

Dr. Sapna Popli
Professor of Marketing-IMT Ghaziabad, Delhi-NCR
India



In an experience spanning 25 plus years Sapna Popli has handled various roles including that of a teacher, a trainer, researcher, corporate executive, and an academic leader in Business Schools of repute across the NCR-India. She is currently associated with IMT Ghaziabad (an AACSB accredited business school) as a *Professor in the marketing area*. Over these years, she has taught across reputed business schools in India and internationally. She offers courses in customer experience management, marketing, services marketing, winning through service excellence, marketing research and understanding the Indian consumers and markets. She has been offering courses as an invited international visiting professor at University of La Sabana, Chia, Colombia (2019), ESCA, Morocco for the last three years (2016, 2017, 2018) & MBA Center, Shanghai University, China (2005). She has also taught at Department of Management Studies, IIT Delhi and at BIMTECH, Greater Noida as a visiting professor.

She has also held various academic leadership responsibilities during her tenure with various business schools. She was leading the Management Development Programs as Chairperson-MDPs at IMTG (2017-2019) and also led the 15 month PGDM-Executive program at IMT in 2016-17. During these three years as a part of the executive education team she actively engaged with Industry for design & development of customized learning and development initiatives across levels and sectors. In her previous organization at IILM, New Delhi, she has held the position of dean as well as director of the business school and has successfully led the school for many years handling accreditations, international partnership development, curriculum & program development.

A passionate researcher in the service domain, her work has been published in well reputed journals including the Journal of Service Theory & Practice (A), Journal of Services Marketing (A), Journal of Marketing for Higher Education, Quality in Higher Education & Global Business Review. Her co-authored paper titled *Leadership style and service orientation: The catalytic role of employee engagement* has been awarded the most commendable paper for JSTP as a part of annual emerald literary awards 2018. This paper also appeared in the list of ten most downloaded papers for the Journal of Service Theory & Practice. She is also an external reviewer for various journals and engages actively in reviewing journal articles in the areas of service quality, services marketing and service leadership domains. Her research and consulting interests are in the areas of service leadership service excellence and service orientation.

Some of her key industry engagements include: design, development and execution of learning & development initiatives across sectors for organizations like Maruti Suzuki India Ltd, Hero MotoCorp, IBM-Daksh; Concentrix; Pantaloons' Retail (Future Group); Max-Health Care. As a consultant with Aon-Hewitt (2011-13) she has also been engaged in management development through assessment and development centers. She is an empaneled faculty at the V.V. Giri National Labor Institute, a GOI institute, since 2015. she has also been working closely as an advisor for XeD Global an executive education start-up for last three years.

Recent Awards & Recognition

- The paper titled “Leadership style and service orientation: the catalytic role of employee engagement”, co-authored with Prof. Irfan A Rizvi, was among the Award recipients for their outstanding contributions to the Journal of Service Theory and Practice, 2017. The paper was one of the three most commended papers for the Journal in 2017. The awards are made based on recommendations from the editorial team of the Journal and awarded by Emerald Publishing. The Emerald Literati Awards, which include the Awards for Excellence and Citations of Excellence, are now in their 24th year and were established to celebrate and reward the outstanding contributions of authors and reviewers to scholarly research.
- The paper titled *Drivers of employee engagement: The role of leadership style in Sage journal ‘Global Business Review’ 2016, Vol 17(4), remains as the most read and most cited publication for the journal since its publication as per the journal website (accessed 15th March 2019).*
- Accredited as a SAQS – AMDISA peer reviewer since 2018.

Areas of Professional Interest:

- **Teaching Interests:** Services Marketing, Customer Experience Management, Service Excellence, Consumer Behaviour, Marketing Research,
- **Training Interests:** Customer Experience Management, Service Management, Service Excellence, service orientation, customer experience management, enhancing employee productivity through engagement, learning & development.
- **Research Interests:** Customer experience management, Service Excellence, service orientation, service encounters and recovery enhancing employee productivity in services, service leadership, management education.

Courses Taught

- Developed and taught two new popular electives in the last few years 2018-2019, Customer Experience Management & Service Aspects of Business at IMT Ghaziabad across full-time and executive
- Foundations of Marketing, Marketing Research, & Services Marketing taught through years from 2000 onwards at both undergraduate and postgraduate levels.
- Consumer Behavior(CB) & Understanding Consumers and Markets in India (UCMI), While consumer behavior is the standard MBA course, the UCMI course included the sociology of the Indian consumers and was focused on the nuances of the consumers in India with insights from Indian society, sociology and anthropology. Offered at IILM in 2010, 2011 1nd 2012 and 2014
- Integrated leadership Perspective, taught in 2012 and 2013 to post graduate students at IILM. A course uniquely as a leadership decision making course adapted from Yale University’s course by the same name. The course involved taking students through cases across new, emerging and developed companies, their growth and decision making challenges.

International Teaching Experience

- Delivered a course on Customer Experience in Services as an International Visiting professor at the University of La Sabana, Colombia in June 2019.
- Delivered a course on ‘Cross Cultural Marketing’ for Masters level at ESCA Morocco, March 2016, 2017 & 2018

- Delivered a course on Marketing as a visiting professor to the EMBA students at Shanghai University, China in 2005.

Peer Reviewed Research Publications

1. Dass, Sumanjit, Rahul Sethi, Sapna Popli, and V. N. Saxena (2019). "Drivers of Brand Engagement: The Role of Brand Communities." *Global Business Review* (2019): 0972150919825516. SAGE Publishers
2. Popli, S; Rizvi, Irfan.A and Aggarwal. A (2017) *Service Branding: Do employees know what we stand for? The inside story.* *International Journal of Services Sciences.* Vol. 6 (2), 95-112. Inderscience Publishers. The journal is ranked by ABDC journal quality list as an 'C' ranking publication
3. Popli, S. and Rizvi, I.A., (2017). Leadership style and service orientation: The catalytic role of employee engagement. *Journal of Service Theory and Practice*, 27(1) pp. 292-310. The journal is ranked by ABDC journal quality list as an '**A**' ranking publication. The journal changed its title to *Journal of Service Theory and Practice (JSTP)* from the 2015 volume (former title: *Managing Service Quality (MSQ)*).
4. Popli, S. and Rizvi, I.A., (2016). Drivers of Employee Engagement: The Role of Leadership Style. *Global Business Review*, 17(4), pp.965-979. The journal is ranked by ABDC journal quality list-C and is Abstracted and/or indexed in: Australian Research Council (ARC) Ranked Journal List; ERIC; Gale Cengage: Business ASAP; RePEC
5. Popli, S., & Rizvi, I. A. (2015). Exploring the relationship between service orientation, employee engagement and perceived leadership style: a study of managers in the private service sector organizations in India. *Journal of Services Marketing*, 29(1), 59-70. The journal is ranked by ABDC journal **quality list- 'A' ranking**;
6. Aggarwal Sharma, A., Rao, V. R., & Popli, S. (2013). Measuring consumer-based brand equity for Indian business schools. *Journal of Marketing for Higher Education*, 23(2), 175-203. http://www.tandfonline.com/doi/full/10.1080/08841241.2013.866609#.UrT_utIW2ik. The journal is ranked by ABDC journal quality list-C and is Abstracted and/or indexed in: Australian Research Council (ARC) Ranked Journal List; ERIC; Gale Cengage: Business ASAP; RePEC
7. Popli, S., & Rizvi, I. A. (2008). Cross cultural learning preferences: Implications for Management Education. *Management & Change*, 12(1), 125-140.
8. Popli, S. (2005). Ensuring customer delight: A quality approach to excellence in management education. *Quality in Higher Education*, 11(1), 17-24. <http://www.tandfonline.com/doi/abs/10.1080/13538320500078874>.
9. Paper titled "Global Branding for Management Schools: An Indian Perspective" published in *Research Journal, Welinkar Institute of Management Development and Research, Volume II, Issue 4, Sept 2004, pp. 21-32*

Cases /Chapters and Articles

10. Popli. S; Kabra, S; Dass. S; Agarwal. S; Muddu.V and Saxena. V.N (2019) A case and teaching note on “Baahubali Films: A Marketing Communication Success Story” published by The Case Center, June 2019, Case Reference No. 519-0097-1
11. Agarwal. S; Popli. S; Dass. S; Chakraborty. A and Kabra. S (2019) A case and teaching note “Hero Cycles: Sales Strategy for Roadster” published with The Case Centre, June 2019, Case Reference No. 519-0075-1
12. Popli, S (2018). Executive Education: The Role of business schools-yesterday, today and tomorrow FICCI-Business Digest 15 (8), 16-17
13. Shanmugam, M.M. and Popli, S., 2018. Quality Improvement in Real Sense or Just a Quick Fix?. In Cases on Quality Initiatives for Organizational Longevity (pp. 252-272). IGI Global.
14. Popli. S (2015) Leading Change and Growth at Save the Children India”, a case study on leadership and engagement in the not-for-profit sector published with The Case Center, March 2015; Case reference No. 415-035-1. The case has been published along with the Teaching Note reference
15. Published a paper titled Retail-The Evolving Revolution in Apeejay Business Review-Journal for strategic decision makers, Vol.3. Number 1 January-June 2002, pp. 55-60
16. Published a paper titled E-Business Success factors in the Journal of Indian Management and Strategy Vol.7 No.4 , Oct-December 2002 ,pp20-21
17. Published a paper titled Marketing and TQM make a heady mix in Management Review-journal of the Delhi Management Association Vol.26 January-March 2002, pp. 20-21
18. Published a paper titled Integrating Brick and Click marketing in E-commerce magazine Vol.1 No.6 September 2001, pp 7-10

Other Research & Scholarship Experience

- A. On panel of external reviewers for various academic journals – Cornell Hospitality Quarterly (Sage), Journal of Service Management, Journal of Managerial Psychology (Emerald), International Journal of Public Administration (T&F), Management Research Review (Emerald) and Management & Change (IILM)
- B. Led and Guided two large research projects:
 - Brand Perception of a business school: A project carried out over two years taking a holistic stakeholder (alumni, current students, faculty and recruiters) perception mapping in 2009-10. The project was conducted jointly with two faculty members and a team of students.
 - Responsible Management Practices Survey: A project on accessing the level of responsible practices within the Indian organizations. The Project was completed jointly with MDRA
- C. Guided several students for master’s dissertations and PhD. On External Examiners Panel at PTU (Punjab technical University) in the areas of education, leadership and marketing

Select Trainings, Management Development Programs for Working Professionals

- Program Director and Training facilitator- Sales Leadership program for General Managers of MSIL-ARENA dealerships. Designed, developed and executed a comprehensive five-day program for GM-Sales. Feb-July 2019; ongoing program- more than 150 GMs have gone through the program.

- Program Director- Service Excellence and Leading Customer Experience for service employees of authorised dealerships of the market leader in passenger cars segment in India- Maruti Suzuki India Ltd 2017; 2018. Trained close to 300 service quality managers in service excellence and customer experience.
- Program Director- Future Leaders Program- Hero MotoCorp & NHDC at IMT Ghaziabad 2017. Design, Development & execution of eight batches (180 plus participants) from Feb 2017-January 2019.
- Training on Planning and Goal Setting; Leadership and Change for Sr. Managers of *Engineers India limited (EIL)* in Jan, Feb and August 2014 and Feb 2015 as a part of a long-term training program conducted by IILM.
- Training and workshops for faculty members on curriculum development at *IIT Delhi* as a part of the Faculty development program on *Creating an Institute of Excellence* in October 2013 and Feb 2012
- Conducted sessions on "Leadership Development" and "Managing Customers" for *Bharat Heavy Electricals Limited (BHEL)* as a part of the 9th Leadership Program for Senior Management and the 240th General Management Program for General Managers respectively in November 2011.
- Conducted a program on "Team building for effective leadership" as a part of the "Orientation Programme in Leadership Development for Women Administrators in Higher Education" organised by *the National University of Education Planning and Administration. (NUEPA)* in December 2011.
- Consultant and Assessor for Assessment & Development Centres conducted by Aon-Hewitt. Conducted various ACs and DCs for *JSPL, Jindal Steels, NTPC, Astra Zeneca & Honda Motors to name a few in 2011 and 2012*
- Work Attitudes and Emotional Intelligence for international leader's program, trade union leader's programs and other programs at the *VV Giri National labour Institute 2010-2018*
- High performance teams for *IAS and IPS officers training at IILM*, February 2011 and 2013
- Teaching Skills: Making teaching and learning effective for Punjab Technical University, October 2010
- Designed and development a personality development & inter personal effectiveness for graduate trainees of Simon India, January 2009 & 2010

Invitations and Conference Presentations

- Invited to the 2014 EFMD annual conference in Vienna, Austria on The art of teaching and learning for a session on "understanding today's learners"; 15-17 June 2014.
- Invited speaker at a CII (confederation of Indian Industries Conference in Delhi on "Governance: Moral Leadership, Integrity and Transparency" in December 2013
- Invited speaker at a discussion on Trends in Business Education from Diverse Regions: Who are tomorrow's players? A Perspective from India as a part of the panel on Brazil, India and China at the *EFMD Meeting for Deans & Directors General, 2012* to address the session held at Nottingham Business School, Feb 2-3 2012 at the annual efmd (European Foundation for Management Development, Brussels) conference for deans and director generals at Nottingham, UK in February 2012. Trends in Business Education
- Presented a research paper on "Measuring Brand Equity - A case for business schools in India" at the efmd annual conference on research in higher education, held at The Lorange Institute of Business, Zurich on the 13-14th February 2012
- Invited speaker for a session on Women in leadership Roles as a part of the program 'Enhancing the role of Women in making IBM more essential to the world' for IBM in November 2012.
- Invited presentation on "Role of business school in social awareness"; efmd MBA conference March 2010; Barcelona

- Invited presentation on “Impact of the economic crisis on management education in India” presented at the plenary session at efmd (European Foundation for Management Development) at Brussels, June 2009. “Impact of the economic crisis on management education in India”
- Presented a paper titled *Cross Cultural Learning Preferences: A perspective on India at 1st International Conference on Intercultural Communication competence - Implications for Business, Education and Politics, organized by Asean-EU University Network Programme (ECCP Project) in association with Singapore Management University, Singapore, 6-7 October, 2005.*

Educational and Professional qualification

- Doctoral (FPM), International Management Institute (IMI) New Delhi.
- M.B.A, The Business School, Faculty of Management Studies, Jammu University.
- B.Sc. in Mathematics (Hons.) Miranda House, University of Delhi.

Certifications & Professional workshops

- Foundations of Service Excellence, Arizona State University, Centre for Service Leadership, W.P. Carey School of Business, May 2019.
- Completed a program on Customer Experience Management, conducted by Chartered Institute of Marketing, U.K, conducted in London Feb 2019.
- Reviewers workshop for SAQS (AMDISA’s Quality Assurance Program) Peer Reviewers Workshop organised by AMDISA, 10-11th May 2018 at IBA, University of Dhaka, Dhaka, Bangladesh.
- *Completed Case Method Teaching Seminar* offered by Harvard Business Publishing & IIMA Case Center, April 2-3, 2018
- The Service Leadership Workshop: “Build a Culture of Service Excellence for Sustainable Competitive Advantage with Ron Kaufman. 4th Oct 2017
- *Workshop on Design Thinking and Innovation* 16-18th June 2016 by Prof. Arup Mazumdar at IMT Ghaziabad

Professional Experience Chronology

IMT Ghaziabad Since 2016..Current	<ul style="list-style-type: none"> • Professor of Marketing • Chairperson MDPs (Aug 2017- May 2019) • Associate Program Chair-PGDM-Executive Program (2016-17); • Adjunct Professor- June 2016-17
BIMTECH	<ul style="list-style-type: none"> • Visiting professor –Marketing - 2015- 2016
IILM Institute for Higher Education	<ul style="list-style-type: none"> • Director & Professor of Marketing 2008 – 2014 • Associate Professor Marketing 2003 –2008 • Assistant Professor: Marketing 2000 – 2003
FIIB- Fortune Institute of International Business	<ul style="list-style-type: none"> • Lecturer Marketing -1999-2000
Wigan & Leigh College India	<ul style="list-style-type: none"> • Faculty Marketing- June 1996-June 1999
Institute of Directors	<ul style="list-style-type: none"> • Manager Corporate Relations-1994-96