

Monica Khanna, B.Tech, MMS, Ph.D

K. J. Somaiya Institute of Management, Vidyavihar (East). Mumbai – 400 077

Phone: +91 98206 03002 | Email: mokhanna@rediffmail.com



Dr. Monica Khanna is Director & Professor of Marketing at K J Somaiya Institute of Management, Mumbai and Dean – Faculty of Management Studies at the Somaiya Vidyavihar University, Mumbai. She has 29 years of experience in Academia and Industry holding various positions. Her area of specializations includes Brand Management, Services Marketing and Marketing Management. She has worked in Engineering & Industrial Automation with Siemens Ltd, Mumbai. Dr Monica is member of the Academic Board, Board of Management, Finance Committee and Board for Research and Consultancy at the Somaiya Vidyavihar University.

As an academic administrator at K J Somaiya Institute of Management, Dr. Khanna has focused on building quality in management education by leading the Institute to achieve the globally coveted US based AACSB international accreditation in May 2022, NBA accreditations, ISO 9001:2015 Bureau Veritas Certification, International Collaborations - leading to enhanced Institute reputation and rankings like Govt of India NIRF Rank 56 in the years 2020 and 2021. The Institute is ranked among the top 10 private business schools in India and overall between 20th – 25th Rank. Dr Monica has focused on building technology led pedagogy like Bloomberg, Media Analytics Lab and Coursera for Campus along with several e databases, instrumental in launching niche MBA programmes like the MBA Healthcare (2018), MBA Sports Management (2020), MBA Human Resources (2020) and MBA Data Science and Analytics (2021), Case Research Centre (2021) at the Institute. The most challenging leadership assignment was the COVID lockdown situation which was handled successfully without any academic loss to students or the Institute.

Dr. Monica has presented papers at national and international conferences, publications in ABDC category journals like Journal of Business Research, Journal of Promotion Management, Journal of International Consumer Marketing, Journal of Marketing for Higher Education, South Asian Journal of Management, Business Perspectives and Research, and has been part of international funded research projects. The focus areas of research being higher education branding, consumer behavior, emerging markets and sustainable development. She has been visiting faculty at IIT Bombay Shailesh J Mehta School of Management, NITIE Mumbai, DHBW Stuttgart, Germany and Institute of Industrial Management, Economics and Trade, St. Petersburg Polytechnic University, Russia. She has successfully guided three doctoral candidates from University of Mumbai and BIT Mesra, Ranchi.

Dr. Monica Khanna has won awards including best research paper award at MICA Ahmedabad (Rs 4 lakh cash award), case study competitions in 2007 and 2008 with cash awards of Rs 1 lakh each year held by Aditya V Birla India Centre at the London Business School, awards for excellence in teaching by Bombay Management Association, Higher Education Forum, Somaiya Vidyavihar, Y K Bhushan Award for 100 Most Dedicated Teachers of India. She is elected member of the Executive Council of All India Management Association (AIMA), New Delhi for four consecutive terms from 2015-17 to 2021-23. Dr. Monica is B.Tech (Electrical), MMS (Marketing), Ph.D and NET (UGC).

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PROFESSIONAL EXPERIENCE

ACADEMIC EXPERIENCE

25 th October 2019 to date	Dean of Faculty of Management Studies, Somaiya Vidyavihar University
19th December 2016 to date	Director & Professor of Marketing, K J Somaiya Institute of Management, Mumbai, India
April 2015 – December 2016	Incharge Director & Professor of Marketing, K J Somaiya Institute of Management, Mumbai, India
June 2012 - April 2015	Professor & Area Chairperson – Marketing Management, K.J. Somaiya Institute of Management, Mumbai, India
July 2014 to date	Chairperson – Center for Consumer & Market Studies in Emerging Economies, K.J. Somaiya Institute of Management, Mumbai, India
2011 to date	Professor, K J Somaiya Institute of Management, Mumbai, India
2005 – 2011	Reader / Associate Professor, K J Somaiya Institute of Management, Mumbai, India
2000 – 2005	Senior Lecturer, K J Somaiya Institute of Management, Mumbai, India
1995 – 2000	Lecturer, K J Somaiya Institute of Management, Mumbai, India

VISITING FACULTYSHIP IN INDIA

June 2012 – Sept 2012	Visiting faculty – NITIE, Mumbai
September 2007 – November 2012	Visiting Faculty – Shailesh J Mehta School of Management, IIT Bombay
June 1998 - June 1999	Consultant, Indian Institute of Foreign Trade, New Delhi (on sabbatical from K J SIMSR)

INTERNATIONAL TEACHING ASSIGNMENTS

- September - 21** International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – Sept 2020 – to teach the subject of Scientific Discourse from 17th September 2021 to 10th December 2021 (once in two weeks via online Zoom Platform)
- September - 20** International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – Sept 2020 – to teach the subject of Scientific Discourse from 11th September 2020 to 4th December 2020 (once in two weeks via online Zoom Platform)
- Jun-20** International Faculty Exchange – DHBW Stuttgart – June 2020 – to teach the subject of International Management from 2nd June 2020 to 5th June 2020 (Online Zoom Platform)
- Jun-19** International Faculty Exchange – DHBW Stuttgart – June 2019 – to teach the subject of International Management from 3rd June 2019 to 7th June 2019
- May-19** International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – May 2019 – to teach the subject of International Management from 14th May to 17th May 2019
- Jun-18** International Faculty Exchange – DHBW Stuttgart – June 2018 – to teach the subject of International Management from 4th June 2018 to 8th June 2018
- Jun-17** International Faculty Exchange – DHBW Stuttgart – May - June 2017 – to teach the subject of International Management from 29th May 2017 to 2nd June 2017
- Jun-16** International Faculty Exchange – DHBW Stuttgart – June 2016 – to teach the subject of International Management from 6th June 2016 to 10th June 2016
- Apr-15** International assignment to lecture PhD students at the Hamburg School of Business Administration on “Research Challenges in India”.

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Ph.D. GUIDESHIP

March 2020 onwards	Ph.D Guide – Somaiya Vidyavihar University
June 2012 onwards	Ph.D Guide – University of Mumbai
December 2008 - 2015	Ph.D Guide (External) – BIT Mesra, Ranchi

INDUSTRY EXPERIENCE

June 1986 - June 1990	Design Engineer, Siemens Limited, Mumbai
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PROFESSIONAL QUALIFICATIONS

Ph.D.	University of Pune, June 2006
M.M.S.(Marketing)	University of Mumbai, Narsee Monjee Institute of Management Studies, June 1992, First Class
B.Tech(Electrical Engineering)	National Institute of Technology, Warangal, January 1986, First Class
N.E.T. (Test for Lecturership)	UGC Test, New Delhi, Dec 1998

HONORS & AWARDS

2022	Invited as Member of the Panel Discussion organized by Dun & Bradstreet for their People Leadership Summit “ Effective Employee Engagement in a Hybrid Work Environment ” on 27 th May 2022, Mumbai.
2022	Invited as Speaker by the Education Promotion Society of India for the 4th Indian B-Schools” Leadership Conclave 2022 on “Reimagining the Indian Business Education in the Post Pandemic World” on 14th May,2022, New Delhi.
2021	Invited as Chief Guest for the 5 th National Young Managers Simulation Championship, Organized by All India Management Association (AIMA), 16 th Dec 2021 (Online Mode)
2021	Discussion on "Research Career and Academic Leadership", held by IRMA, Anand on 16 th Nov 2021 (online).

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- 2021 Invited as one of the Panel Speakers at the DOCMAD | Panel Discussion on "Research Career and Academic Leadership", held by IRMA, Anand on 16th Nov 2021 (online).
- 2021 Invited as one of the Keynote Speakers at International Scientific Conference Global Challenges of Digital Transformation of Markets (GDTM 2021). Title of Keynote Speech : Using the Digital Revolution for Integration, Inclusivity and Sustainability of Humanity - Experiences from India, 29th September 2021, Peter the Great St. Petersburg Polytechnic University (online).
- 2021 Invited as one of the Panel Speakers at the 2nd Research Clinic & Doctoral Consortium (RCDC)-2021 on Advances in Management Research, held by Fortune Institute of International Business (FIIB), New Delhi on 7th August 2021 (online).
- 2021-2023 Elected as Member of the Executive Council of AIMA – All India Management Association.
- 2021 Certification of Appreciation – Distinguished Speaker at S&SE Asian UN Sub-Committee Webinar: 1st Innovation and Entrepreneurship Education Forum – 23rd September 2021.
- 2021 Letter of Appreciation – Participated in International Professional and Public Accreditation of Cluster of Academic Programs in The Areas of Training: “Trade Business”, Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia, 21st April 2021, online mode
- 2019-2021 Elected as Member of the Executive Council of AIMA – All India Management Association
- 2019 Guest Speaker at the Indian Education Congress 2019
- 2019 50 Education Innovative Leaders Award, World Innovation Congress
- 2017 “Y K Bhushan 100 Most Dedicated Teachers of India” Award at the World Education Congress
- 2018 Best Institute of Somaiya Vidyavihar Award – Founder’s Day Celebrations

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- 2017-2019 Elected as Member of the Executive Council of AIMA – All India Management Association
- 2017 Invited as a Member of UGC appointed committee for inspection of Thiagarajar Institute of Management, Madurai, India
- 2016 Invited as a Member of UGC appointed committee for inspection of Coimbatore Institute of Management and Technology, Coimbatore, India.
- 2015-2017 Elected as Member of the Executive Council of AIMA – All India Management Association
- 2016 Invited Member of Panel of Judges for the Ramkrishna Bajaj National Quality Awards, 2015 by Indian Merchants Chamber
- 2016 Invited as Member of the Board of Studies of Amity Business School, Amity University
- 2015-2016 Independent Lady Director – Entegra Ltd – an S Kumar Group Company
- 2015 Book reviewer for the book on Strategic Brand Management by Kevin Lane Keller, M G Parameswaran and Isaac Jacob (Indian Adaptation), 4th Edition, Pearson Education, along with testimonial.
- 2014 Book reviewer for the book on Consumer Behavior by Leon G. Schiffman, Joseph Wisenblit and S. Ramesh Kumar (Indian Adaptation), 11th Edition, Pearson Education, along with testimonial.
- 2014 Provost's Award for Excellence in Teaching by the Somaiya Vidyavihar, promoting trustee of the K J Somaiya Institute of Management.
- 2014 Award for Excellence in Teaching by K J Somaiya Institute of Management on Teacher's Day celebrations.
- 2010 Awarded "Women Super Achievers Award" at the 18th Dewang Mehta Business School Awards.
- 2010 Awarded "Outstanding Contribution to Teaching" by the Higher Education Forum.

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- 2010 Book Reviewer – Principles of Marketing, Pearson Education - Kotler, Armstrong, Agnihotri, Ehsaan Ul Haque – Edition 13.
- 2009-2011 Elected as Member of the Executive Council of the Bombay Management Association.
- 2008 Book Reviewer - Marketing Management – South Asian Perspective, Pearson Education - Kotler, Keller, Koshy, Jha – Edition 13.
- 2007 “Best Teacher of Management” Award by the Bombay Management Association.
- 2006 Book Reviewer - Marketing Management – South Asian Perspective, Pearson Education - Kotler, Keller, Koshy, Jha – Edition 12(IE)

PUBLICATIONS

PRIZE WINNING CASE STUDIES

- November 2008 Monica Khanna, From Soaps to Software to Soaps – Wipro Acquires Unza - for the Aditya V Birla India Centre at the London Business School, UK – Prize Winning Case (Prize Money : Indian Rupees 1 Lakh) – case published on ECCH - Case Reference no. 310-280-1; <http://www.ecch.com/educators/search>
- November 2007 Monica Khanna, Re-Positioning India Post – From a Logistics Company to a Marketing & Financial Behemoth - Aditya V Birla India Centre at the London Business School, UK – Prize Winning Case (Prize Money : Indian Rupees 1 Lakh) - Case published on ECCH - Case Reference no. 608-040-1; <http://www.ecch.com/educators/search>
- October 2007 First Mover Disadvantage – Developing New Consumer Categories in India – The Case for “ Wet Wipes ”, as part of the TCS SMART MANAGER Case Study Competition organized by Smart Manager Magazine, India, Oct -Nov 07, Vol 6, Issue 6, for Management Students; http://thesmartmanager.com/file/TheSmartManager,%20SanjeevGuptaExpert,%20Oct-Nov%2007_436.pdf

JOURNAL PUBLICATIONS

Category ABDC Journal Publications

Jinal Shah, **Monica Khanna**, Rahul Deshpande, *Extending Information System Success Model with Customer Experience: A MOOC System Evaluation, Business Perspectives and Research*, DOI: 10.1177/22785337221092836 (Category 'C' Publication).

Monica Khanna, Isaac Jacob & Anjali Chopra, *Marketing of Higher Education Institutes through the Creation of Positive Learning Experiences – Analyzing the Role of Teachers' Caring Behaviors*, Journal of Marketing for Higher Education, DOI: 10.1080/08841241.2021.1966158 (Category 'B' Journal), August 2021

Udo Wagner, Isaac Jacob, **Monica Khanna**, Krupa Rai, *Possession Attachment towards Global Brands: How the "World of Barbie" is Shaping the Mindsets of Millennial Girls*, Journal of International Consumer Marketing, DOI: 10.1080/08961530.2020.1813671 (Category 'B' Journal), September 2020.

Isaac Jacob, **Monica Khanna**, Krupa Rai, *Attribution Analysis of Luxury Brands: An Investigation into Consumer- Brand Identity Congruence through Conspicuous Consumption*, Journal of Business Research, doi.org/10.1016/j.jbusres.2019.0. (Category 'A' Journal), July 2019.

Monica Khanna, Isaac Jacob, Anjali Chopra, *Promoting Business School Brands through Alumni (Past Customers) - Analyzing Factors Influencing their Brand Resonance*, Journal of Promotion Management, DOI: 10.1080/10496491.2019.1557812, ISSN: 1049-649, pp 1- 17 (Category 'B' Journal), January 2019.

Vilasini Jadhav, **Monica Khanna**, *A Demographic Study of Online Buying Behavior Among College Students in Mumbai, India*, South Asian Journal of Management, Vol.24, Issue No.4, Oct-Dec 2017, ISSN: 0971-5428, pp 11-34 (Category 'C' Journal), October – December 2017.

Monica Khanna, Isaac Jacob, Neha Yadav, *Identifying and Analyzing Touchpoints for Building a Higher Education Brand*, Journal of Marketing for Higher Education, Volume 24, Issue 1, 2014, pp122-143 (Category 'B' Journal), June 2014.

Peer Reviewed and Invited Publications

Jinal Shah, **Monica Khanna**, Hiren Patel (2021). *Technology Adoption and Continuance of MOOCs : A Systematic Literature Review, Synthesis and Future Research Agenda*, Journal of Content, Community & Communication, Vol. 14 Year 7, 106-132, Amity School of Communication, Amity University Publication, Dec 2021.

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Monica Khanna, *Transformational Leadership for Management Education*, Book on “COVID-19 Pandemic – Challenges for Management Education”, AMDISA e-book Publication, ISBN: 978-81-954548-1-5, Pages 112-114, August 2021 (**Invited Publication**)

Jadhav, V., & **Monica Khanna** (2016). ***Factors Influencing Online Buying Behavior of College Students: A Qualitative Analysis***. The Qualitative Report, 21(1), 1-15. Retrieved from <http://nsuworks.nova.edu/tqr/vol21/iss1/1>, January 2016.

Isaac Jacob, **Monica Khanna**, Neha Yadav, ***Beyond Poverty : A Study of Diffusion & Adoption of Feminine Hygiene Products Among Low Income Group Women in Mumbai***, ELSEVIER, *Procedia – Social and Behavioral Sciences*, 148(2014) 291-298, August 2014.

Hardeep Singh, **Monica Khanna**, ***Embracing Social Media for Responsible Marketing: A Case Analysis of Food and Beverage Marketers (Non- alcoholic)***”, *Social Media Marketing - Emerging Concepts and Applications*, Excel Publications, ISBN No 978-93-5062-2, pp 218-229, July 2014.

Monica Khanna, Karandikar Manisha, ***Impact of Relational Collectivism on Impulse Buying for Others***, *International Journal of Indian Culture and Business Management*, Vol. 7, No. 4, 2013, ISSN Print 1753-0806, pp 589-604, December 2011.

Monica Khanna, Karandikar Manisha, Kuruvilla Shelja, ***Impact of In- Store Influences on Impulse Buying***, *Journal of Management Development & Research*, Vol-1, Issue -2, Kohinoor Business School, Pune, India, ISSN No. . 2249-023X, January 2011.

Monica Khanna, Karandikar Manisha, Arekar Kirti, ***Is Impulse Buying Product Specific in India***, *South Asian Business Review*, Vol 2, No. 2, Birla Institute of Management and Technology, Greater Noida, India, ISSN 0975 – 4326, January 2011.

Monica Khanna, ***Destination Branding – Developing Brand India***, *Synergy*, Journal of K. J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819, January 2011.

Monica Khanna, Banerjee Avipsha, ***Marketing of Luxury Brands***, *Synergy*, Journal of K. J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973- 8819, January 2010.

Monica Khanna, Ghai Suresh, Rawat S, ***Retail Power - A Study of the Rise of the Private Labels and its Customer Perception***, *Synergy*, Journal of K.J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819, July 2008

Monica Khanna – *Brand Loyalty and the Urban Indian Women: Understanding their Buying Behavior Across Different Product Categories*, *Synergy*, Journal of K.J. Somaiya

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Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819, July 2007.

CONFERENCE PROCEEDINGS

Nora Bhatia, **Monica Khanna**, Anjali Chopra, The Relationship Between Organization Culture and Organizational Agility – A Study in the Indian Context Based on the Denison Organizational Culture Model, 4th International Conference on Challenges in Emerging Economies, 4th GMCEE 2021, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN: 978-81-951906-6-9, pp 15-29, December 2021

Jinal Shah, **Monica Khanna**, A Study on Factors Influencing MOOC Adoption and Usage among the Millennials, International Conference on Business Research and Innovation, ICBRI, 2021, MDI Murshidabad, (Conference Book of Proceedings), ISBN: 978-81-952843-7-5, pp 323-339, July 2021

Jinal Shah, **Monica Khanna**, A Study on Factors Influencing MOOC Adoption and Usage Among the Millennials, International Conference on Business Research and Innovation (ICBRI), Online, 26th – 27th February 2021, MDI Murshidabad, Business Research and Innovation, Excel Publications, ISBN: 978-81-952843-7-5, Page 323-339

Isaac Jacob, Krupa Rai, **Monica Khanna**, Devarsh Muni, Mohak Shah, ‘Distanced Asset – We own it, but we don’t’: A study of Archetypical Behavior of Indian Consumers in the Shared Economy, 15th SIMSR Global Marketing Conference – 15SGMC, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN 978-81-936405-3-1, pp 255-261, February 2020

Nora Bhatia, **Monica Khanna**, Analyzing Implicit Biases, Team Effectiveness and Organizational Agility in the Indian Context, Demystifying Team Dynamics, 6th International HR Conference, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN 978-81-934533-7-7, pp 221-223, February 2019.

Anjali Chopra, **Monica Khanna**, Sonali Jaju, Vrushali Avhad, Antecedents of Influencer Marketing in Purchase Intention with Specific Focus on Product - Influencer Fitment in the Indian Context, Marketing to Millennials (Conference Book of Proceedings), ISBN 978-81- 934533-8-4, pp 221-230, February 2019.

Vilasini Jadhav, **Monica Khanna**, Isaac Jacob, The Impact of Marketing Mix Elements on Millenials Attitude towards Online Shopping Behaviour, Marketing to Millenials (Conference Book of Proceedings), ISBN 978-81- 934533-8-4, pp 130-133, February 2019.

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Vilasini Jadhav, **Monica Khanna**, Isaac Jacob, Service Quality Perception of Global Versus Local Online Retailers Operating in India, Marketing to the Global Consumer (Conference Book of Proceedings), ISBN 978-93- 81715-14-7, pp 230-232, February 2018.

Hardeep Singh, **Monica Khanna**, Apurv Anand Tekriwal, Factors Contributing to Actual Behavioral Control in the Adoption of Healthy Food Choices – Self Efficacy, Convenience, Hedonism, Marketing to the Global Consumer (Conference Book of Proceedings), ISBN 978- 93-81715-14-7, pp 58-63, February 2018.

Hardeep Singh, **Monica Khanna**, Sumeteesh Kanjani, Exploring Triggers and Barriers to Healthy Food Choices, Marketing to the Global Consumer (Conference Book of Proceedings), ISBN 978 - 93-81715-14-7, pp 14-22, February 2018.

Hardeep Singh, **Monica Khanna**, Applying The Theory of Planned Behavior to Study Adoption of Healthy Food Choices Among Urban Indian Adults, New Age Customer Centric Marketing, (Conference Book of Proceedings), ISBN 978-93-85537-04-2, pp 100-107, February 2017

Vilasini Jadhav, **Monica Khanna**, An Empirical Examination of College Students' Demographics on Online Buying Behavior in Mumbai, New Age Customer Centric Marketing, (Conference Book of Proceedings), ISBN 978-93-85537-04-2, pp 135-137, February 2017

Hardeep Singh, **Monica Khanna**, A Proposed Self-Efficacy based Segmentation of Consumers of Healthy Food Choices, Experiential Marketing: Touch points. Technology. Communication. Customer Interface, 10th SIMSR Global Marketing Conference, 11SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-9385-777-196, pp 17-23, February 2016.

Hardeep Singh, **Monica Khanna**, Abhishekh Samanta, Factors Influencing Food Choice Among Urban Indian Young Adults- Implications for Food and Beverage Marketers, Innovation based Sustainable Practices of Organizations, (Conference Book of Proceedings), ISBN 978- 93-83003-01-3, pp 225-233, March 2015.

Vilasini Jadhav, **Monica Khanna**, Online Shopping Behavior Among College Students in Mumbai, Engagement Marketing: Consumers. Markets. Technology, 10th SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 43- 47 (Best Research Paper presented in the Conference), February 2015.

Shalini Talwar, **Monica Khanna**, Isaac Jacob, A Critical Analysis of Value Drivers for e-Brands, Engagement Marketing: Consumers. Markets. Technology, 10th SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 178-187 (Third Prize for Research Paper presented in the Conference), February 2015.

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Monica Khanna, Ralston Rajvaidya, A Conceptual Study on Affordable Luxury in India, Engagement Marketing: Consumers. Markets. Technology, 10th SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 82-88, February 2015.

Hardeep Singh, **Monica Khanna**, International Regulations on the Promotion of Processed Food and Beverages to Children – Implications for India, Engagement Marketing: Consumers. Markets. Technology, 10th SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 50-54, February 2015.

Monica Khanna, Karandikar Manisha, Impact of Shopping Groups on Impulse Buying Behavior in India, for the LCBR European Marketing Conference 2010, held and organized by the Lupcon Center for Business Research, Munich, Germany, ISSN 2190-7935, available at <http://www.lcbr-online.com/indexfiles/WebProceedingsEMC2010.pdf>, June 2010.

CHAPTERS IN BOOKS / BOOK CO-EDITOR

Business Theories & Practices Around the World, Conference Proceedings, Conference of the Euromed Academy of Business, ISBN 978-81-936405-5-5 (**Co-Editor**), February 2020

MarkTech 2.0, Conference Proceedings, 15th SIMSR Global Marketing Conference, ISBN 978-81-936405-3-1 (**Co-Editor**), February 2020

Marketing to Millennials, Conference Proceedings, 14th SIMSR Global Marketing Conference, ISBN 978-81-934533-8-4 (**Co-Editor**), February 2019

Marketing to the Global Consumer, Conference Proceedings, 13th SIMSR Global Marketing Conference, ISBN 978-93-81715-14-7 (**Co-Editor**), February 2018

New Age Customer Centric Marketing, Conference Proceedings, 12th SIMSR Global Marketing Conference, ISBN 978-9385-537-04-2 (**Co-Editor**), February 2017

Experiential Marketing: Touch points. Technology. Communication. Customer-Interface, Conference Proceedings, 11th SIMSR Global Marketing Conference, ISBN 978-9385-777-196 (**Co-Editor**), January 2016

Engagement Marketing: Consumers. Markets. Technology, Conference Proceedings, 10th SIMSR Global Marketing Conference, ISBN 978-81-7039-292-7 (**Co-Editor**), February 2015

Ubiquitous Marketing: Unwired Consumers... Rewriting Rulebooks, Conference Proceedings,

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9th SIMSR Global Marketing Conference, ISBN 978-81-7039-289-7 **(Co-Editor)**, January 2014

Marketing Metamorphosis: Transforming Lives ... Nurturing Lifestyles, Conference Proceedings, 8th SIMSR Global Marketing Conference, ISBN 978-81-7039-286-6 **(Co-Editor)**, January 2013

Marketing Unbound, Selected Book of Research Papers, 7th SIMSR Asia Marketing Conference, ISBN 978-81-7039-283-5 **(Co-Editor)**, April 2012

Marketing in Transition, Selected Book of Research Papers, 6th SIMSR Asia Marketing Conference, ISBN 978-93-81361-58-0 **(Co-Editor)**, January 2012

Customer Impact of Reference Groups on Impulse Buying, for the book published by Excel India Publishers titled MARKETING IN TRANSITION, pp 35-41, Co-author Prof Manisha Karandikar, ISBN 93 – 81361 -58-4 **(Chapter in Book)**, January 2011

Customer Satisfaction Survey for an e-Brand – A study of the e-Brand PaGalGuy.com, for the Advanced Research Series published by Macmillan India Limited titled BRANDS RISING as Products Fall, pp 159-173, co-author - Prof Dr Suresh Ghai, ISBN 023 – 063- 677-2 **(Chapter in Book)**, December 2008

Qualitative Research, Marketing Research MS – 66, Unit 3, Indira Gandhi National Open University, School of Management Studies, New Delhi, pp 5- 15, ISBN -81-7605-355-4 **(Chapter in Book)**, June 1998

Cluster Analysis and Multi-Dimensional Scaling, Marketing Research MS – 66, Unit 4, Indira Gandhi National Open University, School of Management Studies, New Delhi, pp 36 -46, ISBN 81-7605-367-8 **(Chapter in Book)**, June 1998

PARTICIPATION & PRESENTATION OF PAPERS IN NATIONAL / INTERNATIONAL SEMINARS, CONFERENCES, WORKSHOPS / SEMINARS ETC

Jinal Shah, **Monica Khanna**, Computed Compatibility : Extending UTAUT2 for determining the Post-Adoptive Behaviour of Millennials for MOOCs, ICMC 2022, The Future of Business in a Digital Era : Data, Analytics, and Narratives, MICA Ahmedabad, Online. First prize : Rs 4 Lakhs

Jinal Shah, **Monica Khanna**, Determining Post-Adoptive Behavior of MOOCs Among Millennials, Management Doctoral Colloquium, “SHODH SAMAGAM” 2021, 9th –10th Dec 2021, IIM Vishakhapatnam, Online.

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Monica Khanna, Isaac Jacob and Anjali Chopra, 'Building the Organizational "ABILITY TO COPE" Model in Change, Crisis and Disruptive Situations – Analyzing Underlying Institutional and Individual Factors', 4th International Conference of Marketing, Strategy and Policy Research Center, University of Newcastle, London, UK., 9th – 11th December 2020 (Virtual Conference)

Suneetha, Kandi., Ismat, Rahman., Debashree De., Dey, K. Prasanta., **Monica Khanna.**, & Asawin Pasutham, Presenteeism and Productivity loss in working women of India, Thailand & Bangladesh due to Menstrual problems, 10th International Conference on Sustainable Waste Management towards Circular Economy, 2nd – 4th December 2020

Anjali Chopra, **Monica Khanna**, Isaac Jacob, 'From Touch & Feel to Touch Screen Shopping of Color Cosmetics: Analyzing Drivers of Behavioral Intention and Loyalty Among Millennial Women in Emerging Economies', Global Marketing Conference, GAMMA 2020, Seoul, 5th – 8th November 2020 (Virtual Conference)

Monica Khanna, Isaac Jacob, Anjali Chopra 'Conversations with Consumers: Analyzing Triggers and Barriers for Resurrecting the Tourism Sector in Post COVID World', International Scientific Conference, Global Challenges of Digital Transformation of Markets (GDTM'2020), 24th – 25th September 2020, Peter the Great St Petersburg Polytechnic University, Russia (Virtual Conference)

Vilasini Jadhav, **Monica Khanna**, Online Shopping Behavior of Millennials: Analyzing Effect of Behavioral and Demographic Characteristics, Conference of the Euromed Academy of Business, 5th – 7th February 2020, K J Somaiya Institute of Management Studies & Research, Mumbai, India.

Monica Khanna, Isaac Jacob, Anjali Chopra, We have a Resonating Story to Tell: Analyzing Alumni (Past Customers) as Advocates of Higher Education Brands Through Their Lived Experiences, Conference of the Euromed Academy of Business, 5th – 7th February 2020, K J Somaiya Institute of Management Studies & Research, Mumbai, India.

Monica Khanna, Collaboration and Co – creation between the FOR PROFIT and DISADVANTAGED SECTORS for developing sustainable entrepreneurial ecosystems, International Conference on Sustainable Development in Emerging Countries, 13th – 14th July 2019, School of Business and Tourism Management, Yunnan University, Kunming City, China.

Monica Khanna, Isaac Jacob, Anjali Chopra, Analyzing Factors That Influence Brand Resonance Among Alumni (As Past Customers) To Develop Brand Equity For Higher Education Brands, GAMMA 2018 Global Marketing Conference, 26th – 29th July 2018, Tokyo, Japan

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Isaac Jacob, **Monica Khanna**, Krupa Rai, From Differently-Abled to Distinctly-Enabled: Creating Social Capital Using Servqual Model-The Case of Mirchi & Mime in Mumbai, GAMMA 2018 Global Marketing Conference, 26th – 29th July 2018, Tokyo, Japan.

Monica Khanna, Isaac Jacob, Krupa Rai, Analyzing Brands as Communicators Of Opinion Leadership And Its Influence On Raising Social And Behavioral Consciousness And Change, 23rd International Conference on Corporate and Marketing Communications, 12th – 13th April, 2018, University of Exeter, Exeter, UK.

Isaac Jacob, **Monica Khanna**, Krupa Rai, Attribution Analysis of Luxury Brands: An Investigation into Consumer- Brand Identity Congruence through Conspicuous Consumption, 23rd International Conference on Corporate and Marketing Communications, 12th – 13th April, 2018, University of Exeter, Exeter, UK

Monica Khanna, 1st Future of Learning Conference, IIM Bangalore, 15th - 16th Jan, 2018

Monica Khanna, 1st South and South East Asian University Rectors Forum, Yunnan University, Kunming City, China, 26th – 27th Nov, 2017

Monica Khanna, Anjali Chopra, Isaac Jacob, Jacob: Analyzing Dimensions of Caring Behavior that Impact and Create Lifetime Memories: The Student – Teacher Relationship in a Digitized World, 8th EMAC Regional Conference, Timisoara, Romania, 20th to 22nd Sept, 2017

Monica Khanna, Isaac Jacob, Hardeep Singh, Establishing Academic Leadership through INDUSTRY SPECIFIC EMPLOYMENT ORIENTED Teaching Learning Model, 7th IMC Conclave co-organized by mbauniverse.com and IIM Ahmedabad at IIM Ahmedabad, 4th to 6th August 2016

Isaac Jacob, **Monica Khanna**, Krupa Rai, Analyzing The Cross Cultural Impact Of The “World Of Barbie” On Young Indian Girls In Shaping Their Mindset To Belong To A Transnational Imagined Community, 2016 Global Marketing Conference, Hong Kong, 21st to 24th July 2016

Monica Khanna, Isaac Jacob, Krupa Rai, Analysing influencers in consumer-brand relationship for heritage brand in personal care category by conducting symmetric, causal and asymmetric tests, 2016 Global Marketing Conference, Hong Kong, 21st to 24th July 2016

Monica Khanna, Director’s Forum 2016, 2nd Asian Management Conclave, Singapore, 9th March 2016

Singh, H.& **Khanna,M.**(2016). A Proposed Self-Efficacy based Segmentation of Consumers of Healthy Food Choices, at the 11th SIMSR Global Marketing Conference (1st Prize), January 2016

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Jadhav, V., & **Khanna, M** (2016), Online Shopping Behavior: A Focus Group Study, at the 11th SIMSR Global Marketing Conference, Mumbai (2nd Prize), January 2016.

Monica Khanna, The Dilemma of Faculty Shortage, Conference on Accreditation of Institutional Learning and Growth, AMDISA, Hyderabad, December 2015.

Monica Khanna, Isaac Jacob, Identifying and Analyzing Sources and Dimensions of Brand Personality for a Business School, 44th European Marketing Academy Conference (EMAC 2015), KU Leuven and Vlerick Business School in Leuven, Belgium, May 2015.

Monica Khanna, Research Challenges in Emerging Economies, Doctoral Seminar, HSBA, Hamburg School of Business Administration, Hamburg, Germany, April 2015.

Monica Khanna, Isaac Jacob, Transforming into a Thought Leader with the Big Brand Idea : The Case of “ Jaago Re ” with Tata Tea, 20th Corporate and Marketing Communications Conference, Izmir University of Economics, Izmir, Turkey, April 2015

Monica Khanna, Conference Chairperson, 10th SIMSR Global Marketing Conference, Feb 24th -25th 2015. Theme of the Conference “Engagement Marketing: Consumers. Markets. Technology”, held in academic association with College of Business and Public administration, San Bernardino, USA.

Monica Khanna, Isaac Jacob, Rejuvenating a Quintessential Brand: The Legend of Royal Enfield, 19th Corporate and Marketing Communications Conference, Universita Cattolica Del Sacre Coeur, Milan, Italy, April 2014.

Monica Khanna, Conference Chairperson, 9th SIMSR Global Marketing Conference, Jan 6th – 8th 2014. Theme of the Conference “Ubiquitous Marketing: Unwired Consumers Rewriting Rulebooks”, held in academic association with College of Business and Public administration, San Bernardino, USA and Management University of Africa, Nairobi, Kenya.

Isaac Jacob, **Monica Khanna**, Neha Yadav, Beyond Poverty: A Study of Diffusion & Adoption of Feminine Hygiene Products Among Low Income Group in Mumbai, 2nd International Conference on Strategic Innovative Marketing, Czech Republic, Prague, September 2013.

Monica Khanna, Conference Chairperson, 8th SIMSR Global Marketing Conference, Jan 4th & 5th 2013, organized by K J Somaiya Institute of Management, Mumbai; in academic association with Xiamen University, China and College of Business and Public Administration, California State University, San Bernardino, USA. Theme of the Conference: “Marketing Metamorphosis: Transforming Lives. Nurturing Lifestyles”.

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Monica Khanna, Isaac Jacob, Neha Yadav, Knowledge Management in Management Education: Identifying & Analyzing Knowledge Touch Points for Building an Educational Brand, 4th International Conference on Industry and Higher Education, Management University of Africa, Nairobi, Kenya, October 2012.

Monica Khanna, Conference Chairperson, 7th SIMSR Asia Marketing Conference, Jan 6th & 7th 2012, organized by K J Somaiya Institute of Management, Mumbai; in academic association with AIT Bangkok, Deakin University Australia, and College of Business and Public Administration, California State University, San Bernardino, USA. Theme of the Conference “Marketing Unbound”.

Monica Khanna, Conference Chairperson, 6th SIMSR Asia Marketing Conference, Jan 2nd & 3rd 2011, organized by K J Somaiya Institute of Management, Mumbai; in academic association with AIT Bangkok, Deakin University Australia. Theme of the Conference “Marketing in Transition”.

Monica Khanna, Manisha Karandikar, Extent of Impulse Buying for Self and Others, for the 4th IIMA Conference on Marketing in Emerging Economies, organized by Indian Institute of Management, Ahmedabad, India, January 2011.

Monica Khanna, Manisha Karandikar, Impact of Relational Collectivism on Impulse Buying, for the International Conference on Demography, Culture and Marketing, organized by the Xavier’s Institute of Management, Bhubaneshwar, India, January 2010.

Monica Khanna, Manisha Karandikar, Impact of Shopping Groups on Impulse Buying Behavior in India, for the LCBR European Marketing Conference 2010, held and organized by the Lupcon Center for Business Research, Munich, Germany. (In absentia), June 2010.

Monica Khanna, Destination Branding – Developing Brand India, for the International Conference on Brand Management held at IMT Ghaziabad, India, June 2010.

Monica Khanna, Manisha Karandikar, Evaluating Impulse Buying from a Cultural Perspective”, for the 7th AIMS International Conference on Management – held at Indian Institute of Management, Bangalore, India, December 2009.

SIMSR Global Marketing Conference - Best Paper Awards

Third Prize

Monica Khanna, Isaac Jacob, Anjali Chopra, 5th and 6th May, 2021 - The Power to Discern, Feelings of Helplessness and Conscious Consumerism – Analyzing Consumer Mindsets in Emerging Markets, **16th** SIMSR Global Marketing Conference, 2021 – conducted by the Marketing Department of K J Somaiya Institute of Management, Mumbai.

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First Prize

Jacob. I., Rai, K., Khanna, M., Muni, D., & Shah, M. (2020, January). Distanced Asset- We Own It, But We Don't: A Study of Archetypical Behavior of Indian Consumers in the Shared Economy – research paper presented at the 15th SIMSR Global Marketing Conference, 23rd to 24th Jan, 2020.

First Prize

Jadhav V, Khanna M, Jacob I (2019) The Impact of Marketing Mix Elements On Millennials Attitude Towards Online Shopping Behaviour, research paper presented at the 14th SIMSR Global Marketing Conference, 7th to 8th Feb, 2019

Second Prize

Chopra, A; Khanna M; Jaju, S, Avhad V (2019) Antecedents Of Influencer Marketing In Purchase Intention With Specific Focus On Product - Influencer Fitment In The Indian Context, research paper presented at the 14th SIMSR Global Marketing Conference, 7th to 8th Feb, 2019.

Second prize

Singh, H; Khanna M; S Kanjani (2018) Exploring Triggers and Barriers to Healthy Food Choices – A Qualitative Study – research paper presented at the 13th SIMSR Global Marketing Conference, 15th and 16th Feb, 2018

MAJOR FUNDED RESEARCH / CONSULTANCY PROJECTS

Grant by the British Council, Going Global Partnership Scheme, Pilot for Masters in Circular Economy, Research Grant to Aston University, along with Collaboration Partners Gandhi Institute of Technology and Management, Pandit Deendayal Energy University, Gandhinagar, **K J Somaiya Institute of Management, Mumbai**, Indian Institute of Technology, Kharagpur and Jadavpur University, Kolkata, India, Grant awarded in Nov 2021 – Ongoing Project

Grant by Somaiya Vidyavihar University, "Using The Digital Revolution For Integration, Inclusivity And Sustainability Of Humanity - Analyzing The Indian And Russian Handloom And Handicrafts Sectors And The Way Forward", November 2021 – Ongoing Project

Grant by Somaiya Vidyavihar University, **Mapping To Manage Mind and Wellbeing**, November 2021 – Ongoing Project

Social Wellbeing and Mental Health Challenges of Employees of Small and Medium Sized Enterprise (SMEs) in Emerging Economies, Global Challenges Research Fund, GCRF 2019, UK, September 2019.

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Feasibility Analysis: New Educational Institution in the areas of Adipur, Gandhidham, Anjaar and Bhuj, Somaiya Trust, Mumbai, October 2012.

Perception of US fashion Brands in India - for Dr Byoungho Jin, Associate Professor and Graduate Coordinator, Oklahoma State University, USA – conducted focus group discussions and data collection through a questionnaire among the target group of customers, June 2007 to October 2007.

Time Perspective and Consumer Behavior: Adoption of New Products by Consumers – for Prof Kiran Karande- Associate Professor at the Old Dominion University in USA – conducted focus group discussions and data collection through a questionnaire among the target group of customers, December 2006.

Knowledge Management in the SSI Sector in India – Pharma Industry - for Indian Institute of Foreign Trade, New Delhi - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey, June 2006.

Feasibility of Launching Panchkarma Center at the K. J. Somaiya Hospital and Medical College, Mumbai – complete project carried out, including developing the questionnaire and conducting the survey, May 2006.

Knowledge Management in the SSI Sector in India – Food Processing Industry – for Indian Institute of Foreign Trade, New Delhi - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey, February 2006.

Corporate Image Building Exercise for Siemens Corporate Finance Private Limited, Mumbai - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey, February 2006.

Export Potential Survey of the Vidharbha Region of Maharashtra – for IIFT New Delhi - conducted a study on the handicrafts, handlooms and warehousing facilities for the Vidharbha Region, May 1999.

DOCTORAL THESIS GUIDED

A Study on the Factors which Influence Online Buying Behavior among College Students in Mumbai – University of Mumbai – Ph.D. Scholar - Vilasini Jadhav, December 2017.

Adoption of Healthy Food Choices among Urban Indians – A Consumer Behavior Study – University of Mumbai – Ph.D. Scholar - Hardeep Singh, September 2017.

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Impact of Collectivism on Impulse Buying Behavior in India – BIT Mesra – Ph.D. Scholar - Manisha Karandikar, November 2015.

PHD THESIS REVIEWED:

2022 : Influence of Visual Electronic Word of Mouth on Purchase Intention in Social Commerce, Tata Institute of Social Sciences, Mumbai

2018: A Critique of MOOC's Development and An Empirical Exploration of MOOC Users With Special Reference to India, Indian Institute of Foreign Trade, New Delhi

2016: A Multi Sector Investigation of Recall: Impact of Product Recall Strategies, Dharmsinh Desai University, Nadiad, Gujarat.

2016: To Critically Study and Examine The Determinants of Sales Force Effectiveness and to Evolve a Managerial Model with Specific Reference to Services Sector in Pune Region

2015: The Impact of Service Experience and Brand Experience on satisfaction, Service Brand Attitude, Brand Equity and Repurchase Intention, IBS ICFAI, Hyderabad

2012: A Study on the Influence of Demographics, Psychographics, Shopping Orientation, Mall Shopping Attitude and Shopping Patterns on Mall Patronage, BITS Pilani

IMPORTANT TRAINING PROGRAMMES / CONFERENCES ATTENDED

April 2019	AACSB International Conference and Annual Meeting, 14th – 16th April 2019, Edinburgh, Scotland
Feb 2019	"Theory building and doing research that is useful for practice" workshop conducted by Dr. Ramon Rico at the 6th International HR Conference on "Demystifying Team Dynamics" on 1st February 2019 at K J Somaiya Institute of Management
Oct 2018	AACSB Asia Pacific Annual Conference, 29th – 31st October 2018, Nagoya, Japan.
Sept 2017	54th Swiss Management Association Conference, THE RIGHT TIMING, Zurich, 7th September, 2017
Nov 2016	8th Peter Drucker Conference, The Entrepreneurial Society, 17th – 18th November 2016, Vienna, Austria

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- Mar 2016 2nd Asian Management Conclave, co-organized by mbauniverse.com and Singapore Management University, Enhancing Competitiveness of Asian Business Schools, 7th & 8th March 2016
- Nov 2015 7th Peter Drucker Forum, Managing in the Digital Age – Claiming our Humanity, 5th & 6th Nov 2015, Vienna, Austria.
- May 2015 “Design Thinking and Innovation – Rethinking the MBA” workshop conducted by Professor Srikant M. Datar, Arthur Lowes Dickinson Professor of Business Administration at Harvard Business School, at New Delhi.
- Feb 2015 “E–Retailing” workshop conducted by Prof Venkatesh Shankar, Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University, at K J Somaiya.
- Sep 2014 “Marketing Analytics For Developing Effective Marketing Strategies”, workshop conducted by Prof Arvind Rangaswamy, Anchel Professor of Marketing, The Smeal College of Business, Penn State University, USA, at K J Somaiya.
- Mar 2014 “Building Powerful and Profitable Brands”, workshop conducted by Prof Kevin Lane Keller from Tuck School of Business, Dartmouth, USA, at Mumbai, in academic partnership with Draft FCBULKA and K J Somaiya.
- Jan 2014 “Achieving Competitive Superiority Through Service Excellence”, workshop conducted by Prof A Parasuraman, Prof A Parasuraman, Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD, University of Florida, Miami, USA, at K J Somaiya.
- Oct 2012 “Building The Foundations of Management ResearchWorkshop for Doctoral Educators”, conducted by Prof Phanish Puranam, Professor at London Business School, organized by All India Management Association, New Delhi, Centre for Management Education.
- Nov 2009 Preparing for the Next Wave – Innovation as a Key Differentiator – 2-day workshop organized by AI India Management Association AIMA – BMA in Mumbai.

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- Feb 2008 2nd Annual Global Forum on Innovation, Creativity, and Intellectual Property – 2-day workshop organized by Confederation of Indian Industries – CII (Western Region) in Mumbai.
- Jan 2008 Entrepreneurship Fundamentals - Concepts, Skills and Case Method – 3-day workshop organized by National Entrepreneurship Network (NEN) at Indian Institute of Management – Bangalore.
- Nov 2007 Managing Work, Living Life – Seminar on Women Managers” organized by the Bombay Management Association.
- April 2007 Case Development Workshop conducted by London Business School in Mumbai.
- Jan 2007 Workshop on “Strategic Marketing” organized by the Bombay Management Association in Mumbai.
- Feb 2006 Workshop on “Customer Satisfaction & Loyalty” organized at K J Somaiya Institute and conducted by Prof Michael Dorsch from Clemson University, South Carolina, USA.
- May –2005 Case Development Workshop conducted by European Case Clearing House at Mumbai.
- Dec –2003 Workshop on “Managing Knowledge in the Global Markets: The Indian Context” organized by Council of Scientific & Industrial Research (CSIR), New Delhi.
- Sep 2002 “Advanced Data Analysis for Marketing Decision Making” at Indian Institute of Management, Ahmedabad.
- Jan 2001 Five day workshop on Data-Warehousing and SAS Programming Essentials at SAS Institute, Mumbai
- Dec 2000 “Women Entrepreneurs” workshop organized by Jamnalal Bajaj Institute of Management Studies, Mumbai
- Nov -2000 “Knowledge Management” - 3 days’ workshop organized by Indian Institute of Management, Ahmedabad
- April – May 1997 “Trainers Training Program” at Xavier’s Labour Research Institute- XLRI Jamshedpur

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MEDIA LINKS

ASMA, Indian Admission Hunt 2021

Invited as a Panel member at B – School Summit, Adoption of Social Media in Academia (ASMA) India's Admission Hunt 2021, How Can Statistics and Data Analysis Help Students In Decision Making?

(Youtube link: <https://youtu.be/ekNDSeX2VV8>)

GMAC - October 2019 - <https://youtu.be/FxiFH6xc1YY>

Business World Education Conclave - November 2019 - <https://youtu.be/ZNHbu6zRomw>

The Week advertorial

<https://www.theweek.in/education/latest/2020/10/30/Management-Education-Must-Be-In-Sync-or-A-Step-Ahead-of-Industry-Requirements.html>.

Article/interview on Education 4.0

<https://www.outlookbusiness.com/enterprise/outlook-business-commercial-initiative/catch-the-new-wave-education-40-vs-industry-40-6124>

<https://www.theweek.in/education/latest/2020/10/30/Management-Education-Must-Be-In-Sync-or-A-Step-Ahead-of-Industry-Requirements.html>

<https://timesofindia.indiatimes.com/home/education/news/redefining-the-purpose-pedagogy-of-b-schools-dr-monica-khanna-director-k-j-somaiya-institute-of-management/articleshow/79993595.cms?>

OTHER ACADEMIC ACHIEVEMENTS OR RECOGNITIONS RECEIVED

1. Agreement signed with INS Hamla for 3 years on 29th Dec 2021
2. Nominated as University of Mumbai Vice Chancellor's Subject Expert for selection of Director for Chetana's Institute of Management & Research, Mumbai, Nov 2021.
3. Nominated as University of Mumbai Vice Chancellor's Subject Expert for selection of Director for Sheila Raheja School of Business Management, Mumbai, Sept 2021
4. TRANSFORMATIONAL LEADERSHIP FOR MANAGEMENT EDUCATION SECTOR, Page Nos: 112-114, AMDISA (ASSOCIATION OF MANAGEMENT DEVELOPMENT

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INSTITUTES OF SOUTH ASIA) Compendium on the theme of "COVID -19 Pandemic – Challenges for Management Education" – e-Book, September 2021

5. Reviewed three chapters from a proposed textbook titled Integrated Marketing Communications: An Indian Perspective, SAGE Publications, July 2021.
6. Bombay Management Association “Best Institute – AY 2018-19 - Awarded to K J Somaiya Institute of Management, Mumbai” March 2020
7. Bombay Management Association “Best Institute – Runners Up – AY 2017-18 - Awarded to K J Somaiya Institute of Management” March 2019
8. Dr. Arun Arora 50 Best Educational Institutes of India Award at the World Education Congress, November 2017, for K J Somaiya Institute of Management, Mumbai.
9. NIRF 2017 - Rank 41 issued by Ministry of HRD, Government of India to the Institute
10. Award for K J Somaiya Institute of Management: Innovation Initiatives by B School, Higher Education Forum, Feb 2017
11. Agreement signed with INS Hamla for 2 years in August 2016
12. Award for the Marketing Dept of K J Somaiya Institute of Management: Lokmat National Education Leadership Award for B School with Industry Related Curriculum in Marketing, July 2015
13. Award for the Marketing Dept of K J Somaiya Institute of Management: Lokmat National Education Leadership Award for B School with Industry Related Curriculum in Marketing, Feb 2014.
14. Invited to be member of the Local Inquiry Committee constituted by the University of Mumbai in June 2014 for inspection of 4 Management Institutes, 4 Management Institutes in Nov 2014, and 1 Management Institute in July 2016 as follows:
 - a) July 2016: Yadavrao Tasgaonkar Institute of Management Studies & Research, Dr. N.Y. Tasgaonkar Technical Education Campus, Bhivpuri Road, Tal. Karjat, Nearest Station- Bhivpuri Road
 - b) Nov 2014: Hasmatrai & Gangaram Himathmal Mansukhani Institute of Management Studies, C.H.M. College Campus, Opp. Railway Station, Ulhasnagar(W) – 421 003, Aruna Manharlal Shah Institute of Management Science, R.B. Kadam Marg, Near MTNL Exchange, Off. LBS Marg, Ghatkopar (West), Mumbai -400086, Shivajirao Jondhale

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Institute of Management Science, Opp. Railway Station, Asangaon, Tal. Shahapur, Dist. Thane – 421 601, Alamuri Ratnamala Institute of Engineering & Technology, A.S. Rao Nagar, Vill. Sapgaon, Tal Shahapur, Dist. Thane – 421 601.

- c) June 2014: Xavier’s Institute of Management Studies, Mumbai, Sheila Raheja Institute of Management Studies at Bandra East, Mumbai Institute of Management Studies at Wadala, Indira Institute of Management at Navi Mumbai, Deccan Education Society’s Navinchandra Mehta Institute of Technology and Development, Prabhadevi, Mumbai.
- d) Secretary – NIT Warangal Alumni Association – Mumbai Chapter – between 2007 to 2014 – the membership was increased from 15 members to almost 200 members in the span of seven years. Also celebrated the Golden Jubilee of NIT Warangal in Mumbai in Aug 2009 and Director of NIT Warangal and NITWAA All India President also attended the function.

ADMINISTRATIVE RESPONSIBILITIES / INSTITUTION BUILDING ACTIVITIES

Sr. No.	Name of Committee / Date	Role (Committee Chair person / Member)	Activities Undertaken
1.	Director – 19 th Dec 2016 to date	Head of the Institute	<p>Complete Academic and Administrative responsibilities</p> <p>Key Highlights:</p> <ul style="list-style-type: none">a) AACSB Accreditation – May 2022b) MOU signed with INS Hamla for a period of 3 years starting from 29th Dec 2021.c) Launch of Case Research Centre at K J Somaiya Institute of Management(Nov 2021)d) Successfully launched the ONE MBA programme from MBA Batch 2022-24 with 5 Majors and 11 Minors (from AY 2022)e) Successfully handled the lockdown period due to the COVID 19 – March 2020 to Feb 2022f) Submitted Final Self Evaluation Report to AACSB in October 2021g) Launch of MBA Data Science and Analytics AY 2021-22h) Transition to Constituent Unit of Somaiya Vidyavihar Universityi) Management Representative –ISO 9001: 2000 series,

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			<p>2003 to 2007</p> <ul style="list-style-type: none">j) Launch of 2-year full time MBA Human Resources AY 2020-21k) Launch of 2-year full time MBA Sports Management AY 2020-21l) 10-year autonomy status for the Institute received from University grants commission for the period 2018-19 to 2028-29.m) Improved Institute rankingsn) NBA Accreditations for 5 programmes – PGDM Core, PGDM IB, PGDM RM, PGDM FS, MMS – AY 2017-18o) Autonomy Status inspection by University of Mumbai – AY 2017-18p) Launch of 2 year AICTE PGDM Healthcare Management Programme from AY 2018-19 in association with Imperial College Health Partners, London, UK and K J Somaiya Hospital and Research Centre, Mumbai.q) Setup the Media Analytics Lab with 12 terminals – AY 2020-21r) Set up the Bloomberg Finance Lab with 12 terminals – AY 2017-18s) Launch of Mandarin as an elective language for first year students from AY 2017-18t) Launch of Master's Thesis for second year students from AY 2016-17u) Launch of HOLSEM – Holistic Self-Management for students and faculty –AY 2015-16v) Launch of Ankur ELI – Experiential Learning Initiative – a community service initiative to teach English language to students belonging to under privileged sections of society – AY 2015 -16w) Revamped Executive Education Department to float industry specific certification and diploma training programmes – both customized and open calendar training programmes – AY 2017-18x) MOU's with around 31 international universitiesy) Creation of Business Analytics departmentz) Renaming IT department as Data Science & Technologyaa) Ranked 54 in the NIRF 2019 rankingbb) Ranked 56 in the NIRF 2020 and 2021 rankings
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Dr Monica Khanna

15th June 2022

Mumbai

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