

Resume Summary

Name – Dr. Brajesh Bolia

Address - Flat -2203, Jolan, Vasant Oasis, Marol, Makwana Road, Andheri- East, Mumbai, 400059 Maharashtra – India

Date of Birth – 20th May 1972

Designation – Associate Professor (Marketing & International Business)
(Program Coordinator – MBA International Business)

Company – K J Somaiya Institute of Management (Somaiya Vidyavihar University)

Teaching Experience – 12 Years and 4 Months– Teach Courses- Marketing Management, Sales & Distribution Management, B2B Marketing. Also, a Corporate Trainer with over 200 hours of training delivered to over 2000 participants (2010 to Till Date). Had been a **Guest Faculty** for B2B Marketing @ **NITIE**, Sales & Distribution Management @ **IIM Trichy**, and Sustainability Marketing & B2B Marketing @ **XIM Bhubaneswar**.

Industry Experience – 13 years – Rich Sales & Marketing Experience with Aditya Birla Group (Cement Marketing Division), ICICI Bank Ltd., BHW Home Finance Ltd & ICICI Prudential Life Insurance (1997 to 2010)

Qualifications –

- a) Ph.D.@ NITIE, Mumbai – 2018
- b) UGC- NET in 2010
- c) PGDBM-Marketing (equivalent to MBA) - Birla Institute of Management & Technology, New Delhi -1995-97. (Now Campus in Greater Noida)
- d) B.E. (Civil) -M.B.M. Engineering College, Jodhpur, Rajasthan-1989-1993

Publications

- Verma S, Warriar L, Bolia B, Mehta S, (2022). Past, present and future of virtual tourism: a literature review. *International Journal of Information Management Data Insights (Elsevier)*, 2 (2), 100085.
<https://doi.org/10.1016/j.ijime.2022.100085>
- Zaman, U., Bolia, B., & Anjam, M. (2021). Do women customers love to talk about financial brands? An empirical evidence on the mediated service responsiveness and brand sincerity in creating a positive word of mouth. *Cogent Business & Management (Taylor & Francis)*, 8(1), 1945426.
- Bolia, B., Jha, S., & Jha, M. K. (2020). Understanding Cognitive Dissonance of Indian Customers for Financial Products: A Multi-Dimensional Scale Development Approach. *Indian Journal of Finance and Banking*, 4(1), 20-32. (ABDC – C category Journal)
- Bolia, B., Jha, S., & Jha, M. K. (2016b). Cognitive dissonance: A Review of Causes and Marketing Implications. *Researchers World*, 7(2), 63-76.
- Bolia, B., Jha, S., & Jha, M. K. (2016a). Cognitive dissonance: A Study of Post-purchase Behavior of Consumers in the Context of Financial Products. *International Journal of Innovative Research and Development*. 5(3) 148-153.
- Bolia B. & Verma S. (2021). Adoption of Digital Payments - An Integrated Model through the Lens of TAM, TPB, TRI and Trust Model: Adoption of Digital Payments - An Integrated Model (*Under review at South Asian Journal of Management*)
- Bolia, B (2019). Brand Personality, Customer Satisfaction and Word of Mouth: A Study of Three Important Financial Brands in India. (*Presented at the Academy of Marketing Conference 2019 @ Regent's University London, 2-4 July 2019*)
- Bolia, B., Jha, S., & Jha, M. K. (2017). Brand Personality of Financial Brands and Cognitive Dissonance. (*Paper Presented at 3rd EMAC Junior Faculty and Doctoral Student Research Camp (2018) held at University of Vienna, Vienna, Austria*)
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Detailed Resume

Dr. Brajesh Bolia – Ph.D. @ NITIE, UGC-NET, PGDBM (Marketing), BE (Civil)

DOB - May 20th, 1972

Address- Flat -2203 /14, Jolan, Vasant Oasis, Marol, Makwana Road, Andheri- East, Mumbai, 400059 Maharashtra – India

Mobile – +91 9702802460

Email :- brajeshbolia@somaiya.edu / brajeshbolia@hotmail.com

Total Work Experience –25 years+

“I aim to be a reliable resource and mentor who is determined to enthuse and motivate the mentees, students, and the audience to achieve their professional and personal aspirations”

Currently **Associate Professor at K J Somaiya Institute of Management, Mumbai** with Department of Marketing & International Business (July 2019 – till date) & Assistant Professor (Feb 2010 – June 2019).

Courses Undertaken- Sales & Distribution Management, Business to Business Marketing, Business Development & Marketing Management. The relevant corporate experience with superior brands as well as the inclusion of the contemporary case method pedagogy, and concept-related videos gives an edge in handling the courses and students’ queries.

Responsibilities at the Institute

1. **Program Coordinator- MBA (International Business)** – Had been the Program Co-Coordinator since last 5 years and guided students for managing the activities of the International Business Program such as visits of foreign delegations, hosting Foreign Ambassadors and Counsel Generals, hosting Tsinghua University students, actively participating in students and program feedback via the board of studies (BOS) meeting. Have been actively involved with the Program Coordinator in carrying out improvements in the curriculum of the International Business program by redesigning the curriculum via the inclusion of contemporary modules in consultation with the faculty and the industry inputs in BOS Meetings.
2. **Library Committee** – Had been the Chairperson for the Institute’s Library committee comprising of around 7-8 faculty for the period 2014-2021. ***Have been Instrumental in incorporating more than 20 online databases with the help of my faculty team for Teaching and Research & driving the usage among faculty over the last 6 years.*** Also, I was instrumental in managing and driving the usage of Harvard Business School Publishing subscription (Over 1 cr. Budget every year) which is now a most preferred & key source of relevant and contemporary articles and cases for teaching among the faculty. Handled library budgets above 4 Cr p.a. to make available the important and most relevant teaching and learning resources to the faculty and students. Have acted as advisor to the Librarian to streamline the processes at the institute’s library for procurement and management of the resources and handling grievances of the students and faculty.
3. **International Business Society (IBS)** – Have been a faculty mentor and the Chairperson of IBS. Have guided the students’ team and raised the bar for successfully organizing the events such as Industry Peek, IB Summit, Foreign Ambassadors’ & Counsel Generals’ Talks, Welcoming Foreign students at Somaiya Campus, Country Analysis National Level competitions, etc. I have been the Faculty Mentor and the **Chairperson for IB Summit**, the Flagship event of International Business Society which organizes theme-based keynote speeches and panel discussions in tune with world affairs impacting India.

4. **Mentor – COMSTRAT-** A National Level Live Case Competition (*Marketing Communications Strategy*) among B School students. Have been consistently a part of the faculty team that selects and mentors the student team representing our institute to the National Level Live Case Championship organized by FCB ULKA, a premier reputed marketing agency. Our students have been winning and securing Winner and Runners-Up Prizes consistently.
5. **Core Committee for AACSB Accreditation** – Active member of Assurance of Learning function. Have been an active participant and contributor since the initial stages of the AACSB accreditation process. Have also traveled to our AACSB Mentor’s University in Al-Ain, UAE along with the Chairperson of the committee for understanding nuances of the accreditation requirements. Have attended AOL Seminars conducted by AACSB in Dubai in 2019.
6. **Induction Committee** for Incoming Batches. Have been an active member in planning and managing the activities for the incoming new batch for a wholesome induction experience. Have been driving the Ice Breaker activity and the Team building activity among the students of the new batch.
7. **Reviewer for Journals/Conferences** – I am a reviewer with reputed journals and conferences –
 - a) International Journal of Emerging Markets (Emerald Publishing)
 - b) Euromed Journal of Business (Emerald Publishing)
 - c) Business Perspectives and Research (Sage Publications)
 - d) Journal of Strategic Marketing (Taylor & Francis).
 - e) AMA Academic Conference
 - f) SIMSR Global Marketing Conference
 - g) POMS International Conference

Key Assignments

- **Guest Faculty assignments (140 hours)** – Have taught courses *B2B Marketing at NITIE, Mumbai, Sales & Distribution Management at IIM-Trichy, and Sustainability Marketing at XIM Bhubaneshwar.*
- *Have been invited to teach a B2B Marketing course at XIM Bhubaneshwar for the AY 2022-23 as a Guest Faculty.*
- **Conducted AICTE sponsored FDP program (3 hours)** on *Product Life Cycle* organized by *College of Engineering, Bikaner, Rajasthan on 15th July 2021.*
- **Delivered over 200 hours of training sessions (Topics - Customer Centricity, Sales Process and Marketing Dynamics, Product Life Cycle) to over 2000 participants** of various categories like *Business Centre Heads, Branch Heads, Branch Managers, Senior Managers, and Direct Recruits from various companies like Galderma (Nestle), Godrej, Nippon Life, National Insurance Co Ltd, GIC, LIC, Konkan Railway, ECGC, Godavari Bio Refineries Ltd, Participants of several Private General Insurance Companies, Owens Corning & a reputed German Bearings company (Schaeffler India Ltd) having operations in India.*
- **Completed a funded Market Research Project** for *Godavari Biorefineries Ltd* for their brand ‘Jivana’ in the *Spice* category along with 2 faculty members. *The project involved demand estimation in the Mumbai market, consumer price points, packaging points, and consumer preference of parameters affecting buying of spice by households. The methodology adopted was trade interviews, customer interviews, focus group discussions, and a survey of selected customer segments. (Feb-Oct 2018)*

- Completed a funded **Qualitative Research Study** along with 2 faculty member colleagues for a Large Corporation for understanding the customers' attitude towards the concept of packaged sugar cane juice concentrate in Mumbai Market. (July 2015- March 2016)

FDPs / Conferences attended (last 5 years)

- NVIVO Workshop – May 2021- A research software to analyze qualitative data.
- Bibliometric Analysis & Journal Writing- April 2021- A research approach towards systematic literature review and critical analysis.
- Sheth Doctoral Consortium 2020 organized by AMA Sheth Foundation & Academy of Indian Marketing, January 2020
- Academy of Marketing Conference- Research paper was selected for presentation at Regent University, London -July 2019
- EMAC Doctoral Research Camp, Vienna, Austria – Doctoral Thesis work was selected for presentation at 3rd European Marketing Academy research camp, in September 2018.
- Workshop on Structural Equation Modeling SMART – PLS @ IMI- New Delhi April 2018.

Corporate Career Graph: Rich Sales & Marketing Experience with Aditya Birla Group (Cement Marketing Division), ICICI Bank Ltd., BHW Home Finance Ltd & ICICI Prudential Life Insurance and own business venture (1997 to 2010) - 13 Years

- August 2008- Jan 2010 – Started own venture providing financial services solutions to companies and individuals (Shubham Enterprises). Had been a visiting faculty with various institutes in Mumbai including SIMSR.
- ICICI Prudential Life Insurance Co. Ltd - 11th July 2007 to 11th August 2008 -- Based in Mumbai
Associate Regional Manager-Agency Development-Priority Circle-West Zone based at Mumbai looking after Maharashtra & Goa.
Heading the West Zone Team Responsible for recruitment of advisors through a team of over 100 sales managers & agency managers (Priority Customer Segments).
- BHW Home Finance (Currently Dewan Housing Finance Ltd)- May 11th, 2004 to 10th July 2007 — Based at Jaipur & Mumbai
Sr. Branch Sales Manager – State Head for Rajasthan (2004-2006) & Sales Head- Mumbai Region – Home Loans & Loan against Property (2006-2007). Handled a team of Territory Managers and Sales Officers to generate business volumes for home loans and mortgage loans. Maintained builder relationships with Builders and associations to reach out to prospective customers and created a pipeline with referral business.
- ICICI Bank Ltd. (Home Loans) - May 1st, 2001 to May 10th, 2004 - - Based at Udaipur & Jaipur
Branch Sales Manager (Home Loans Sales) at Jaipur from April 2002 to April 2004 (earlier Resident Manager-Home Loans at Udaipur from May 2001 to March 2002). Managed large franchisees in Rajasthan and their Feet on Street (FOS) along with a team of relationship officers, Team Leaders to drive home loan and mortgage loans towards a target of being the Market Leader in the territory.
- Grasim Industries Ltd. (Cement Division of Aditya Birla Group- Currently UltraTech Cement) - June 5th, 1997 to April 30th, 2001- Based in Mumbai

Assistant Manager-Retail Sales –Mumbai -Handling Grey Cement Sales with a network of over 25 authorized Dealers. I also handled Institutional Sales and Logistics previously as Sr. Marketing Officer.

Significant Achievements

- *Best Teacher Award on Teacher's Day 5th Sept 2021 awarded by Centre for Professional Advancement.*
 - *2nd Prize in SIMSR Global Marketing Conference 2021 for presenting a research paper on Virtual Tourism.*
 - *Won South Africa & Switzerland Trip Contests in ICICI Bank –Home Loans (2003-2004) in the capacity of Branch Sales Manager*
 - *Was a Key Team Member achieving the highest Institutional Cement Sales in the year 2000 during my tenure at Grasim Industries Ltd (Cement Marketing Div.)*
 - *Was Selected for Corp of Engineers - Indian Army in 1995.*
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EDUCATION

- Ph.D.@ NITIE, Mumbai - 2018
- PGDBM-Marketing (equivalent to MBA) - Birla Institute of Management & Technology, New Delhi -1995-97. (Now Campus in Greater Noida)
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Publication Status

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Certifications

1. Introduction to Personal Branding - an online non-credit course authorized by University of Virginia and offered through Coursera
2. Introduction to Data Analysis Using Excel – Rice University through Coursera - an online non-credit course authorized by Rice University, [Houston, Texas, USA](#) and offered through Coursera
3. Business Applications of Hypothesis Testing and Confidence Interval Estimation - an online non-credit course authorized by Rice University, [Houston, Texas, USA](#) and offered through Coursera
4. Basic Data Descriptors, Statistical Distributions, and Application to Business Decisions - an online non-credit course authorized by Rice University, [Houston, Texas, USA](#) and offered through Coursera

5. [Linear Regression for Business Statistics](#)- an online non-credit course authorized by Rice University, Houston, Texas, USA and offered through Coursera
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