



**SOMAIYA**

VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

# ABHA ASHISH WANKHEDE

abha@somaiya.edu | 9930002233

- EDUCATION** |
- Ph.D, Jamnalal Bajaj Institute of Management, Mumbai University, (year 2017)
  - Masters of Management Studies, Jamnalal Bajaj Institute of Management Mumbai University Major Field: Marketing (year 1998)
  - Bachelors of Engineering, Sardar Patel College of Engineering, Mumbai University (year 1994)

- EXPERIENCE** |
- K. J Somaiya Institute of Management, Faculty of Marketing and International Business, 2013 to present
  - G. N. V. S. Institute of Management, Faculty of Marketing, Feb 2011 to Oct 2013

- NON ACADEMIC** |
- VODAFONE : Marketing Head (Senior Manager) – Enterprise Business a Strategic Business Unit. (Managing Marketing operations, Annual Operating plan Product penetration and Revenue enhancement) 2008-2011
  - TATA Communications -Product and Marketing Manager- Global Voice Solutions, 2006-2008
  - Reliance Communication – worked in various functions – Brand and market research, sales support and Product manager for Value added services- 2001-2006
  - Phillips India Sales Officer Consumer electronics division- 1998-2001

- AWARDS & HONOURS** |
- Best Paper award at SGMC Global Marketing Conference – 2020 (Customer Purchase Intentions and Actual Purchase for Organic Food through Online Channel: A Conceptual Framework and Empirical Study.)
  - Best Paper award at International Research Conference, JBIMS-2013, (Mass Customization to Achieve Competitive Advantage and Customer Intimacy, JBIMS Spectrum)

- OTHER AFFILIATIONS** |
- Reviewer at several national and international journals like the Asia Pacific Journal of Marketing and Logistics.
  - Track chair at several conferences, like the INDAM IIM Trichy
  - Conducted several Management Development Programs for many corporates including the India Navy- INS Hamla.
  - Mentoring and guiding many (always almost 10 students per year) for their summer projects and always almost 12-13 students for their Master thesis. Converted many master-thesis projects for

conference presentations and publications in national and international journals.

**TEACHING  
AREAS OF  
EXPERTISE**

- Customer Relationship Management
- Business to Business Marketing
- Market Research

**PUBLICATIONS**

- Customer purchase intentions and actual purchase for organic food: a conceptual framework an empirical study. *Academy of Marketing Studies Journal*, ISSN 1528-2678-25-3-405- B Category
- Analyzing the Consumer Behavior of Middle-Income Group towards various Investment Instruments with special reference to Mutual Funds, *The Empirical Economics Letters*, 19(5) ISSN 1681 8997: (May 2020)- C Category
- Evaluating the Effect of Digitalization on the Sales Force of Pharmaceutical Industry *Journal- Economics* 2018, (C Category- 1584-0409
- Factors Influencing the Purchase Intention and Actual Purchase behavior of Organic Food in Urban India. *Journal- Economics and Applied Informatics*, December 2018. C Category- 1584-0409
- Analyzing the contribution of the product offerings to the customer satisfaction of co-operative Bank. A case studies. *Journal- Economics and Applied Informatics*, April 2019. C Category- 1584-0409
- Customers' Imprint about Cause Related Marketing Driven through Experiential Marketing *Journal- Economics and Applied Informatics*, April 2019, C Category- 1584-0409
- A Study of Customers' utilization of Internet Banking Channel in Mumbai. *IOSR Journal of Business and Management (IOSR-JBM)*, e-ISSN: 2278-487X, p-ISSN: 2319-7668, (UGC approved journal).
- Vaikuntha: The Principle of Social Enterprise and proposed Business Canvas), *Scopus indexed journal*, ISSN 00314773.
- Emerging Technological Trends in Digital Marketing, *Spectrum, JBIMS-Disrupting Businesses, transforming Markets* (peer reviewed international journal) ISSN-2320-7272
- Mass Customization to Achieve Competitive Advantage and Customer Intimacy, *JBIMS Spectrum*, Vol.1, June 2013. ISSN: 2320-7272
- Business Process Re-engineering for a Sustainable Future, Positioning Vision to Ethically Create Value for Future Growth, *Connaissance-2013*, Feb 2013. ISSN: 978-81-921818-0-6
- A study of the relationship between the Information and Communication System Outcome and System Delivery: *Pharmaceutical Industry-2014*. ISSN:2320-727
- From CRM to Social CRM. -2015 ISBN\*978-81-7039-292-7
- Purpose of an Enterprise: A Case Study. -2014, ISSN 2278-5973

**FUNDED  
RESEARCH  
PROJECTS**

- Selected for research grant for the research project by Mumbai university -academic year 2019-20

**INSTITUTE/  
UNIVERSITY  
SERVICE**

- Coordinator of the Integrated Marketing Communication program
- Key Member in organizing the Workshops for Faculty development For SGMC Global Marketing Conference. Actively coordinating with several international Journals for tie-up with our conference, instrumental in designing the Marketing collaterals and liaison with the digital marketing, IT and other admin teams for the implementation of the Conference.