

Vartika Chaudhary

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Introduction

I have 15 years of industry, research, and teaching experience with organizations like Nestlé India Ltd., IIT Bombay, and KJ Somaiya Institute of Management. I hold a Ph.D. from IIT Bombay, an MBA from XLRI(Jamshedpur), and an engineering degree in computer science. Currently, I am Asst. Professor with K.J. Somaiya institute of management. My teaching and research areas are marketing management, consumer behaviour, marketing research, marketing analytics, and food and health marketing.

Education

Ph.D.

SJMSOM, Indian Institute of Technology Bombay, 2021

Topic: **Consumer Skepticism towards Health-related Claims on Packaged Food Products**

Year	Qualification	Institution	Board	Percentage/CQPI
2008	PGDBM	XLRI, Jamshedpur	XLRI	6.57/8
2005	B.E. Computers	Institute of Engineering and Technology, Indore	Devi Ahilya Vishvavidyalaya	74.47%
2001	XII	India International School, Jaipur	CBSE	77.4% (aggregate) 88.3% (PCM)
1999	X	India International School, Jaipur	CBSE	84.2% (aggregate) 97% (Math)

Publications

Journal papers

Meenakshy, M., Chaudhary, V., Kumar, A., & Bhattacharyya, S. S. (2025). Virtual Reality-360° vs. Screen-360° Medium and Ecological vs. Recreational Story Type Impact on Sustainable Travel Intention. *International Journal of Human-Computer Interaction*, 1-15. DOI: 10.1080/10447318.2025.2462124. Rank 'B' in ABDC list, Q1

Chaudhary, V., Sharma, D., Nagpal, A., and Kalro, A. (2024). The Role of Health-related Claims and Situational Skepticism on Consumers' Food Choices. *European Journal of Marketing*. DOI: 10.1108/EJM-08-2022-0621. Rank 'A*' in ABDC list

Chaudhary, V., Sharma, D., and Kalro, A. (2019). Consumer Skepticism: A Systematic Review of Literature. *The Marketing Review*. 19(3-4),189-212. DOI: 10.1362/146934719X15774562877683. Rank 'C' in ABDC list

Chaudhary, V., and Kumar, A., Examining skepticism towards health-related claims (Working paper)

Chaudhary, V., and Kumar, A., Hedonism in health food products (Working paper)

Jain, R., Chaudhary, V., and Thakkar V. Examining Consumer Intention to Embrace Sustainable Menstrual Products. (Working paper)

Conference proceedings

International conference

Jain, R., Chaudhary, V., and Thakkar V. (2023). Examining Consumer Purchase Intention Among Gen Z to Embrace Sustainable Menstrual Products. In *13th International Conference on Sustainable Waste Management & Circular Economy and IPLA Global Forum*, K J Somaiya Institute of Management, Mumbai

Chaudhary, V., Sharma, D., and Nagpal, A. (2021). Examining Situational Skepticism due to Health-related Claims on Packaged Food Products and its Effect on Product Purchase Intention. In *2021 AMA Summer Academic Conference*, 4-6th August 2021

Chaudhary, V., Sharma, D., Nagpal, A., and Kalro, A. (2018). Why are consumers skeptical about health-related claims? In *47th European Marketing Association Conference*, University of Strathclyde, Glasgow, UK

National conferences

Chaudhary, V., Jain, R., and Thakkar V. (2025). Sustainable Menstrual Product: A Systematic Review. In *Samavaya Annual International Multidisciplinary Conference, Purpose Driven Leadership: Disruptions and Sustainability Imperatives*, K J Somaiya Institute of Management, Mumbai

Chaudhary, V., Ravindranathan, M., and Notaria, J. (2023). Typology of Nutrition and Health Claims. In *18th SIMSR Global Marketing Conference*, K J Somaiya Institute of Management, Mumbai

Chaudhary, V., and Sharma, D. (2019). Exploring Consumer Perception about Health-based Packaged Food Products. In *IIM Indore-NASMEI Summer Marketing Information Systems Conference*, IIM Indore, Indore

Chaudhary, V., and Sharma, D. (2019). Consumer Perception about Nutrition and Health Claims: A Literature Review. In *International Conference on Strategic Marketing Initiatives in Emerging Markets*, University of Jammu in collaboration with NASMEI, Jammu

Chaudhary, V., and Sharma, D. (2018). A Comparison Between Skepticism, Distrust, Ambivalence, and Dissonance – How to represent negative perception and suspicion? In *12th Annual Indian Subcontinent Decision Sciences Institute (ISDSI) Conference*, SPJIMR, Mumbai

Work Experience

K.J.Somaiya Institute of Management

Assistant Professor, Marketing	June 22 onwards
Visiting faculty, Marketing	Jan 14 – May 14

Nestlé India Pvt. Ltd.

Brand Manager, Nestlé Professional -Foods, Gurgaon	Nov 11 – Jan 13
Instrumental in building NP foods business in India	
Area Sales manager, Navi Mumbai	Feb 11 – Oct 11
Responsible for managing territory with t/o of 55 million and growing it at +22% OLY	
Channel Manager, Foods, West Branch, Mumbai	Jan 10 – Jan 11
Organize Below-the-Line activities for products under brand MAGGI	
Asst. Visibility Manager, West Branch, Mumbai	July 09 – Dec 09
Set up Processes & Control structures for Nestlé Corporate Visibility program	
Management Trainee	July 08 – June 09

Kanbay Software (India) Pvt.Ltd. (Associate Consultant)

Aug 05– April 06

Institutional Building & Outreach

- Head, Enactus (Social Cell)	Jan 24 onwards
- Member, Omniverse	Jan 24 onwards
- Member, Research Conference organizing committee	Jan 24 onwards
-Member, Women Development Cell	Jul 24 onwards
- Division In-charge	July 22-24
- Member, Melange (Cultural fest committee)	July 22-24
- Interview with CatKing, Admissions Committee	Feb 2025
- Moderator, Webinar by Admissions Committee	Jan 24
- Panel member, Webinar with by Admissions committee	Jan 23
- Judge, Spriha, Inter college summer internship competition	July 22-24

- Conducted FDP on research method at Vivekananda Global University, Jaipur Sept 23

- Reviewer:

Journal: International Journal of Consumer Studies (A in ABDC) – Oct 24

Journal: Young Consumers (B in ABDC) - YC-12-2024-2350, Dec 24

Journal: Bussiness Perspective and Research (Q2) - BPR-2022-0531, Jan 23

Conference: Samavaya Annual International Multidisciplinary Conference, 2024

Conference: 18th SIMSR Global Marketing Conference, 2023

Conference: 5th International Conference on Challenges in Emerging Economies, 2023