

Monica Khanna, B.Tech, MMS, Ph.D

K. J. Somaiya Institute of Management Studies & Research, Vidyavihar (East). Mumbai – 400 077

Phone: 022 6728 3000 / 3050; Mobile: +91 98206 03002;

Email: director.simsr@somaiya.edu / monicak@somaiya.edu



Director & Professor of Marketing Management and Chairperson of the Center for Consumer & Market Studies in Emerging Economies. Academic experience of 23 years in the area of Marketing, Strategic Brand Management, Marketing Research, Services Marketing in Institutions such as K J Somaiya, Indian Institute of Foreign Trade at New Delhi, IIT Bombay Shailesh J Mehta School of Management, NITIE & Don Bosco Institute of Management Studies. Industry experience of 4 years in Engineering & Industrial Automation with Siemens Limited at Mumbai.

Passionate about teaching, developing and publishing cases based on Indian businesses and research in the area of Brand Management & Consumer Behavior with focus on University Branding, Heritage Brands, Impulse Buying Behavior, Online Buying Behavior, Consumer Behavior among Low Income Groups in India, Relationship Marketing and Healthy Food Choices among Urban Indians. Registered as Ph.D. Guide with University of Mumbai and External PhD Guide with Birla Institute of Technology (BIT), Mesra and have successfully guided 3 Ph.D. Scholars (2 from University of Mumbai and 1 from BIT Mesra).

Dr. Monica has travelled abroad for exploring possibilities for international collaborations with universities in USA, China, Hong Kong, Europe, Japan, and research paper presentations in conferences conducted in Europe, Turkey, Japan and Kenya. She has been invited to address Ph.D. students of Hamburg School of Business Administration in Germany and for international faculty exchange programme to teach International Management at DHBW Stuttgart in June 2016, June 2017 and June 2018.

Dr. Monica has won awards for case study competitions held by the Aditya V Birla India Centre at the London Business School, awards for excellence in teaching by the Bombay Management Association, Higher Education Forum, Somaiya Vidyavihar, and recently Y K Bhushan Award for 100 Most Dedicated Teachers of India.

Dr. Monica has also been elected as member of the Managing Council of All India Management Association (AIMA), New Delhi for AY 2015-17 and AY 2017-19.

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PROFESSIONAL EXPERIENCE

ACADEMIC EXPERIENCE

19 th Dec 2016 till date	Director & Professor of Marketing, K J Somaiya Institute of Management Studies & Research, Mumbai, India
April 2015 – December 2016	Incharge Director & Professor of Marketing, K J Somaiya Institute of Management Studies & Research, Mumbai, India
June 2012 - April 2015	Professor & Area Chairperson – Marketing Management, K.J. Somaiya Institute of Management Studies & Research, Mumbai, India
July 2014 to date	Chairperson – Center for Consumer & Market Studies in Emerging Economies, K.J. Somaiya Institute of Management Studies & Research, Mumbai, India
2011 onwards	Professor, K J Somaiya Institute of Management Studies & Research, Mumbai, India
2005 - 2011	Reader / Associate Professor, K J Somaiya Institute of Management Studies & Research, Mumbai, India
2000 - 2005	Senior Lecturer, K J Somaiya Institute of Management Studies & Research, Mumbai, India
1995 - 2000	Lecturer, K J Somaiya Institute of Management Studies & Research, Mumbai, India

VISITING FACULTY

June – September 2012	Visiting faculty – NITIE, Mumbai
September 2007 – November 2012	Visiting Faculty – Shailesh J Mehta School of Management, IIT Bombay
June 1998 - June 1999	Consultant, Indian Institute of Foreign Trade, New Delhi (on sabbatical from K J SIMSR)

Ph.D. GUIDESHIP

June 2012 onwards	Ph.D Guide – University of Mumbai
December 2008 - 2015	Ph.D Guide (External) – BIT Mesra, Ranchi

INDUSTRY EXPERIENCE

June 1986 - June 1990	Design Engineer, Siemens Limited, Mumbai
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PROFESSIONAL QUALIFICATIONS

Ph.D.	University of Pune, June 2006
M.M.S.(Marketing)	University of Mumbai, Narsee Monjee Institute of Management Studies, June 1992, First Class
B. Tech (Electrical Engineering)	National Institute of Technology, Warangal, January 1986, First Class
N.E.T. (Test for Lecturership)	UGC Test, New Delhi, Dec 1998

Honors & Awards

November 2017	“Y K Bhushan 100 Most Dedicated Teachers of India” Award at the World Education Congress, Nov 2017
September 2018	Best Institute of Somaiya Vidyavihar Award – Founder’s Day Celebrations
April 2017-19	Member of the Executive Council of AIMA – All India Management Association
March 2017	Invited as Member of UGC appointed committee for inspection of Thiagarajar Institute of Management, Madurai
August 2016	Invited as Member of UGC appointed committee for inspection of Coimbatore Institute of Management and Technology
April 2015-17	Member of the Executive Council of AIMA – All India Management Association
January 2016	Invited as member of Panel of Judges for the Ramkrishna Bajaj National Quality Awards, 2015 by Indian Merchants Chamber, Mumbai
January 2016	Invited as member of the Board of Studies of Amity Business School, Amity University, Mumbai
May 2015-Dec 2016	Independent Lady Director – Entegra Ltd – an S Kumar Group Company
September 2015	Member - Academic Advisory Board, Brand2Global Conference, 29th Sept – 1st Oct 2015, London, Conference Website http://www.brand2global.com/news-posts/call-for-papers-pre-conference-academic-track-2/ , accessed on 7th Feb, 2015

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- June 2015 Book reviewer for the book on Strategic Brand Management by Kevin Lane Keller, M G Parameswaran and Isaac Jacob (Indian Adaptation), 4th Edition, Pearson Education, and my testimonial published on the reverse of the book.
- October 2014 Book reviewer for the book on Consumer Behavior by Leon G. Schiffman, Joseph Wisenblit and S.Ramesh Kumar (Indian Adaptation), 11th Edition, Pearson Education, and my testimonial published on the reverse of the book.
- 9th Sept 2014 Provost's Award for Excellence in Teaching by the Somaiya Vidyavihar, promoting trustee of the K J Somaiya Institute of Management Studies & Research.
- 5th Sept 2014 Award for Excellence in Teaching by K J Somaiya Institute of Management Studies & Research on Teacher's Day celebrations.
- November 2010 Awarded " Women Super Achievers Award " at the 18th Dewang Mehta, Business School Awards, Mumbai
- September 2010 Awarded " Outstanding Contribution to Teaching" by the Higher Education Forum, Mumbai
- July 2010 Book Reviewer – Principles of Marketing, Pearson Education - Kotler, Armstrong, Agnihotri, Ehsaan Ul Haque – Edition 13.
- July 2009 Elected as Member of the Executive Council of the Bombay Management, Association for the years 2009-11.
- December 2008 Award for Case Study " From Soaps to Software to Soaps - Wipro Acquires Unza " selected by the Aditya V Birla India Center at the London Business School in UK and a prize money of Rs 1 Lakh was awarded for the same.
- July 2008 Book Reviewer - Marketing Management – South Asian Perspective, *Pearson Education - Kotler, Keller, Koshy, Jha – Edition 13.*
- November 2007 Award for Case Study on " Re-Positioning India Post - from a Logistics Company to a Marketing & Financial Behemoth " selected by the Aditya V Birla India Center at the London Business School, UK and a prize money of Rs 1 Lakh was awarded for the same.
- June 2007 " Best Teacher of Management " Award by the Bombay Management Association for the year 2006-2007.
- October 2006 Book Reviewer - Marketing Management – South Asian Perspective, Pearson Education - Kotler, Keller, Koshy, Jha – Edition 12(IE)

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PUBLICATIONS

PRIZE WINNING CASE STUDIES

- Nov 2008 Monica Khanna, From Soaps to Software to Soaps – Wipro Acquires Unza - for the Aditya V Birla India Centre at the London Business School, UK – Prize Winning Case (Prize Money : Indian Rupees 1 Lakh) – case published on ECCH - Case Reference no. 310-280-1; <http://www.ecch.com/educators/search>
- Nov 2007 Monica Khanna, Re-Positioning India Post – From a Logistics Company to a Marketing & Financial Behemoth - Aditya V Birla India Centre at the London Business School, UK – Prize Winning Case (Prize Money : Indian Rupees 1 Lakh) - Case published on ECCH - Case Reference no. 608-040-1; <http://www.ecch.com/educators/search>
- Oct 2007 First Mover Disadvantage – Developing New Consumer Categories in India – The Case for “ Wet Wipes ”, as part of the TCS SMART MANAGER Case Study Competition organized by Smart Manager Magazine, India, Oct-Nov 07, Vol 6, Issue 6, for Management Students;
http://thesmartmanager.com/file/TheSmartManager,%20SanjeevGuptaExpert,%20Oct-Nov%2007_436.pdf

JOURNAL PUBLICATIONS

- Oct – Dec 2017 Vilasini Jadhav, **Monica Khanna**, A Demographic Study of Online Buying Behavior Among College Students in Mumbai, India, South Asian Journal of Management, Vol.24, Issue No.4, Oct-Dec 2017, ISSN: 0971-5428, pp 11-34
- Jan 2016 Jadhav, V., & **Khanna, M.**(2016). Factors Influencing Online Buying Behavior of College Students: A Qualitative Analysis. The Qualitative Report , 21(1), 1-15. Retrieved from <http://nsuworks.nova.edu/tqr/vol21/iss1/1>
- Aug 2014 Isaac Jacob, **Monica Khanna**, Neha Yadav, Beyond Poverty : A Study of Diffusion & Adoption of Feminine Hygiene Products Among Low Income Group Women in Mumbai, ELSEVIER, Procedia – Social and Behavioral Sciences, 148(2014) 291-298
- July 2014 Hardeep Singh, **Monica Khanna**, "Embracing Social Media for Responsible Marketing: A Case Analysis of Food and Beverage Marketers (Non- alcoholic)", *Social Media Marketing - Emerging Concepts and Applications*, Excel Publications, ISBN No 978-93-5062-2, pp 218-229
- June 2014 **Monica Khanna**, Isaac Jacob, Neha Yadav, Identifying and Analyzing Touchpoints for Building a Higher Education Brand, Journal of Marketing for Higher Education, Volume 24, Issue 1, 2014, pp122-143

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- June 2013 **Monica Khanna**, Karandikar Manisha, Impact of Relational Collectivism on Impulse Buying for Others, International Journal of Indian Culture and Business Management, Vol. 7, No. 4, 2013, ISSN Print 1753-0806, pp 589-604
- Dec 2011 **Monica Khanna**, Karandikar Manisha, Kuruvilla Shelja, Impact of In- Store Influences on Impulse Buying, Journal of Management Development & Research, Vol-1, Issue -2, Kohinoor Business School, Pune, India, ISSN No. . 2249-023X
- Jan 2011 **Monica Khanna**, Karandikar Manisha, Arekar Kirti, Is Impulse Buying Product Specific in India, South Asian Business Review, Vol 2, No. 2, Birla Institute of Management and Technology, Greater Noida, India, ISSN 0975 – 4326
- Jan 2011 **Monica Khanna**, Destination Branding – Developing Brand India, Synergy, Journal of K. J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819
- Jan 2010 **Monica Khanna**, Banerjee Avipsha, Marketing of Luxury Brands, *Synergy*, Journal of K. J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819
- July 2008 **Monica Khanna**, Ghai Suresh, Rawat S, Retail Power - A Study of the Rise of the Private Labels and its Customer Perception, *Synergy*, Journal of K.J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819
- July 2007 **Monica Khanna** – Brand Loyalty and the Urban Indian Women : Understanding their Buying Behavior Across Different Product Categories, *Synergy*, Journal of K.J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819

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CONFERENCE PROCEEDINGS

- February 2018 Vilasini Jadhav, **Monica Khanna**, Isaac Jacob, Service Quality Perception of Global Versus Local Online Retailers Operating in India, Marketing to the Global Consumer (Conference Book of Proceedings), ISBN 978-93-81715-14-7, pp 230-232
- February 2018 Hardeep Singh, **Monica Khanna**, Apurv Anand Tekriwal, Factors Contributing to Actual Behavioral Control in the Adoption of Healthy Food Choices – Self Efficacy, Convenience, Hedonism, Marketing to the Global Consumer (Conference Book of Proceedings), ISBN 978-93-81715-14-7, pp 58-63
- February 2018 Hardeep Singh, **Monica Khanna**, Sumeteesh Kanjani, Exploring Triggers and Barriers to Healthy Food Choices, Marketing to the Global Consumer (Conference Book of Proceedings), ISBN 978-93-81715-14-7, pp 14-22
- February 2017 Hardeep Singh, **Monica Khanna**, Applying The Theory of Planned Behavior To Study Adoption of Healthy Food Choices Among Urban Indian Adults, New Age Customer Centric Marketing, (Conference Book of Proceedings), ISBN 978-93-85537-04-2, pp 100-107
- February 2017 Vilasini Jadhav, **Monica Khanna**, An Empirical Examination of College Students' Demographics on Online Buying Behavior in Mumbai, New Age Customer Centric Marketing, (Conference Book of Proceedings), ISBN 978-93-85537-04-2, pp 135-137
- February 2016 Hardeep Singh, **Monica Khanna**, A Proposed Self-Efficacy based Segmentation of Consumers of Healthy Food Choices, Experiential Marketing: Touch points. Technology. Communication. Customer Interface (Conference Book of Proceedings), ISBN 978-9385-777-196, pp 17-23.
- February 2016 Vilasini Jadhav, **Monica Khanna**, Online Shopping Behavior: A Focus Group Study, Experiential Marketing: Touchpoints. Technology. Communication. Customer Interface (Conference Book of Proceedings), ISBN 978-9385-777-196, pp 138-141.
- March 2015 Hardeep Singh, **Monica Khanna**, Abhishekh Samanta, Factors Influencing Food Choice Among Urban Indian Young Adults- Implications for Food and Beverage Marketers, Innovation based Sustainable Practices of Organizations, (Conference Book of Proceedings), ISBN 978- 93-83003-01-3, pp 225-233
- February 2015 Vilasini Jadhav, **Monica Khanna**, Online Shopping Behavior Among College Students in Mumbai, Engagement Marketing: Consumers. Markets. Technology (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 43-47 (Best Research Paper presented in the Conference).

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- February 2015 Shalini Talwar, **Monica Khanna**, Isaac Jacob, A Critical Analysis of Value Drivers for e-Brands, Engagement Marketing: Consumers. Markets. Technology (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 178-187 (Third Prize for Research Paper presented in the Conference).
- February 2015 **Monica Khanna**, Ralston Rajvaidya, A Conceptual Study on Affordable Luxury in India, Engagement Marketing: Consumers. Markets. Technology (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 82-88.
- February 2015 Hardeep Singh, **Monica Khanna**, International Regulations on the Promotion of Processed Food and Beverages to Children – Implications for India, Engagement Marketing: Consumers. Markets. Technology. (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 50-54.
- June 2010 **Monica Khanna**, Karandikar Manisha, Impact of Shopping Groups on Impulse Buying Behavior in India, for the LCBR European Marketing Conference 2010, held and organized by the Lupcon Center for Business Research, Munich, Germany, ISSN 2190-7935, available at http://www.lcbr-online.com/index_files/WebProceedingsEMC2010.pdf
- December 2009 **Monica Khanna**, Karandikar Manisha, Evaluating Impulse Buying from a Cultural Perspective, for the 7th AIMS International Conference on Management – held at IIM Bangalore.

CHAPTERS IN BOOKS / BOOK EDITOR

- February 2018 Marketing to the Global Consumer, Conference Proceedings, 13th SIMSR Global Marketing Conference, ISBN 978-93-81715-14-7 (Book Co-Editor)
- February 2017 New Age Customer Centric Marketing, Conference Proceedings, 12th SIMSR Global Marketing Conference, ISBN 978-9385-537-04-2 (Book Co-Editor)
- January 2016 Experiential Marketing: Touchpoints. Technology. Communication. Customer-Interface, Conference Proceedings, 11th SIMSR Global Marketing Conference, ISBN 978-9385-777-196 (Book Co-Editor)
- February 2015 Engagement Marketing: Consumers. Markets. Technology, Conference Proceedings, 10th SIMSR Global Marketing Conference, ISBN 978-81-7039-292-7 (Book Co-Editor)
- January 2014 Ubiquitous Marketing: Unwired Consumers... Rewriting Rulebooks, Conference Proceedings, 9th SIMSR Global Marketing Conference, ISBN 978-81-7039-289-7 (Book Co-Editor)

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- January 2013 Marketing Metamorphosis : Transforming Lives ... Nurturing Lifestyles, Conference Proceedings, 8th SIMSR Global Marketing Conference, ISBN 978-81-7039-286-6 (Book Co-Editor)
- April 2012 Marketing Unbound, Selected Book of Research Papers, 7th SIMSR Asia Marketing Conference, ISBN 978-81-7039-283-5 (Book Co-Editor)
- January 2012 Marketing in Transition, Selected Book of Research Papers, 6th SIMSR Asia Marketing Conference, ISBN 978-93-81361-58-0 (Book Co-Editor)
- January 2011 Customer Impact of Reference Groups on Impulse Buying, for the book published by Excel India Publishers titled **MARKETING IN TRANSITION**, pp 35-41, Co-author Prof Manisha Karandikar, ISBN 93 – 81361 -58-4 (Chapter in Book)
- December 2008 Customer Satisfaction Survey for an e-Brand – A study of the e-Brand PaGalGuy.com, for the Advanced Research Series published by Macmillan India Limited titled **BRANDS RISING. ...As Products Fall**, pp 159-173, co-author Prof Dr Suresh Ghai, ISBN 023 – 063-677-2 (Chapter in Book)
- June 1998 Qualitative Research, Marketing Research MS – 66, Unit 3, Indira Gandhi National Open University, School of Management Studies, New Delhi ,pp 5- 15, ISBN -81-7605-355-4 (Chapter in Book)
- June 1998 Cluster Analysis and Multi-Dimensional Scaling , Marketing Research MS – 66, Unit 4, Indira Gandhi National Open University, School of Management Studies, New Delhi, pp 36-46, ISBN 81-7605-367-8 (Chapter in Book)

PARTICIPATION AND PRESENTATION OF PAPERS IN NATIONAL / INTERNATIONAL SEMINARS, CONFERENCES, WORKSHOPS / SEMINARS ETC

- July 2018 **Monica Khanna**, Isaac Jacob, Anjali Chopra, Analyzing Factors That Influence Brand Resonance Among Alumni (As Past Customers) To Develop Brand Equity For Higher Education Brands, GAMMA 2018 Global Marketing Conference, 26th – 29th July 2018, Tokyo, Japan
- July 2018 Isaac Jacob, **Monica Khanna**, Krupa Rai, , From Differently-Abled To Distinctly-Enabled: Creating Social Capital Using Servqual Model-The Case Of Mirchi & Mime In Mumbai, GAMMA 2018 Global Marketing Conference, 26th – 29th July 2018, Tokyo, Japan
- April 18 **Monica Khanna**, Isaac Jacob, Krupa Rai, Analyzing brands as communicators of opinion leadership and its influence on raising social and behavioral consciousness and change, 23rd International Conference on Corporate and Marketing Communications, 12th – 13th April, 2018, University of Exeter, Exeter, UK

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- April 18 Isaac Jacob, **Monica Khanna**, Krupa Rai, Attribution Analysis of Luxury Brands: An Investigation into Consumer- Brand Identity Congruence through Conspicuous Consumption, 23rd International Conference on Corporate and Marketing Communications, 12th – 13th April, 2018, University of Exeter, Exeter, UK
- January 2018 **Monica Khanna**, 1st Future of Learning Conference, IIM Bangalore, 15th - 16th Jan, 2018
- November 2017 **Monica Khanna**, 1st South and South East Asian University Rectors Forum, Yunnan University, Kunming City, China, 26th – 27th Nov, 2017
- September 2017 **Monica Khanna**, Anjali Chopra, Isaac Jacob, Jacob: Analyzing Dimensions of Caring Behavior that Impact and Create Lifetime Memories: The Student – Teacher Relationship in a Digitized World, 8th EMAC Regional Conference, Timisoara, Romania, 20th to 22nd Sept, 2017
- August 2016 **Monica Khanna**, Isaac Jacob, Hardeep Singh, Establishing Academic Leadership through INDUSTRY SPECIFIC EMPLOYMENT ORIENTED Teaching Learning Model, 7th IMC Conclave co-organized by mbauniverse.com and IIM Ahmedabad at IIM Ahmedabad, 4th to 6th August 2016
- July 2016 Isaac Jacob, **Monica Khanna**, Krupa Rai, Analysing The Cross Cultural Impact Of The “ World Of Barbie” On Young Indian Girls In Shaping Their Mindset To Belong To A Transnational Imagined Community, 2016 Global Marketing Conference, Hong Kong, 21st to 24th July 2016
- July 2016 **Monica Khanna**, Isaac Jacob, Krupa Rai, Analysing influencers in consumer-brand relationship for heritage brand in personal care category by conducting symmetric, causal and asymmetric tests, 2016 Global Marketing Conference, Hong Kong, 21st to 24th July 2016
- March 2016 Monica Khanna, Director’s Forum 2016, 2nd Asian Management Conclave, Singapore, 9th March 2016
- January 2016 Singh, H.& **Khanna,M.**(2016). A Proposed Self-Efficacy based Segmentation of Consumers of Healthy Food Choices, at the 11th SIMSR Global Marketing Conference (1st Prize)
- January 2016 Jadhav, V., & **Khanna, M** (2016), Online Shopping Behavior : A Focus Group Study, at the 11th SIMSR Global Marketing Conference, Mumbai (2nd Prize)
- December 2015 **Monica Khanna**, The Dilemma of Faculty Shortage, Conference on Accreditation of Institutional Learning and Growth, AMDISA, Hyderabad

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- May 2015 **Monica Khanna**, Isaac Jacob, Identifying and Analysing Sources and Dimensions of Brand Personality for a Business School, 44th European Marketing Academy Conference (EMAC 2015), KU Leuven and Vlerick Business School in Leuven, Belgium.
- April 2015 **Monica Khanna**, Research Challenges in Emerging Economies, Doctoral Seminar, HSBA, Hamburg School of Business Administration, Hamburg, Germany.
- April 2015 **Monica Khanna**, Isaac Jacob, Transforming into a Thought Leader with the Big Brand Idea : The Case of “ Jaago Re ” with Tata Tea, 20th Corporate and Marketing Communications Conference, Izmir University of Economics, Izmir, Turkey.
- February 2015 **Monica Khanna**, Conference Chairperson, 10th SIMSR Global Marketing Conference, Feb 24th -25th 2015. Theme of the Conference “Engagement Marketing: Consumers. Markets. Technology”, held in academic association with College of Business and Public administration, San Bernardino, USA.
- April 2014 **Monica Khanna**, Isaac Jacob, Rejuvenating a Quintessential Brand: The Legend of Royal Enfield, 19th Corporate and Marketing Communications Conference, Universita Cattolica Del Sacre Coeur, Milan, Italy.
- January 2014 **Monica Khanna**, Conference Chairperson, 9th SIMSR Global Marketing Conference, Jan 6th – 8th 2014. Theme of the Conference “Ubiquitous Marketing: Unwired Consumers Rewriting Rulebooks ”, held in academic association with College of Business and Public administration, San Bernardino, USA and Management University of Africa, Nairobi, Kenya.
- September 2013 Isaac Jacob, **Monica Khanna**, Neha Yadav, Beyond Poverty : A Study of Diffusion & Adoption of Feminine Hygiene Products Among Low Income Group in Mumbai, 2nd International Conference on Strategic Innovative Marketing, Czech Republic, Prague.
- January 2013 **Monica Khanna**, Conference Chairperson, 8th SIMSR Global Marketing Conference, Jan 4th & 5th 2013, organized by K J Somaiya Institute of Management Studies & Research, Mumbai; in academic association with Xiamen University, China and College of Business and Public Administration, California State University, San Bernardino, USA. Theme of the Conference: “Marketing Metamorphosis: Transforming Lives. Nurturing Lifestyles”.
- October 2012 **Monica Khanna**, Isaac Jacob, Neha Yadav, Knowledge Management in Management Education: Identifying & Analyzing Knowledge Touch Points for Building an educational Brand, 4th International Conference on Industry and Higher Education, Management University of Africa, Nairobi, Kenya.

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- January 2012 **Monica Khanna**, Conference Chairperson, 7th SIMSR Asia Marketing Conference, Jan 6th & 7th 2012, organized by K J Somaiya Institute of Management Studies & Research, Mumbai; in academic association with AIT Bangkok, Deakin University Australia, and College of Business and Public Administration, California State University, San Bernardino, USA. Theme of the Conference “Marketing Unbound”.
- January 2011 **Monica Khanna**, Conference Chairperson, 6th SIMSR Asia Marketing Conference, Jan 2nd & 3rd 2011, organized by K J Somaiya Institute of Management Studies & Research, Mumbai; in academic association with AIT Bangkok, Deakin University Australia. Theme of the Conference “Marketing in Transition”.
- January 2011 Extent of Impulse Buying for Self and Others, for the 4th IIMA Conference on Marketing in Emerging Economies, organized by Indian Institute of Management, Ahmedabad, India; co-author Prof Manisha Karandikar
- June 2010 Impact of Relational Collectivism on Impulse Buying, for the International Conference on Demography, Culture and Marketing, organized by the Xavier’s Institute of Management, Bhubaneswar, India; co-author Prof. Manisha Karandikar.
- June 2010 Impact of Shopping Groups on Impulse Buying Behavior in India, for the LCBR European Marketing Conference 2010, held and organized by the Lupcon Center for Business Research, Munich, Germany, co-author Prof. Manisha Karandikar (in absentia).
- January 2010 Destination Branding – Developing Brand India, for the International Conference on Brand Management held at Institute of Management Technology (IMT) Ghaziabad- India.
- December 2009 Evaluating Impulse Buying from a Cultural Perspective”, for the 7th AIMS International Conference on Management – held at Indian Institute of Management, Bangalore, India; co-author Manisha Karandikar.

MAJOR CONSULTANCY PROJECTS

- October 2012 **Feasibility Analysis: New Educational Institution in the areas of Adipur, Gandhidham, Anjaar and Bhuj, Somaiya Trust, Mumbai**
- June – Oct 2007 **Perception of US fashion Brands in India** - for Dr ByoungHo Jin, Associate Professor and Graduate Coordinator, Oklahoma State University, USA – conducted focus group discussions and data collection through a questionnaire among the target group of customers.
- December 2006 **Time Perspective and Consumer Behavior: Adoption of New Products by Consumers** – for Prof Kiran Karande- Associate Professor at the Old Dominion University in USA – conducted focus group discussions and data collection through a questionnaire among the target group of customers.
- June 2006 **Knowledge Management in the SSI Sector in India – Pharma Industry** - for Indian Institute of Foreign Trade, New Delhi - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey.

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- May 2006 **Feasibility of Launching Panchkarma Center** at the K. J. Somaiya Hospital and Medical College, Mumbai – complete project carried out, including developing the questionnaire and conducting the survey.
- February 2006 **Knowledge Management in the SSI Sector in India – Food Processing Industry –** for Indian Institute of Foreign Trade, New Delhi - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey.
- February 2006 **Corporate Image Building Exercise for Siemens Corporate Finance Private Limited,** Mumbai - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey.
- June 2004 **EDECAD Project – Education & E-Commerce Task Force for Asia and EU Small Business Units –** for Indian Institute of Foreign Trade, New Delhi, in association with University of Birmingham, UK - conducted a pilot study on the knowledge management practices in SME's in India.
- May 1999 **Export Potential Survey of the Vidharbha Region of Maharashtra –** for IIFT New Delhi - conducted a study on the handicrafts, handlooms and warehousing facilities for the Vidharbha Region.

INTERNATIONAL TEACHING ASSIGNMENTS

- June 2018 International Faculty Exchange – DHBW Stuttgart – June 2018 – to teach the subject of International Management for 20 hours from 4th June 2018 to 8th June 2018
- June 2017 International Faculty Exchange – DHBW Stuttgart – May - June 2017 – to teach the subject of International Management for 20 hours from 29th May to 2nd June 2017
- June 2016 International Faculty Exchange – DHBW Stuttgart – June 2016 – to teach the subject of International Management for 20 hours from 6th to 10th June 2016
- April 2015 International teaching assignment to lecture to PhD students at the Hamburg School of Business Administration on “Research Challenges in India”.

DOCTORAL THESIS GUIDED

- December 2017 A Study on the Factors which Influence Online Buying Behavior among College Students in Mumbai – University of Mumbai – Vilasini Jadhav
- September 2017 Adoption of Healthy Food Choices among Urban Indians – A Consumer Behavior Study – University of Mumbai – Hardeep Singh
- November 2015 Impact of Collectivism on Impulse Buying Behavior in India – BIT Mesra – Manisha Karandikar

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PHD THESIS REVIEWED:

- (a) 2016: A Multi Sector Investigation of Recall: Impact of Product Recall Strategies, Dharmsinh Desai University, Nadiad, Gujarat.
- (b) 2016 : To Critically Study and Examine The Determinants of Sales Force Effectiveness and to Evolve a Managerial Model with Specific Reference to Services Sector in Pune Region
- (c) 2015 : The Impact of Service Experience and Brand Experience on satisfaction, Service Brand Attitude, Brand Equity and Repurchase Intention, IBS ICFAI, Hyderabad
- (d) 2012 : A Study on the Influence of Demographics, Psychographics, Shopping Orientation, Mall Shopping Attitude and Shopping Patterns on Mall Patronage, BITS Pilani

IMPORTANT TRAINING PROGRAMMES / CONFERENCES ATTENDED

- October 2018 **AACSB Asia Pacific Annual Conference**, 29th – 31st October 2018, Nagoya, Japan.
- September 2017 **54th Swiss Management Association Conference**, THE RIGHT TIMING, Zurich, 7th September, 2017
- November 2016 **8th Peter Drucker Conference**, The Entrepreneurial Society, 17th – 18th Nov, 2016, Vienna, Austria
- March 2016 **2nd Asian Management Conclave**, co-organized by mbauniverse.com and Singapore Management University, Enhancing Competitiveness of Asian Business Schools, 7th & 8th March 2016
- November 2015 **7th Peter Drucker Forum**, Managing in the Digital Age – Claiming our Humanity, 5th & 6th Nov 2015, Vienna, Austria.
- May 2015 **“Design Thinking and Innovation – Rethinking the MBA ”** workshop conducted by Professor Srikant M. Datar, Arthur Lowes Dickinson Professor of Business Administration at Harvard Business School, at New Delhi.
- February 2015 **“E-Retailing”** workshop conducted by Prof Venkatesh Shankar, Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University, at K J Somaiya.
- September 2014 **“Marketing Analytics For Developing Effective Marketing Strategies”**, workshop conducted by Prof Arvind Rangaswamy, Anchel Professor of Marketing, The Smeal College of Business, Penn State University, USA, at K J Somaiya.

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- March 2014 **“Building Powerful and Profitable Brands”**, workshop conducted by Prof Kevin Lane Keller from Tuck School of Business, Dartmouth, USA, at Mumbai, in academic partnership with Draft FCBULKA and K J Somaiya.
- January 2014 **“Achieving Competitive Superiority Through Service Excellence”**, workshop conducted by Prof A Parasuraman, Prof A Parasuraman, Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD, University of Florida, Miami, USA, at K J Somaiya.
- October 2012 **“Building The Foundations of Management Research Workshop for Doctoral Educators ”**, conducted by Prof Phanish Puranam, Professor at London Business School, organized by All India Management Association, New Delhi, Centre for Management Education.
- November 2009 **Preparing for the Next Wave – Innovation as a Key Differentiator** – 2 day workshop organized by All India Management Association AIMA – BMA in Mumbai.
- February 2008 **2nd Annual Global Forum on Innovation, Creativity, and Intellectual Property – 2 day workshop organized by Confederation of Indian Industries – CII (Western Region) in Mumbai**
- January 2008 **Entrepreneurship Fundamentals - Concepts, Skills and Case Method – 3 day workshop organized by National Entrepreneurship Network (NEN) at Indian Institute of Management – Bangalore.**
- November 2007 **Managing Work, Living Life** – Seminar on Women Managers” organized by the Bombay Management Association.
- April 2007 **Case Development Workshop** conducted by London Business School in Mumbai
- January 2007 Workshop on **“ Strategic Marketing ”** organized by the Bombay Management Association in Mumbai
- February 2006 Workshop on **“ Customer Satisfaction & Loyalty ”** organized at K J Somaiya Institute and conducted by Prof Michael Dorsch from Clemson University, South Carolina, USA
- May 2005 **Case Development Workshop** conducted by European Case Clearing House at Mumbai
- December 2003 Workshop on **“ Managing Knowledge in the Global Markets : The Indian Context ”** organized by Council of Scientific & Industrial Research (CSIR), New Delhi

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- September 2002 “**Advanced Data Analysis for Marketing Decision Making**” at Indian Institute of Management, Ahmedabad.
- January 2001 Five day workshop on **Data-Warehousing and SAS Programming Essentials** at SAS Institute, Mumbai
- December 2000 “**Women Entrepreneurs**” workshop organized by Jammalal Bajaj Institute of Management Studies, Mumbai
- November 2000 “**Knowledge Management**” - 3 days workshop organized by Indian Institute of Management, Ahmedabad
- April – May 1997 “**Trainers Training Program**” at Xavier’s Labour Research Institute- XLRI Jamshedpur

OTHER ACADEMIC ACHIEVEMENTS OR RECOGNITIONS RECEIVED

1. Dr. Arun Arora 50 Best Educational Institutes of India Award at the World Education Congress, November 2017, for K J Somaiya Institute of Management Studies & Research, Mumbai.
2. NIRF 2017 - Rank 41 issued by Ministry of HRD, Government of India to the Institute
3. MOU signed with Saint Martin University, USA in March 2017
4. Award for SIMSR : Innovation Initiatives by B School, Higher Education Forum, Feb 2017
5. Agreement signed with INS Hamla for 2 years in August 2016
6. Award for the Marketing Dept : Lokmat National Education Leadership Award for B School with Industry Related Curriculum in Marketing, July 2015
7. Award for the Marketing Dept : Lokmat National Education Leadership Award for B School with Industry Related Curriculum in Marketing, Feb 2014
8. Invited to be member of the Local Inquiry Committee constituted by the University of Mumbai in June 2014 for inspection of 4 Management Institutes, 4 Management Institutes in Nov 2014, and 1 Management Institute in July 2016 as follows :
 - (a) July 2016 : Yadavrao Tasgaonkar Institute of Management Studies & Research, Dr. N.Y. Tasgaonkar Technical Education Campus, Bhivpuri Road, Tal. Karjat, Nearest Station- Bhivpuri Road
 - (b) Nov 2014 : Hasmatrai & Gangaram Himathmal Mansukhani Institute of Management Studies, C.H.M. College Campus, Opp. Railway Station, Ulhasnagar(W) – 421 003, Aruna Manharlal Shah Institute of Management Science, R.B. Kadam Marg, Near MTNL Exchange, Off. LBS Marg,

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Ghatkopar (West), Mumbai -400086, Shivajirao Jondhale Institute of Management Science, Opp. Railway Station, Asangaon, Tal. Shahapur, Dist. Thane – 421 601, Alamuri Ratnamala Institute of Engineering & Technology, A.S. Rao Nagar, Vill. Sappaon, Tal Shahapur, Dist. Thane – 421 601.

(c) June 2014 : Xavier’s Institute of Management Studies, Mumbai, Sheila Raheja Institute of Management Studies at Bandra East, Mumbai Institute of Management Studies at Wadala, Indira Institute of Management at Navi Mumbai, Deccan Education Society’s Navinchandra Mehta Institute of Technology and Development, Prabhadevi, Mumbai.

9. **Secretary – NIT Warangal Alumni Association – Mumbai Chapter** – between 2007 to 2014 – the membership was increased from 15 members to almost 200 members in the span of seven years. Also celebrated the Golden Jubilee of NIT Warangal in Mumbai in Aug 2009 and Director of NIT Warangal and NITWAA All India President also attended the function.

ADMINISTRATIVE RESPONSIBILITIES / INSTITUTION BUILDING ACTIVITIES

Sr. No.	Name of Committee / Date	Role (Committee Chair person / Member)	Activities Undertaken
1.	Director – 19 th Dec 2016 to date	Head of the Institute	<p>Complete Academic and Administrative responsibilities</p> <p>Key Highlights :</p> <p>(a) NBA Accreditations for 5 programmes – PGDM Core, PGDM IB, PGDM RM, PGDM FS, MMS – AY 2017-18</p> <p>Autonomy Status inspection by University of Mumbai – AY 2017-18</p> <p>(b) Launch of 2 year AICTE PGDM Healthcare Management Programme from AY 2018-19</p> <p>Set up the Bloomberg Finance Lab with 9 terminals – AY 2017-18</p> <p>(c) Launch of Mandarin as an elective language for first year students from AY 2017-18</p> <p>(d) Launch of Master’s Thesis for second year students from AY 2016-17</p> <p>(e) Launch of HOLSEM – Holistic Self Management for students and faculty – AY 2015-16</p> <p>(f) Launch of Ankur ELI – Experiential Learning Initiative – a community service initiative to teach English language to students belonging to under privileged sections of society – AY 2015 - 16</p> <p>(g) Revamped Executive Education Department to float industry specific certification and diploma training programmes – both customized and open calendar training programmes – AY 2017-18</p> <p>(h) MOU’s with around 12 international universities</p>
2.	Incharge Director – April 2015 to 18 th Dec 2016	Head of the Institute	Complete academic and administrative responsibilities for Institute (Annexure – I)

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3.	Area Chairperson – Marketing Department	Head of the Department	The role involves identifying the strengths and challenges of every faculty and academic associate in the department, allocating work in a fair and transparent manner to all the members including the academic associates, motivating the team members by involving them in all department activities, encouraging them by sending them on training programmes, conferences and helping them to participate in research paper conferences. Also, get the best faculty from abroad to conduct workshops for the department faculty. Started an experiential learning initiative for the department faculty by helping to organize a visit to Mercedes Benz factory in Pune. Team building by having department lunch before Diwali and Holi festivals including distribution of token gifts like candles and colors.
4.	Incharge Director	Incharge Director, May 2013	Have successfully handled the conduction of University of Mumbai examinations for MMS and MCA which were held for a period of almost 20 days in May 2013. Also was part of the counseling process for PGDM admissions. The other routine administrative matters were also handled smoothly.
5	Student Handbook	Chairperson	Development of Student Handbook for AY 2013-14 and AY 2014-15
6.	1 st & 2 nd Marketing Round Table Conference	Co - Chairperson	Organizing the speakers and other related activities. (a) AY 2012-13- Theme : Rethinking Marketing - Dr. Bhaskar Das – Group CEO, Zee Media Corporation - Mr. Amit Tripathi, MD of id8 Labs - Mr. Dharmendra Satpathy – VP & Head of Marketing at Tata Mutual Funds (b) AY 2013-14 : Theme : Marketing @ 2020 – New Horizons . New Challenges - Speaker: Ms. Vinita Bali, MD, Britannia Industries Ltd.
7.	International Relations	Member	(a) Deputed to USA for visit to 8 universities from July 22 nd 2013 to 8 th Aug 2013; attended international relations committee meetings from time to time, visit to St Louis University at Madrid in Spain in Sept 2013. (b) Idaho State University, Pocatello (c) Brigham Young University, Provo, Utah (d) Western Washington University, Bellingham (e) Milgard School of Business, Tacoma and University of Washington at Seattle (f) College of Business & Public Administration, California State University, San Bernardino, USA (g) St. Louis University, St. Louis (h) Farmingdale College of the State University of New York, New York (i) Samuel Curtis Johnson Graduate School of Management and their Emerging Markets Institute at Cornell University, Ithaca

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8.	Admissions Committee	Chairperson - June 2005 to 2012	Complete handling of the admission process related to PGDM courses and part time university affiliated programmes. Entire planning of the admission process, identification of centres for conducting admission process, development & selection of caselets for admission process, editing caselets etc, participating in the admissions process as part of the Group Discussion / Personal Interview admissions panel etc.
9.	Board of Management	Member	Attend meetings held from time to time and help to contribute in the strategic initiatives to be taken at the Institute, AY 2012 to 2015.
10.	Academic Council	Member	Attend meetings held from time to time and help to contribute in the strategic initiatives to be taken at the Institute, AY 201 to 2015.
11.	Executive Council	Member	Attend meetings held from time to time and help to contribute in the strategic initiatives to be taken at the Institute, AY 2012 to 2015.
12.	Board of Studies (Marketing)	Chairperson	Helped to organize the Board of Studies meetings as per the schedule, AY 2012 to 2015.

Prof. (Dr.) Monica Khanna
14th November 2018
Date of Birth: 8th May, 1964