undergraduate courses **Mining Insights from the Consumers' Mind (3.84 out of 4)**, and **Gender Violence and Social Marketing for Social Change* (3.68 out of 4)**; and graduate course **Marketing Management II to MBA students (3.94 to 3.88 out of 4)**, and **Consumer Behavior** elective to MBA 2nd year students (feedback not yet in), currently teaching one module each of doctoral courses **Philosophy and Critical Theories of Management** (only qualitative research) and **Research Methods in Management** (training in qualitative methods)

**this course is run in collaboration with Duke University, NC, USA*

(2) 2011, July to 2012, June

AAUW International Postdoctoral Fellow 2011-12 and Center Associate, University Center for International Studies, University of Pittsburgh

(3) 2009, October – 2012, May

Xavier Institute of Management, Bhubaneswar as Associate Professor, Marketing Area

(on leave from 2011 July to 2012 June, resignation from the position accepted on 17 May 2012)

2007, October - 2009, September

Xavier Institute of Management, Bhubaneswar as Assistant Professor, Marketing Area

Teaching **Retail Management, Marketing Management, Consumer Behavior** in PGDM, PGDM (RM), PGDM (PT), PGPMI

(Consistent teaching feedback of 3.5-4.4 on a scale of 5)

(4) 2006, February- 2007, September

ICFAI Business School, Kolkata as Faculty Member, Marketing

Taught **Consumer Behavior, Marketing Management and Business Research Methods**

(Consistent teaching feedback of 3.6-4.35 on a scale of 5)

(5) 1999, September- 2006, January

St. Xavier's College, Kolkata as UGC Lecturer in Commerce

Worked as a full-time Lecturer in the Department of Commerce and taught Business Management in Bachelor of Commerce (Honors) Program under the University of Calcutta

(6) 1998, September-1999, August

St. Xavier's College (Kolkata): Visiting Lecturer in Commerce

(7) 1997, July -1998, November

Bangabasi College of Commerce (Kolkata): Part-time Lecturer in Commerce

ADMINISTRATIVE ACADEMIC EXPERIENCE

Chairperson of Committee on designing Bachelor of Management Studies Program in Management at School of Management and Entrepreneurship at Shiv Nadar University in 2015-16

Member of Committee Re-designing SNU Website formed in 2016

Coordinator of Minor Program in Management at School of Management and Entrepreneurship at Shiv Nadar University in 2014-15

Chairperson of Committee on Designing Undergraduate Minor Program in Management at School of Management and Entrepreneurship at Shiv Nadar University in 2013-14

Member of Core Team of Shiv Nadar University for the **European Union sponsored project E-QUAL (Enhancing Quality, Access & Leadership of Undergraduate Education in India)**, in collaboration with King's College, London; Bologna University, Italy; as well as Indian partners Ambedkar University, Delhi; Jadavpur University, Kolkata; and University of Hyderabad in 2013-14

Member of Committee organizing the "Enabling Pedagogies" EU-India E-QUAL Conference to be held at SNU on 27-28 March 2015

Member of MBA Admissions Committee of School of Management and Entrepreneurship of Shiv Nadar University for 2014-15

Member of PhD Program Design Committee of School of Management and Entrepreneurship of Shiv Nadar University from 2014-15 to present

Member of Workplace Harassment Committee investigating the **complaints of a faculty member** of Shiv Nadar University for 2014-15

Member of Budget Committee for School of Management and Entrepreneurship of Shiv Nadar University for 2014-15

Member of Committee devising **policy guideline** for the **undergraduate advisors** at Shiv Nadar University in 2013-14

Member of Planning Committee of the 24th National Social Marketing Conference to be organized by **University of South Florida** in 2016

Coordinator of Fellowship Program in Management (equivalent to PhD), XIMB for the academic year 2010-11

Chairperson, Complaints Committee against Sexual Harassment, XIMB from Nov 3, 2008 to April 30, 2011

Marketing Area Coordinator of XIMB for the academic year 2008-09

Officer-in –Charge of BCom (Hons) Examination of Calcutta University held at St. Xavier's College, Calcutta in 2004

JOURNAL PUBLICATIONS (with ABDC ranking/citation data)

- (1) Cherrier H., Goswami P. & Ray S. (2018), 'Social Entrepreneurship: Creating value in the context of institutional complexity', *Journal of Business Research, Elsevier*, Vol. 86, pp 245-258 (**ranked A** as per ABDC ranking)
- (2) Varman R., Goswami P., and Vijay D. (2018), 'The Precarity of Respectable Consumption: Normalizing Sexual Violence Against Women', *Journal of Marketing Management*, Vol 34, Issue 11-12, pp 932-964 (**ranked A** as per ABDC ranking)
- (3) Goswami P., Mishra M.S. (2009), 'Would Indian Consumers Move from Kirana Stores to Organized Retailers When Shopping for Groceries?', *Asia Pacific Journal of Marketing and Logistics*, an *Emerald* Publication, Vol. 21, Issue 1, pp 127-143 (**144 citations** as per google scholar citation index as on 26th July 2018) (**ranked B** as per ABDC ranking)
- (4) Goswami P. (2008), 'Is the Urban Indian Consumer Ready for Environment-Friendly Apparel?', *International Journal of Green Economics*, an *Inderscience* Publication, Vol. 2, No. 4, pp 411-426 (3 citations as per google scholar citation index as on 26th July 2018) (**ranked C** as per ABDC ranking)
- (5) Goswami P. (2008), 'Is the Urban Indian Consumer Ready for Clothing with Eco-labels?', *International Journal of Consumer Studies*, a *Wiley-Blackwell* Publication, Vol. 32, Issue 5, September, pp 438–446 (35 citations as per google scholar citation index as on 26th July 2018) (**ranked A** as per ABDC ranking)
- (6) Roy S., Goswami P. (2007), 'Structural Equation Modeling of Value- Psychographic Trait- Clothing Purchase Behavior: A Study on the Urban College-goers of India', *Young Consumers*, an *Emerald* Publication, Vol.8 (4), pp 269-277 (20 citations as per google scholar citation index as on 26th July 2018) (**ranked B** as per ABDC ranking)
- (7) Goswami P. (2007), 'Psychographic Segmentation of the College-goers of Kolkata', *IIM Bangalore Management Review*, March, Vol. 19, No.1, pp 41-51 (16 citations as per google scholar citation index as on 26th July 2018) (**ranked B** as per ABDC ranking)
- (8) Roy S., Goswami P. (2007), 'Psychographics and its Effects on Purchase Frequency: A Study of the College-goers of Kolkata, India', *Decision* (Journal of *IIM Calcutta*), January-June, Vol. 34, No. 1, pp 63-93 (13 citations as per google scholar citation index as on 26th July 2018)
- (9) Goswami P. (2007), 'Apparel Shopping Orientation of Urban Indians-A Study on Kolkata', *Indian Journal of Marketing*, Vol. XXXVII, No. 4, April, pp 25-33 (11 citations as per google scholar citation index as on 26th July 2018)

(10) Goswami P. (2007), 'Apparel Shopping Behavior of Urban Indian College-goers', **ICFAI Journal of Management Research**, Vol. VI, No. 4, April, pp 57-72, also included in the book Apparel Industry and Retailing in India: Insights and Experiences (2008), Eds Kaur T. and Ramachandran S., Icfai University Press, pp 112-130 (6 citations as per google scholar citation index as on 26th July 2018)

(11) Goswami P. (2007), 'Customer Satisfaction with Service Quality in the Life Insurance Industry in India', **ICFAI Journal of Services Marketing**, Vol. V, No.1, March, pp 25-30; also included in the book Life Insurance in India: Trends and Developments (2008), Ed Alagiri D., Icfai University Press, pp 113-120 (29 citations as per google scholar citation index as on 26th July 2018)

MONOGRAPH

Goswami P. (2017), **Marketing Peace: Deconstructing Christian-Muslim Narratives of God, Salvation and Terrorism**, Peace Studies: Edges and Innovation Series, **Cambridge Scholars Publishing**, United Kingdom (foreword by Professor Gerald Zaltman of Harvard Business School) (<http://www.cambridgescholars.com/marketing-peace>)

JOURNAL PUBLICATIONS (without ABDC ranking/citation data)

(1) Goswami P. (2010), 'Subhiksha: To Make-over or Not to Make-over', **Journal of Case Research**, Vol. 1, Issue 1, <http://www.ximb.ac.in/~jcr/subhiksha.pdf>.

(2) Goswami P. (2007), 'Exploring the Apparel Purchase Behavior of Urban Indian College-goers: A Qualitative Study', **Management and Labour Studies**, Journal of **XLRI**, Vol. 32, No. 1, February, pp 87-99.

(3) Goswami P. (2006), 'Customer Perception of Coffee Chains: A Comparative Study of Barista and Cafe Coffee Day', **ICFAI Journal of Consumer Behavior**, Vol. 1, No. 3, pp 44-58; also included in the book Ed Sen S.(2007), The Non- Alcoholic Beverage Industry-An Overview, ICFAI Books, pp 104-121.

(4) Goswami P. (2006), 'Media Usage Behavior of the College-goers of Kolkata in the Era of Globalization: A Psychographic Study', **ICFAI Journal of Marketing Management**, Vol. V, No.3, pp 80-102.

MAGAZINE ARTICLES

- (1) Goswami P. (2015), 'Will deferred placements boost entrepreneurship?', Indian Management, June issue, pp 98-102.
- (2) Goswami P., Mishra M.S. (2009), 'The Fate of Kiranas-Insight from Efficiency Perspective', ISB Insight, Summer, pp 28-30.

WORKING PAPERS

- (1) Ray S., Goswami P., Cherrier H. 'Eco-femme Cloth Pads: How to Reach Rural Women', case under preparation
- (2) Ghosh J., Goswami P., Mittal A., Prakash K. 'Toward Personal Wellbeing: A Study in a Higher-Educational Institution in India' paper submitted to Academy of Management Conference to be held in Boston in August 2019

CONFERENCE PAPERS PRESENTED/ACCEPTED

- (1) Goswami P., Ghosh J., Lokamba R. (2018) '**Tabooed Non-Consumption of Mental Health Support Services and Dependence on Informal Social Support Networks: A Study Using Mixed Methodology**', presented at **12th Great Lakes NASMEI Marketing Conference** to held at Chennai on 20-21 December 2018
- (2) Ghosh J., Goswami P. (2018), 'Can Social Support Network Analysis help design better Campaigns targeting Clinically Depressed College Students?', accepted for presentation at **Journal of the Academy of Marketing Science India Conference**, scheduled from April 26-28, 2018 at **Indian School of Business (ISB) Hyderabad**
- (3) Goswami P. and Chaudhuri A. (2017). 'Are Market forces playing a role in the epidemic growth of the "Diagnosis" of Clinical Depression? A Conceptual Note', presented at **2017 MARCON IMI Kolkata Conference** to be held in **Kolkata** on 18-19 December 2017
- (4) Goswami P., Chaudhuri A., Roy Chaudhuri H. (2017), 'Handling Student Depression in Indian College Campuses: An Agenda for Formative Research for Social Marketing Campaigns', presented at **2017 Great Lakes NASMEI Conference** to be held in **Chennai** on 22-23 December 2017

- (5) Chaudhuri H.R., Fowler J.G., Goswami P. (2017), 'Cathartic Masculinity: Men, Masculinity & Market', presented at the **42nd Annual Macromarketing Conference** held at **University of Otago, Queenstown, New Zealand** from 19-23rd June 2017
- (6) Ray S., Goswami P., Roy P.S. (2016), "'Wings to fly'- but to where? Menstrual hygiene, marketization and vulnerability among subaltern women in India", presented at the **41st Annual Macromarketing Conference** held at **Trinity College Dublin, Ireland** from 13-15th July 2016
- (7) Harris L., Lambert M., Goswami P. (2016) 'Bridging the gap between disciplines, and developing cultural competencies with technology-aided conversation: A Case of SNU-Duke University course-level Collaboration', accepted for the Conference on **Breaking Boundaries: Interdisciplinarity, E-learning and Universities without Walls, Project E-QUAL Second Academic Conference** held on 7-8 January 2016 at **Jadavpur University, Kolkata**
- (8) Goswami P., Roy P.S. (2015), 'Is Peace-building possible through Marrying Social Enterprise and Social Marketing? A Conceptual Model', accepted for presentation at the **2015 World Social Marketing Conference**, organized by the University of Wollongong, held in **Sydney** between April 19-21, 2015
- (9) Goswami P. (2014), 'Social Marketing Approach to Revoke Terrorists' Societal License to Kill: Peacebuilding between Christians and Muslims with ZMET Formative Research', paper accepted for **oral presentation** at the **23rd Annual Social Marketing Conference: Idea Beyond Borders** to held at Sheraton Sand Key Resort, Clearwater Beach, Florida, USA, Sponsored by **University of South Florida**, held on 20-21 June 2014
- (10) Goswami P. (2012), 'Religion of Peace or Religion of Violence: Formative Qualitative Research based on Ethnography and ZMET to Design a Social Marketing Intervention to Improve Christian-Muslim Relationship in USA', presented **poster** at the **22nd Annual Social Marketing Conference: Idea Beyond Borders** held at Sheraton Sand Key Resort, Clearwater Beach, Florida, USA, Sponsored by **University of South Florida**, held on 15-16 June 2012
- (11) Goswami P., Mishra M.S. (2011), 'I believe more in the print advertisement; I believe less in the TV advertisement': A Study on Efficacy of HIV/AIDS Advertisement on Indian Youth', Proceedings of the **4th IIMA Conference on Marketing in Emerging Economies** on January 5-7, 2011 at **IIM Ahmedabad**, pp 35-40
- (12) Goswami P. (2010), 'Can Non-violence be Promoted to Stop Terrorism?', presented at the **International Marketing Conference** on December 27-29, 2010 at **IIM Calcutta**

- (13) Goswami P., Sen S. (2010), 'Who are the Victims of Gender Discrimination in the Choice of Stream of Education: Boys or Girls? A Study on Undergraduate Bengali Students of West Bengal, India', presented at the **International Conference on Demography, Culture and Marketing** on 14-16 December 2010 at **XIMB**, Proceedings of Abstracts pp 36, book chapter in Anand S., Kumar I. (eds) Selected Papers in Development Studies, Lambert Academic Publishing, pp 62-74
- (14) Goswami P. (2009), 'Resisting Indoctrination to Violence by Religion-based Terror Groups with Social Marketing', research proposal accepted for the **Second Transformative Consumer Research Conference** to be held at **Villanova School of Business, USA** under the aegis of **Association of Consumer Research** on June 26-28
- (15) Goswami P., Mishra M.S. (2009), 'Would Kiranas in Urban India Survive the Modern Trade Onslaught? Insight from Efficiency Perspective', Working Paper presented in **2009 Asia-Pacific Advances in Consumer Research Conference** at **Indian School of Business, Hyderabad**, India on Jan 2-4, 2009, Asia-Pacific Advances in Consumer Research Volume 8, eds. Sridhar Samu, Rajiv Vaidyanathan, and Dipankar Chakravarti, Duluth, MN : Association for Consumer Research, Pages: 344-345 (13 citations as per google scholar citation index as on 19th August 2017)
- (16) Mishra M.S., Goswami P. (2008), 'Perceptual Defense of HIV/AIDS Advertisement: A Study on Youth of India', Working Paper presented as poster at the **World Social Marketing Congress** organized by **National Social Marketing Centre**, in partnership with the **University of Lethbridge** and the **Chinese University of Hong Kong at Brighton and Hove City, England** on September 29-30.
- (17) Goswami P., Sen S. (2006), 'Gender Discrimination and Choice of Stream of Education at Undergraduate Level- A Study on the Bengali Community of West Bengal, India', accepted and published in the Proceedings of 2006 2nd Australasian Business and Behavioural Sciences Association (ABBSA) International Conference on Industry, Markets and Regions held between September 29, 2006- October 1, 2006 at the **University of Adelaide, Australia** (ISBN 0-9751892-2-0).
- (18) Goswami P. (2006), 'Psychographics and its Effect on Purchase Frequency', paper presented at **National Conference on Management Science and Practice** held at **IIM, Ahmedabad** on March 31-April 1.
- (19) Roy S., Goswami P. (2006), 'An Exploratory Study on the Kolkata College-goers for Clothing, Leisure-time activities, Cosmetics and Toiletries', paper presented at the '**SIMSR Asia Marketing Conference**' organized by K.J. Somaiya Institute of Management Studies and Research, Mumbai, on 7th February.

(20) Goswami P. (2006), 'A Psychographic Study on the Media Usage Behavior of the College-goers of Kolkata in an Era of Globalization', presented at the 'National Conference on Global Competitiveness 2006' organized by **ICFAI Business School**, Kolkata, on January 13.

BOOK CHAPTERS

(1) Goswami P., Mishra M.S. (2009), 'Workplace Blues in Urban India', in '*Gender Bias: Issues and Perspectives*', ed Sen S., **ICFAI University Press**, pp 115-124

(2) Goswami P. (2009), 'Would Kiranas Survive?', in '***Grocery and Wet Retailing***' ed Mishra M.S., **ICFAI University Press**, pp 98-108.

MANAGEMENT DEVELOPMENT PROGRAMS/ CONSULTANCIES

(1) Training session on '***Channel Migration, Channel Management and Channel Conflict***' for **Bosch Automotive Aftermarket Division** at their *Annual Meet of Territory Managers of Eastern Region* on April 3, 2009

(2) **Training Need analysis** in ***Selling and Marketing Skills*** for **India Post** officers in November 2008

(3) Training sessions on **e-retailing** in MDP for top executives of **mjunction** in September 2008

(4) Training session on **Consumer Behavior in Rural and Urban markets** in MDP for **LIC officers** in January, 2007

(5) Pilot study on '***Development of Women Self-employment Group***' for **State Urban Development Authority** in June-August 2006

INVITED TALK/CONTRIBUTION

(1) Goswami P. (2019), 'How can Social Marketing Projects be designed for Bihar', invited sessions for students and faculty of Development Management Institute, Patna on 24-25 January 2019

(2) Goswami P. (2016), '(Almost) Nothing Digital about It', invited talk as Consortium Faculty at 3rd AIM-AMA Sheth Foundation Doctoral Consortium hosted by IMT Ghaziabad, 7-9 January 2016

(3) Goswami P. (2015), 'She is a rural educated woman, so she earns. I am an educated urban woman, so I choose to not earn: The Indian Story', invited refereed contribution to the online platform of UN Women

dedicated to woman's economic empowerment, <http://www.empowerwomen.org/en/multimedia-center/iamwoman/think-pieces>, last accessed 15 November 2015

- (4) 'Developing an UG course on *Academic Excellence*', presented as a part of the team developing the online module of the course, meant for all SNU UG students, and proposed to be made available to other Indian Universities as a part of the as a part of the European Union sponsored project E-QUAL (Enhancing Quality, Access & Leadership of Undergraduate Education in India), in collaboration with King's College, London; Bologna University, Italy; as well as Indian partners Ambedkar University, Delhi; Jadavpur University, Kolkata; and University of Hyderabad on 7-8 August 2014
- (5) 'How it is to be a girl and woman in India', Panelist at the Gender Equality Collaboratory at 23rd Annual Social Marketing Conference: Idea Beyond Borders to held at Sheraton Sand Key Resort, Clearwater Beach, Florida, USA, Sponsored by University of South Florida, held on 20-21 June 2014
- (6) 'Pack your brand with power of ZMET^R and ZtoryTM,' addressed students of IIM Raipur as a part of Corporate Talk Series on 23 August 2013
- (7) 'An Introduction to ZMET[®]+Insights Transfer Process with Case Studies', Guest Lecture for Executive PGP Batch at IIFT Delhi on 23 September 2012
- (8) 'You are as I see you: Exploring Muslim-Christian Relationship in USA through Ethnography and ZMET', Sponsored by Consortium for Educational Resources on Islamic Studies at University of Pittsburgh, USA on 19 June 2012
- (9) 'An Exploration of the Christian Muslim Relationship in USA using ZMET and Social Marketing Implications thereof', at Walker College of Business, Appalachian State University, Boone, USA on 20 April 2012
- (10) 'Publishing Doctoral Work', at the Research Training Series of Xavier Institute of Management Bhubaneswar, in 2007, <http://www1.ximb.ac.in/RW.nsf/pages/R5.13>, last accessed on 12 October 2011

FACULTY DEVELOPMENT PROGRAMS/WORKSHOPS ATTENDED

- (1) Participated at the **Shiv Nadar University-Duke University Faculty Development Workshop on Teaching Practices** held at SNU on 11-13 July 2014
- (2) Participated in the **Case Teaching Workshop** by **Professor Srikant Datar, Harvard Business School**, held at Shiv Nadar University on 18 July 2014

(3) Participated in the Workshop on Design and Creative Thinking by **Professor Srikant Datar, Harvard Business School**, held at Shiv Nadar University on 21-23 December 2013

(4) Participated in the '**Building Partnerships**' Workshop hosted by **United States-India Educational Foundation** and sponsored by Public Affairs Section of United States Embassy, India on 10-11 February, 2011 at The Park, Kolkata

(5) Attended **ECCH Case Method Workshop** of **Professor Kamran Kashani, IMD Switzerland** at IPM, Ghaziabad on December 15-17, 2009

(6) Attended **Case Method Workshop** of **Professors Toby Canto and Professor Francisco L. Roman, Asian Institute of Management, Manila**, at XIMB on June 2-5, 2010

PROFESSIONAL SERVICE/REVIEW/ EDITORIAL EXPERIENCE

Member of Taskforce reviewing **Faculty Hiring** at Shiv Nadar University as representative of School of Management and Entrepreneurship

Chairperson of **Committee on designing Bachelor of Management Studies Program** in Management at School of Management and Entrepreneurship at Shiv Nadar University in 2015-16

Coordinator of Minor Program in Management at School of Management and Entrepreneurship at Shiv Nadar University from Monsoon 2014 to Spring 2016

Member of **Committee Re-designing Shiv Nadar University Website** formed in 2016

Member of **PhD Committee** of School of Management and Entrepreneurship, Shiv Nadar University since it was formed in 2015

Member of **Core Team** of Shiv Nadar University for the **European Union sponsored project E-QUAL (Enhancing Quality, Access & Leadership of Undergraduate Education in India)**, in collaboration with King's College, London; Bologna University, Italy; as well as Indian partners Ambedkar University, Delhi; Jadavpur University, Kolkata; and University of Hyderabad in from 2014-16

Member of Shiv Nadar University's **Committee for designing Policy on UG Advising** in 2014-15

Member of **Millennium Alliance Education Committee Meeting at FICCI** to select the top social enterprise innovator for 2016 funding cycle

Member of **Planning Team** of the **2016 University of South Florida Social Marketing Conference** to be held at the Sheraton Sand Key Resort in Clearwater, FL, USA ON 17-18 June 2016

Main Organizer of **SNU Workshop on Critical Thinking** organized as a part of the **European Union sponsored project E-QUAL (Enhancing Quality, Access & Leadership of Undergraduate Education in India)**, in collaboration with King's College, London; Bologna University, Italy; as well as Indian partners Ambedkar University, Delhi; Jadavpur University, Kolkata; and University of Hyderabad **on 7-8 August 2014**

Member of **MICA** Panel for **Admissions Interviews** of 2013-15 their flagship PGDM-C program on 6 April 2013

Member of **Organizing Committee** of **Doctoral Summer School of Xavier Institute of Management, Bhubaneswar** held from 6-11 June 2011

Chairperson of session on **Social Marketing and Public Policy Issues** of **International Marketing Conference** on December 27-29, 2010 at **IIM Calcutta**

Reviewer for **2009 Asia-Pacific Advances in Consumer Research Conference** at **Indian School of Business, Hyderabad**, India on Jan 2-4, 2009

Reviewer for **International Conference on Demography, Culture and Marketing** on 14-16 December 2010 at **Xavier Institute of Management Bhubaneswar**

Session Leader for sessions on **Consumer Experience and Decision-making** and **Social Changes and Marketing** of **International Conference on Demography, Culture and Marketing** on 14-16 December 2010 at **Xavier Institute of Management Bhubaneswar**

Ad-hoc reviewer, **Journal of Business Research**, an Elsevier publication

Ad-hoc reviewer, **International Review of Retail, Distribution and Consumer Research**, a Routledge publication

Ad-hoc reviewer, **Asia-Pacific Journal of Marketing and Logistics**, an Emerald Publication

Ad-hoc reviewer, **International Journal of Green Economics**, an Inderscience Publication

Ad-hoc reviewer, **Vikalpa: The Journal for Decision Makers, Indian Institute of Management, Ahmedabad** publication

Ad-hoc reviewer, **Management Matters**, Journal published by Loyola Institute of Business Administration, Chennai

Ad-hoc reviewer, **International Journal of Retail and Distribution Management**, Emerald Publications

Editorial Advisory Board Member, **International Journal of Green Economics**, an Inderscience Publication

Reviewer of **Vilakshan, Journal of XIMB**, from 2007 (continuing)

Associate Editor of **Vilakshan, Journal of XIMB**, for the academic year 2008-09
Editorial Board Member, **Journal of Case Research**, from 2010 (continuing)

ACHIEVEMENT

- ❑ Awarded **AAUW Postdoctoral International Fellowship** for the academic year **2011-12** for research project on '**Promoting Non-Violent Approaches to Curb Radicalization through Social Marketing: A Case Study on Christians and Muslims in USA**'
- ❑ **Topped** in **intellectual capital contribution** in **ICFAI Business School, Kolkata** in the academic year **2006-07**.
- ❑ Consistently **high teaching feedback** of **3.5-4.4** on a scale of **5**
- ❑ Paper entitled 'A Psychographic Study on the Media Usage Behavior of the College-goers of Kolkata in an Era of Globalization' won **the IBS Kolkata-The Telegraph Award for Excellence in Management Writing Second Prize** in **2006**.
- ❑ Ranked **first** in the **list of successful candidates** of the **West Bengal College Service Commission** for recruiting UGC college teachers in the area of **Commerce** in the year **2000**.
- ❑ **Single-handedly pioneered** the concept of **industry-academic liaison through summer project work** at **undergraduate general course** level in Calcutta University at St. Xavier's College in the year **2000**. Since then this has become a regular feature every year with companies like ITC, Hindustan Lever, PepsiCo, Yamaha, ICICI Bank, ABN AMRO Bank, Shopper's Stop placing students for internships for summer projects. Guided more than thirty projects in marketing at undergraduate level. The effort won **rave reviews** in all **major newspapers**. The findings of the project work were presented in a seminar named **Beyond Chalk and Talk** held every year in the College Auditorium and it successfully completed its **Fifth Chapter** in **2005**.
- ❑ Student campaigns done as a part of my course **Gender Violence and Social Marketing for Social Change**, that is run collaboratively with **Duke University, NC, USA** has received **wide national media coverage**

REFEREES

(1) Prof Gerald Zaltman,
Joseph C. Wilson Professor of Business Administration, Emeritus,
Harvard Business School,
Soldiers Field
Boston, Massachusetts 02163

(2) Prof Sudas Roy (Retired), Department of Marketing, IIM Calcutta,
Flat 8A2 Cape Tower, Highland Park, 1925 Chak Garia, Kolkata- 700094.

(3) Dr Banikant Mishra, Professor of Finance, Xavier Institute of Management, Bhubaneswar,
XIMB, Xavier Square, Bhubaneswar, Orissa, Pin-751013