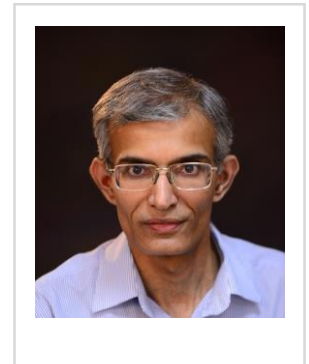


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BIOSKETCH:

Dr. Krishna Akalamkam is an Associate Professor at Birla Institute of Management Technology (BIMTECH). He has got over 25 years of experience in Marketing Research, Consulting and Teaching. His main focus areas include marketing, marketing research and consumer behavior with a special focus on Digital Marketing. Prior to joining academics, he has worked with leading research agencies like AC Nielsen, Indian Market Research Bureau and Research International, a WPP group company. He handled a variety of assignments including communication research, new product development, brand health, usage and attitudes, pricing research, customer satisfaction measurement and worked with several clients from different industries. Some of the clients he has worked with include Nestle India Ltd., Hindustan Unilever, Reckitt Benckiser, Nokia, Radico Khaitan, Coca Cola, ICI Paints. He has also conducted MDPs for corporates and mentored entrepreneurs under Goldman Sachs “10,000 women entrepreneurs’ initiative”.

EDUCATION: (TOP 3/4)

Ph.D, Faculty of Management Studies (FMS), University of Delhi., Title of thesis-“Online and Offline Information Sources in Consumer Pre-Purchase Search for Internet Purchases: The Moderating Role of Consumer Characteristics and Internet Shopping Experience”, year-2016.

MBA, Faculty of Management Studies (FMS), University of Delhi., 2003

B.Tech (Chemical Engineering), University College of Engineering, Andhra University, 1991

AREA OF INTEREST AND RESEARCH

- Digital marketing
- Marketing Research
- Consumer Behavior

TEACHING COURSES AND NEW COURSES DEVELOPED

Marketing Management

Digital Marketing

Marketing Research

Markstat Simulation

Consumer Behavior

Customer Relationship Management

EXPERIENCE

- Associate Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, July 2012 – onwards.
- Associate Professor, Marketing, Indus World School of Business, Greater Noida, India, December 2009 – April 2012
- Senior Research Manager, Research International, New Delhi, India, June 2003 – November 2009
- Analysis Manager, AC Nielsen Research Services Ltd, New Delhi, India, July 2001- June 2003
- Senior executive, Indian Market Research Bureau (IMRB), New Delhi, India, November 1995-June 2001
- Assistant Engineer, Modi Alkalies & Chemicals Ltd, Alwar, Rajasthan, India, March 1992-November 1994

ACADEMIC POSITIONS AND ASSIGNMENTS

- Member, Centre for Faculty Development (CFD), Birla Institute of Management Technology, June 2018 – Present
- Programme Coordinator, FPM & EFPM, Centre for Research Studies, Birla Institute of Management Technology, April 2016 – May 2017.
- Member Secretary, Research Committee, Birla Institute of Management Technology, April 2016 – May 2017.

RESEARCH PAPERS AND WORKING PAPERS

- Akalamkam, K., & Mitra, J. K. (2018). Consumer pre-purchase search in online shopping: Role of offline and online information sources. *Business Perspectives and Research*, 6(1), 42-60. <https://doi.org/10.1177/2278533717730448>
- Akalamkam, K. (2016). B to C Ecommerce Websites' Success Factors in the Indian Context. *Journal of Business and Management*, 18(2), 65-71.

RESEARCH IN PROGRESS

- Mobile commerce and Consumer Information Search

CASE REPOSITORY AND PUBLICATIONS

- Akalamkam, K. (2016). *DesiFirangi: Building a Niche E-commerce Portal*. Ivey ID: 9B16A065. London, Canada: Ivey Publishing.
- Akalamkam, K. (2015). *Opinion Polls: Complexities and Errors*. ET Cases ID: MR-2-0002. Mumbai, India: ET Cases.
- Akalamkam, K., & S.K. Mohanta. (2013). *The Case of Improved Biomass Stove*. Case Centre ID: 513-097-1. Cranfield University, Wharley End Beds MK43 0JR, UK: The Case Centre
- Akalamkam, K. (2011). *Morpheus Brandy*. Case Centre ID: 511-066-1. Cranfield University, Wharley End Beds MK43 0JR, UK: The Case Centre

BOOKS, CHAPTERS AND TECHNICAL REPORTS

Book Chapter-

- Akalamkam, K. (2015). 'Addressing Tuberculosis Challenges in Rural India' In G.D.Sardana & ToJo Thatchenkery (Eds.), *Understanding Work Experiences from Multiple Perspectives: New Paradigms for Organizational Excellence*. (pp. 256-261). Bloomsbury Publishing India Pvt. Ltd.

Book Review-

- Akalamkam, K (2013). "Social Marketing: Why Should The Devil Have All The Best Tunes". *Business Plus Markets*, 2(1), 83-85.

EDITORIAL POSITIONS AND REVIEWS

- Reviewer, *Business Perspectives*, 2018 onwards.
- Reviewer, *South Asian Journal of Business and Management Cases*, 2018 -2019.

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

- Akalamkam, K (September, 2014). The Case of Improved Biomass Stove, presented in The Case Centre Anniversary Conference, Indian Institute of Management (IIM), Bangalore, India.
- Akalamkam, K (December, 2014). Opinion Polls, Complexities and Errors, presented in Global Summit on Management Cases, Indian Institute of Management (IIM), Raipur, India.
- Akalamkam, K (December, 2014). Addressing Tuberculosis Challenge in Rural India, presented in International Conference on Management Cases (ICMC), Birla Institute of Management Technology (BIMTECH), Greater Noida, India.

MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES

- Executive Development Program on Digital Marketing, Jayshree Tea, April 20-24, 2015.
- Media Management, Brand Visibility and Crisis Management, Power Management Institute, August 20-22, 2014.