

Name : Pankaj Priya  
Designation : Deputy Director, Area Head - Marketing & Retail, Professor of Marketing  
Institution : BIMTECH  
Email : pankaj.priya@bimtech.ac.in  
Phone : 0091 120 6843000 (10 lines) Ext- 397



### **BIOSKETCH:**

An academic having prior industry exposure across various industries as well as most geographical territories of India, my passion lies in sharing my knowledge gained over the years in different roles with my students. My value add as a resource person is the real life scenario that I bring to the class room which complements the theoretical aspects, thus strengthening the conceptual grounding of my students. My interaction with students are not restricted to the classroom but goes beyond to counselling them during internship as well as during initial phase of their job, sometimes even after they have been in employment for few years and are planning to undertake a significant shift in their career.

### **EDUCATION**

- Ph.D , IIT Delhi, Store Brands in Indian Retail Sector, 2015
- M.B.A. ,B.I.T.Mesra 1990
- B.Sc ( Physics Hons), Magadh University, 1988

### **AREA OF INTEREST AND RESEARCH**

Sales & Distribution Management

Private Labels

Consumer Behaviour

Retail Marketing

Marketing Analytics

Customer Life time Value

### **TEACHING COURSES AND NEW COURSES DEVELOPED**

Marketing Management

Sales & Distribution Management

Marketing Analytics

Private Labels

## **EXPERIENCE**

- Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, June 2019 – onwards.
- Associate Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, March 2008 – May 2019.
- Associate Professor, Marketing, Lal Bahadur Shastri Institute of Management New Delhi, India, July 2003- March 2007.
- Assistant Professor, Marketing, Lal Bahadur Shastri Institute of Management New Delhi, India, July 2006- March 2008.
- Senior Lecturer (Marketing and Strategy), IMS Noida, April 2001 to June 2003.
- Manager (Sales), Birla Corp Ltd, 1998 to 2001.
- Area Sales Manager, Modi Entertainment Network Ltd (Indian arm of ESPN channel) 1996 to 1998.
- District Manager (Appliances), Singer India Ltd, 1993 to 1996.
- Area Manager, Datapro Infoworld Ltd. 1990 to 1993.

## **ACADEMIC POSITIONS AND ASSIGNMENTS**

- Area Chair (Marketing & Retail Management), Birla Institute of Management Technology, September 2018 – Present.
- Chairperson, Centre for Retail Management, Birla Institute of Management Technology, 2010-14.
- Programme Coordinator, Centre for Retail Management, Birla Institute of Management Technology, 2008-10.
- Visiting Faculty at Ambedkar University Delhi, 2019
- Visiting Faculty at Pokhara University, Nepal, 2017.
- Visiting Faculty at IMT Ghaziabad, 2011-2012

## **PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION**

- Accredited Management Teacher of All India management Association (AIMA).

## **RECOGNITIONS AND AWARDS**

- Teacher of the Year in Marketing, Dewang Mehta Award, Mumbai, 2009.
- Distinguished Service Award, Birla Institute of Management Technology, 2018.

## **RESEARCH PAPERS AND WORKING PAPERS**

- Mudgal, A., Pandey, A., Bose, A. and Priya, P. (2020) Online Video Narratives - Striking the Right Chords?" *Academy of Marketing Studies Journal (AMSJ)* 24 (1), ( " B" rated Journal).
- Priya, P., George, I. and (2014).Is there a gender difference in customer satisfaction? Findings of an empirical study at LULU shopping mall, Kerala. *International Journal of Business Economics & Management Research*, 4(11), November.

- Priya, P., Baisya and Sharma, S. (2010). Television Advertisements and Children's Buying Behaviour, *Market Intelligence and Planning* (An Emerald Publication) (An "A" rated journal) 28(2).
- Priya, P. (2009) Store Brands can set them apart *Indian Management*, (Journal of AIMA), July.
- Priya, P. (2006) Developmental Marketing as a strategy for Rural Markets *LBSIM Journal of Management and Research*, III (1 & 2), September
- Priya.P and V. Shekhar. (2003). Strategic Brand Management: A Services Perspective, *Indian Journal of Marketing*. Pp.25-34.
- .

#### **CASE REPOSITORY AND PUBLICATIONS**

- Priya,P. and Srivastava, A. (2018)"Voice & Tongue.com: A venture in peril" In *Organisational Development through Strategic Management*. Bloomsbury India.
- Priya, P. and Srivastava, A. (2018)."Voice-Tongue.com : Yearning for revival in a changed scenario". Case Centre. Ref: 318-0320-1 / 8
- Priya, P. and Pant, M. (2016). Challenges for scaling up Dairy Business in India: Case study of Gopaljee Ananda Dairy In *Knowledge Creation and Organisation Well-being*. Bloomsbury India.

#### **BOOKS, CHAPTERS AND TECHNICAL REPORTS**

##### Book Chapters-

- Priya, P., Garg, S., Goyal, S. and Purohit, C. (2017) Purchasing Fruits & Vegetables: Role of Price and Store Characteristics. In *Retail Marketing in India: Trends and Future Insights* ed. Anshu Gupta & Kartik Dave, Emerald Publications pp. 65 -74.
- Priya, P. and George, P.(2011). 'Merchandising: Concepts and Practices' In *Retailing, Merchandising and Event Marketing*. Faculty of Economics and Marketing, Slovakia University

#### **EDITORIAL POSITIONS AND REVIEWS**

- Reviewer, Journal of retailing & Consumer Services, 2011-12, 2018, 2020
- Reviewer, Marketing Intelligence and Planning , 2018 -2019.
- International Journal for Knowledge Management Studies (Inderscience ) Reviewer 2017
- Indian Retail Review (A BIMTECH Publication) Editor , 2011-12.

#### **CONFERENCE, SEMINAR PAPER AND PRESENTATIONS**

- *Profiling of buyers for Store brands: Study in Indian context* presented at 3<sup>rd</sup> conference on Marketing Paradigm in Emerging Economies at IIM Ahmedabad, Jan 8-9, 2009.
- *Customer Life Time Value for Private Labels: A case of Apparel Category in India*. International Conference on Reaching Consumers of Emerging Markets. IIM Lucknow on January 5-7, 2017.

- *Online Video Campaigns and Consumer Perception: A case study of BIBA (Ethnic Apparel Brand)* .International Conference on Research and Business Sustainability at IIT Roorkee, December 16-17, 2017.

#### **MAGAZINE AND NEWSPAPER ARTICLES**

- Priya, P. (2004) Building Coca cola – The TVC way *Advertising Express*, ICFAI Publication April.
- Priya, P. (2004). PR – The Mantra for Robust corporate image *Advertising Express* ICFAI Publication, August.
- Priya, P. (2004). Challenges for Marketing in Hinterland, *Marketing Mastermind*, ICFAI Publication August.
- Priya, P. (2005).Enhancing Marketing Responsiveness: Lessons for Rural India, Proceedings of Marketing Conference held at LBSIM.
- Priya, P. (2006). Media Options – Breaking Conventional Practices *Advertising Express* ICFAI Publication.
- Priya, P. (2010). Wither SMEs: Opportunities and Challenges *SME World*, 3(9), September.

#### **MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES**

MDP Sessions:-

- Marketing Orientation of Distributors, Amul India ltd., 2008-2009.
- Marketing of Services, Central Warehousing Corporation, 2006-2014.
- Corporate Communication, National Thermal Power Corporation, 2018.
- Customer Focus and its application, National Thermal Power Corporation, 2018.
- Customer Orientation, National Thermal Power Corporation, 2018.2019,2020

#### **DOCTORAL DISSERTATIONS AND AWARDS**

- 3 doctoral candidates in progress at different stages – Aditi Mudgal, Saurabh Pradhan, Monika Mittal.