

# Ambika Prasad Nanda, FPM (Doctoral Equivalent, Continuing), MS, MBA

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## EDUCATION

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### **FPM Marketing - CGPA 3.38 /4.0 (Dec 2016 Onwards) SPJAIN Institute of Management and Research, Mumbai**

- Continuing doctoral thesis work post completion of 30 credit coursework and Qualifying Exam (Expected date of thesis submission – Dec 2020)
- Proposed doctoral research area – Financial well-being of subsistence consumer-entrepreneurs
- Master's equivalent Thesis - Study of Open-Air-Markets (OAM) in emerging countries: A system modelling approach (15, 000 words)
- Specialized doctoral courses – Behavioral decision theory, Psychology and CB, Mathematics for management, Basic Econometrics, Applied Econometrics, Experimental Methods and Analysis, Qualitative Research, Introduction to Research, Structural Equation Modeling

### **MBA Marketing - CGPA 3.17/4.0 (2013) SPJAIN Institute of Management and Research, Mumbai**

- One year full-time program with advanced specialization in Marketing from Marshalls School of Business, LA, USA focusing on New Product Development, Marketing Analytics and Quantitative Market Research

### **MS Electrical Engineering - CGPA 3.8/4.0 (2004-06) University of Kansas (KU), Lawrence, Kansas, USA**

- Master's Thesis (by research) on sensor signal processing (currently known as IOT)
- Two-year full-time program with Graduate Research Assistantship and full tuition fee waiver for three semesters [Sponsored by US Air Force – Developed algorithms and software model, Published a conference paper]

### **BE Electronics and Instrumentation – 76.4% (1996-2000) Regional Engineering College (REC), Rourkela**

- Recipient of Academic Third Prize in 2000 with overall class rank 4/35 [Academic Honors]

## ACADEMIC EXPERIENCE

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### **Research Interest**

Transformative Consumer research (TCR), Technology marketing, Emerging markets and Rural marketing

### **Awards and Fellowships**

- Submitted proposal won competitive research grant of \$2050 Transformative Consumer Research Grant Award in ACR – 2019 [Topic – Responsible online gaming: Role of Family and Peer]
- Submitted proposal won *Raj Sethuraman Research Grant* of 75,000 INR from *NASMEI (North American Society for Marketing Education in India)* – 2018 <https://bit.ly/2QY3Rwa>
- Submitted proposal won AIM-Sheth Research Grant of 100,000 INR from AIM – SHETH FOUNDATION RESEARCH PROPOSAL - 2020

### **Conference Proceedings**

- Binge-watching needs: An exploration of the role of technology, Proc. of the ANZMAC Conference 2019, Dec 2-4, 2019, Wellington, NZ
- Co-Author - "Space-Time Transmit Signal Construction for Multi-Mode Radar", Proc. of the 2006 IEEE Radar Conference, Apr 24-27, 2006, Verona, NY [12 Citations as per Google Scholar]

### **Conferences / Workshops / Training Attended**

- Journal of Marketing-Indian School of Business (JM-ISB) Research development workshop Jan 11-12, 2020
- 13<sup>th</sup> NASMEI Marketing Conference at Great Lakes Institute of Management (Dec 2019) – Presented a paper on role of parental attachment on problematic gaming behavior, 3<sup>rd</sup> Doctoral Workshop (Dec 2018) on Emerging markets and 2<sup>nd</sup> Doctoral Workshop (Dec 2017) on Behavioral research at NASMEI - Great Lakes
- Australian and New Zealand Marketing Academy Conference, Dec 2019, Wellington, NZ
- 13th Annual ISDSI Conference 2019, IIM Sambalpur, Dec 2019
- Foundations of Mixed Methods Research – IIM Indore Global Initiative of Academic Networks (GIAN) (Apr 2019)
- Doctoral consortium presentation on “An Open-Air Market (OAM) in Emerging Country – A system modelling Approach”, Organized by SPJIMR, Mumbai, Dec 2018
- Workshop on 1-day Theory Construction in IIM, Calcutta, Nov 2018 (Facilitated by Dr Ajay Kohli)
- Understanding binge watching behavior and associated gratifications - Poster presentation in International Conference on Media and Communication, organized by SIMC Pune, held on Sept 21-22, 2018

### **Workshops on teaching skill development**

- 2-day Experiential Learning workshop in Marketing Management in TAPMI, Manipal, Jun 15-16, 2018
- 5-day Faculty development Program (FDP) in SPJIMR, Mumbai, April 23-27, 2018

### **Supervision**

- Co-supervised a Master’s student of RV College of Engineering, Bangalore in 2009 on the topic “Data Compression schemes for MIL-1553B data bus (Aerospace standards)” as part of the academia-industry collaboration program

### **Certification**

- PMP Certified Project Management Professional (Lic#1741975) with strong focus on program management, cost estimation, change management and team building

### **Administrative Experience**

- Digital marketing for an academic program – SEM, SEO, Website team management, Newsletter, website content

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### **INDUSTRIAL EXPERIENCE**

- Most significant Career Achievement – Technical Leader Professional (TLP) – 2009 - Selected as TLP (highest recognition in Larsen and Toubro – past employer) for building future organizational leadership pipeline
- Total Industry Experience – 12 Years (Prior roles – Associate Business Consultant, Manager – Business development, Manager – New Product Development, Senior Software Engineer) in multiple organizations