



Name	Professor Sanjeev Prashar			
Position	Professor			
Area	Marketing Management			
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Area of Research	Publications	Awards & Honours	Membership	Training & Consultancy

Educational Qualifications

- i. **Ph.D.**(International Marketing / Exports Management), University of Kurukshetra, India
- ii. **MBA (Marketing)**, University of Kurukshetra, India

Attended

- i. Harvard Business School – Attended Global Colloquium on Participant-Centered Learning on Teaching through Case Studies Method at Boston, US (July 2014)
- ii. Leadership Foundation, UK – Attended Leadership and Management Development in Institutes and Universities: Module 1 at New Delhi, India (February 2016) and Module 2 at Birmingham, UK (April 2016)

Academic Positions

- i. Institute of Management Technology, Ghaziabad, India as Chairperson- Professor in charge of PGDM, Dual Country Programme at Dubai, UAE
- ii. Institute of Management Technology (IMT), Ghaziabad, India as Professor in the area of Marketing Management.

Additional

Visiting Fellow at Department of Commerce and Financial Studies, Faculty of Commerce and Management, University of Kelaniya, Sri Lanka (Dec 2016)

Area of Research

- Buying Behavior – Impulse Buying, Online Buying, Mall Selection
- Rural Marketing
- International Marketing / Exports Management
- Marketing of Services

Awards & Honours

- i. Was awarded Rotary Youth Leadership Award for Rotary International Districts 3050 and 3090 (1997)
- ii. Coordinated Global Human Resource Competency Survey, Ross Business School, University of Michigan, US at ABS Chapter (2006-07)

Publications [Research Paper (referred journals), Cases & Books]

Case Studies Written and Published (with Teaching Notes)

- Jaypee Cement: Amalgamation of Two Brands: Ivey Publishing, Richard Ivey School of Business (2012). Available at Harvard Business Publishing
- Apple iPad in India: Was there a Wayout???: Ivey Publishing, Richard Ivey School of Business (2012). Available at Harvard Business Publishing
- Telenor's Dilemma: The 2G Spectrum Scam in India Ivey Publishing, Richard Ivey School of Business (2012). Available at Harvard Business Publishing

- Low-Cost Carriers in India: SpiceJet's Perspective: Ivey Publishing, Richard Ivey School of Business (2012). Available at **Harvard Business Publishing**
- Harley-Davidson India: Registered with Ivey Publishing: Ivey Publishing, Richard Ivey School of Business (2012). Available at **Harvard Business Publishing**
- Maruti Suzuki India Limited: Ivey Publishing, Richard Ivey School of Business (2013). Available at **Harvard Business Publishing**
- When the Tone of an Email Went Wrong: Ivey Publishing, Richard Ivey School of Business (2016) Available at **Harvard Business Publishing**
- KAPS Ice Cream: Should it Enter the Premium Segment? Ivey Publishing, Richard Ivey School of Business (2016) Available at **Harvard Business Publishing**
- Tax me not: Vodafone's Plea to India: Emerging Markets Case Studies Collection (Issue 8), Emerald Group Publishing Limited (2012)
- Mumbai Indians: A Case on Social Media Marketing: Emerging Markets Case Studies Collection (Volume 3, Issue 4), Emerald Group Publishing Limited (2013)
- Royal Enfield Motorcycles: Reviving the Brands - Emerging Markets Case Studies Collection (Volume 3, Issue 8), Emerald Group Publishing Limited (2013)
- Dove Hair Oil: Marketing in India: Emerging Markets Case Studies Collection (Volume 4, Issue 3), Emerald Group Publishing Limited (2014)
- Dainik Bhaskar: Live No Negative: Emerald Emerging Markets Case Studies. (Accepted)
- Inking Fruits: Showing the Way with Social Media - Cleared by European Case Clearing House, Case Reference no. 512-016-1 (2012)
- 99labels - Is Social Media Leading the way to Success? Cleared by European Case Clearing House, Case Reference no. 512-017-1 (2012)
- AirAsia: India Entry - Cleared by Case Centre, Case Reference no. 313-281-1 (2013)
- Failure of TouchPad: An HP Case Story - Cleared by Case Centre, Case Reference no. 514-068-1 (2014)
- iPhone4 Relaunch: An Apple iPhone Case Story - Cleared by Case Centre, Case Reference no. 514-123-1 (2014)
- Flipkart's BigBillion Day: What Went Wrong? Cleared by Case Centre, Case Reference no. 115-011-1 (2015)
- Buying Myntra: Flipkart's Gain - Cleared by Case Centre, Case Reference no. 315-095-1 (2015)
- Air India: Undoing Service Failure - Cleared by Case Centre, Case Reference no. 515-071-1 (2015)
- Star Bank Limited: Managing the Branch - Cleared by Case Centre, Case Reference no. 115-026-1 (2015)
- Stayzilla Takes on OYO Rooms: A Case of Competitive Advertising - Cleared by Case Centre, Case Reference no. 115-039-1 (2015)
- Merger of Kotak Mahindra Bank and ING Vysya Bank – Creating Strategic Advantage - Cleared by Case Centre, Case Reference no. 115-042-1 (2015)
- Maggi in India: Failing the Quality Test - Cleared by Case Centre, Case Reference no. 516-001-1 (2016)
- Uber Fiasco: Is There a Way Out - Cleared by Case Centre, Case Reference no. 516-003-1 (2016)
- Myntra's Transition from Multi-Channel E-commerce to App only Sales Platform - Cleared by Case Centre, Case Reference no. 516-0018-1 (2016)

- Madhya Pradesh Tourism: Destination Branding - Cleared by Case Centre, Case Reference no. 516-0086-1 (2016)
- To Disclose or Not to Disclose - Cleared by Case Centre, Case Reference no. 416-0053-1 (2016)
- Deobhog: Developing Marketing Strategy for Achieving Excellence - Cleared by Case Centre, Case Reference no. 516-0067-1 (2016)
- Micromax: Preparing for the Chinese Invasion - Cleared by Case Centre, Case Reference no. 316-0116-1 (2016)

a. Research Papers Published

- Factors Defining Shopping Experience: An Analytical Study of Dubai – Asian Journal of Business Research, Volume 3, No. 1, 2013
- Anatomy of Shopping Experience for Malls in Mumbai: A Confirmatory Factor Analysis Approach, Journal of Retailing and Consumer Services (Elsevier), Volume 21, Issue 2, Pp 220-228, 2014
- Factors Affecting Selection of Online Buying Website: An Analytical Study among the Indian Youth, International Journal of Intercultural Information Management, Vol. 4, No. 4, Pp 247-263, 2014
- Determinants of Shopping Experience for Malls: Empirical Investigation in an Emerging City of Raipur (India), Asia-Pacific Journal of Business, Volume 5, Issue 1, Pp 13-22, 2014
- Branding of Geographical Indications in India: A Paradigm to Sustain its Premium Value, International Journal of Law and Management (Emerald Publication), Volume 56, No. 6, Pp 431-442, 2014
- Antecedents to Online Shopping: Factors Influencing the Selection of Web Portal, International Journal of E-Business Research, Volume 11, No. 1, Pp 35-55, 2015
- Factors Prompting Impulse Buying Behaviour – A Study among Shoppers in India, International Journal of Indian Culture and Business Management, Volume 11, No. 2, Pp 219-244, 2015
- Factors Prompting Impulse Buying Behaviour – Shoppers in Dubai, East Asian Journal of Business Management, Volume 5, No. 3, Pp 5-15, 2015
- Selecting a Web Portal for Online Shopping: A Conceptual Model using Interpretive Structural Modelling, East Asian Journal of Business Management, Volume 5, No. 4, 2015
- Factors Defining Store Atmospherics in Convenience Stores: An Analytical Study of Delhi Malls, Journal of Asian Finance, Economics and Business, Volume 2, No. 3, Pp 5-15, 2015
- Application of Neural Networks Technique in Predicting Impulse Buying among Shoppers in India, Decision (Springer) Volume 42, No.4, Pp 403-417, 2015
- Comparing Predictive Ability of Classifiers in Forecasting Online Buying Behaviour: An Empirical Study, International Journal of Strategic Decision Sciences, Volume 6, No. 4, Pp 55-72, 2015
- Impulse Buying Structure in Retailing: An Interpretative Structural Modeling Approach, Journal of Marketing Analytics, Volume 3, No.4, Pp 215-233, 2015
- Segmenting Online Shoppers: A Study of Consumers' Web Portal Selection Motivations for E-Shopping, Asian Academy of Management Journal, Volume 21, No. 1, Pp 27-46, 2016
- Hierarchy of Shopping Experience at Indian Malls: A Conceptual Model using Interpretive Structural Modeling, The Journal of Distribution Science, Volume 14, No. 2, Pp 5-12, 2016
- Moderating Effect of Color on Store Atmospherics Predictors, The Journal of Industrial Distribution and Business, Volume 7, No. 1, Pp 13-23, 2016
- Predicting Online Buying Behavior among Indian Shoppers using Neural Networks Technique, International Journal of Business and Information, Volume 11, No. 2, 2016

- Predicting Impulsive Buyers: A Comparative Study of Binary Classifiers' Discriminative Ability, International Journal of Strategic Decision Sciences, Volume 7, No. 2, Pp 39-53, 2016
- Clustering Shoppers by Mall Experience for Emerging Indian City, Asian Academy of Management Journal, Volume 21, No. 2, Pp 53-73, 2016
- Segmenting Young Indian Impulsive Shoppers, Journal of International Consumer Marketing, Volume 29, No. 1, Pp 35-47, 2017
- Effects of Online Shopping Values and Website Cues on Purchase Behaviour: A Study using S-O-R Framework, Vikalpa: The Journal for Decision Makers, Volume 42, No. 1, Pp 1-18, 2017
- Role of Shopping Values and Web Atmospherics in E-satisfaction and Repurchase Intention, Journal of Internet Commerce, Volume 16, No. 1, Pp 32-52, 2017.
- Typology of Indian e-buyers: Clustering on the Basis of Online Shopping Motives, World Review of Science, Technology and Sustainable Development, Volume 13, No. 1, Pp 3-17, 2017
- Leveraging Neural Networks Technique for Predicting Impulsive Buying: An Empirical Study in India, International Journal of Manufacturing Technology and Management (Accepted)
- Women Entrepreneurship in India: A Review of Barriers and Motivational Factors, International Journal of Entrepreneurship and Innovation Management (Accepted)
- Predicting Online Buying Behaviour – A Comparative Study Using Three Classifying Methods, International Journal of Business Innovation and Research (Accepted)
- Segmenting Indian Shoppers on Mall Attractive Factors, International Journal of Service Technology and Management (Accepted)
- Forecasting Impulse Buying Behaviour: A Comparative Study of Select Five Statistical Methods, International Journal of Business Forecasting and Marketing Intelligence (Accepted)
- Assuring Input Quality under TQM Practices: A Comparative Analysis of Four Major Indian Passenger Car Companies," Asia-Pacific Business Review (Sage), Volume 4, Issue 3, 2008

Papers Presented at Conferences (Select Few)

- Deobhog: Developing Marketing Strategy for Achieving Excellence. Case presented at Global Summit on Management Cases, at Indian Institute of Management Raipur, India (February 05- 06, 2016)
- Micromax Preparing for Chinese Invasion. Case presented at Global Summit on Management Cases, at Indian Institute of Management Raipur, India (February 05- 06, 2016)
- Political Marketing and Social Media: A Case Story of Aam Adami Party. Case presented at International Conference on Social Media for Business, at Indian Institute of Management Raipur, India (January 10- 11, 2014)
- Striving for Leadership using Social Media: A Micromax Story. Case presented at International Conference on Social Media for Business, at Indian Institute of Management Raipur, India (January 10- 11, 2014)
- Selection of Online Buying Website: An Analytical Study among Indian Youth. Paper presented at International Conference on Social Media for Business, at Indian Institute of Management Raipur, India (January 10- 11, 2014)
- A Feasibility Study for the Development of Value Added Services for Rural Healthcare Paper presented at IEEE 2013 Global Humanitarian Technology Conference, at California, USA (October 20- 23, 2013)
- Issues of Geographic Branding in India: A framework to Exploit Hidden Potential. Paper presented at International Conference on Management of Intellectual Property and Strategy at Indian Institute of Technology Bombay, India (February 2-5, 2012)

- Identification of Factors Defining Shopping Experience: An Analytical Study in Delhi NCR/ India. Paper presented at LCBR European Marketing Conference 2011 at Frankfurt, Germany (July 07-08, 2011)
- Click-Click Agreements: Legal Perspectives. Paper presented at Ist IIM Ahmedabad Conference on Advance Data Analysis, Business Analytics & Intelligence™ at Indian Institute of Management Ahmedabad, India (June 6-7, 2009)
- The Intellectual Property Valuation – A case of Jet Airways, the innovative and critical times ahead, an Indian Perspective. Paper presented at ICIMT 2009: International Conference on Innovation, Management and Technology at Tokyo, Japan (May 27- 29, 2009)
- Geographical Indicators- Are they indicating the Growth of IP Protection in India? Strategic & Legal Implications with reference to Basmati. Paper presented at ICKMI 2009 Conference on Knowledge Management and Intellectual Capital (Jointly organized with World Capital Institute Mexico) at IMT Ghaziabad, India (Feb 26-27, 2009)
- The WTO, Indian Patents (Amendment) Act 2005 and the Pharma Industry in India: A Critique. Paper presented at International Conference on WTO: India & Trade Strategies at Indian Institute of Management Kozhikode, India (Dec 26-27, 2008)
- Moving Towards Knowledge Economy: An Indian Perspective with Special Reference to Tata Motors Ltd. Paper presented at Global Conference on Intellectual Capital Dynamics and Innovation Capabilities at International Forum on Knowledge Asset Dynamics, Matera, Italy (June 26-27, 2008)
- Managing the Handicraft Exporters Facing Crafted Problems: Struggling for Competitiveness (Vertical Study of Handicraft Exporters of Rajasthan). Paper presented at 3rd Conference on Global Competition and Competitiveness of Indian Corporate at Indian Institute of Management Lucknow, India (May 29-31, 2008)
- Striking on the Strike-Legal or Illegal: A case of Toyota Kirloskar Motor Ltd. Bidadi. Case Paper presented at International Conference on Management Cases at Institute of Management Technology Ghaziabad, India (December 4-5, 2006)
- Non-Committal on Corporate Governance: An Audit. Paper presented at The Seventh International Conference on Corporate Governance, World Council for Corporate Governance, London, UK (May 11-12, 2006)
- Directorial Distrust: Debunking Global Trust Bank. Paper presented at The Seventh International Conference on Corporate Governance, World Council for Corporate Governance, London, UK (May 11-12, 2006)
- Want to Close Down? Flout Corporate Governance- Loosing the Trust-Global Trust Bank, Paper presented at 2nd. Annual Conference on Corporate Governance in Pakistan at LUMS, Lahore, Pakistan (June 3 - 4, 2005)

Book Published

- Sahay V., Prashar S., **Social Media for Businesses**, Excel India Publishers, New Delhi, 2016
- Shukla B., Prashar S., Singh H., **Management Case Studies**, Excel Publishing, New Delhi. 2006
- Shukla B., Prashar S., **Management Case Studies**, Amity University Press, New Delhi. 2005
- Shukla B., Prashar S., **Perspectives Book on Management Caselets**, Amity University Press, New Delhi. 2005
- Arora M., Prashar S., Singh Y, **Functional Management**, University Book House/ Sheel Sons, Jaipur 2001

Journal Edited /Books Reviewed

- International Journal of Intercultural Information Management, Vol 4, No.4, 2014 (Guest Editor) Published by Inderscience
- Jain Subhash C., International Marketing Vikas Publishing House, New Delhi. 2010
- Case Studies in Marketing, Tata McGraw-Hill Publishing Company Limited, 2007
- Mehta S. S., Marketing to Win, Pearson Education, 2006

Book Chapters (Select Few)

- **Prashar Sanjeev**, Mathur Shalini, "Generation of Clean Electricity from Poultry Litter in India," *Creating a Sustainable Business: Managerial Implications and Challenges* published by Bloomsbury Publishing India Pvt. Ltd., New Delhi, 2013, Pages 121-128. (ISBN: 978-93-82563-51-8)
- **Prashar Sanjeev**, Mathur Shalini, "Clean Energy Generation from Biomass – A Case Study of Chambal Power Limited, Rajasthan," in Conference proceedings of 2nd National Conference on 'Recent advances in Bio-Energy Research' published by Sardar Swaran Singh National Institute of Renewable Energy, Kapurthala, 2013, Pages 62-78 (Vol II). (ISBN 978-81-927097-1-0)
- **Prashar Sanjeev**, Mathur Shalini, "An overview of CDM Projects in India – Impacts and Concerns of its Stakeholders," selected for publication in *Journal of Applied and Natural Science (An International Journal)* (ISSN 0974-9411; Print) (ISSN 2231-5209; Online)
- **Prashar Sanjeev**, Chhabra Sanjay, "The New Trends in Marketing through E-Contracts – Legal Perspectives," *Book: Computing Business Applications and Legal Issues*, Published by Excel Publications (2011) (ISBN: 978-81-7446-936-6)
- **Prashar Sanjeev**, Aggarwal Rashmi K, "The Intellectual Property Valuation – A case of Jet Airways, the Innovative and Critical Times Ahead, an Indian Perspective," *World Academy of Science, Engineering and Technology (WASET)*, indexed by Google Scholar, Directory of Open Access Journals (DOAJ), EBSCO, Ulrich's Periodicals Directory, German National Library of Science and Technology and University Library Hannover (TIB/UB), Genamics, GALE-CENGAGE Learning and INTUTE (2009) (ISSN 2070-3740)
- **Prashar Sanjeev**, Aggarwal Rashmi K, "Geographical Indicators- Are they Indicating Growth of IP Protection in India- The Strategic and Legal Implications with Special Reference to Basmati," *Knowledge Management and Intellectual Capital- Emerging Perspective*, Published By Allied Publishers Pvt. Ltd. (2009) (ISBN: 978-81-8424-420-5)
- **Prashar Sanjeev**, Aggarwal Rashmi K, "Putting Corporate Governance into Roles – Innovative Perspectives," *Innovation Management*, Published by MacMillan Publishers India Ltd. (2009) (ISBN 13:978-0230-63732-0)
- **Prashar Sanjeev**, Aggarwal Rashmi K, "Venturing Online: The Journey Ahead – A Case Study of Tata Capital," *Handbook on Management Cases*, Published by Allied Publishers Pvt. Ltd. (2008)
- **Prashar Sanjeev**, Aggarwal Rashmi K, "Green Phobia Going Overboard: A Case Study of Jain Udyog, Goa," *Green Marketing- Emerging Issues in Sustainable Development*, Published Allied Publishers Pvt. Ltd (2008) (ISBN: 978-81-8424-355-0)
- **Prashar Sanjeev**, Zalzal Ali, Raja Adeshwar B, Chia Stanley, "A Feasibility Study for the Development of Value Added Services for Rural Healthcare" IEEE 2013 Global Humanitarian Technology Conference; IEEE Xplore on-line database (978-1-4799-2402-8/13/\$31.00 ©2013 IEEE)
- Zalzal L., Parasaran V.S., **Prashar, S**, Zalzal Ali, "Healthcare geopolitics in urban slums: An empirical study", *Global Humanitarian Technology Conference IEEE Xplore on-line database* (10.1109/GHTC.2014.6970354 ©2014 IEEE).287-306.

Papers Published (Additional)

- Reported synopsis of Live Discussion between Bill Gates, Chairman, Microsoft Corporation and Narayana Murthy, Chief Mentor, Infosys, organized by TiECon, New Delhi on Dec. 07, 2005 at www.amity.edu/globalleaders.
- Case Study "Striking on the Strike-Legal or Illegal: A case of Toyota Kirloskar Motor Ltd. Bidadi" in *Cases in Business Management* published by Allied Publishing (2006)

- Case Study “Amadeus Consultants: In search of M&A Model” in Book on Management Cases Published by Excel Publishers (2006)
- Case Study on “A Company’s Journey to Profit and Purpose-An Entrepreneurial Leadership” in Book on Management Cases Published by Amity University Press (2005)
- Case Study “Sustaining Quality” in Book on Management Cases (Amity University Press) published by Amity University Press. (2005)
- Caselet on “Maruti to Rejig – on BPR Tracks” in book on Management Cases Perspectives by Amity University Press (2005)
- Caselet on “Enter the Retail: Reliance on Highway” in book on Management Cases Perspectives by Amity University Press (2005)
- Book review on “The CEO and the Monk: One Company’s Journey to Profit and Purpose” in Amity Business Review (2005)

Research Projects

- “Problems in Export Marketing of Handicrafts: A Case Study of Rajasthan,” Research for the fulfillment of Ph.D Degree under Kurukshetra University, India (2000-2002)
- “Problems in Exporting via ICDs: A Case Study of Rajasthan,” Research under University Grants Commission (Minor Project), (2003-04)
- “Adequacy of Facilities at PBM Hospital, Bikaner: An Evaluative Study,” Sponsored by Rajasthan Urban Infrastructure Development Project. (2003)
- “Evaluating VRS-Phase 1: A Study of Banking Industry in Rajasthan,” Sponsored by Swadeshi Jagran Foundation (2003)

Doctoral Guidance (Awarded)

- Shalini Mathur, Carbon Trading Mechanism: Developing Model for Indian Businesses under National Law University, Jodhpur at IMT Ghaziabad, India (Awarded 2014)
- Pranay Verma, Impact of Atmospherics on Buying Behavior under National Law University, Jodhpur at IMT Ghaziabad, India (Awarded 2015)

Training & Consulting

Consulting Assignments

- Raipur Sahkari Dugdh Utpadak Sangh Limited, Chhattisgarh, India: Developing Business Plan, Marketing Strategy & Process Re-engineering for Achieving Excellence (October 2012-September 2013)
- State Council of Educational Research and Technology, Government of Chhattisgarh, India: Developing Model Systems for Quality Education (October 2012- June 2013)

Training and Developmental Program Organized/ Conducted

Have organized sessions for more than 8000 hours of training. Some of the Organizations /Institutions where consulting/ training assignments have been undertaken include Bharat Petroleum Corporation Limited (BPCL), Consortuum Strategic HR Solutions, Bharat Heavy Electricals Ltd. (BHEL), HCM Rajasthan Institute of Public Administration, State Bank of Bikaner and Jaipur (SBBJ), Life Insurance Corporation of India (LIC), Deptt. of Science & Technology, Govt. of India, Rajasthan Tourism Development Corporation (RTDC), State Women Commission, Govt. of Rajasthan, National Research Centre on Camel, Govt. of India, IFFCO, Jindal Steel & Power Ltd, Technical Education Quality Improvement Program (Government of India), SCERT (Govt. of Chhattisgarh, India)

Conducted numerous Open Programs at IMT Ghaziabad, IIM Raipur and other institutes. Prominent areas of training include: Effective Selling; Customer Centricity; Personality Development; Team Building; Effective Communication and Presentation and Case Writing.