



Dr. Brajesh Bolia

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

EDUCATION

- PhD from IIM- Mumbai 2018
- MBA -(Marketing) - Birla Institute of Management & Technology, New Delhi-1995-97
- B.E. (Civil) -M.B.M. Engineering College (JNV University), Jodhpur, Rajasthan-1989-1993

EXPERIENCE

- Currently working as Associate Professor at K J Somaiya Institute of Management, Mumbai with Department of Marketing & International Business (Feb 2010 - till date) –15+ Years.

NON-ACADEMIC

- 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 – 13+ years.

AWARDS & HONOURS

- Dr. Sarvepalli Radhakrishnan Best Teacher Award 2021 – Center for Professional Advancement (a unit of International Multidisciplinary Research Foundation (IMRF), Regd. with Govt of India NITI Aayog).
- Won South Africa & Switzerland trip contests in ICICI bank –home loans (2003-2004) by achieving 11.68 Cr against the target of 8.75 Cr in December 2003 & 26.13 Cr against the target of 26.00 Cr in Feb- March 2004 as the Branch Sales Manager.
- Was selected for Corp of Engineers - Indian Army in 1995.

OTHER AFFILIATIONS

- Visiting Faculty IIM Mumbai, IIM- Trichy & XIM Bhubaneswar
- Reviewer with academic & research bodies – American Marketing Association Conferences, Journal of Strategic Marketing (Taylor & Francis), International Journal of Emerging Markets (Emerald Publishing), Euromed Journal of Business (Emerald Publishing), Business Perspectives and Research (Sage Publications), Cogent Business Management (Taylor & Francis), Technological Forecasting & Social Change,
- Facilitated Management Development Programs for LIC, Schaeffler India, Aker, National Insurance Co Ltd, Owens Corning, GIC, ECGC, Konkan Railway, Godrej & Boyce, Godrej Agrovet.

TEACHING AREAS OF EXPERTISE

- Sales & Distribution Management
- B2B Marketing
- Marketing Management
- CRM

PUBLICATIONS |

Go Pure: Transitioning from a Regional to a National Brand. W36155
- Ivey Business Publishing, 1-10

Dax Water Tech: The search for the right capital. W41583 - Ivey
Business Publishing, 1-7

Sunder Engineering: The path to customer loyalty. W 41570 – Ivey
Business Publishing, 1-7

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.

Anjam, M., Bolia, B., & Koppalakrishnan, P. (2023, December).
Employee Engagement in Post-COVID Remote Working
Arrangements: Is Family Support as Critical as Supervisory
Support?. In *International Conference on Innovation,
Sustainability, and Applied Sciences* (pp. 573-584). Cham:
Springer Nature Switzerland.

Bolia B & Verma S (2024), Adoption of Digital Payments: Do One Size
Fits All? *Academy of Marketing Studies Journal*, 28 (5), 1-14
(ABDC Category B)

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 (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)

- **4 Cases - Work in Progress for Ivey Publishing.**

PATENTS | • NA

**FUNDED
RESEARCH
PROJECTS** |

- Completed a funded market research project for Godavari Biorefineries Ltd for their brand 'Jivana' in the spice category. 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).

**INSTITUTE/
UNIVERSITY
SERVICE** |

- Program Director- MBA Executive (Full Time Program)
- Member- Admissions Committee
- Past Chairperson – Library Committee @ KJSIM
- Past Program Coordinator – MBA International Business Program
- Past Program Co-Coordinator- MBA Sports Management
- Lead- Dubai International Immersion for MBA Executive Students