

Rashmi Jain (Ph.D., MBA, BE)

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Professional Summary

- 8+ years of academic work experience as faculty- Marketing.
 - 11 years of industry work experience. Last held industry position was of Business head of OTT services at Reliance Communication.
 - Subjects taught are Digital Marketing, Design Thinking, Data Visualization, Brand Management, Consumer Behaviour, Retail Management, Marketing Communication, and Marketing Management.
 - Conducted Marketing Simulation – Markstrat for final year students.
 - Consultancy and research assignments with Future Group, Maharashtra Police, CogKnit Semantics and Mira-Bhayandar Small Scale Industry Association
 - Published and reviewed research papers in reputed journals including ABDC journals
 - Conducted various MDPs and FDPs
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Professional Experience | Academia

Current Institute: Chetana's Institute of Management and Research (September 2020 – till date)

Current Designation: Associate Professor- Marketing (September 2020 – till date)

Previous Institute: N L Dalmia Institute of Management Studies and Research (August 2013 – September 2020)

- Subjects taught are Digital Marketing, Design Thinking, Data Visualization, Brand Management, Consumer Behaviour, Retail Management, Marketing Communication, and Marketing Management.
- Conducted Marketing Simulation exercise- Markstrat for final year marketing students
- Published Research papers in various reputed international journals including ABDC journals
- Reviewed research papers for journals of Sage Publications and Taylor& Francis Publications
- Conducted FDPs and MDPs on Digital Marketing and Design Thinking
- Worked on consultancy assignments.
- Worked as the convener of International Research Conference.
- Conducted the marketing seminar called as International Marketing Conclave.
- Conducted pan-India intercollegiate marketing paper competition- Maadhyam
- Organized guest lectures by industry stalwarts.
- Developed Digital Marketing curriculum with practical components.
- Reviewed papers for 5th International Marketing Conference, Sri Lanka.
- Successfully completed 6 week Design Thinking workshop organized by KPMG

Research Publications:

- Jain R. (2021). An Assessment of Video Viewership Preference of Indian Viewers *International Journal of Indian Culture and Business Management (InderScience Journal)*, December 2021, Vol. 24, No. 4, 465-480, ISSN: 1753-0814
DOI: [10.1504/IJICBM.2021.119849](https://doi.org/10.1504/IJICBM.2021.119849)

- Jain R. (2019). Investigation into the Customer Loyalty and Corporate Image Relationship. *Journal of Modern Accounting and Auditing*, August 2019, Vol. 15, No. 8, 396-405 <http://doi.org/10.17265/1548-6583/2019.08.002> [ABDC – C category]
- Jain R. (2019). Determinants of Indian Mobile Telecommunication Service Quality. *International Journal of Management, IT & Engineering*, February 2019, Vol. 9 Issue 2, 43-64 ISSN: 2249-0558 UGC approved
- Jain R. (2017). Predicting Switching Intentions of Indian Mobile Consumers. *International Journal of Computer Science and Management Studies*, August 2017, Vol 5, No. 8, 65-73. UGC approved ISSN: 2321-7782
- Jain R. (2017), Inter- relationship between Service Quality and Customer Satisfaction. *Abhinav National Refereed Journal of Research in Commerce and Management*, Nov 2017, Vol 6, No 11, 87-96. UGC approved, ISSN :2277-1166
- Under Review - Price-offs or Value-adds – what do customer prefers? *Journal of Promotion Management (Taylor & Francis)* ISSN: 1049-6491
- Under Review - Does Indian youth consider ‘Made in China’ in Purchase Decision? - A study of moderating effect of spending levels on purchase intention *Journal of Consumer Behaviour (Wiley Publication)* ISSN:1479-1838
- Under Review - Social Media Influencer’s Impact on Corporate Reputation *Global Business Review (SCOPUS indexed journal)* ISSN: 0972-1509

Working Papers:

- Online Review Management
- Impact of disclosure of Social Media Influencer’s power of persuasion

National/ International Conference Presentation:

- Won Best Paper Award for “‘It’s Not Just Cricket’ – Crisis Management to avoid Reputation Loss: A case of Sandpaper Crisis of Australian Cricket Team” at 4th International Conference on Challenges in Emerging Economies in December 2021, organized by K J Somaiya Institute of Management
- Presented a paper on “Social Media Influencer and Corporate Brand Appeal – An Experimental Study” at 7th International Conference on Global Business Environment in December 2021, organized by IMI and Egade Business School Mexico
- Presented a paper “Insights from Thailand’s tourism sector with pertinence to India” at 5th International conference on "Harnessing India’s Resources to make India Self-Reliant in Collaboration with ASEAN Countries " 2021
- Presented a paper “Tourism in India – grappling with the black swan crisis” at 2nd International Conference on “Management Skills & Growth Strategies in the Post-Pandemic Period” in January 2021
- Speaker at SME conference in September 2019. This conference was organized by the SME Chamber of India.
- Speaker at World Marketing Summit Themed Industry 4.0 – Transformative Marketing, Disruptive Innovation and Blockchain in Interconnected World, December 2018. This conference was organized by Kotler Impact.
- Presented a paper “Switching Intentions based on Perceptions of Service Delivery Attributes” at 4th Asia Pacific International Conference on Changing Business Practice in Current Environment, January 2017.
- Attended 3rd Asia Pacific International Conference on Changing Business Practice in Current Environment, January 2016.

Book Published: ASEAN and Indian Business Perspectives: Contemporary Approach, ISBN: 978-93-91260-65-1, Eureka Publication

Consultancy/ Research Projects:

- *Client:* Cogknit Semantics
Scope of Work: Building customer engagement with CXO and senior management executives on relevant social media platforms and content marketing
- *Client:* Future Group
Scope of Work: Developing actionable strategies to minimize the customers' visit to customer service desk without compromising on customer satisfaction. 2018-19
- *Client:* Future Group
Scope of Work: Creating process for minimizing the discrepancy in POS signage and billable price. 2018-19
- *Client:* Mira- Bhayanadar Police
Scope of Work: Managing the social media presence of Mira- Bhayanadar Police to enhance their image.
- *Client:* Mira- Bhayanadar Police
Scope of Work: To create an Actionable Strategy for Brand Building and Image Makeover of Police.

MDP/ FDP Conducted:

- Conducted workshop on Design Thinking in June 2021 in 'Trinity of Business Growth' organized by ARCON
- Conducted a MDP on Design Thinking in February 2021 and September 2020.
- Conducted a Webinar on 'Digital strategies for MSMEs post lockdown' for Mira Bhayander Small Scale Industries Association's members in June 2020
- Conducted a two- day MDP on 'Digital Marketing and Analytics' for working professionals.
- Conducted a MDP on 'New age selling techniques' for micro and small-scale industry owners.

FDP/ MDP attended:

- Successfully completed 6 week Design Thinking workshop organized by KPMG
- Attended the FDP on Machine Learning with Business applications at IIM Bangalore. Duration: 6 days.
- Attended AICTE FDP on Quality Teaching and Research in January 2021. Duration: 6 days.
- Participated in workshop on Case Teaching and Writing, conducted by All India Management Association in August 2019.
- Attended a seminar on Innovations in Marketing pedagogy held at SP Jain Institute of Management and Research on 14 March 2018.
- Attended a workshop titled – Marketing Engineering conducted by K J Somaiya Institute of Management Studies and Research on 14 February 2018.
- Participated in course on Advanced Methods of Academic Research October 2016, organized by Government of Maharashtra's Sydenham Institute of Management Research and Entrepreneurship Education.

- Participated in Faculty development programme on Sectoral Learnings: Issues and Challenges, August 2015, organized by Forum of Minority Management Institutions.
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Professional Experience | Industry

Organization: Reliance Communications

Duration: Jan 2004 till August 2013

Designation: Business head for Mobile entertainment, sports and music OTT products

- Responsible for revenues (INR 300 Crores+) and EBIDTA for Reliance Communication's Mobile entertainment, sports and music OTT products.
- Conceptualized and launched the products in various markets.
- Created vendor eco-system of 75+ music and content providers.
- Created promotion strategies and got the same implemented across India
- Monitored product performance across India and took measures to ensure revenue targets are met.
- Monitored and improvised Customer satisfaction.
- Managed a team of 5 managers/ assistant managers.

Organization: Plexus Technologies

Duration: August 2000 – August 2001

Designation: Software Developer

- Designed and developed E-commerce web applications
 - Worked on projects using J2EE, oracle 8i, Weblogic, JRun and ATG Dynamo.
 - Worked for eminent clients like ICICI Prudential and RPG
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Academic Qualifications:

- Ph.D. from University of Mumbai. Thesis title: A Comparative Study of Service Quality of various Mobile Communication Providers in Mumbai.
- MBA (Marketing) from K J Somaiya Institute of Management Studies and Research Mumbai.
- B.E (Computer Science) from MGM college of Engineering and Technology, Mumbai.

Personal Details:

Date of Birth: 27 March 1978

Marital Status: Married

Languages Knows: English, Hindi, Gujrati, Marathi