



**SOMAIYA**

VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

# ABHA ASHISH WANKHEDE

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## 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

- Total experience academic= 10 years
- 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

- Total experience non-academic= 13 years
- 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, Inderscience Publishers, Business Perspectives and Research
- Track chair at several conferences, like the INDAM IIM Trichy
- Conducted several Management Development Programs for many corporates including the India Navy- INS Hamla, LIC and Galderma
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- Approved Ph.D. guide at SVU
- 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 (including the course work of the Ph.D. students)
- Marketing Management

#### **PUBLICATIONS**

- Application of artificial intelligence and the Millennial expectations and outlook towards artificial intelligence. Academy of Marketing Studies Journal, ISSN 1528-2678-25-4-425- (July 2021) B Category.
- 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- (June 2021) 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.**
- **Worked in many other committees in the previous years- Admission, ICRC, NRS and Comstrat- the Brand case study competition.**
- **Volunteer in the Induction program- spearheading the Debate, Book review and Creative thinking workshop.**

