

GARIMA SAXENA

- Full Time FPM (PhD Equivalent) in Marketing from XLRI – Xavier School of Management, Jamshedpur, March 2018
- UGC NET(MBA), December 2011 qualified
- Hands on experience of Marketing in Indian Oil Corporation Limited at Durgapur, West Bengal
- Excellent inter-personal and communication skills
- High integrity, self-motivated and energetic individual with a positive attitude towards life

EDUCATION

XLRI – Xavier School of Management, Jamshedpur
(June 2012 – March 2018)

Fellow Programme in Management Marketing
(PhD Equivalent)
CGPI: 6.521/8

Thesis – Consultation with Retail Salesperson: Effect of Subjective Knowledge, Purchase Pal and Store Familiarity
UGC NET Qualified (Management) - 2011

Alliance Business Academy Bangalore University
(2007-2009)

Master of Business Administration Marketing and Finance
Percentage: 74.86% (University Rank – 3rd)

Internship Project – An organizational study of TATA Consultancy Services Ltd. – Economic Value Added (EVA) and Methods for Valuation of Technical Recommendations

Dissertation – A study of service quality of Indian Banks – Based on Service Quality Model

Daulat Ram College University of Delhi
(2004-2007)

Bachelor of Commerce (B.Com. – Honours)
Percentage: 71.23%

Chanderbala Modi Academy (CBSE Board) Ankleshwar, Gujarat

XII Std. (Commerce) Percentage: 84.6%
X Std. Percentage: 87.2%

ACADEMIC EXPERIENCE

July, 2018 – November, 30 2019
Designation

School of Management, Bennett University (Times of India Group)
Assistant Professor

- **Teaching Responsibilities:** Various core and elective marketing courses undertaken for both undergraduate (BBA) and post-graduate programs (MBA) including Consumer Behaviour, Integrated Marketing Communications, Channel Management and Marketing Research
- **Institutional Building and Administrative Responsibilities:** Responsible for Industry Connect Team for School of Management (C.L.A.S.S. initiative), Bennett University

ORGANIZATIONAL EXPERIENCE

October 2009 - July 2011
Designation

Indian Oil Corporation Ltd.
Operations Officer (Marketing Division)

Job Responsibilities

- Managing distribution and transportation of packed LPG to distributors
- Interaction with distributors to study and analyze pattern of sales and consumption of domestic and commercial LPG so as to strategize sales and marketing policy
- SAP documentation of supply and distribution of packed and bulk LPG and reconciliation of inventory
- Coordinating with Divisional headquarters about inventory, production and supplies

PUBLICATIONS, CONFERENCES & PRESENTATIONS

International Publication – In Advanced Review Stage

- **Journal of Consumer Marketing (ABDC – B Category)**

Consumers' Selection of the No Choice Option: A Literature Review to understand Choice Incidence

Authors: **Garima Saxena** & Sanjeev Varshney

- **Journal of Information and Knowledge Management (ABDC – C Category)**

Firm's Reputation for Innovation: Role of Marketing Capability, Innovation Capability, and Knowledge Sharing

Authors: Anirban Ganguly, Chitresh Kumar, **Garima Saxena** and Asim Talukdar

International Conferences

- Saxena G. & Varshney S. (2019). Different Retail Products: So is the Need for Salesperson's Help. *16th Annual World Congress of the Academy for Global Business Advancement*, IIT Delhi, New Delhi.
- Saxena G. & Varshney S. (2018). Retail Consultation: Effect of Salesperson's Efforts to involve and Customer's Store Familiarity. *12th Annual Indian Subcontinent Decision Sciences Institute Conference*, S.P. Jain Institute of Management and Research (SPJIMR), Mumbai.
- Saxena G. & Varshney S. (2017). Consultation with Retail Salesperson: Influence of Subjective Knowledge and Purchase Pal. *2017 Annual Conference of the Emerging Markets Conference Board, Noida, India*.
- Saxena G., Varshney S., Venugopal P., & Singh R. (2015). Consultation with Retail Salesperson: Customer's Feelings about Salesperson, Individual Factors and Situational Factors. *4th Indian Academy of Management Conference*, IIM Lucknow (Noida campus), India.
- Saxena G. & Varshney S. (2014). Choice Incidence: Identifying the determinants of Selection of 'No-Choice' Option. *8th NASMEI International Marketing Conference*, Great Lakes Institute of Management, Chennai, India.

Doctoral Consortium Presentation

- Saxena G. (2016). Factors influencing Customers' Consultation with Salespersons in Retail Stores. Presented in discussion forum at 4th AIM-AMA Sheth Foundation Doctoral Consortium, IMT Ghaziabad, India

OTHER ADMINISTRATIVE EXPERIENCE

- Session Chair of Marketing Track at *16th Annual World Congress of the Academy for Global Business Advancement*, IIT Delhi, New Delhi, July 2019.
- Research and Teaching Assistant (RTA) for doctoral course - Advanced Consumer Behaviour, April 2016
- Coordinator for Marketing Track of 1st Doctorial Colloquium, organized at XLRI – Xavier School of Management, 2014
- Coordinator of Placement Cell for MBA students of Alliance Business School, Bangalore
- Vice President of Commerce Association, Daulat Ram College, 2005-06

AWARDS AND ACHIEVEMENTS

- Nominated from XLRI (Marketing) to participate in 4th AIM-AMA Sheth Foundation Doctoral Consortium (2016) held at IMT Ghaziabad
- Ranked 3rd in Bangalore University, Masters of Business Administration (2007-2009)
- Awarded the Best Student of the year 2006-07, Daulat Ram College, Delhi
- Awards and active participation in Public Speaking Events in college and school

ADDITIONAL INFORMATION

- **Statistical/Quantitative Analysis Tools:** SPSS, LISREL
- **Computer Proficiency:** MS Office (MS Excel, MS Word, MS Powerpoint)
- **Language Proficiency:** English and Hindi

CONTACT INFORMATION

- **Email:** gsaxena@imt.edu
- **Telephone:** 0120-4083252