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Professor of Marketing | Researcher | Brand and Strategy Consultant | Consumer Insight Specialist | Design Thinking Trainer | Student for Life

SUMMARY

- More than 25 years of corporate and academic experience, with over 20 years in academia.
- Currently Professor of Marketing and Design Thinking at S.P. Jain Institute of Management and Research, Mumbai.
- Chairperson of the full-time two-year flagship program, ranked among the top five in India and #26 in FT for Master of Management programs.
- A thought leader in Branding and Marketing. Regularly quoted by national and international media houses and contributed articles to popular media.
- Worked for the Capability Building Commission of India on Teaching Development and Excellence at their seminars and events and conducted a training program for their officers.
- Conducted training programs on Interpersonal Skills, Leadership, Communication, and Strategy for IPS and IAS officers.
- Trained 500+ executives at senior and mid-level management on Customer Centricity, Brand Management, and Strategy across sectors including B2B, B2C, Pharma, Retail, and BFSI.
- Consulting with corporate houses, SMEs, NGOs, and start-ups for scaling strategy and Consumer-Brand relationships.
- Served as Chairperson - Post Graduate Management Program for Women (PGMPW) from 2018-2023. Built the entire program, one of the most unique programs in the world, and won "Innovations that Inspire" at AACSB and the "MBA Innovation Award" from AMBA. Got more than 100 women back into professional careers.
- Held the position of Chair of the Department of Marketing, SPJIMR, from 2013-2018. During that tenure, championed the recognition of the department as one of the top three marketing departments in the country (according to QS Global 2017).
- Offer seminar courses on Qualitative Research, Strategic Brand Management, and Course design and delivery to doctoral students at ISB and SPJIMR.
- Offer marketing courses across postgraduate programs in Strategic Brand Management, Marketing Communications, Consumer Behavior, Marketing Strategy, Marketing Management, Marketing Simulation, Consumer Insight, and Design Thinking.
- Specialization and areas of interest include Strategic Brand Management, Marketing Strategy, Marketing Communications, and Consumer Brand Relationships.

- Authored a book titled 'Brands and Branding: Strategy to build and nurture brands' published by Routledge and circulated in the USA, Europe, and Southeast Asia.
- Published more than 25 field and research cases at Ivey-HBP, Emerald, etc. Received several global awards for case writing and 8 best-selling case awards.
- Harvard Business Impact rated me among 42 professors whose materials are widely used to teach undergraduate programs worldwide.
- Reviewer for research journals including JAMS, European Journal of Marketing (A*), Journal of Marketing Communications, Journal of Business Research etc.

- Presented at prestigious global conferences and published research in international and Indian journals of repute.
- Designed and delivered faculty development programs on curriculum and course design, simulations, and case methods as a pedagogical tool.
- Visiting faculty for the course in Marketing Strategy- Markstrat for State University of New York (SUNY), Albany (USA), and IIM Sambhalpur
- Visiting Professor at Indian School of Business, India.
- Harvard Business Publishing trainer for simulation workshops in India on using simulations as a classroom pedagogy.

- Five years of corporate experience in business strategy and marketing.
- Designed and conducted corporate training programs for mid to senior management professionals on topics including design thinking, marketing strategy, brand strategy, consumer insights, and customer experience management.
- Consulted with NGOs, service sector, FMCG, durables, pharma, B2B, retail, and education sectors on their brand strategy, consumer insights, and marketing communications strategy. Worked with clients including Abbott India, Mahindra, Gladerma, GSK, PWC, Tata, J&J Pharma, Dr. Reddy, Lupin, Kellogg's, Pidilite, and Legrand on detailed brand strategy.
- Experience conducting training for senior managers and public service officers, including members of the elite Indian Administrative Services and Indian Police Services, on leadership communication and interpersonal skills.
- Extensively quoted in media, including outlets such as Business Standard, ET Retail, Brand Equity, Forbes, and CNBC, since 2014 to date.

- Currently, I am the chair of two full-year programs at SPJIMR. The program was awarded triple crown accreditation in 2024. Consistently ranked among the top five programs in the country.
- As Chairperson of the PGMPW program, I have increased total revenue by more than 120% and enrollments by 100% since 2018, and increased industry collaborations through partnerships by more than 35%. The program was awarded the Best Education Innovation category by AACSB and AMBA. Students joined the industry in higher roles, with an average salary increase of more than 150% over their last salary.
- As an area chair for the marketing area, spearheaded multiple industry events and international marketing conferences, and led the formation of the academic council to revamp the curriculum and keep it aligned with industry needs.
- Conceptualized the entire AACSB assurance of learning (AOL) process for the flagship PGDM program at SPJIMR, when the school applied for AACSB accreditation. Developed the curriculum and learning experience for the AICTE and NBA accreditation process.
- Led SPJIMR's rebranding journey in 2016 and then repositioning in 2022. Worked with Landor to design brand architecture strategy and implementation plan.
- Instrumental in building exchange relationships and international immersion for the marketing cohort with the Darden School of Management and Johnson's Cornell Business School.
- Institutionalized collaboration for post-graduate global programs with Sheffield Hallam University and Bradford University (UK).
- Managed academic administration at the school level, including international relations, brand strategy communications, and program and department management.

ACADEMIC QUALIFICATIONS

Academic Degrees/ Qualifications	Executive Doctorate Program (equivalent to DBA) from Indian School of Business (ISB), Hyderabad. (April 2025) ***Research Topic:*** Voice of Value Creation and Value Appropriation. *Essay 1: Value Creation and Value Appropriation using Voice AI Technology: Framework for Integrating B2B and B2C Marketplace* *Essay 2: Voice of Profit: How Anthropomorphism in AI influences customer engagement*. Advisors: Prof. V.Kumar, and Prof. Rajendra Srivastava
	Ph.D. (Doctorate in Management) from Jamia Hamdard, New Delhi (March 2009) *Research topic: Critical Analysis of Communication for Brand Building- A case of Indian Business Schools. This research was one of the pioneering works done in India in this field*.
	Post Graduate Diploma in Business Management (equivalent to MBA), Institute *for Integrated Learning in Management. (New Delhi)* with specialization in Marketing and HR (1999- 2001) *Gold Medalist with CGPA of 7.45/8; Silver Medalist for securing first position in area of marketing specialization*
	Master of Marketing Management (MMM) from Annamalai University (Year 2002-2004)
	B.A (Hons.) Economics from Sri Venkateshwara College, Delhi University. (Year 1996-1999)
	Strategic Brand Management, an executive program at Kellogg School of Management, Chicago, USA. 2009-2010
Professional Certifications	Global Colloquium for Participant Centered Learning at Harvard Business School, Boston, 2017.
	Executive Program in Integrated Marketing Communications. ISB, Hyderabad. 2010
	Diversity and Inclusion- Certification from INSEAD.

ACADEMIC EXPERIENCE

January 2, 2009 till present	***S.P. Jain Institute of Management and Research, Mumbai, INDIA (SPJIMR)*** *India's premier Business school rated among top 5 B-schools in India.*	
Designation	Professor of Marketing Chairperson- PGDM, PGDMBM	
Administrative Positions	Mentor- Teaching & Learning Academy	January 2023- January 2024
	Chairperson-PGMPW (full-time management program for returning women)	July 2018 till January 2023
	Area Chair Marketing	September 2013- June 2018

Key role and responsibilities:

Teaching

- Offer courses in Marketing Management, Markstrat Simulation, Consumer Behavior, Strategic Brand Management, Marketing Strategy, Marketing Communications, and Design Thinking in full-time, executive programs, and family-managed business programs.
- Offered seminar courses in Consumer and Brand Strategy and Qualitative Research in the doctoral program.
- Developed new courses on Marketplace Ethnography, Customer Experience Management, and Consumer Listening.
- Designed and delivered courses on 'Impact of Socio-Cultural Environment on Indian Consumer' for international participants of the 'Doing Business in India' program.
- Conducted over 50 + Management Development Programs in marketing, CX, brand building, customer centricity, and customer insight for companies across pharma, FMCG, durables, retail, consulting, and B2B.
- Offered Design Thinking programs for FMCG, Services, Automotive, Consulting, BFSI, and Entrepreneurs Council in India.
- Consulted pharma and FMCG companies on brand strategy and consumer insights.
- Designed and conducted brand-building workshops for NGOs, corporate and startup ventures.
- Offer courses on 'Building new courses and curriculum for measurable learning outcomes', teaching with simulations and case studies for business-school faculty across India, South-East Asia, and the Middle East.

Academic Administration

- Currently Chair for the two-year full-time program (PGDM/PGDMBM) at SPJIMR. The program is ranked #26 in the FT rankings and among the top 5 business programs in India.
- Mentor for Teaching & Learning Academy. Presented on Benchmarking Teaching & Learning Practices at a Capacity Building Conference held by the Ministry of Training and Development, Government of India, and chaired by the Prime Minister of India in June 2023. Developed training programs for NACIN, India.
- Chairperson, Postgraduate Management Program for Women (PGMPW) - managing the program as a strategic business unit. Oversaw admissions, program marketing, curriculum design, academic administration, industry integration, and student internships and placements.
- Chair of the Department of Marketing. Responsible for curriculum design, curriculum modification, area scheduling & coordination, and area research.
- Designed, developed, and executed the AACSB AOL process for the two-year full-time management program.
- Developed and implemented an external communication plan, including brand strategy, PR, and stakeholder communication.
- Led the rebranding for SPJIMR. Served as the brand custodian and developed communication materials, including brand manuals and guidelines, and managed brand governance.
- Organizer of SPJIMR Marketing Impact Awards (SMIA)- an industry event that showcases and recognizes best practices in marketing, and Chaotics- a marketing trend event. Number of case entries increased from 26 to 45 during this time. Each year's proceedings were compiled into a book and distributed to industry and academicians worldwide.
- Co-organized an international conference on Big Data analytics in collaboration with Michigan State University (MSU)
- Organized a workshop titled 'Pedagogy innovations in marketing' inviting marketing professionals from across the top business schools in India and abroad.

Achievements:

1. Student feedback of more than 9/10 in most courses across all programs.
2. Conducted successful training programs for corporates across sectors with feedback score of 10/10.

3. Rated among the top 42 professors in the world by Harvard Business Impact (HBP), whose case material is used by business schools across the world.
4. Set up a behavioral research lab at SPJIMR and designed the ethics process and guidelines.
5. Started five new electives in marketing across various programs.
6. Was awarded the Best Marketing Faculty Award by Devang Mehta business awards and partnered with HUL-Business Standard Association in 2014.
7. Won the Best Global Case Award in Marketing by ISB-Ivey in 2014. Which is now a Classic case at Ivey.
8. Won the Best Marketing Case Award by ISB-Ivey consecutively in year 2015 & 2016.
9. Case study and teaching note titled "It's Not Just a Cup of Tea: Consumer Brand Relationship", adjudicated as *Highly Commended* at EFMD case writing awards 2013.
10. Won 8 Bestseller Case Awards from Ivey Business Publishing.
11. Was invited to contribute three case studies to the Indian Case Edition of Marketing Management, published by Pearson India and circulated along with the Marketing Management title by Philip Kotler for two consecutive editions.
12. Extensively quoted in popular media, been on jury of many awards and invited for talks on the area of marketing.
13. 120% increase in revenue of the PGMPW program within 18 months of taking over the program.
14. PGMPW admission numbers have gone up over last two years-. Applications and enrollment rose by 26% and 27% in 2019 and by 66% and 87.5% in 2020, and by 100% in 2021 & 2022, respectively. The number of companies visiting for internships and placements went up by 42%.
15. As chair of the marketing department, responsible for ranking the marketing department at ISB among the top 3 in the country. 4 new electives were offered; at least 2 core courses for the specialization group had live/industry projects.
16. The number of industry practitioners visiting classes or otherwise involved in course design and delivery more than doubled -- from 20 to almost 50.
17. Was invited as a jury member on international and national forums on marketing.
18. Review articles for Journal of Marketing Communications, Journal of Business Research, Journal of Marketing of Higher Education, European Journal of Marketing, JAMS, and Emerald Emerging Market Case Studies.

May 1, 2003, to October 2006	***Institute for Integrated Learning in Management, New Delhi***
Designation	Assistant Professor and Assistant Director- International Relations

Job responsibilities included:

- Teaching courses in Basic Marketing, Services Marketing, Consumer Behavior, and Marketing Communications at the master's level. Also offered courses in a program in collaboration with the University of Bradford, U.K.
- Designing training content and manuals for corporate and government training programs.
- Conducting institutional MDP training as a member of the Training and Development Cell.

Academic Administration

- Building and formalizing strategic collaborations and partnerships with universities and schools in the US, UK, France, Australia, and Southeast Asia.
- Served as the key resource person for collaboration with ESCLCA (France) and Sheffield Hallam University (UK) for master-level program as part of dual degree programs.
- Associate Program Head for 'Masters in Marketing' program offered in collaboration with Bradford University, U.K.

PUBLICATIONS AND CONFERENCE PRESENTATIONS

BOOKS

- Solomon, M. R., Russell, C. A., Aggarwal, A. (2027). Consumer Behavior: Buying, Having, and Being, 14th Edition, Pearson (*Forthcoming*)
- Aggarwal, A. & Commuri, S. (2023). Brands and Branding: Strategy to build and nurture brands. Routledge, Taylor & Francis Publishing. ISBN-13: 978-1032507989
- Aggarwal, A., & Kamath, R. (2015). *Impact- Case Studies in Marketing Effectiveness, Wining Cases of SMIA 2014, an edited book., ISBM No. 978-81-922719-5-8 (4th Ed.).* India: SPJIMR publications.
- Aggarwal, A., & Kamath, R. (2014). *Impact: Case Studies in Marketing Effectiveness, Winning Case Studies from SMIA 2004-13, an edited book, ISBN No. 978-81-922719-3-4 (3rd Ed.).* India: SPJIMR Publications.
- Aggarwal, A., & Kamath, R. (2013). Case Studies in Marketing Effectiveness: Selected Entries from SMIA 2012, an edited book, *ISBN No. 978-81-922719-2-7 (2nd Ed.).* India: SPJIMR publications.
- Aggarwal, A., & Kamath, R. (2012). Case Studies in Marketing Effectiveness: Selected Entries from SMIA 2011, an edited book, *ISBN No. 978-81-922719-0-3 (1st Ed.).* India: SPJIMR publications.

Research papers

- Commuri, S. & Aggarwal, A. (2026). Algorithms in Marketing Systems: A Framework for Distributed Agency and Market Authority. *Journal of Macromarketing*. (ABDC-A)
- Aggarwal, A., Kumar, V., & Srivastava, R. K. (2025). Value creation and value appropriation using voice AI technology: integrating B2B and B2C marketplace. *European Journal of Marketing*, 59(9), 2199-2243. (ABDC- A*)
- Agrawal, R. & Aggarwal, A. (2024). Sony Merger with Zee in India: Taking on Disney-Star. *SAGE Business Cases*, *Sage Publications*. Online ISBN: 9781071921906
- Aggarwal, A. and Agarwal, R. (2023), Mamaearth: a brand growth story. *Emerald Emerging Markets Case Studies*, Vol. 13 No. 4. https://doi.org/10.1108/EEMCS-08-2023-0308
- Aggarwal, A., Moorthy, J. (2023). Bajaj Auto Limited: Reincarnating the Chetak Brand. *International Journal of Instructional Cases*, 7(1), 161-178
- Popli, S., Dass, S., Aggarwal, A., & Chakraborty, A. (2022) . A customer experience lens for higher education in India using journey mapping and experience quality, *Studies in Higher Education,* DOI: 10.1080/03075079.2022.2145464 (ABDC: A)
- Aggarwal, A. and Iyer, S.R. (2022), "JML's "Callisto Lite": is the brand extension a problem or the product itself?", *Emerald Emerging Markets Case Studies*, Vol. 12 No.4. https://doi.org/10.1108/EEMCS-01-2022-0005
- Popli S., Rizvi, I.A., Aggarwal A. (2017). Service Branding: Do employees know what we stand for? *International Journal of Services Sciences*, Vol. 6 No. (2), 95-113. doi: 10.1504/IJSSCI.2017.088750 (ABDC- A)
- Kamath, R., & Aggarwal A., (2015). It's Not Just a Cup of Tea: Consumer Brand Relationship. *Emerald Emerging Markets Case Studies*. doi: http://dx.doi.org/10.1108/EEMCS-11-2013-0208. The case was adjudicated as *Highly Commended* at EFMD Case Writing Awards 2013.
- Aggarwal, 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. doi:10.1080/08841241.2013.866609 (ABDC-B)
- Aggarwal, A., Rizvi, I.A. (2009). Learning styles across cultures: Study of learning styles of students pursuing management education in India. *Management & Change*, Volume 13, No. 2
- Aggarwal, A., (2004). Global Branding for Management Schools: An Indian Perspective. *Welingkar Research Journal*, Volume II, Issue 4

Case Studies

- Commuri, S., Aggarwal, A. (2025). Does this AI Come with Liability Insurance? Quick Case-Harvard Business Impact, Boston, USA. Case 8889

- Commuri, S., Aggarwal, A. (2025). Can AI Know Our Customer Better Than We Do. Quick Case-Harvard Business Impact, Boston, USA. Case 8904
- Commuri S., Aggarwal, A. (2025). Does this Bot fit in our Org Chart? Quick Case-Harvard Business Impact , Boston, USA. Case 8862
- Commuri S., Aggarwal, A. (2025). In AI we trust? The Audit Signing Decision? Quick Case-Harvard Business Impact, Boston, USA. Case 8864
- Commuri S., Aggarwal, A. (2025). What's the Cure When AI has the Medical Bias. Quick Case-Harvard Business Impact, Boston, USA. Case 8858
- Commuri, S. Aggarwal, A. (2025). And the Award Goes to ….. Gen AI?. Quick Case-Harvard Business Publishing, Boston, USA. Case 8831
- Aggarwal, A. (2024). Can an old brand find new life?. Quick Case-Harvard Business Publishing, Boston, USA. Case: 8275
- Aggarwal, A. (2024). Amul Dairy: Expanding the Legacy. Quick Case-Harvard Business Publishing, Boston, USA. Case: 8255
- Aggarwal, A. & Agarwal, R. (2024). Parag Milk-Driving growth through brand-building in India's Dairy Industry. Ivey-HBP Publishing. W: 34557. Teaching Note: W34558
- Aggarwal, A. & Raghavan, L. (2024). MoneyTap: Brand Positioning and Architecture for a fintech venture. Ivey-HBP Publishing. Case: W34536, Teaching Note: W34537
- Aggarwal, A, & Commuri, S. (February 2024). Snaqary Snacks: Building a Start-up brand. Ivey-HBP Publishing. Case: W36141. Teaching Note: W36142
- Aggarwal A, et.al. (2023). Private Label Strategy at Amazon: Conflict Between Ethics, Seller Relationships, And Profitability. ISB-HBP Publishing. Case: ISB348 & Teaching Note.
- Aggarwal, A., Commuri, S., Rawal, A. (2020). GreedyGame: Leveraging Online Gaming for Brand Storytelling. Ivey-HBP Publishing. Case: W21137-PDF-ENG & Teaching Note: W21138
- Aggarwal, A., Raghavan, L. & Gunewardene R., (2019). John Keells Hotels in Sri Lanka: Building Brand Architecture. Ivey-HBP Publishing. Case: W19315-PDF-ENG & Teaching note: W 19316
- Agarwal, R., & Aggarwal, A. (2018). Balaji Wafers: Taking the Pepsi Challenge. Ivey-HBP Publishing. Case: W18606-PDF-ENG & Teaching Note: W18607
- Aggarwal, A., Iyer, S. & Kar, P. (2018). Seijing Motor Corporation: Reposition or Extend the Pick-up brand. Ivey-HBP Publishing. Case: W18119-PDF-ENG & Teaching Note: W 18120
- Aggarwal, A., & Raghavan, L. (2016). Cafe Coffee Day- Brand Transformation through Re-Positioning. ISB- Ivey Publishing. Case: W16488-PDF-ENG & Teaching note: W 16487. This case was among top 10 cases at ISB Ivey Global Case Competition 2015.
- Aggarwal, A., & Raghavan, L. (2015). Mahindra Rise: A Brand Architecture Decision. ISB- Ivey Publishing. Case: W14691-PDF-ENG & Teaching note: W14692. The case ranked #1 under marketing category at ISB Ivey Global Case Competition 2014.
- Aggarwal, A., Kamath, R., & Rao, S. (2014). Evoe Spring Spa: A Positioning Dilemma. ISB- Ivey Publishing. Case: W13570 & Teaching note: W 13571. The case ranked #1 at ISB Ivey Global Case Competition 2013. Published at Harvard Business Publishing (HBP)
- Aggarwal, A., & Mody, P. (2014). A Day in the Life of Pamela Chopra: A Study of Socio-Cultural Aspects and its Impact on Consumption in Indian Urban Rich. The Case Center (ECCH) publications. Case: 514-170-1.
- Aggarwal, A., & Mody, P. (2012). A Day in the Life of Leela Jadhav: A study of Socio-Cultural Aspects and its Impact on Consumption in Urban Indian Slums. The Case Center (ECCH) publications. Case: 512-030-1.
- Aggarwal, A., & Mody, P. (2011). A Day in the Life of Aditi Mehta: A Study of Socio-Cultural Aspects and its Impact on Consumption in Urban Middle Class. The Case Center (ECCH) publications. Case: 511-100-1.

Conference Presentations

- Aggarwal, A., Kumar, V., Srivastava, R. (2024). AMA Summers, Boston USA, "Value Creation and Value Appropriation using AI-Enabled Voice Technology: Integrating B2B and B2C Marketplace".
- Aggarwal, A. & Commuri, S (2024), Macromarketing Conference, Helsinki, "Long Road to Quality of Life".

- Aggarwal, A. (September 2021), "AI in today's business: The future". Global webinar organized by QuestionPro, USA, in Bangalore.
- Aggarwal, A. (2021). NASMEI, International Marketing Conference, Organized by Great Lakes, Chennai, "Power Shifts Between Couples in Household Decision Making". (December 2021)
- Aggarwal, A., Banerjee, R., Narasimhan, O., Li, X., 40th ISMS Marketing Science Conference, "Perception and Adoption of Alternative Payment Methods Across Socio-economic Classes- Evidence from Emerging Economy," USA. (June 2018).
- Aggarwal, A., Banerjee, R., Marketing Science- INFORMS, "Shocks in cash supply and retail consumption patterns," Marketing Science. (June 2017).
- Commuri, S., Aggarwal, A. (2016 August). "Consumer Pardon after Product Failure". AMA Summer Marketing Conference, Atlanta, USA
- Aggarwal, A. (February 2016), "Behavior of the Online Consumer". Global webinar organized by QuestionPro, USA. Attended by over 250 participants and was telecasted in 12 universities around the world.
- Aggarwal, A., Chaotics- The marketing seminar, "The evolving online customer in India," SPJIMR. (January 2016).
- Aggarwal, A. (2014 December), "Consumer Brand Relationships for Mobile Phones in India". NASMEI, Great Lakes Institute, Chennai, India
- Aggarwal, A., Rao, V.R., & Popli, S. (2012 February). "Measurement of Consumer-Based Brand Equity for Indian Business Schools", *EFMD Higher Education Research Conference, Zurich Switzerland*
- Aggarwal, A., (2005 October). "Learning Styles Across Cultures: A study on Learning Styles of Indian MBA Students". *International Conference on Cross Cultural Communications, ECCP, Singapore*
- Aggarwal, A., Rizvi, I.A., (2005 January). "Making Academia-Industry Interface Work". *International Conference on Quality in Higher Education: Enhancing Student Employability organized by ESECT, and European Higher Education Society at Birmingham, UK*
- Aggarwal, A., (December 2004). "Emerging Challenges to Management Education in Global Economy". *AIMS International Conference organized by AIMS and IIM Calcutta, India*

Book chapters

- Aggarwal, A. (2024). Brand Taj: Managing Legacy with Strategy. Marketing Management: Indian Cases, 2nd edition, Pearson India.
- Aggarwal, A. (2024). Cadbury's dairy Milk: Positioning to strengthen human bonds. Marketing Management: Indian Cases, 2nd edition, Pearson India.
- Aggarwal, A. (2017), Cases on Pediasure, Xylo: Mahindra & Mahindra and Kellogg's Cornflakes in India published in Marketing Management: Indian Cases, 1st edition, Pearson Education, India.
- Aggarwal, A. (May 2021). Recipe for Great Customer Experience: The Three Voices. Chapter 4 in Edited book titled Crafting Customer Experience Strategy: Lessons from Asia. Emerald Publishing Limited. Popli S. & Rishi B. (Ed.), Crafting Customer Experience Strategy: Lessons from Asia, Emerald Publishing Limited.
- Aggarwal, A., & Rizvi, I.A. (2008). Making Academia-Industry Interface work edited book titled Industry-Academia Interface- Perspectives and Practices, The ICFAI University Press, 2008. In A. Arunsimha (Ed.), *Industry-Academia Interface- Perspectives and Practices* (1st ed.) (pp. 15–31). India: The ICFAI University Press
- Aggarwal, A., & Rizvi, I.A. (2006). Emerging Challenges to Management Education in Global Economy edited book titled Trends in Sociology- Education, Development & Diaspora, Abhijeet Publications, 2006. In Sahoo, A.K., Sahoo, S., Gundemeda, N. (Ed.), *Trends in Sociology- Education, Development & Diaspora*, (1st ed.) (pp. 54–71). India: Abhijeet Publications
- Aggarwal, A., & Rizvi, I.A. (2005). Environmental Sensitivity: Waste Management in Government Hospital: A case edited book titled Corporate Social Responsibility: Concepts and Cases, Excel Books, 2005. In Prasad, A., & Baxi, C.V. (Ed.), *Corporate Social Responsibility: Concepts and Cases* A. Arunsimha (Ed.), (pp. 440-460). India: Excel Books

Articles

- Aggarwal, A. (2025, October 22). Can I speak search? Preparing your brand for conversational marketing. *BW Marketing World*. https://www.bwmarketingworld.com/article/can-i-speak-search-preparing-your-brand-for-conversational-marketing-576414
- Aggarwal, A. (2025, October 13). Influencing India, one micro-campaign at a time. *BW Marketing World*. https://www.bwmarketingworld.com/article/influencing-india-one-micro-campaign-at-a-time-575253
- Kapoor, A., & Aggarwal, A. (2025, August 26). Cracking the code of salesforce efficiency: The TRIUMPH framework. *Express Computer*. https://www.expresscomputer.in/guest-blogs/cracking-the-code-of-salesforce-efficiency-the-triumph-framework/127328/
- Aggarwal, A. (2025, July 17). Amar Chitra Katha: Is India's storybook relevant in digital era? *Forbes India*. https://www.forbesindia.com/article/bharatiya-vidya-bhavan039s-spjimr/amarchitrakatha-is-indias-storybook-relevant-in-digital-era/96392/1
- Aggarwal, A. (2025, July 2). The Labubu effect: How an 'ugly-cute' toy beat the algorithms. *Medianews4U*. https://www.medianews4u.com/the-labubu-effect-how-an-ugly-cute-toy-beat-the-algorithms/
- Aggarwal, A. (2025, June 21). World Music Day: The power of music in building iconic brands. *Forbes India*. https://www.forbesindia.com/article/bharatiya-vidya-bhavan039s-spjimr/world-music-day-the-power-of-music-in-building-iconic-brands/96245/1
- Aggarwal, A. (2025, June 11). Digital dharma: Navigating the ethics of AI marketing. *Reputation Today*. https://reputationtoday.in/digital-dharma-navigating-the-ethics-of-ai-marketing/
- Aggarwal A. (February 15, 2022). "Indian vs Global e-com players- Who will win the war?", ET Retail. https://retail.economictimes.indiatimes.com/re-tales/indian-vs-global-e-com-players-who-will-win-the-war/5220
- Aggarwal A. (January 24, 2022). "Are rankings driving the business schools' strategy?". TOI Education Times. https://www.educationtimes.com/article/campus-beat-college-events/89065647/portal-exclusive-are-rankings-driving-the-business-schools-strategy
- Aggarwal, A. (January 14, 2022). "Amazon is the new Google", Economic Times Brand Equity. https://brandequity.economictimes.indiatimes.com/news/business-of-brands/amazon-is-the-new-google/88883793
- Aggarwal, A. (October 13, 2021). "Being a teacher in times of COVID, Oh my God! Teaching has never been more challenging". India Today Business World Education, https://www.indiatoday.in/news-analysis/story/being-a-teacher-in-covid-times-1864740-2021-10-14
- Aggarwal, A. (September 28, 2021). "Stereotyping and Unconscious Bias in Organizations". People Matters, https://www.peoplematters.in/site/interstitial?return_to=%2Farticle%2Femployee-engagement%2Fstereotyping-unconscious-bias-in-organizations-31050
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Corporate Research Projects

- Conducted qualitative research (in-depth interviews) among professed lovers of tea to study brand loyalty for tea brands.
- Conducted qualitative research (in-depth interviews) among SEC A consumers to study their brand loyalty for personal wash products.
- Conducted qualitative research (in-depth interviews) among young Indian consumers to study their brand loyalty for mobile phones.
- Conducted focus group discussions on various SCRs in India to understand oil consumption habits of households.
- Focus group discussions among new mothers to understand behavior towards baby care brands and barriers to trial of new brands.
- Conducted research on internal branding among Usha group employees to improve employee productivity.
- Corporate Social Responsibility research project funded by UNDP-CII-AICTE on "Waste Treatment in a government hospital".
- Study of purchase behavior among teenagers for products and services classified as 'status symbols.'
- Study the brand image of Samsung in CTV market: Comparison of Samsung, Sony, BPL and LG and formulating the product, brand and advertising strategies for Samsung. Study the gaps arising in brand identity and image.
- Worked on various management consulting projects including:

- ✓ Focus group study for Me and Mom to study their brand perception in childcare category
- ✓ Feasibility study for HP petrol pumps to open one-stop shops and carry promotional activities
- ✓ Focus group study for re-launching of Maruti 800
- ✓ Consumer Study for "All-Out" brand of mosquito repellents

Faculty Development Programmes

- Conducted training program for Trainers at Capacity Building Commission, Ministry of Skill Development in June 2024. Also been part of a panel discussion at the flagship event organized by CBC at Bharat Mandapam.
- Conducted training program on 'designing effective courses' and 'adopting AACSB AoL process to teaching and learning' for business school faculty.
- Member of Harvard Business School simulation training team in India. Conduct workshops on "Use of Simulations as an effective teaching pedagogy" for business school faculty in India.
- Conducted training on 'case study method of teaching' for business school faculty under AIMA Faculty Development program series.'

Visiting Faculty Assignments

- Visiting Faculty for Markstrat and Marketing Strategy at SUNY, Albany, USA, and IIM Sambhalpur.
- Visiting Faculty for seminar course on Course Design and Delivery, and Brand Building with Design Thinking at ISB, Hyderabad.
- Member of Harvard Business School simulation training team in India. Conducted workshops on "Use of Simulations as an effective teaching pedagogy" for business school faculty in India.
- Conducted training on 'case study method of teaching' for business school faculty under AIMA Faculty Development program series.'

CORPORATE EXPERIENCE

November 2006 to September 2008	***Reliance Communications, Mumbai, India*** *An Indian telecon company*
Designation	Senior Manager- Business Strategy
Job responsibilities	• Coordinating branding and communications of newly launched Reliance ADA brand • Competition and client analyses for writing business plan and suggest strategies for growth • Sales forecasting and Sales funnel tracking • Coordinating and streamlining all India team communications • Analysis of sales closure and projections by sales team • Process and strategy re-designing for sales function effectiveness • Training need assessment and design • Marketing communications for enterprise business

May 2001- May 2003	**IMS Learning Resources Pvt. Ltd., New Delhi** IMS Learning Resources Pvt. Ltd. provides guidance and training for the preparation of entrance examinations to professional courses. Over 25 years and across 50 centers in India, it has evolved as the most trusted career and education company.
Designation	Manager- Marketing
Job responsibilities	• Launching of MCA courses in Northern India. • Building the brand image for its flagship program "Classic CAT" for preparation to MBA entrance examinations.

	• Organizing and presenting career seminars in schools and colleges. • Designing campaigns, promotional activities and communication material • Plan and execute events in colleges and institutes for career options, communication skill building, and personality development • Conducting research work related to CRM and competitor study. • Designed and developed a counseling process, which was adopted by IMS centers across India.
Achievements	Conceptualized the career counseling division at New Delhi which was later adopted as 'Dhruva' program by IMS nationally. Also, was a member of team responsible for launching the MCA coaching program in North India.

May 2000- May 2001	**Prastut Consulting Pvt. Ltd** Prastut Consulting is a market research consulting based in New Delhi.
Designation	Research Executive
Job responsibilities	• Preparing research proposals for clients, designing questionnaires, and monitoring data collection. • Analysis and report writing, Conducting focus groups and interviews as a part of investigation process.

TRAINING AND CONSULTING

Corporate Training

- Designed and conducted workshops on Consumer Insight and Design Thinking for J&J Medical, Arvind Fashion brands, Cipla, Sun Pharma, and Abbott Pharmaceuticals
- Designed and delivered a session on "Training for Trainers- Effective Teaching and Learning" for officers under the Capacity Planning Commission (NACIN), Government of India, and National Institute of Disaster Management, Government of India.
- Designed and delivered training programs on 'Team Building', 'Interpersonal Skills', and 'Leadership Communication' for middle- and senior-level IAS and IPS officers, Government of India.
- Conducted MDPs for over 30 companies on Customer Centricity, Marketing and brand strategy, Consumer Insight, Design Thinking, Brand Building and Sales promotion. (Including J&J, Mahindra & Mahindra, Abbott, Pidilite, Tata AIG, Smollen, Tata Power, Welspun, Philips, BSH, Merck Pharmaceuticals, MSD, Kellogg's, PWC, HDFC Life, Kirloskar, Freshworks, etc.).
- Conducted programs on 'Growth Mindset", "Though Leadership" for PWC.
- Conducted training programs on 'Strategic Branding' and 'Markstrat' for Abbott, J&J Healthcare, Welspun, Medtronic, and Tata Chemicals
- Sessions on 'Impact of Socio-Cultural Environment on consumption among Indian Consumers' for Global EMBA program of Darden Business School (University of Virginia, USA) during India immersion.
- Conducted programs on "Doing Business in India" for UK TiE and executives from Argentine, Spain, Switzerland, Belgium, etc. This was conducted for over 100+ people from 2013-2017.
- Conceptualized and conducted training programs on 'Brand Building & Communications' for NGOs and social organizations in India.
- Program on 'Communication and Presentation skills' for Trainers and HR officers at Textile Committee, Government of India.
- Program on 'Interpersonal skills and communication' for middle and senior managers at NIEPA, Group 4, and BHEL.
- Program on 'Team building' for middle-level managers at UNDP, Government of India.
- Conducted training programs for 'Personality Development,' 'Creativity at work,' 'Communications Effectiveness', and 'Team Building' at various schools in New Delhi.

Consulting

- Consulted with a global pharma company on building brand plans for their 5 brands in India (2022).
- Consulted a pasta brand on its strategy to enter India (2022)
- Consulting an Indian conglomerate on positioning and concept testing for branding a commodity product. (2021)
- Consulted with a pharma company on repositioning and portfolio decisions for various brands under a primary healthcare drug portfolio. (2021)
- Consulted a leading electrical wires and fittings company in remodeling their brand architecture. (2018)
- Consulted a family-managed business on diversification strategies, brand architecture, and portfolio management, and on creating brand identity for their new global hospital furniture brand.
- Consulted a leading edible oil company in India on creating differentiation in socio-cultural regions (based on research conducted among 32 SCRs in India). The task included study of consumption habits through secondary and primary research to suggest a marketing strategy for its various brands.
- Consulted a small business on launching and branding personal care products in Kolkata. The task included designing brand logo, symbols, and communication collateral development.
- Worked with NGOs like Aamcha Ghar, Sahara, and ICMH (NGOs) to develop their brand blueprint.
- Consulted Rahat Marketing Services Pvt. Ltd. on their branding strategy. Prepared marketing material, brand logo and other promotional material for *R's World*- mall under Rahat Marketing Services Pvt. Ltd.
- Academic Adviser and Consultant to '*International School of Marketing Communications*' (ISMC) promoted by industry professionals. The consulting work includes designing strategies for institutional development, brand building, academic curriculum development, and marketing of the program.

Website

www.brandingwithashita.com

Presence in Media

- Was covered by BBC India on women's empowerment and how advertising is impacting the same, Sept 24, 2021.
- Was covered by Advance'Edge as an Inspirational Profile: https://gofyi.in/article/interview--professor/bschool-must-align-with-your-life-aspirations-290
- Was quoted in a CNBC London documentary on "Why Dunkin Donuts is failing in India" in 2018. https://youtu.be/BXXdcgchAVw
- Quoted extensively in media, including Reuters, Open Magazine, Fortune, Brand Equity, Forbes, Business Standard, Business India, Advance Edge, etc., since 2014. More than 2000 mentions in the last 12 years.