

Curriculum Vitae

VANDANA TANDON KHANNA, Ph.D

K.J. Somaiya Institute of Management
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CAREER OBJECTIVE

To attain a position in the area of academics, research & consultancy

ASSETS

Disciplined, dedicated, hardworking, confident, dynamic, team leader and player, creative, and possesses vision and ideas along with the objective and analytic brain.

PRESENT STATUS

Professor at K. J. Somaiya Institute of Management Studies and Research since July 2017

PhD Guide with Mumbai University, India (Currently guiding 7 students, 3 Scholar received Doctorate and 2 Scholar's in advance stage of work) and ITM University, Raipur, India

Program Coordinator for PGDM- Retail Management

Chairperson, Women Development Cell

WORK EXPERIENCE

- i. Associate Professor at K. J. Somaiya Institute of Management Studies and Research, Mumbai (June 2012-June 2017) Nature of work includes teaching courses to PGDM, MMS, MMM. Coordinator for various college events including NRS. Guiding and Mentoring Student for different projects, B-Plans and competitions.
- ii. Asst. Professor at K. J. Somaiya Institute of Management Studies and Research, Mumbai (Dec 2005-June 2011) Nature of work includes teaching courses to PGDM, MMS, MMM. Also working as Coordinator for various college events. Guiding Student for different projects.
- iii. Senior Lecturer at IES Management College, Bandra Reclamation, Mumbai (Aug 2005 – Dec 2005). Nature of work includes teaching courses to MMS. Also worked as Coordinator-Guest Lecture and Industry Visits.
- iv. Senior Lecturer of Management at Institute of Management Studies, Sector 62, Noida (2004-2005). Nature of work includes teaching courses to MBA, PGDM and BBA students. Besides, worked as research-coordinator.
- v. Lecturer in the Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra (2003-04). Nature of duties involves taking classes of Masters Students of Tourism and Hotel Management, seminar in-charge,

- administrative work, etc.
- vi. Lecturer of Tourism and Travel Management in the University College, Kurukshetra - 1998- 2003. Nature of duties involves teaching undergraduate classes, tour and destination planning and execution, etc.
 - vii. University Research Scholar, Kurukshetra University, Kurukshetra - 1999-2000

UGC-NET STATUS

Qualified UGC-NET for Eligibility for Lectureship in December 2000.

UNIVERSITY TEACHER STATUS

Attained Mumbai University Teacher for Post- Graduation Status in December 2005.
Mumbai University PhD guide June 2012

FIELDS OF SPECIALIZATION

- ~ Services Marketing
- ~ Marketing Strategy
- ~ Customer Relationship Management (CRM)

OTHER AREAS OF RESEARCH AND SPECIALIZATION

- ~ Marketing (Marketing Management, Marketing Planning & Control, Tourism & Hotel Marketing)
- ~ Customer Satisfaction and Loyalty
- ~ Customer Experience Management
- ~ Internal Marketing
- ~ Retail Management
- ~ Destination Development & Planning, Resort Planning

PROFESSIONAL QUALIFICATIONS

Ph.D. in Management 2003, Dept. of Management, Kurukshetra University, Kurukshetra
(Topic: **Marketing Practices in Selected Service Sector Organisations in India**)

Master in Tourism Management (M.T.M.) 1998, Dept. of Tourism, Kurukshetra University
Kurukshetra, India

EDUCATIONAL QUALIFICATIONS

<i>Degree</i>	<i>Year</i>	<i>Institution</i>	<i>Board/University</i>
Diploma in German	1998	Dept. of Modern European Languages	Kurukshetra University Kurukshetra, India
Certificate in German	1997	Dept. of Modern European Languages	Kurukshetra University Kurukshetra, India
B.Sc.	1996	University College	Kurukshetra University, India
10+2	1993	Senior Model School	C.B.S.E.
Matric	1991	Senior Model School	C.B.S.E.

PROFESSIONAL AFFILIATIONS

- Member Advisory Council of the International Journal of Marketing Principles and Practices (ACIJMPP) of the International Institute of Marketing Professionals.
- Member Marketing in Asia Group (MAGScholar®)
- Certified Lead Auditor as QMS Auditor base on ISO 9001:2008 standard.
- Senior Member International Economics Development Research Center (IEDRC).
- Reviewer in various reputed International and National Journals (Including ABDC category).
- Reviewer of Services Marketing Books published by PHI and Tata McGraw Hill.
- Guest Editor for Reputed International Journal under Sage Publications.
- Invitee guest lecturer in American University of Emirates (AUE).
- Reviewer for numerous journals.
- PhD Thesis Reviewer with many universities.
- Conference Convener – 11th SIMSR Global Marketing Conference, Jan 13-15, 2015.
- Chairperson: National Retail Summit 2017.
- Faculty Mentor: Retail Lab.
- Granted Minor Research Grant from Mumbai University.

REWARDS AND RECOGNITIONS

- Awarded best faculty performer by the K. J. Somaiya Institute of Management Studies and Research for the academic year 2013-14.
- Awarded Best Professor in Marketing and IB by Business School Affaire and Dewang Mehta National Education Awards, in November 2017 on their Silver Jubilee.
- Awarded Women in Education by Business School Affaire and Dewang Mehta National Education Awards, in November 2018
- Jury Panel for the 2018 DMA Asia ECHO Awards.
- Awarded as Best Professor of Marketing of the year 2018 in Mumbai by Guru Nanak Institute of Management Studies Centre of Excellence in Marketing, in February 2019.
- Awarded Prof. Indira Parekh Women in Education Leaders award by World Education Congress, in July 2019.

SESSIONS CHAIRED

- Budding Researchers in 7th SIMSR, Asia Marketing Conference, Jan 6-7, 2012.
- Session Chaired- International Conference -MAG Scholar Global Business, Marketing & Tourism Conference, Building Bridges to the Middle East - Challenges and Business Strategies, November 2013, Dubai, UAE
- Session Chaired – International Conference “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment, 8th Annual Conference of the Euromed Academy of Business, University of Verona, Italy, September 16-18 2015.
- Session Chaired - for Annual Research Conference at Guru Nanak Institute of Management Studies, February 2018, Mumbai

PAPERS PUBLISHED

- Neerja Kashive and Vandana Tandon Khanna, “Does the Corporate Personality Decide the Attractiveness of an Organization?”, Sustainable Human Resources Management – Practices, Policies and Perspectives In South Asia, November 2018, ISBN: 978-93-5311-922-5.
- Neerja Kashive and Vandana Tandon Khanna, “Evaluating the Role of Demographic Variables on Employee Branding”, Sustainable Development of Human Capital – Exploring Perspectives From Grassroots To Global Research And Practice, September 2018, ISBN: 978-93-88237-04-8.
- Rahul Mulay & Vandana Tandon Khanna, “A study on the Relationship between selected Processes of Higher Education Institutions in Mumbai”, IOSR Journal of Business and Management (IOSR-JBM),. Vol. 20, Iss. 7, July. 2018, p-ISSN: 2319-7668 e-ISSN: 2278-487X.
- Rahul Mulay & Vandana Tandon Khanna, “A Study on the Relationship between the Voice of Customer with the Cost of Quality in Processes of Professional Higher Education Institutions”, South Asian Journal of Management, Vol. 24, Iss. 4, Oct-Dec 2017, ISSN: 0971-5428.
- Neerja Kashive and Vandana Tandon Khanna, “Conceptualizing Employer-Based Brand Equity and Employer Brand Pyramid”, European Scientific Journal, ESJ, Vol.13, No.34, December 2017, ISSN: 1857 –7881 (Print) e – ISSN: 1857- 7431.
- Neerja Kashive and Vandana Tandon Khanna, “Evaluating the Role of Demographic variables on Employee Branding” in conference Proceedings International Research Conference in Asia in partnership with AHRD (Academy of Human Resource Development & IIM -A), Indian Institute of Management, Ahmedabad, 978- 93-5288-411-7.
- Vandana Tandon Khanna and Shipra Bhatia, “A Study On The Awareness And Preference For Online Shopping of Eyewear Amongst Urban Consumers”, Annual Research Conference at Guru Nanak Institute of Management Studies, Mumbai, February 2018, ISBN: 2278-7801.
- Vandana Tandon Khanna, Shipra Bhatia and Dr Hanif Kanjer, “A Comparative Study On Customer Satisfaction Across Popular Online Shopping Websites”, 13th SIMSR Global Marketing Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai. 978-93-81715-14-7.
- Rahul Mulay and Vandana Tandon Khanna, “An Overview of Some Total Quality Management Models Applied in Higher Education Sector”, SIMSR Global Supply Chain Management Conference K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai, ISBN: 978-93-81715-12-3
- Neerja Kashive and Vandana Tandon Khanna, “Creating Customer Value by building Organization Attractiveness through Employer and Employee Branding”, in Conference Proceedings IIM Indore-NASMEI Summer Marketing Conference, Indian Institute of Management Indore, July 2017, ISBN: 978-1-78635-416- 7
- Neerja Kashive and Vandana Tandon Khanna, “Study of Early Recruitment

Activities (ERA) And Employer Brand Knowledge (EBK) and Its Effect on Organization Attractiveness (OA) and Firm Performance (FP)", Global Business Review, Vol 18, Issue 3, June 2017, ISSN: 0972-1509/ Online ISSN: 0973-0664.

- Neerja Kashive and Vandana Tandon Khanna, "Impact of Internal Branding (IB), brand Commitment (BC) and Brand Supporting Behavior (BSB) on Organizational Attractiveness (OA) and Firm Performance (FP), International Journal of Human Resource Studies, April-May 2017, ISSN: 2162-3058.
- Rahul Mulay and Vandana Tandon Khanna, "A Study of Understanding the Relationship of the Voice of Customer with the Cost of Quality in Professional Higher Education Institutions", Conference Proceedings New Age Customer-Centric Marketing, February 2017, ISBN: 978-93-85537042.
- Vandana T. Khanna, Shipra Bhatia and Hanif Kanjer, "A Study on the Relevance of Age, Marital Status and Income in the Buying Behaviour of Urban Women in Apparel Shopping", Conference Proceedings New Age Customer-Centric Marketing, February 2017, ISBN: 978-93-85537042.
- Neerja Kashive and Vandana Tandon Khanna, "Attracting Human Capital in Digital Era: Impact of Employer Brand Equity on Organization Attractiveness (OA) and Firm Performance (FP)", Conference Proceedings Building Organizations of Tomorrow: Leadership Challenges in Human Capital in A Digital Workplace, February 2017, ISBN: 978-93-85537-03-5.
- Neerja Kashive and Vandana Tandon Khanna, "Building Employee Brand Equity to influence organization Attractiveness and Firm Performance, International Journal of Business and Management; Vol. 12, No. 2, February 2017, ISSN: 1833-3850/ E-ISSN 1833-8119.
- Rahul Mulay and Vandana Tandon Khanna, "Application of Quality Function Deployment (QFD) in Professional Higher Education - A Review", conference Proceedings Supply chain Management 2020 –Ocean of Opportunities, December 2016, ISBN: 978-93-81715-25-3
- Neerja Kashive and Vandana Tandon Khanna, "Study of Employer Branding and its effect on Organization attractiveness (OA) and Firm Performance (FP), Academy of Taiwan Business Management Review, Vol 12, No 3, December 2016, ISSN: 1813-0534.
- Vandana Tandon Khanna & Neha Gupta, "Influence of e-Banking on Customer Relationship Management" in Conference Proceedings Experiential Marketing: TouchPoints, Technology, Communication, Customer Interface, January 2016, ISBN: 978-93-85777-19-6.
- Vandana T. Khanna, Shipra Bhatia, Hanif Kanjer, " An Empirical Study on the Influence of Age and Marital Status on the Shopping Behavior of Urban Women" in Conference Proceedings Experiential Marketing: TouchPoints, Technology, Communication, Customer Interface, January 2016, ISBN: 978-93-85777-19-6.
- Vaishali Pardeshi and Vandana Tandon Khanna, "Web Attributes Impacting Online Apparel Purchase among Women" in Conference Proceedings Experiential Marketing: TouchPoints, Technology, Communication, Customer Interface, January

2016, ISBN: 978-93-85777-19-6.

- Vandana Tandon Khanna, Shipra Bhatia and Charmi Shah. “Can Mother Tongue Be A Segmentation Criterion For Groceries Shopping Behavior of Urban Women?” in Reflections Journal of Management (RJOM), Volume 5, January 2016, ISSN: 2455 – 4790.
- Vandana Tandon Khanna, Shipra Bhatia, Dr Hanif Kanjer, “Is Location the Sole Criterion of Mall choice?” in IFRSA Business Review, Vol 5, issue 4, Dec 2015, ISSN (Online) 2249 –5444, ISSN (Print) 2249 –8168
- Neha Gupta & Vandana Tandon Khanna, “Customer’s Adoption for Technology-Enabled Delivery Channels in Selected Public Sector Banks” in International Journal of Business and Management, Canadian Center of Science and Education, Vol. 10, No. 12; September 2015, ISSN 1833-3850 E-ISSN 1833-8119.
- Saloni Jain and Vandana T Khanna, “Assessing and Comparing the Internal and External Factors Affecting Offline Impulsive Consumer Buying Behavior in India” Published in International Journal of Research –Granthaalayah A knowledge Repository, June 2015, ISSN- 2350-0530 (O) ISSN- 2394-3629 (P)
- Vandana T Khanna & T. Shanthi Malaichamy. "Innovations In Services Sector - A Functional Perspective" in Conference Proceedings - 8th Annual Conference of the Euromed Academy of Business 16-18 September 2015 – University of Verona, Italy “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment, ISBN: 978-9963-711-37-6.
- Vandana T Khanna, “Mercury Travels: Exploring New Avenues”, The Case Centre, Reference no: 514-169-1, Feb 2015.
- Vandana T Khanna, “Mercury Travels: Exploring New Avenues” –Teaching Note, The Case Centre, Reference no: 514-169-8, Feb 2015
- Vandana T Khanna & Prof. Neha Gupta, “Customer's Perception about Banks Technology for Innovative Delivery Channels of Public Sector Banks (PSBs) of India”, in International Journal of Business and Management, Canadian Center of Science and Education, Vol. 10, No.2; February 2015 (ISSN -1833-3850; E-ISSN - 1833-8119).
- Vandana T Khanna & Prof. Neha Gupta, “Bringing Paradigm Shift in e-banking through Customer Engagement” in Conference Proceedings - Engagement Marketing: Consumers. Markets. Technology; February 2015 (ISBN: 978 -81-7039-292-7)
- Vandana T Khanna & Saloni Jain, “Assessing and Comparing the Internal and External Factors Affecting Offline Impulsive Consumer Buying Behavior”, in Conference Proceedings - Engagement Marketing: Consumers. Markets. Technology; February 2015 (ISBN: 978 -81-7039-292-7).
- Vandana T Khanna Shipra Bhatia & Hanif Kanjer, “An Empirical Study on Peer Influence as a Factor of Store Choice Decision of Urban Women Shoppers: in Conference Proceedings - Engagement Marketing: Consumers. Markets. Technology; February 2015 (ISBN: 978 -81-7039-292-7).
- Vandana Tandon Khanna, Shipra Bhatia & Charmi Shah, “An Empirical Study on the Demographic Profile of Shoppers at the Local Retailer”, in REFLECTIONS Journal

of Management, VOL 4, NO. 1, January 2015 (ISSN: 2320-3366).

- Vandana T Khanna, Prof. Shipra Bhatia, “A Study on the Effect of Demographic Factors on the Store Choice Decision of Women in the Purchase of Kitchen Appliances” in Conference Proceedings - Ubiquitous Marketing: Unwired Consumers.....Rewriting Rulebooks, January 2014 (ISBN: 978-81-7039-289-7).
- Vandana T Khanna, Prof. Neha Gupta, “Disruptive Technologies Enabling Innovative Banking Products and Services” in Conference Proceedings - Ubiquitous Marketing unwired consumers ... rewriting rule books, Conference Proceedings - Ubiquitous Marketing: Unwired Consumers.....Rewriting Rulebooks, January 2014 (ISBN: 978-81-7039-289-7).
- Vandana T Khanna, Prof. Shanthi Malaichamy, “A Study on Dynamic Framework of Service Profit Chain” in Conference Proceedings - Ubiquitous Marketing: Unwired Consumers.....Rewriting Rulebooks, January 2014 (ISBN: 978-81-7039-289-7).
- Vandana T Khanna, Prof. Shipra Bhatia, “ Comparative Study of Frequency and Point-of-Purchase Behavior of Women Across Apparel Categories” in Reflections - Journal of Management, Vol. 3, No.1, January 2014 (ISSN: 2320-3366).
- Vandana T Khanna, “Exploring Impact of Tourists’ Expectations, Satisfaction and Trust on Destination Loyalty” in International Conference -MAG Scholar Global Business, Marketing & Tourism Conference, Building Bridges to the Middle East - Challenges and Business Strategies, Published in Conference Proceedings, November 2013 (ISBN: 978-0-473-26384-3).
- Vandana T Khanna, Prof. Shipra Bhatia, “Is location the sole criteria of Mall choice” in Marketing Metamorphosis, Transforming Lives ... Nurturing Lifestyles, 8th SIMSR Global Marketing conference. Published in Conference Proceedings January 2013 (ISBN: 978-81-7039-286-6).
- Vandana T Khanna, Prof. Neha Gupta, “Customer Acquisition, Engagement and Retention – Targeting Social Media, in Marketing Metamorphosis, Transforming Lives ... Nurturing Lifestyles. 8th SIMSR Global Marketing Conference. Published in Conference Proceedings January 2013 (ISBN: 978-81-7039-286-6).
- Vandana T Khanna, Heena Panchal, “A Saga of 'Product to Service' Journey: A Case of Marico Ltd”, registered in ECCH case collection No. 512-025-1, March 2012.
- Vandana T Khanna, Heena Panchal, Teaching Note on “A Saga of 'Product to Service' Journey: A Case of Marico Ltd”, registered in ECCH case collection No. 512-025-8, March 2012.
- Archana Raje, Vandana Tandon Khanna, “Impact of e-Service Quality on Consumer Purchase Behaviour in an Online Shopping”, Published in International Journal of Computer Science and Management Studies, April 2012 (ISSN: 2231-5268).
- Archana Raje, Vandana Tandon Khanna, “Understanding Customer’s Perception with respect to Online Shopping”, Big India Breaching Boundaries: India by 2020, published by Excel Books and Symbiosis Institute of Management Studies, December 2011 (ISBN: 978-93-81361-62-7).
- Vandana Tandon Khanna, “Convergence of Healthcare and Financial Services”, in Sectoral Reforms in India, published by Regal Publications, New Delhi, 2010 (ISBN:

978-81-8484-049-0).

- Vandana Tandon Khanna, “Some Issues in Marketing of Health Services in India”, in Synergy, Journal published by SIMSR in July 2008.
- Vandana Tandon Khanna & Shanti Malaichamy, “21st Century Challenges for Corporate Restructuring” in Edited Book “Labor Sector Reforms in India” in Sarup & Sons, New Delhi, December 2007 (ISBN: 81-7625-774-5).
- Vandana Tandon Khanna, “No Frill – No Thrill!!” – Case Study, in Book - Management Case Studies, Excel Books and Amity Business School, January 2007.
- Vandana Tandon Khanna, “Total Quality Management in Services – A Critique” in Management Journal IMS- Manthan, published by IMS-Noida, June 2006.

PAPER PRESENTED

- Vandana Tandon, “Corporate Restructuring – Challenges Before the Corporate Sector” in National Seminar on Contemporary Restructuring in India in the New Millennium”, Deptt. of Management, Kurukshetra University, Kurukshetra, March 11-12, 2000.
- Vandana Tandon and M.K. Jain, ‘Tourism Education in India – Classroom to Manager’s Desk’, in a National Seminar on Emerging Issues in Tourism, Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Feb 9–10, 2004. (Declared as best researched and best-presented paper)
- Vandana Tandon, “Some Issues in Marketing of Health Services in India”, in a National Seminar on Managerial Issues in Seamless Economy, Dept. of Business Management, Guru Jambheshwar University, Hisar, Feb 27-28, 2004.
- Vandana Tandon Khanna, “Total Quality Management in Services – A Critique” in International Conference, SIMSR-Asia Marketing Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai, Feb 5- 7, 2006.
- Vandana Tandon Khanna, “Reverse Marketing in Service Organizations”, in National Conference on Customer Connect-Differentiating Strategies, IES Management College and Research Centre (IESMC), Mumbai, February 28, 2008. (Declared as best presented paper)
- Vandana Khanna, Siddharth Vij and Neha Sharma, “Customer Loyalty Programs – Are They Really Worth Investing In?”, SIMSR-Asia International Marketing Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai, Jan 4- 5, 2009.
- Vandana Khanna and Archana Raje, “Impact of E-Service quality on consumer purchase behaviour in an On-line shopping”, SIMSR-Asia International Marketing Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai, Jan 4- 5, 2009.
- Archana Raje, Vandana Tandon Khanna, “Understanding Customer’s Perception with respect to Online Shopping”, SIMS Annual Research Conference, SIMRAC 11, Symbiosis Institute of Management Studies, Symbiosis International University, Pune, December 15 -16, 2011.
- Archana Raje, Vandana Tandon Khanna, “Study of Young Indian Customer’s Perception towards On-line Shopping” in 1st SIMSR International TechnoManagement Research Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai, March 30, 2012.

- Vandana T Khanna, “Enhancing customer Relations thru Customer Experience Management”, 7th SIMSR, Asia Marketing Conference, Jan 6-7, 2012.
- Vandana T Khanna, Prof. Shipra Bhatia, “ Is location the sole criteria of Mall choice in Marketing Metamorphosis, Transforming Lives ... Nurturing Lifestyles, 8th SIMSR Global Marketing Conference Jan 4-5, 2013.
- Vandana T Khanna, Prof. Neha Gupta, “Customer Acquisition, Engagement and Retention – Targeting Social Media”, in Marketing Metamorphosis, Transforming Lives ... Nurturing Lifestyles, 8th SIMSR Global Marketing conference Jan 4-5, 2013.
- Vandana T Khanna, ‘Exploring Impact of Tourists’ Expectations, Satisfaction and Trust on Destination Loyalty” in MAG Scholar Global Business Marketing and Tourism conference, Nov 11-14, 2013, Dubai UAE.
- Vandana T Khanna, Prof. Shipra Bhatia, “A Comparative Study of Frequency and Point-of-Purchase Behavior of Women Across Apparel Categories” in National Conference - Emerging Issues in Management, Rustomjee Business School, December 14, 2013.
- Vandana T Khanna, Prof. Shanthi Malaichamy, “A study of Dynamic Framework of Service Profit Chain”, in Ubiquitous Marketing unwired consumers ... rewriting rule books, 9th SIMSR global Marketing conference, Jan 6-8, 2014.
- Vandana T Khanna, Prof. Neha Gupta, “Disruptive Technologies Enabling Innovative Banking Products and Services” in Ubiquitous Marketing unwired consumers ... rewriting rule books, 9th SIMSR global Marketing conference, Jan 6-8, 2014.
- Vandana T Khanna & Prof. Neha Gupta, “Bringing Paradigm Shift in e-banking through Customer Engagement” in Engagement Marketing: Consumers. Markets. Technology; Feb 24-25, 2015.
- Vandana T Khanna & Saloni Jain, “Assessing and Comparing the Internal and External Factors Affecting Offline Impulsive Consumer Buying Behavior”, in Engagement Marketing: Consumers. Markets. Technology; Feb 24-25, 2015.
- Vandana T Khanna Shipra Bhatia & Hanif Kanjer, “An Empirical Study on Peer Influence as a Factor of Store Choice Decision of Urban Women Shoppers: in Engagement Marketing: Consumers. Markets. Technology; Feb 24-25, 2015.
- Vandana T Khanna & T. Shanthi Malaichamy. "Innovations In Services Sector - A Functional Perspective" in Conference Proceedings - 8th Annual Conference of the Euromed Academy of Business, University of Verona, Italy “Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment, September 16-18, 2015.
- Rahul Mulay and Vandana T Khanna Leadership on Educational Institutions: 22nd in the Educational Scholars’ Seminar Series, Somaiya College of Education, April 2015,
- Vandana Tandon Khanna & Neha Gupta, “Influence of e-Banking On Customer Relationship Management” in Experiential Marketing: TouchPoints, Technology, Communication, Customer Interface, 11th SIMSR Global Marketing Conference Jan 13-15, 2016.
- Vandana T. Khanna, Shipra Bhatia, Hanif Kanjer, “ An Empirical Study on the Influence of Age and Marital Status on the Shopping Behavior of Urban Women” in Experiential Marketing: TouchPoints, Technology, Communication, Customer Interface, 11th SIMSR Global Marketing Conference Jan 13-15, 2016.
- Vaishali Pardeshi and Dr Vandana Tandon Khanna, “Web Attributes Impacting Online Apparel Purchase Among Women” in Conference Proceedings Experiential Marketing: TouchPoints, Technology, Communication, Customer Interface, Jan 13-

15, 2016.

- Neerja Kashive and Vandana Tandon Khanna, “Creating Customer Value by building Organization Attractiveness through Employer and Employee Branding”, 2017 IIM Indore-NASMEI Summer Marketing Conference, Indian Institute of Management Indore
- Neerja Kashive and Vandana Tandon Khanna Evaluating the Role of Demographic variables on Employee Branding” in conference Proceedings International Research Conference in Asia in partnership with AHRD (Academy of Human Resource Development & IIM -A), Indian Institute of Management, Ahmedabad International Research Conference in Asia in partnership with AHRD (Academy of Human Resource Development & IIM -A), Indian Institute of Management, Ahmedabad
- Annual Research Conference at Guru Nanak Institute of Management Studies, Mumbai
- 13th SIMSR Global Marketing Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai.
- SIMSR Global Supply Chain Management Conference, K.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai.

Working Papers

- * Emotional Intelligence in Service Encounters
- * Customer Experience Management and CRM
- * Internal Marketing Effectiveness in Services
- * Interpersonal Relationships, Customer Satisfaction and Loyalty in the Banking Sector
- * Quality in Higher Education Institutes

MDP Conducted

- Customer Satisfaction and Loyalty at SIMSR Campus, Mumbai on August 17th – 18th, 2007.
- CRM for Transitions Optical India Pvt Limited at SIMSR Campus, Mumbai on December 15th – 16th, 2008.
- Services Marketing, Pricing and Distribution techniques at INS Hamla, Mumbai on January 23, 2009.
- Understanding Marketing at Insurance Institute of India, Mumbai on February 27, 2015.
- Marketing to Multiple Segments, for Insurance Institute of India, Mumbai at Residence Hotel on August 21, 2015.
- CRM, Customer Data and Implementation at INS Hamla, Mumbai on October 29, 2015.
- Customer Life Time Value INS Hamla, Mumbai on October 29, 2015.
- CRM at Insurance Institute of India, Mumbai on November 14, 2018.
- CRM for LIC participants at Campus, Mumbai on January 8, 2019.

PROFESSIONAL ACCOMPLISHMENTS

- Attended Workshop on Qualitative Research Methods and Application Using Data Analytics Tools by Dr Anil Behel, April 10 -12, 2019 at SIMSR
- Attended a workshop on Teaching with Simulations at SPJIMR, Mumbai, March 15-16, 2019
- Attended Retail Leadership Summit at Renaissance Hotel, Mumbai organized by Retailers Association of India (RAI), Feb 26-27, 2019.
- Attended Workshop on Workshop on Partial Least Square Structural Equation Modeling by Prof (Dr) Nikunj Jain, February 4-5, 2019 at SIMSR.
- Attended Workshop on Theory building and doing research that is useful for practice by Prof (Dr) Ramon Rico, February 1, 2019, organized by HR Department, SIMSR.
- Attended Workshop on Qualitative Research Methodology, November 23, 2018, at SIMSR.
- Attended Workshop on Consumer Insights Research and Practice: State of the Art and Future Trends at NITIE Mumbai, November 1-2, 2018.
- Attended Workshop on Research Paper Publishing in High Impact International Journals, August 2-4, 2018 organized by OTP MDP, SIMSR
- Retail Technology Conclave (ReTechCon), June 12-13, 2018 at Renaissance Hotel, Mumbai organized by Retailers Association of India (RAI).
- Retail Leadership Summit at Renaissance Hotel, Mumbai organized by Retailers Association of India (RAI), Feb 20 -21, 2018.
- Workshop on Basics and Advances in Structural Equation Modeling (SEM), Organised by Kurukshetra University, Kurukshetra, University School of Management, April 27- May 3, 2018.
- Workshop on Digital Marketing by Hitesh Motwani, organized by OTP MDP, SIMSR, April 18-19, 2018.
- Workshop on Consultancy & Research Projects by A. Anil Kumar organized by Funded Research Committee, SIMSR February 09, 2018.
- Workshop on Marketing Engineering by Udo Wagner (Dean - EMAC, Professor of Marketing, University of Vienna), at SIMSR February 14, 2018.
- FRP Committee Workshop by Dr Nandita Sethi, at SIMSR February 02, 2018.
- AIMA: 1st Capability Building Workshop on Case Writing, by Urs Muller (ESMT European School of Management and Technology), AIMA in Collaboration with the Case Centre, UK, August 9-11, 2017 at AIMA New Delhi.
- Workshop on Design Thinking by Srikant M. Datar at SIMSR, June 23, 2017.
- Retail Leadership Summit, Feb 15-16, 2017 at Renaissance Hotel, Mumbai organized by Retailers Association of India (RAI).
- Cutting Edge Marketing Based on Service Quality Foundation by Prof A Parasuraman, James W. McLamore Chair in Marketing, Professor in Marketing, University of Miami, on at SIMSR, February 7-8, 2017
- Retail Leadership Summit, Feb 10-11, 2016 at Renaissance Hotel, Mumbai organized by Retailers Association of India (RAI).
- Strategic Management Forum's Management's Teachers Program on "Blue Ocean Strategy", IIM Kozhikode from May 18 – 22, 2015.
- Marketing Analytics for Developing Effective Marketing Strategies by Prof. Arvind Rangaswamy (Anchel Professor of Marketing, Penn State University) on September 18-19, 2014 at SIMSR.

- The Harvard Case Teaching Seminar by Robert Austin of Harvard Business School, April 2 - 3, 2014, at Symbiosis Pune.
- Building Powerful and Profitable Brands by Prof Kevin Lane Keller of Tuck Business School from Draft FCB and Cogito Consultancy, March 10, 2014.
- Workshop on Achieving Competitive Superiority through Service Excellence and Customer-Centric Technologies. Conducted by Prof A Parasuraman on Jan 6, 2014, at SIMSR.
- Self-Empowerment through Spiritual Intelligence, Conducted by Prof.Rekha Bairavarsu November 26, 2013, at SIMSR.
- Attended Lead Auditor's Certification Training Program by BVQI on Nov 25-30, 2013.
- Attended Internal Auditors training Program by BVQI on Dec 10-11 Dec 2012 and Jan 24-25, 2013.
- Attended Quality Program for Information Security Management System by BVQI on Dec 7, 2012.
- Attended one-day "Quality Awareness Program" by BVQI on Nov 7, 2012
- Business Analytics by Mr Uday Bhate. Conducted by Nmore on Nov 17- 19, 2011
- Attended Strategic Management Forum's Management's Teachers Programme "Innovation and Technology Strategy", MDI Gurgaon from April 13 – April 18, 2009.
- Attended Strategic Management Forum's Management's Teachers Programme "Strategic Management Research & Case-Writing", IIM Bangalore from March 09 – March 13, 2009.
- Attended Strategic Management Forum's Management's Teachers Programme "Nuances of Strategy Implementation", IIM Kozhikode from February 09 – February 14, 2009.
- Attended Strategic Management Forum's Management's Teachers Programme "Foundation Course on Strategy Management", IIM Lucknow from September 29 – October 4, 2008.
- Attended National Conference on "Customer Connect-Differentiating Strategies", organized by IES Management College and Research Centre, Mumbai on February 28, 2008.
- Attended International Marketing Conference on "SIMSR Asia Marketing Conference", organized by K.J. Somaiya Institute of Management Studies and Research, Mumbai on January 6- 7, 2008.
- Conducted MDP on "Customer Satisfaction and Loyalty" at SIMSR Campus, Mumbai on August 17th – 18th, 2007.
- Attended Faculty Development Program at IIM, Ahmedabad from October 31, 2006 – February 17, 2007.
- Attended Four Days National Level Faculty Development Program on Emerging Issues and Challenges in Marketing and Human Resource Management from July 12 - 15, 2006 at Welingkar Institute of Management Development and Research.
- Attended MDP on Customer Loyalty and Experiential Marketing at SIMSR on February 9, 2006.
- Attended International Marketing Conference on "SIMSR Asia Marketing Conference", organized by K.J. Somaiya Institute of Management Studies and Research, Mumbai on February 5- 7, 2006.
- Attended one day Workshop on Research Methodology at SIMSR on February 4, 2006.

- Attended Annual Leadership Convention on “Leadership Lessons for Young Managers”, organized by P.N. Singh Foundation at Mumbai on October 5, 2005.
- Attended National Seminar on “Holistic Development of Management”, organized by Dept. of Management, Jamia Hamdard at New Delhi on October 16, 2004.
- Attended Seminar on “First HR Round Table”, organized by Hotel Association of India, at New Delhi on September 26, 2003.
- Attended and organized National Conclave on “Heritage Tourism and Marketing New Destination: Kurukshetra” at Kurukshetra University on December 01, 2003.
- Organized and administered Bay on “Eco-Tourism” at Geeta Jayanti Festival, Kurukshetra in December 2002.

MINI RESEARCH PROJECT (PG -DISSERTATION)

Marketing Strategies of Selected Tourist Resorts of Indo-Ganga Plain.

ON –THE- JOB TRAINING

Seven weeks with Holiday Maker (I) Pvt. Ltd., New Delhi. Learned about Ticketing (domestic & international), Handling of tours, Management of T.A. etc.

COMPUTER SKILLS

- Completed an elaborate course on **OOPS & C++** from *STG International*
- Worked on various DOS and WINDOWS based packages, in DOS, WINDOWS environment.

EXTRA-CURRICULAR ACTIVITIES

- An active member of the National Service Scheme (N.S.S.). Participated in various camps.
- Participated in various Declamation and Literary events and won prizes.
- Actively involved in organizing various cultural, academic and administrative events.

PERSONAL PARTICULARS

Father's Name: Professor R.K. Tandon
Former Professor & Dean, Faculty of Management, Kurukshetra University, Kurukshetra. Former Director, I.B.M., Meerut & A.I.M.T., Ambala.

Husband's Name: Mr. Pradeep Khanna

Address : B- 303, Vanamali Tower, W.T. Patil Marg,
Opp. Dukes Factory, Chembur, Mumbai - 400 071

Date of Birth : August 24, 1976

Sex : Female

Nationality : Indian

(VANDANA TANDON KHANNA)