

# Curriculum Vitae



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## Dr. Bikramjit Rishi

### EDUCATION QUALIFICATION

- I. Post Doctoral Fellow, University of Liechtenstein (Funded by European Union) 2011.  
Topic: Market orientation of European Universities: A Case of University of Liechtenstein
- II. Ph.D., Punjabi University, Patiala, India, 2007.  
Topic: A Model for the Development of Strategic Information System in Public Sector Undertakings
- III. MBA, Punjabi University, Patiala, India, 2001.

### AFFILIATIONS

- I. Associate Professor (Marketing), Institute of Management Technology (IMT), Ghaziabad, India, September 2014 onwards AACSB (Association to Advance Collegiate Schools of Business), USA, Accredited.
- II. Assistant Professor (Marketing) & Program Chairperson (PGDM Part Time), Institute of Management Technology (IMT), Ghaziabad, India, August 2013 - September 2014.
- III. Assistant Professor, American University in the Emirates (AUE), Dubai, United Arab Emirates (UAE) from August 2012 – August 2013.
- IV. Assistant Professor, Institute of Management Technology (IMT), Ghaziabad, India, May 2009 to August 2012.
- V. Senior Lecturer, Institute of Management Technology (IMT), Ghaziabad, India, Feb. 2007 – May 2009.

### OTHER AFFILIATIONS

- I. Adjunct Professor till now, University of Liverpool, UK.
- II. Visiting Professor, Varna School of Management, Dobrich, Bulgaria (Europe), July 2016.
- III. Guest Faculty, Doctoral in Business Administration (DBA) Program (IMT & Grenoble Ecole de Management, France) December 08 – 14, 2014
- IV. Guest Faculty, Central Warehousing Corporation (CWC), New Delhi. (2014 -15)
- V. Visiting Professor, Indian Institute of Foreign Trade (IIFT), New Delhi April 2012 – August 2012.
- VI. Visiting Professor, University of Liechtenstein, Liechtenstein (Europe), September 2010 to March 2011.

- VII. Ph.D. Thesis Evaluator, Jamia Hamdard University, New Delhi, IIT Chennai, BITS Pilani, IIFT New Delhi, India

#### **ADMINISTRATIVE EXPERIENCE**

- I. Program Chairperson, PGDM Executive, Institute of Management Technology (IMT), Ghaziabad, India, (AACSB, USA Accredited), May 2018 – April 2019.
- II. Program chairperson, PGDM Part Time, Institute of Management Technology (IMT), Ghaziabad, India, (AACSB, USA Accredited), March 2014 - May 2018.
- III. Program Chairperson, PGPM, Institute of Management Technology, Ghaziabad, India, August 2017 – May 2018.

#### **TEACHING FEEDBACK**

- I. Business Research Methods/Marketing Research – 8.89/10
- II. Critical and Analytical Thinking – 8.46/10
- III. Consumer Behaviour – 9.00/10
- IV. Digital Marketing/Social Media Marketing – 8.64/10
- V. Marketing Management – 8.50/10

#### **AREA OF RESEARCH**

- Market Orientation
- Consumer Behaviour
- Online shopping
- Digital Marketing
- Customer Relations
- Marketing of Services
- Marketing of Higher Education

#### **RESEARCH PROJECTS**

- I. Market Orientation of European Universities: A Case of the University of Liechtenstein funded by European Union, Europe.
- II. Farmer's Behaviour Towards contract farming of cotton in Punjab funded by IMT, Ghaziabad.

#### **PH.D. GUIDANCE**

- I. Dilip Kumar Mallick, A Model to Understand the Consumer Attrition in the Credit Card Industry, IMT - National Law University, Jodhpur, India, Awarded.
- II. T. K. Chatterjee, A Study on Segmentation and Motivations of Indian Domestic Tourists, IMT - National Law University, Jodhpur, India, Awarded.
- III. Ram Mohan Dhara, Influence of Individual difference variables on purchase intent of bundled products, Indian Institute of Management (IIM), Raipur, Thesis Advisory Membership.
- IV. Ghanshyam Sharma, An empirical study of advertisement and brand image impact on consumer buying behavior of electronic products in India, K R Manglam University, Gurugram.

## PROFESSIONAL MEMBERSHIP

### Member of Editorial Advisory/ Review Board

- I. Review Board, International Journal of Advertising, Routledge
- II. Review Board, Asia Pacific Journal of Marketing & Logistics (Emerald).
- III. Review Board, Journal of Indian Business Research (Emerald)
- IV. Reviewer, Global Business Review (Sage)
- V. Reviewer, Paradigm (Sage)
- VI. Emerging Markets Case Studies (Emerald)
- VII. International Journal of Doctoral Studies (Informing Science Institute, USA)
- VIII. Academy of Management, USA

### Professional Memberships

- IX. Member, Association of Consumer Research, USA.
- X. Life Member, All India Management Association (AIMA).

## PUBLICATIONS (INTERNATIONAL & NATIONAL)

1. Sarkar, A., Sarkar, J.G., Sreejesh, S., Anushree, M.R., Rishi, B. (2019) You are so embarrassing, still, I hate you less! Investigating Consumers brand embarrassment and brand hate, *Journal of Brand Management*, pp. 1- 15.
2. Rishi, B. Kacker, A. (2019) Conceptualising a positioning framework for smart cities in an emerging economy, *International Journal of Sustainable design*, Accepted,
3. Rishi, B., Pradeep, H. & Vishwanathan, M. (2018), Hesitation to Adoption in the E – Grocery Retailing in an Emerging Market, *International Journal of Business Innovation and Research*, pp. 99 -118.
4. Rishi, B., Khasawneh, H. (2017), Determinants of Online Purchase Intention: A Study Of Emirati Consumers, *International Journal of Islamic Marketing & Branding*, pp. 200 -213.
5. Chatterjee, T.K., Rishi, B. and Nargundkar, R. (2017) A motive-based segmentation of Indian domestic tourists, *International Journal of Indian Culture and Business Management*, Vol. 14, No. 2, pp. 162 -179.
6. Rishi, B. & Mehra, A. (2016), key determinants for purchasing pirated software among students, *International Journal of Technology Marketing*, Vol 12, No. 1, pp. 4 -22.
7. Rishi, B. (2013) Determinants of brand trust for FMCG products with special reference to shampoos category, *Asia Pacific Journal of Management Research and Innovation* (Sage), Vol. 9, No.2, pp. 221 -227.
8. Rishi, B., Singh, A., Mishra, K (2013) Multiattribute Attitude Measurement of Incredible India Campaign, *European Journal of Business and Management*, Vol. 5, pp. 106 -112.

9. Rishi, B, and Singh, H. (2012), Determinants of Supermarket Shopping Behaviour in an Emerging Market, *Journal of Business & Retail Management Research*, Vol. 7, No. 1, pp. 27 – 38.
10. Rishi, B. (2011) 'Factors affecting shopping of apparels in organised retail stores', *International Journal of Business Innovation and Research*, Vol. 5, No. 5, pp.546–558.
11. Singh, D.P. & Rishi, B. (2011) Media Consumption and Information Usage in India, *Singapore Management Review*, Vol. 33, No.1, pp. 111 - 126.
12. Singh, H., Chadha, S.K. & Rishi, B. (2010) Service Quality Measurement and its implications: A case Study of Vishal Mega Mart, *International Journal of Services and Standards*, Vol. 6, No. 2, pp. 150 – 169.
13. Rishi, B. and Goyal, D.P. (2011) Strategic Information Design Practices in an Emerging Economy, *International Journal of Business Information Systems*, Volume 7, Issue 2, pp. 388 - 401.
14. Rishi, B. (2009) Understanding the Buying Behaviour of the Apparel Customers in the Organized Retail Formats, *Asia Pacific Business Review*, Vol. 5, No. 2, pp. 134 – 140.
15. Rishi, B. (2010) Motivators and Decisional Influencers of Online Shopping, *International Journal of Business Innovation and Research*, V4 N3, pp. 195 – 209.
16. Rishi, B. and Mishra, S. (2009) Training Outsourcing in Indian Telecom Sector: Critical Success Factors, *International Journal of Indian Culture and Business Management*, Vol. 2 No. 6, pp. 670 – 685.
17. Rishi, B. and Goyal, D.P. (2009) Critical Success Factors in the Development of Strategic Information Systems in Indian Public Sector Organizations: An Inter-Organizational Analysis, *International Journal of Indian Culture and Business Management*, Vol. 2, No.5, pp. 469 – 492.
18. Rishi, B. and Goyal, D.P. (2008) Designing of a Model for the Development of Strategic Information Systems in Public Sector Undertakings, *International Journal of Business Information Systems*, Issue 5, Volume 3, pp. 529 - 548.
19. Rishi, B. and Goyal, D.P. (2008) Success Factors in the Implementation of Strategic Information Systems: An Empirical Investigation of Public Sector Undertakings in India, *Journal of Advances in Management Research*, Vol. 5, Issue I, pp. 46 – 55.

#### **BOOKS**

1. Rishi, B. & Singh, H. (2015), 4<sup>th</sup> Emerging Markets Conference: Redefining Value in Emerging Markets, Conference Proceedings, IMT Ghaziabad, India, ISSN 978 -93 – 5196 – 809 -2.

2. Rishi, B. (2015) Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control, Edited, IGI Global, USA, ISSN 978-1-4666-8139-2.
3. Rishi, B. & Bandyopadhyay, S. (2017) Contemporary Issues in Social Media Marketing, August 2017, Routledge, London, U.K. ISBN 978 -1-138-67918-4

#### CASE PUBLICATIONS

1. Rishi, B. Sabnis, N., Bagchi, S. (2017) Hockey India League: Remnants of India's long lost glory, Emerald Emerging Markets Case Studies, Vol. 7, No.2, pp. 1-5.
2. Rishi, B., Kapoor, A., Bhatia, S. (2016) AaramShop.com reinventing the e-grocery wheel in India, Emerald Emerging Markets Case Studies, VOL. 6, NO. 2 ,2016, pp. 1-28.
3. Rishi, B., Sarda, P. (2013) Kalazone Silk Mills Limited – Leveraging the Social Media, The Cascentre, 513-040-1.
4. Rishi, B., Sarda, P. (2013) Kalazone Silk Mills Limited – Leveraging the Social Media (Teaching Note), The Cascentre, 513-040-8
5. Rishi, B., Botta, S. (2014) Sub Brands of Titan: A saga of Success, The Cascentre, 514-081-1.
6. Rishi, B., Botta, S. (2014) Sub Brands of Titan: A saga of Success (Teaching Note), The Cascentre, 514-081-8.

#### MANAGEMENT DEVELOPMENT PROGRAMMES

Name of Programme	Programme Dates	Contribution
Hindustan Coca Cola Business Leadership Program	Module 1: Module 2: August 01 -06, 2016 Module 3: December 05 – 10, 2016 Module 4: February 06 - 11, 2017 Module 5: September 10 -17, 2017	<b>Program Director</b> Faculty: Identifying Market opportunities, Business Research Methods, Social Media Marketing Average Feedback 4.8/5
Effective Selling Skills, APL Apollo Tubes Limited	January 07 - 08, 2017	<b>Program Director</b> Faculty: Managing the Selling Effort 4.56/5
Effective Selling Skills, APL Apollo Tubes Limited	April 16 -17, 2017	<b>Program Director</b> Faculty: Managing the Selling Effort, Selling attitude games

		4.86/5
ASPIRE Program , Apollo Tyres Limited	March 06 – April 02, 2017	<b>Program Director</b> Faculty: Sales and Customer Service Skills 4.84/5
Service Excellence for Customer Care Managers of Dealerships of Maruti Suzuki India Limited (Multiple Batches)	September 13 -15, 2017  October 25 – 27, 2017  December 06 – 08, 2017  January 22 - 24, 2018	Faculty: Customer Delight Feedback: 9.42 to 9.82/10
Enhancing Personality through Communication and Presentation for Defense Research and Development Organization (DRDO), New Delhi	February 12 - 14, 2018	<b>Program Director</b>
Leading Customer Experience for Quality Managers of NEXA dealerships of Maruti Suzuki India Limited (Multiple Batches)	February 13- 15, 2018  February 19- 21, 2018  February 20- 22, 2018  March 13-15, 2018  July 19 -21, 2018  August 8 -10, 2018  September 19 -21, 2018  October 22 – 24, 2018  November 21 – 23, 2018	Program Director & Faculty Feedback – 9.85/10

1. Delivered Sessions on Customer Service, Customer Delight and Customer Relations as invited guest faculty in Central Warehousing Corporation (CWC), Indian Postal Academy, BPCL and many others.
2. Designed, developed and conducted Open Management Development Programme for senior and middle level Executives as Programme Director in the area of “Creating Customer Centric Organisation, September 9-11, 2007, IMT Campus, Ghaziabad, India.
3. Designed, developed and conducted Open Management Development Programme for senior and middle level Executives as Programme Director in the area of Internal Customer Sensitization: Strategies for Success, June 15 -16, 2009, IMT Campus, Ghaziabad.
4. Designed, developed and conducted Open Management Development Programme for senior and middle level Executives as Programme Director in the area of Building a Customer Oriented Culture for Creating Customer Advocacy, August 21 -22, 2009, IMT Campus, Ghaziabad.
5. Designed, developed and conducted Open Management Development Programme for senior and middle level Executives as Programme Director in the area of Internal Customer Sensitization: Strategies for Success, November 9 -10, 2009, IMT Campus, Ghaziabad.

#### **CONFERENCES PRESENTATIONS/ ATTENDED**

1. Sarvanan, S., Dhar, A., Rishi, B. Logistics Issue in BALCO's Alumina Import, International Conference on Management Cases, Organized by George Mason University, USA & IMT, Ghaziabad, December 1-2, 2008.
2. Rishi, B. “Segmenting the Apparel Consumers in the Organized Retail Market”, 2nd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, Indian Institute of Management (IIM), Ahmadabad, June 6 -7, 2009.
3. Rishi, B., Singh, H. 'Factors affecting Brand Loyalty in a Fast Moving Consumer Goods (FMCG) Category', International Conference on Management and Valuation of Intangibles organized, University Business School (UBS), Punjab University, Chandigarh, December 22 -23, 2009.
4. Singh, H., Rishi, B. Service Quality Measurement and its implications: A case Study of Vishal Mega Mart, International Conference on Management and Valuation of Intangibles, University Business School (UBS), Punjab University, Chandigarh, December 22 -23, 2009.
5. Rishi, B. Marketing Engineering Workshop, Indian School of Business (ISB), Hyderabad, March 5, 2010.
6. Rishi, B. EURAM Early Career Colloquium “Networked Research”, University of Innsbruck, Austria, February 23 -25, 2011
7. Rishi, B., Jindal, K., Bharti, M., “Understanding Behaviour of Men towards Male Cosmetics: An Indian Perspective.” Yale-Great Lakes Sixth Annual International Research Conference held at Chennai, Tamilnadu, December 28, 2011.

8. Rishi, B. Hedonic and Utilitarian Shopping Motivations among Indian Young Consumers”, International Conference on Technology and Business Management, University of Wollongong, Dubai, United Arab Emirates, March 26 - 28, 2012.
9. Rishi, B. & Sarda, P. Kalazone Silk Mills – Leveraging Social Media Asian Journal of Management Cases (AJMC) International Case Conference at Lahore University of Management Sciences (LUMS), Lahore, Pakistan on January 18 – 19, 2013.
10. Rishi, B. & Gueldenberg, S. Measuring Student Satisfaction – The Case of University Education at The Dubai International Conference in Higher Education: Succeeding in the Pursuit of Quality organized by Michigan State University, Dubai on January 28 -29, 2013.
11. Rishi, B., Pareek, A & Tak, P. (2014) Social Comparison, Media habits and Ostentation of Luxury Fashion Brands Consumption, at 2014 Annual Conference of the Emerging Markets Conference Board organized by Indian Institute of Management, Lucknow, NOIDA Campus, India on 9 -11 January, 2014.
12. Rishi, B. & Singh H. (2015) Hedonic and Utilitarian Shopping Motivations – A Study of Indian Consumers at 2015 Emerging Markets conference (EMC) of the Emerging Markets Conference Board at Institute of Management Technology (IMT), Dubai (UAE), January 20 -22, 2015.
13. Rishi, B., Pradeep, H., & Viswanathan, (2015) The Changing Dynamics in E-Grocery Space: From Hesitation to Adoption at 2015 Emerging Markets conference (EMC) of the Emerging Markets Conference Board at Institute of Management Technology (IMT), Dubai (UAE), January 20 -22, 2015.
14. Rishi. B., Pokhriyal, A. (2017) ‘Luxury Consumers and Their Codes: A Profile Development’ Proceedings of the 2017 Annual Conference of the Emerging Markets Conference Board January 5–7, 2017, IIM Lucknow, pp. 55 - 60. ISBN: 978-81-928560-2-5.
15. Rishi. B., Banerjee, P., Singh. S. (2017) ‘Luxury Value Perceptions in the Indian Market – A Sub Cultural Context’ Proceedings of the 2017 Annual Conference of the Emerging Markets Conference Board January 5–7, 2017, IIM Lucknow, pp. 230 -237. ISBN: 978-81-928560-2-5.
16. Rishi, B., Iyer, P. Singh, D., Drivers of Purchase Intention on Travel and Tourism Mobile Applications, 7th IIMA Conference on Marketing in Emerging Economies, IIM Ahmedabad, India, January 11 – 13, 2017.

#### **CONFERENCES ORGANISATION**

- Conference Co-Chair for the 2014 International Conference on Technology and Business Management (ICTBM) Organized by AIMS international and held at American University in the Emirates, Dubai on March 24 -26, 2014.



- Organizer of the 2015 Annual Conference of the Emerging Markets Conference Board, January 20 -22, 2015, IMT Dubai.
- Organizer of the 2016 4th AIM –AMA Sheth Foundation Doctoral Consortium, New Delhi.
- Chairperson, 9<sup>th</sup> Rural Marketing Forum – The Era of Digitalisation, May 26 -27, 2016 at The Westin, Mumbai, India.
- **Conference Co – Chair** 2019 Annual Conference of the Emerging Markets Conference Board, January 06- 08, 2019.

#### SELECTED INVITED SEMINARS/FDPs

- Faculty Development Program of Academic Staff College, Punjab University, Chandigarh, India May 16, 2014. Delivered a talk on ‘Designing Effective Learning Outcomes’ and ‘Educational Leadership in Indian Context and Teaching with respect to the Local Values’.
- Faculty Development Program of Guru Nanak Dev University, Amritsar, India January 05, 2014 and delivered a talk on ‘Marketing Management in Small Business’ and ‘Idea Evaluation – Validation of a business opportunity’.
- Faculty Development Program of Symbiosis Centre for Management Studies, NOIDA, Symbiosis International University, June 17, 2015. Delivered a talk on ‘Brand Building & Brand Management with special reference to qualitative research’.
- Faculty Development Program of Jaipuria Institute of Management, NOIDA on August 03, 2015. Delivered a talk on ‘Designing a Qualitative Study’.
- Conducted a workshop on Research Methods at Lovely Professional University (LPU), Jalandhar, from June 01 -03, 2017.

#### AWARDS AND HONOURS

- I. Post-Doctoral Fellowship, University of Liechtenstein, Liechtenstein, Europe, 2010. Funded by European Union.
- II. Post-Doctoral Fellowship, Osmania University, Hyderabad, India, 2010
- III. Emerging Marketing Scholar, Academy of Marketing Science, USA.
- IV. **Best paper Award**, 2014 Annual Conference of the Emerging Markets Conference Board at Indian Institute of Management, Lucknow, NOIDA Campus, India.
- V. Faculty Fellow, 3<sup>rd</sup> AMA (American Marketing Association) Sheth Foundation Doctoral Consortium, IMT Dubai (UAE), January 18 – 20, 2015.
- VI. Faculty Fellow, 4<sup>th</sup> AMA (American Marketing Association) Sheth Foundation Doctoral Consortium, IMT Ghaziabad, January 7 -9, 2016.
- VII. **Best Paper Award**, Rishi, B. & Kacker, A. “Determining the factors influencing Social Recruitment: A Conceptual Framework and Some Research Propositions”, International conference on Strategic Competency Mapping for Talent Management and Retention, January 18 -19, 2018, University Business School, Punjab University, Chandigarh, India.

#### PERSONAL INFORMATION

**Date of Birth** June 5<sup>th</sup>, 1978

**Father's Name** Sh. Janak Raj

**Marital Status** Married

(Bikramjit Rishi)