



Alisha Dhal

Email: adhal@imt.edu

Phone: 0120-408-3298

Address: Room No: 61, Wing: 16, IMT Ghaziabad, Raj Nagar, Ghaziabad, Pincode: 201002

EDUCATION

Indian Institute of Management (IIM), Indore – India

Ph.D., Marketing

Jul, 2019- Dec, 2023

Thesis Advisory Committee: Prof. Sanjeev Tripathi, Prof. Sudipta Mandal and Prof Saripalli Bhavani Shankar

Research Title: Harmonizing Consumer Preferences: An Investigation into Goal Structuring and Resource Allocations

Research interests: Reward redemption behavior, Consumer Decision Making, Goal Behavior, Numerical Cognition and Judgments, Referral Mechanism and Promotions and Coupons

Teaching Interests: Principles of Marketing, Consumer Behavior, Pricing, Product and Brand Management, Tourism Marketing, Marketing Research, Experimental Research

Leeds University Business School, United Kingdom

Invited as Exchange Research Scholar (Marketing Area)

Sep. 2022- Nov. 2022

Project Head: Prof. Shankha Basu

Research Topic: Referral rewards structure

Title: Reward "Both": The role of referral reward distribution pattern on referral behavior

Delhi School of Economics, Delhi – India

Master of Commerce (M. Com)

2016- 2018

Specialization: Marketing

Hansraj College (HRC), University of Delhi – India

Bachelor of Commerce (B. Com (H))

2013- 2016

D.A.V Public School Sreshtha Vihar, Delhi - India

CBSE

CLASS XII (Senior Secondary)

2012- 2013

CLASS X (High School)

2010- 2011

WORK ACCEPTED FOR PUBLICATION

Journal Publication

Dhal, A., & Sharma, A. Exploring patient's experiential values and its impact on service quality assessment by Indian consumers in public health institution: A qualitative study. *Journal of Public Affairs, e2800. (ABDC-B)*

Dhal, A., Tripathi, S. and Mandal, S. Equal steps to reach the goal: The preference for equal-sized sub-goals. *ACR North American Advances (ABDC- B; accepted for 2023 proceedings).*

Book Chapter

Dhal, A., Selvaraj, A, & Sharma, K. (2019). "Examining Consumer perceived attitude and satisfaction of using Chatbots and its effect on Brand Trust and Loyalty intention in food delivery apps in India: The Moderating Role of Perceived Risk (Pg 261- 273)

Name of the book: Enterprise Architecture in the Digital Era

Published by: Macmillan Publishers India Private Ltd, 21, Patullos Road, Chennai 600002, India

CONFERENCES & CONSORTIUMS

Dhal, A. & Sharma, K., "Exploring patient's experiential values and its impact on service quality assessment by Indian consumers in public health institution: A qualitative study". Paper presented at International Marketing Conference, TAPMI, April 2019.

Dhal, A., "Exploring patient's experiential values and its impact on service quality assessment by Indian consumers in public health institution: A qualitative study". Paper presented at 14th NASMEI (North American Society for Marketing Education in India) Conference, Great Lakes Institute of Management, December 2020.

Dhal, A. & Singh, S., "Role of Assurance cues by operator impacting the purchase likelihood of consumers: A mediating role of Perceived Trust". Paper presented at 14th NASMEI (North American Society for Marketing Education in India) Conference, Great Lakes Institute of Management, December 2020.

Dhal, A., "Reward both: understanding the role of referral distribution pattern on Individual's referral giving behavior". Paper presented at 7th Biennial Conference of INDAM (Indian Academy of Management) Conference, IIM Rohtak, in January 2022.

Dhal, A., "Cracking the Coupon Code: How Promo codes affect consumer behaviour?" Paper presented at IIM Indore- GIZ Germany Online Conference, IIM Indore, in April, 2022.

Dhal, A., "Reward both: understanding the role of referral distribution pattern on Individual's referral giving behavior". Paper presented at ANZMAC conference on 7th December 2022 at Arts Building & University Club, UWA Crawley Campus.

Dhal, A., "Cracking the Coupon Code: How Promo codes affect consumer behaviour?" Paper presented at Institute of Rural Management Anand (IRMA) - DOCMAD, IRMA, in December, 2022.

Dhal, A., "Essays on consumers' goal pursuit in loyalty programs and reward redemption behavior" Proposal presented at Institute of Rural Management Anand (IRMA) - DOCMAD, IRMA, in December, 2022.

Dhal, A., Tripathi, S. and Mandal, S. Equal steps to reach the goal: The preference for equal-sized sub-goals. ACR North American Advances (Association of Consumer Research conference, October 26-28th 2023).

Qi, H., **Dhal, A.,** Liu, P.J. and Basu, S. Mis-predicting the Compromiser's Decision Satisfaction in Joint Consumption. (To be presented in Shared consumption special session at SCP 2024).

Dhal, A., Tripathi, S. and Mandal, S. Equal steps to reach the goal: The preference for equal- sized sub-goals. NASMEI, (North American Society for Marketing Education in India) Conference, Great Lakes Institute of Management, December 2023.

GRANTS, AWARDS & SCHOLARSHIPS

- **Travel Grant** for attending the Association of Consumer Research Conference, 2023 September, 2023
- **Second prize in Track I** - Doctoral proposal track for proposal titled "Essays on consumers' goal pursuit in loyalty programs and reward redemption behavior." December, 2022
- **Bala and Vasantha Balachandran Research Grant 2020** (for faculty members at Indian Business Schools) for "Tripathi, S., **Dhal, A.,** & Mandal, S. (Working Paper) "Cracking the Coupon Code: How Promo codes affect consumer behaviour?" December, 2020
- **UGC- NET JRF** (Junior Research Fellowship) in Commerce Ranked in top 2% of the .93 million candidates July, 2018

EXPERIENCE AND PROFESSIONAL SERVICE

Marketing Mentor , Great Learning (E-Learning Platform)	Feb 2021- April 2022
Content Creator , Great Learning (E-Learning Platform)	December, 2020
Coordinator , Conference on Excellence in Research and Education	March, 2020
Research Associate , MDI Gurgaon	Sep. 2018 –May 2019
Summer Intern , Kotak Mahindra Bank	June 2015- July 2015