



## ISAAC C JACOB

isaacjacob@somaiya.edu | +91 9820156900

### EDUCATION |

- Masters in Marketing Management, JBIMS, University of Mumbai | 1985
- Dip in Advertising & Marketing, Bhavans College (Chowpatty) | 1979
- Masters in Economics, Dept of Economics, University of Mumbai | 1978
- Bachelors in Economics (Hons), KC College of Arts & Science, University of Mumbai | 1975

### EXPERIENCE |

- K J Somaiya Institute of Management
  - Professor Emeritus since December 2021
  - Programme Coordinator – MBA Sports Management
  - Full Time Faculty since July 2007 till 30<sup>th</sup> Sept 2021
    - Area Chairperson – Marketing & International Business

### NON ACADEMIC |

- Over 30 years of corporate experience in the following organisations:
  - Yes Bank - VP - Marketing and Country Head - Customer Experience
  - Tata Mutual Fund - Vice President and Head - Marketing
  - J Walter Thompson's Fortune Communications - President and CEO
  - SSCB Lintas - Sr. Vice President
  - J Walter Thompson - Account Planning Director
  - Puma Carona - General Manager - Marketing and Sales
  - Mattel Toys India Ltd - Marketing Manager
  - Blow Plast Ltd - Regional Sales Manager (Leo Toys)
  - Ogilvy & Mather - Management Trainee
  - Times of India - Sales Executive

### AWARDS & HONOURS |

- Outstanding Performance Award at 57<sup>th</sup> Somaiya Foundation Day, 2015
- 'Best Teacher for Outstanding Contribution to Teaching and Education' (Marketing Management, 2014) by the Higher Education Forum
- 'Best Teacher Award' at the 3rd Asian CEF Awards for Excellence in Education, 2014
- JBIMS Alumni Achiever Award, 1996

### OTHER AFFILIATIONS |

- Visiting Faculty with 30+ years of parallel management teaching experience:
  - JBIMS (University of Mumbai), Mumbai
  - Narsee Monjee Institute of Management Studies (NMIMS), Mumbai
  - Symbiosis Centre for Management and Human Resources Development (SCMHRD), Pune
  - Al Ghurair Management Academy, Dubai
  - IIT SOM, Mumbai

- DHBW University, Stuttgart, Germany
- St. Petersburg University, Russia
- IIM Calcutta
- IIM Mumbai
- IIM Trichy
- Member of Editorial Review Board of the Journal of Marketing Communications, UK and International Journal of Emerging Markets, Hong Kong

## TEACHING AREAS OF EXPERTISE

- Brand Management
- Marketing Strategy
- Integrated Marketing Communications
- Global Marketing
- Sports Marketing

## PUBLICATIONS

- Strategic Brand Management (3rd edition 2011, 4th edition 2015 and 5th edition April 2020 for Pearson Education) co-authored with Prof Kevin Lane Keller, Tuck Business School, USA. As per Pearson Education, this is the prescribed text book on Brand Management in over 240 top Business Schools in India. (Total citations 26423 as on 18<sup>th</sup> Oct 2024). [Google Scholar Citations](#)
- Strategic Management - Concepts and Cases, 18th edition by Fred David and others, co-authored by Isaac Jacob, Hanif Khanjer and Ranjan Chaudhuri (for Pearson), India launch Oct 2024
- Contributed 4 Indian case studies to the 15th edition in the bible of marketing - Marketing Management – Philip Kotler and Kevin Lane Keller (Pearson Education) in August 2017
- Journal of Business Research, ABDC - 'A' category, Attribution analysis of luxury brands: An investigation into consumer-brand congruence through conspicuous consumption
- Journal of Promotion Management, Promoting Business School Brands Through Alumni (Past Customers) - Analyzing Factors Influencing Their Brand Resonance
- Published an article, 'Building a Higher Education Brand' in the Journal of Marketing for Higher Education

## INSTITUTE/ UNIVERSITY SERVICE

- Member - Somaiya Vidyavihar University Academic Council
- Spearheaded the Brand Guidelines development exercise for Somaiya Vidyavihar University with Landor Associates and VMLY&R, including the rollout of entire branding activity for K J Somaiya Institute of Management
- Conceptualised and launched PGDM Communications (2012), MBA Sports Management (2020)
- Chairperson – Public Relations & Branding, 2018-2021
- University of Mumbai created the syllabus for Product and Brand Management based on Strategic Brand Management – Keller, Parameswaran and Jacob (4<sup>th</sup> edition) and is the prescribed text book for all MMS – Marketing specialization course in 2017