

Dr. ANJALI CHOPRA

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Objective

- Over 19 years of experience in Customer Insights and Research Consultancy across sectors like FMCG, Consumer Durables, Telecom, Personal Care and Financial Services. Have engaged with large, world class clients to ensure timely delivery of ongoing and ad-hoc research analysis and management consulting to support the client's Customer Experience Management initiatives.
- Designed and implemented projects in high paced environments by transforming strategic plans into workable solutions and bench-marking performance against key goals/targets.
- Have a strong knowledge across a broad array of current and new methodologies in Research and Analytics. Demonstrated ability to translate data into actionable insights and recommendations by combining fundamental knowledge of Statistics, Business Research and Operations Research with adoption and use of technology tools like IBM SPSS, RapidMiner, Solver, R to name a few.

Research Expertise

- Invited as Expert Speaker at the first ever Women in Data Science (WiDS) conference held by Stanford University in Mumbai in collaboration with VJTI Institute. The topic included discussing the role of marketing analytics and text mining in targeting the right customers. The conference was sponsored by Fractal Analytics (a leading Indian analytics service provider). (Mar 2018)
- Research on viable blockchain models for financial services with specific use case for a leading private sector bank in India presented at Massachusetts Institute of Technology (MIT campus) as part of the Bitcoin Expo by two full time students under my guidance.
- Awarded Ph.D. degree by SNDT University for thesis on "An Analysis of Indian Retail Sector – An Econometric Approach" in May 2012. The research undertaken predicts whether the foray of large organized grocery retailing would close down millions of traditional formats and result in loss of livelihood, suggesting measures to counter the onslaught. It also attempts to identify the reorientation needed by the traditional retail outlets to retain their place and consolidate their survival and growth which can take place despite the establishing of the modern retail formats. The research uses factor analysis and multiple regression analysis and comes out with major drivers of traditional formats and modern formats based on the customer responses.
- Worked extensively on various proprietary models in Market research like continuous tracking studies, Usage and Attitude studies, Day after recall studies, Ad Pretesting models, Workplace Audits, and Employee Satisfaction across FMCG, Financial Services, and Consumer Durables sector.
- Co-developed a proprietary Employee Learning Engagement model. Based on empirical research of 150 full time employees, it is a statistically-based model that uses various multivariate techniques to identify the key components and drivers of Employee Learning engagement that are common across most/all organizations.

Professional Experience Details

Adjunct Faculty of Marketing, K J Somaiya Institute of Management Studies & Research (Jan 2017 till Date)

- Working on research projects and research paper publication as part of Centre of Excellence Consumer Research for the Institute
- Key projects – Blockchain Technology in Financial services, Influencer Marketing and its role among millennials, Perception of Health and Fitness among Indians, perception and attitude towards Jivana Sugarcane Juice for Godavari Biorefineries; perception and responsiveness of potential aspirants for Healthcare Management program (PGDM Healthcare Management program launched in 2018), Future of work – understanding expectations of millennials.
- Key research papers – Paper accepted for presentation at 10th Regional European Management Academy Conference (EMAC), Presented paper at Global Marketing Conference (July 2018), 8th Regional European Management Academy (EMAC) Conference, Timisoara, Romania, 2nd Prize at SIMSR Global Marketing Conference, Runner up at the 5th International HR Conference -SIMSR, 3rd runner up at SGMC conference (**Further Details in Papers published section**)

Director Customer Experience, Unpickle (Nov 2015 till Date)

- Design the End-to-end Customer Experience for Unpickle's customers encompassing all elements of the customer journey, including the implementation of a Customer Experience Strategy
- Responsible for driving Customer Experience and Cost Efficiency improvements by redesigning services, automating business response and creating predictive devices for personalization
- Engage with Clients to identify opportunities to optimize customer interactions across multiple touch-points including traditional channels and social channels
- Collaborate with key stakeholders to define the architecture of Customer Experience Management, define key milestones and monitor the road map to achieve the objectives

Director, Autus Learning Consultants (Aug 2012-Oct 2015)

- Lead Business Analytics and Research. Developed diagnostic tools & analysis plans based on business objectives, business & people performance models derived from empirical research, and application oriented instructional methods.
- Conceptualized, designed and delivered learning solutions across sectors like Telecom, Personal Care, Legal Process Outsourcing etc
- Designed and delivered a 45-day structured learning intervention to on-board and build sales capabilities of close to 2000 sales members across India for a leading Telecom Service Provider
- Conceptualized and implemented a standard induction framework with review mechanisms for a team of 300 advisers for a Skin Care Organization to reduce ramp up time of the team

Full Time Faculty with K. J. Somaiya Institute of Management Studies and Research (Aug 2003-Aug 2012)

- First person responsible for introducing statistical software packages like SPSS, Megastat and Statpro as part of the Data models, Marketing Research and Quantitative Models curriculum to restructure the pedagogy.
- Subject Matter Expert in the area of Academic Research. Have guided Doctoral students in various stages of their Thesis like Data Analysis, Questionnaire Design, developing hypothesis etc, by conducting extensive workshops for the PhD cell.
- Have presented/published more than 15 papers in the area of Business Research

- Have conducted Management Development programs in Statistical tools and applications using IBM SPSS for Doctoral students, faculty and industry.
- Guided students on live projects from the industry in the area of Marketing Research

Assistant Research Manager with AC Nielsen ORG MARG (Jan 2003-Apr 2003)

- Was responsible for developing contact and generating business from a leading automobile player. Research activity involved testing the advertising campaigns and developing a consumer track for the client.

Senior Research Executive with NFO MBL (now Kantar India) (Dec 2000 – Jan 2003)

- Was the key resource personnel handling post advertising testing for a leading brand of soft drink. A total of 22 Ad Copy tests were researched.
- Handled tracking studies for financial services, FMCG and media. Was the key resource personnel for the tracking study of a leading Television channel as well as Financial services.
- Handled ad hoc studies like Day after recall, Post launch evaluation, Pricing, etc. for leading FMCG brands across sectors.

Trainee Research Executive with Gallup Organization (June 2000 – Dec 2000)

- Responsible for conducting and deriving insights from In-depth interviews to create customized Workplace Audit and Employee Satisfaction Survey Instruments
- Worked on Customer Satisfaction studies and Employment satisfaction studies (Gallup Workplace Audit) for a Consumer Durable Player and Decorative Paint Player.

Details of Research Paper published/presented at Conference

DATE	TITLE	DETAILS
July 2020	Future of Work - An empirical study to understand expectations of millennial from organizations	To Be Published - Business Perspective Research, A Sage publication, UGC approved Journal, SCOPUS Indexed
Sep 2019	Paper accepted. "From Touch & Feel To Touchscreen: Analyzing Consumer-Brand Relationship Over Channel Transitions Among Millennial Indian Women In The Color Cosmetics Category"	10th EMAC (European Marketing Academy) Regional Conference to be hosted by the Saint Petersburg State University of Economics (UNECON).
April 2019	A consumer behavior study on potential opportunities and barriers for micro merchant adoption of digital payments	TAPMI Marketing Conference
Feb 2019	Examining the Antecedents of Acceptance of Influencers by Millennials with Specific Focus on Product -Influencer Fitment In The Indian Context	2 nd Prize at 14 th SIMSR Global Marketing Conference
Jan 2019	Promoting Business School Brands Through Alumni (Past Customers)-Analyzing Factors Influencing Their Brand Resonance	Journal of Promotion Management, B category in ABDC list
July 2018	Analyzing Factors That Influence Brand Resonance Among Alumni (As Past Customers) To Develop Brand Equity for Higher Education Brands	Global Marketing Conference Tokyo
July 2018	Application of Ensemble Models in Credit Scoring Model	Business Perspective Research, A Sage publication, UGC approved Journal, SCOPUS Indexed

March 2018	Blockchain Technology :Emerging relevance in the Financial Services Sector	International Research Journal of Business and Management (UGC approved) ISSN 2322-083X
Feb 2018	An Empirical Study on Consumer Perception of Naturally Healthy Juices	3rd Prize - 13th SIMSR Global Marketing Conference
Feb 2018	Future of Work - An empirical study to understand expectations of millennial from organizations	Runner Up at the 5th International HR Conference -SIMSR
Jan 2018	Attitude and Perception of Small and Medium Size Merchants towards Digital Payments	7th Annual SIMSR International Finance Conference (SIFICO)
Jan 2018	Blockchain Technology :Emerging relevance in the Financial Services Sector	7th Annual SIMSR International Finance Conference (SIFICO)
Sep 2017	Analyzing Dimensions of Caring Behavior that Impact and Create Lifetime Memories: The Student – Teacher Relationship in a Digitized World	8th Regional European Management Academy (EMAC) Conference , Timisoara, Romania
Feb 2016	Application of Ensemble Models in Credit scoring Model	12th SIMSR Global Marketing Conference
Sep 2014	Strategies of Telecommunication players in increasing Technology adoption among Small and Medium Enterprises	Presented at "2014 International Conference on Marketing: Concepts to Applications" DAV Centenary College Faridabad, Published by Bloomsbury
July 2013	An empirical study on buying criteria of paint dealers	Advance Management Research: An International Journal
Feb 2013	Determinants of customer satisfaction of traditional and modern formats in food and grocery: the case of Indian Retail	International Journal of Research in Commerce, Economics and Management
Jan 2012	An Exploratory study of Organic food vs Conventional food	7th SIMSR Asia International Conference
Oct 2011	An Empirical study on Financial Awareness of working women in India	The International Journal's Research Journal of Social Science and Management
Sep 2011	Food and Grocery Retail: A comparative study between organized and traditional formats	The International Journal's Research Journal of Social Science and Management
July 2011	Key Discriminators of Customer Satisfaction In Organized Formats And Traditional Formats With Reference To Food And Grocery.	SS INTERNATIONAL JOURNAL OF ECONOMICS AND MANAGEMENT
Dec 2010	A study on shopping behavior in organized retail vs. traditional retail formats with focus on food, grocery and household items in Mumbai	International Marketing Conference IIM Calcutta
April 2010	Tourism Technology - Promoting Haryana Tourism through Suraj Kund Mela	Published in Book Titled "Managing Business Organizations, Knowledge and the External environment -MacMillan

		Advanced Research Series
Jan 2010	A study of unconventional brand building technique - Marathons	Synergy Research Magazine
July 2009	Marketing of Soul as the Soul of Marketing	Advertising Express-ICFAI University Press
April 2009	Slowdown Millionaire-Study of the FMCG sector during recession	National conference on global Meltdown-Issues, Challenges, and Strategies, Institute of Management and Technology, Faridabad
May 2008	Study Indicating underlying factors and preferences for reality shows on TV	International conference on Statistics and its Applications in Management, IIM Kozikode
Jan 2008	Celebrity endorsement fit and underlying factors	Synergy, SIMSR
Sep 2007	Buyer Behaviour of mobile phones amongst youth segment	Seminar on changing paradigms in Management, Annamalai university
Feb 2006	Drivers for Shoprite Hypermarket	SIMSR Asia International conference
Jan 2004	Multiple Regression to understand drivers of satisfaction for the canteen at SIMSR	Synergy, SIMSR

Educational Qualification

- Ph.D. degree from SNTD University in the faculty of Management (May 2012)
- Faculty Development Program from IIM Ahmedabad (2007) with A grade.
- MPhil degree (2006) with a First class.
- PGDM from Goa Institute of Management (1998 – 2000) with specialization in Marketing.
- B.Sc in Statistics from Mumbai University –Ruia College (1995-98) with 72%.