

EDUCATION

Year	Degree/Certificate	Institute/School	CGPA/%
2017	Ph.D. (Marketing)	Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay	9.07/10
2007	M.B.A. (Marketing)	Narsee Monjee Institute of Management Studies Mumbai	2.76/4
2003	B.Sc.(H) Physics	Hansraj College, Delhi University	64%

TEACHING EXPERIENCE

Organization	Designation	Period
S.P. Jain Institute of Management and Research	Assistant Professor	Oct' 17 – Present
FORE School of Management	Assistant Professor	Aug' 16 – Oct' 17
International School of Business & Media Pune	Assistant Professor	Aug' 10 – Sep' 15

PROFESSIONAL SERVICE

- Ad-hoc Reviewer: **Journal of Brand Management** (Australian Business Deans Council, Ranked 'A' journal)
- Ad-hoc Reviewer: **Journal of Indian Business Research** (Australian Business Deans Council, Ranked 'C' journal)

RESEARCH PAPER PUBLICATIONS (In Refereed Journals)

- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma (2015), "A comprehensive framework of brand name classification", **Journal of Brand Management**. Vol. 22 (2), 79-116. (Australian Business Deans Council, Ranked 'A' journal).

WORKING PAPERS

- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma, "The effect of sound symbolism on perceptions of blended brand names."
- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma, "What relevance does relevance of attributes have in sound symbolic perception of blended brand names?"
- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma, "How do consumers feel about a brand name?"

INTERNATIONAL CONFERENCE PROCEEDINGS

- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma (January, 2016), "Brand architecture strategies of Indian brand names". In conference proceedings at the **9th ISDSI International Conference at Goa Institute of Management**.
- **Sunny Arora**, Arti D. Kalro, Dinesh Sharma and Pramod Kumar (November, 2013), "A content analysis of invented brand names". In conference proceedings at the **7th International Conference organized by ACBM on Branding & Marketing - An Emerging Markets Perspective at Hong Kong Polytechnic University, Hong Kong**.
- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma (December, 2012), "Brand name fit using formant analysis". In conference proceedings at the **6th NASMEI Marketing Conference at Great Lakes Institute of Management**.
- **Sunny Arora**, Arti D. Kalro and Dinesh Sharma (January, 2012), "An inquiry into a brand name fit". In conference proceedings at the **7th SIMSR Asia Marketing Conference at K J Somaiya Institute of Management Studies and Research**.

NATIONAL CONFERENCE PROCEEDINGS

- Subramaniam Jayaraman and **Sunny Arora** (March, 2014), “Business schools in India: Issues and perspectives”. In conference proceedings at **8th National Research Conference** themed **Managing Turbulence in Management Education: Aligning with the needs of Industry** at **All India Management Association**.

MANAGEMENT DEVELOPMENT PROGRAMS

- Conducted **MDP** for **Zycus Infotech Pvt. Ltd.** on Product Marketing (June, 2016)
- Conducted **MDPs** for **Tata Motors** on Marketing Management (November, 2012; April, 2013; November, 2013)
- Conducted **MDP** for **AstraZeneca Pharma India** on Consumer Behavior (October, 2013)

WORKSHOPS ATTENDED

- Experimental design at **Indian Institute of Management, Ahmedabad** (June, 2014)
- Time Series at **Indian Institute of Management, Ahmedabad** (May, 2013)
- Case writing skills at **Indian School of Business, Hyderabad** (May, 2012)
- Advanced research methods at **All India Management Association, Delhi** (May, 2012)
- Structural Equation Modeling at **Faculty of Management Studies, Banaras Hindu University** (March, 2012)

INDUSTRY EXPERIENCE

Subject Matter Expert, Mahindra Comviva (Gurgaon) Period: **April’ 16 – Aug’ 16**

- Develop management related content for the corporate
- Customize the content into a format befitting mobile learning solutions

Senior Manager, Kotak Mahindra Bank Ltd. (Delhi) Period: **June’ 07 – Dec’ 08**

- Relationship Manager in wealth management and business banking services
- Provided investment planning and insurance advisory services to HNI clients and small corporate

POSITIONS OF RESPONSIBILITY HELD

Position	Institute	Period	Responsibilities
Chairperson Academics (Marketing)	ISB&M Pune	2014-15	Reviewed courses in Marketing for postgraduate students.
Member, Academic Committee	ISB&M Pune	2014-15	Faculty appointment, academic decisions related to courses & teaching methodology and students’ performance evaluation.
Chairperson Academics	ISB&M Gurgaon	2011-12	Handled academic responsibility of the students’ and counseled them on their career development.

PLACE: Mumbai

DATE: October 27, 2017