

Dr. Dimple Kaul

Professional Summary

Dr. Dimple Kaul is currently working as Associate Professor-Marketing at K.J. Somaiya Institute of Management, Mumbai (India). She is an approved faculty of Mumbai University and recognised Ph.D. guide of Somaiya Vidyavihar University, Mumbai and having 3 doctoral scholars under her guidance currently. Her research papers are published in several 'A' category ABDC journals related to the field of marketing and have crossed 900 citations. She is a Reviewer of A* and several A rated ABDC Journals.

Teaching Experience:

Teaching experience of more than 18 years at UG and PG levels and taught courses like Consumer Behaviour, Strategic Brand Management, Customer Experience Management, Retail Management.

Education: Ph.D. from SVKM's NMIMS deemed to be University, Mumbai

MBA (Marketing) from Pune University (with Distinction)

English Proficiency record with IELTS score of 8/9

Education credentials verified by World Education Services (WES).

Research Paper Publications:

- Jain, N.K., Kaul, D. & Sanyal, P. (2022). What drives customers towards mobile shopping? An integrative technology continuance theory perspective. *Asia Pacific Journal of Marketing and Logistics*, Vol. 34 No. 5, pp. 922-943. <https://doi.org/10.1108/APJML-02-2021-0133>
- Srivastava, M., & Kaul, D. (2016). Exploring the link between customer experience–loyalty–consumer spend. *Journal of Retailing and Consumer Services*, Vol. 31, pp. 277-286. <https://doi.org/10.1016/j.jretconser.2016.04.009>
- Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of Retailing and Consumer Services*, Vol. 21 No. 6, pp.1028-1037. <https://doi.org/10.1016/j.jretconser.2014.04.007>
- Kaul, D. & Iyer, K. (2019). Establishing a Strong Digital Footprint in Millennial Consumers. *Indian Journal of Economics and Business*, Vol. 18 (1)
- Kaul, D. (2018). Modelling store image in retailing services. *Academy of Marketing Studies Journal (AMSJ)*, Vol. 22(3), pp.1-21
- Kaul, D. & Patole, D. (2018). Consumer Data Consumption Pattern: Jio case. *Indian Journal of Economics and Business*, Vol. 17(2), pp. 441-453

- Kaul, D. & D.H. Akshay (2021). Podcasts: Consumption, Trust and Behavioral Intention. *Empirical Economics Letters*, Vol.20 (5), pp. 353-366
- Kaul, D. (2019). Segmenting and Targeting in Indian Market *AIJM – ANVESHAK, International Journal of Management* , ISSN 2278-8913, Vol. 8 (1)
- Kaul, D. (2017). A critical analysis of contemporary Marketing. *AIJM – ANVESHAK, International Journal of Management* , ISSN 2278-8913, Vol. 6 (2), 148-152
- Kaul, D. (2017). Customer Relationship Management (CRM), Customer Satisfaction and Customer Lifetime Value (CLV) in Retail. *Review of Professional Management, NDIM*,ISSN: 0972-8686
- Kaul, D. (2017). Aviation Sector and Consumers in Emerging Markets.*IOSR Journal of Business and Management*, ISSN: 2319-7668

Paper Presentations in International Conferences:

- Kaul D. & Barot N. (2022). Consumption and Marketing of Anime , 17th *SIMSR Global Marketing Conference proceedings*, pp.115-121, ISBN 978-81-951906-2-1
- Kaul D. & Shah P. (2022). Edtech industry and student journey. 17th *SIMSR Global Marketing Conference proceedings*, pp.225-231, ISBN 978-81-951906-2-1
- Kaul D. & Narula G. (2022). Life insurance and changing Consumer Bhevaiour. 17th *SIMSR Global Marketing Conference proceedings*, pp.66-70, ISBN 978-81-951906-2-1
- Kaul D., Kunal (2021). *Consumer Perception towards Green-Sustainable Clothing and its impact on Purchase Behaviour*, 16th *SIMSR Global Marketing Conference proceedings*, pp. 268-274, ISBN 978-81-951906-5-2
- Kaul D., Joshi S, Soni A. (2021). *Factors influencing consumers' purchase intentions towards green FMCG products*, 16th *SIMSR Global Marketing Conference proceedings*, pp.195-201, ISBN 978-81-951906-5-2
- Kaul D., Agarwal S, Kak S. (2021). *Sensory Marketing, Greenwashing and Consumer Behaviour*, 16th *SIMSR Global Marketing Conference proceedings*, pp.275-280, ISBN 978-81-951906-5-2
- Shrivastava K, Kaul D. (2021). *Role of AI in shaping Consumer Behavior on e-commerce platforms - A study on the influence of AI driven Targeted ads, Tracking and Recommendations*, 16th *SIMSR Global Marketing Conference proceedings*, pp.82-88, ISBN 978-81-951906-5-2
- Kaul D., Kaul D. (2021). *Blockchain and Customer journey mapping in Loyalty programs and sustainability*, 16th *SIMSR Global Marketing Conference proceedings*, pp.95-100, ISBN 978-81-951906-5-2
- Kaul, D., Shah, M. & Dhakephalkar, N. (2020). A Study on the Factors Influencing Behavioural Intention of Indian Consumers in Adopting Voice Assistants. 15th *SIMSR Global Marketing Conference proceedings*, pp. ISBN ISBN 978-81-936405-3-1
- Kaul, D., Dhakephalkar, N. (2020). Consumerism and digitalisation in Retail Banking in India. 15th *SIMSR Global Marketing Conference proceedings*, pp. 289-299, ISBN 978-81-936405-3-1

- Kaul, D., Bhattacharjee, S. et al. (2020). Impact of technology on leisure travel. 15th SIMSR Global Marketing Conference conference proceedings, pp. 180-188, ISBN 978-81-936405-3-1
- Iyer, K., Kaul, D. & Shukla, K. (2019). Brand Loyalty and Purchase decisions- Xiaomi (India). 14th SIMSR Global Marketing Conference conference proceedings, pp.
- Kaul, D. (2017). Role of customer experience in building store image and loyalty in retail. ICFAI- IBS 2nd International Marketing Conference on Customer Engagement and Experience proceedings.

Received Certificate of **Outstanding Contribution in Reviewing** awarded by Elsevier for Journal of Retailing and Consumer Services in 2017.

Work Experience:

1. K J Somaiya Institute of Management (Somaiya Vidyavihar University), Mumbai

Position : **Associate Professor**
Duration : July 2022 till date
 Previous Position : Assistant Professor
 Duration : Sept 2017 to June 2022
Teaching on Programmes : MBA, MBA Exec, Ph.D.

Additional responsibilities: Program Co- Coordinator-PGDM Communications from 2017 till 2020 and Program Co- Coordinator MBA PT MM since 2021 till date.

2. Shri Vile Parle Kelavani Mandal's Institute of International Studies, Mumbai (in collaboration with Kingston University, London)

Position : **In-charge Director**
Duration : April 2016 till July 2017

Previous Position held at SVKM's Institute of International Studies:

Position : **Faculty and Assoc. Course Coordinator**
Duration : Sept. 2007 till April 2016