

Curriculum Vitae

Indian Institute of Management, Lucknow
Noida Campus, B-1, Institutional Area,
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ANITA GOYAL

Education

- Ph.D., Jamia Millia Islamia, New Delhi, 2000. In the area of Marketing Management (Services Marketing and Consumer Behaviour).
- Master of Business Administration (MBA), Specialization in Marketing Area University of Poona (BVIMR – Delhi), 1994
- Bachelor of Science (B.Sc.), University of Delhi, 1992
- Senior Secondary (XII Class), CBSE Board, 1989
- Higher Secondary (X Class), CBSE Board, 1987
- Certificate of UGC-NET Examination for Lectureship in Management subject

Work Experience

- Associate Professor, Indian Institute of Management (IIM), Lucknow, Feb 2010 - till date
- Associate Professor, Management Development Institute (MDI), Gurgaon, Aug 2005 - Feb 2010
- Assistant Professor, Management Development Institute, Gurgaon, Nov 2002 - Aug 2005
- Senior Lecturer, Management Development Institute, Gurgaon, Nov 2001- Oct 2002
- Lecturer, Apeejay School of Marketing, New Delhi, April 1996 - Oct 2001
- Research Associate, Apeejay School of Marketing, New Delhi, March 1995 - April 1996

Work Experience: 24 years

Areas of Interest

- Marketing Management, Services Marketing, Product and Brand Management, Consumer Behaviour, Strategic Marketing
- Prime interest areas of research are Services Marketing and Management, Product Marketing and Management, Brand Management and Customer decision making process.

Teaching and Training Assignments

- ✓ **Teaching:** Core and elective Marketing courses in the long term educational programmes viz., PGPM (Post Graduate Programme in Management, equivalent to MBA), PGPSM, IPMX (day executive PGPM), WMP, Fellow Programme in Management (FPM) and EFPM (2010- till date)
 - **Taught** core and elective Marketing courses (Marketing Management, Services Marketing, Strategic Marketing, Consumer Behaviour) in PGDBM, and in MBA and BBA programmes of Thames Valley University (TVU), London in India (1995-2010)
- ✓ **Doctoral Thesis/ Dissertation Supervision:** Supervisor for one doctoral student in the area of Marketing (on topic of brand) and co-supervisor for five doctoral students at IIM Lucknow (2010- till date)
 - **Supervised** eight doctoral students in the area of Marketing (on topics of - customer satisfaction through CRM in banking services, critical service encounter in elaborate servicescape, out-shopping buying behavior, impulse buying behaviour, celebrity appeal, dyad relationship in medical services, consumer choice of higher educational stream) – two as Supervisor and six as co-supervisor respectively (2001-2010)
 - Project Guide (including CIS and Dissertation) for the students of PGPM, executive MBA, evening MBA and EFPM (In total supervised 1 in 2017, 6 in 2016, 10 in 2015, 8 in 2014, 6 in 2013, 3 in 2011, 5 in 2009, 7 in 2008, 8 in 2007, 10 in 2006, 11 in 2005, 5 in 2004, 4 in 2003, and 9 in 2002)
 - Guide for Dissertations in PGDBM programme, Research Projects in BBA and Dissertations in MBA programmes of TVU, London (1997-2001)
- ✓ **Training and Development** in Executive Development Programmes for middle and senior industry personnel, done for companies like, LIC, Apollo Tyres, BEL, Indian Railways, Usha International Limited. Some are
 - General Management Programme for Defence Officers, Core Marketing Management and Electives (2017-18)
 - Satellite based e-General Management Programmes, and Sales & Marketing Programmes for Working Executives through NIIT, 2012 – till date
 - Satellite based e-General Management Programme for Working Executives through Hughes, 2012
 - ‘Introduction to Marketing and Customer Orientation’ for BEL officers, 2005-2009
 - Customized training on ‘Customer Orientation’ for LIC (Life Insurance Corporation of India) Managers at national level under ‘Training for Trainers’, 2005-2006.
 - ‘Segmentation and Positioning’ module for Executives of Apollo Tyres Limited, 2004, 2005.
 - ‘Services Marketing’ module for Indian Railways Traffic Service Probationers, 2004.
 - ‘Developing Marketing Plan’ module for executives of Usha International Limited, 2003, 2004.

Administrative Assignments

- ✓ Chairperson IPMX- IIML Noida Campus (March 2016-April 2018)
- ✓ Chairperson Admissions- IIML Noida Campus (May 2014-March 2016)
- ✓ Chairperson – Alumni Relations (May 2009-Feb 2010)
- ✓ Member of Interview Panel for Admissions for all programmes (1996- till date)
- ✓ Coordinator for Faculty Work Unit (2008-2009)
- ✓ Programme Assistant for courses of TVU, London in India (1998-2001)
- ✓ Admissions Coordinator for PGP and Executive Programmes (2007-May 2009)
- ✓ Member of Library Committee (1996-2000, 2006-May 2009)

Guest Assignments

- ✓ **Teaching Courses**
 - **Kathmandu University School of Management, Nepal** (10-22 July 2017), Subject: ‘Advanced Consumer Behaviour’ for M.Phil. Program
 - **EDHEC, Lille, France** (25-29 January 2010), Subject Title: ‘Product Management’ (including brand management) for MBA Program
- ✓ **Invited Speaker**
 - ‘Brand Building’ for Bank Executives at Bank of India, STC Noida, 22 August 2014.
 - ‘Role of CEOs in ensuring Organizational Success’ at International Conference “India Inc.- Towards Global Benchmarking 2005” (IIGB), 21 June 2005, New Delhi.
 - ‘Internationalization of Indian Firms’ at ESCP-EAP, European School of Management, Paris, France, October 2003.
 - Seminar on ‘Indian Insurance Industry’ at Institut d’Administration des Entreprises (Institute of Business Administration), Aix-en-Provence, France, October 2003.

Research Publications

A. Journal Articles (International 7, National 3)

- ✓ Ajith P. and Goyal, Anita (2016), ‘Jugaad Innovation in Indian Rural Marketing: Meaning and Role’ *SCMS Journal of Indian Management*, 13(1) Jan-March, pp.5-18. [Lead Article in the issue]
- ✓ Paninchukunnath, A. and Goyal, Anita (2011), ‘Service Worker Behaviours and Service Setting Facets – Consumer’s Perspective’ *Asia Pacific Journal of Marketing and Logistics*, 23(3), pp.304-326.
- ✓ Kalla, S.M. and Goyal, Anita (2010), ‘Can search for happiness lead to impulse buying? A multi-method investigation of happiness as an internal motivator to impulse buying’ *Journal of Business and Retail Management Research*, 5(1), pp.51-60.

- ✓ Koshal, R.K., Gupta, A.K., Goyal, Anita and Choudhary, V.N. (2008), 'Assessing economic literacy of Indian MBA students' *American Journal of Business*, Fall, Vol. 23, No. 2, pp.43-51.
- ✓ Goyal, Anita (2008), 'Managing perceived risk for credit card purchase through supplementary services' *Journal of Financial Services Marketing*, Vol. 12, No. 4, pp.331-345.
- ✓ Goyal, Anita and Singh, N.P. (2007), 'Consumer perception about fast food in India: An exploratory study' *British Food Journal*, Vol.109, Issue 2, pp.182-195.
- ✓ Goyal, Anita (2006), 'Consumer perception towards the purchase of credit cards' *Journal of Services Research*, July, Vol. 6, Special issue, pp.179-190.
- ✓ Varshney, S. and Goyal, Anita (2006), 'Outshopping behaviour in a small Indian town: An exploratory study' *South Asian Journal of Management*, Vol. 13, No. 2, April-June, pp.66-85.
- ✓ Varshney, S. and Goyal, Anita (2005), 'A review and extension of the outshopping paradigm to the Indian context' *Asia Pacific Journal of Marketing and Logistics*, Vol. 17, No. 4, pp.30-62.
- ✓ Goyal, Anita (2004), 'Role of supplementary services in purchase of credit card services in India' *Asia Pacific Journal of Marketing and Logistics*, Vol. 16, No. 4, pp.36-51.

B. Articles as Book Chapters

- ✓ Goyal, Anita (2017), 'Group Travel Specialists' in *The Sage International Encyclopedia of Travel and Tourism*, edited by Linda L. Lowry, pp.551-552.
- ✓ Gupta, A., Goyal, Anita, Ramesh, C. and Chaudhary, V.N. (2006), 'Gender bias in organizations: What do business students think?' in *Glass Ceiling: Fact and Fiction*, edited by Nasreen Taher, pp.141-162.
- ✓ Goyal, Anita (2005) 'Overview of the Indian Industrial Sector – in reference to medium-size enterprises' (2005), in the book *Indian Mid-size Manufacturing Enterprises – opportunities and challenges in a global economy*, edited by S. Dutta, pp.13-89.
- ✓ Goyal, Anita (2004), 'Emerging Indian Insurance Industry' *Doing Business with Europe* published by Indian European Studies Centre at MDI with Chambre de Commerce et D'Industrie de Paris (Paris Chamber of Commerce and Industry), pp.144-149.

C. Books

- ✓ Goyal, Anita (Editor) (2014), 'Innovations in Services Marketing and Management: Strategies for Emerging Economies', IGI Global: USA.
- ✓ Ulrich, Karl T., Eppinger, Steven D. and Goyal, Anita (2009), 'Product Design and Development' Special Indian Edition, 4th ed., Tata-McGraw Hill: New Delhi.

D. Cases (with Teaching Note)

- ✓ Goyal, Anita (2011), 'The Struggles of the Egg Industry' published in the book *Case Studies in Marketing* by Kapil and Mukherjee, Pearson Casebook Series, pp.59-61.
- ✓ Vyas, R. S. and Goyal, Anita (2007), 'Webdunia.com' (A Management Case), *Vision*, April-June, Vol.11, No.2, pp.71-83.
- ✓ Chauhan, D. and Goyal, Anita (2005), 'Implementation and institutionalization of CSR at NTPC' (A Management Case), published in the book *Corporate Social Responsibility – concepts and cases: The Indian Experience*, under UNDP-CII-AICTE-MDI collaborative project.
- ✓ Goyal, Anita (2003), 'Launch of Nestle butter' (A Management Case), *Case Folio*, March (Special issue), pp.59-63.

E. Working Paper

- ✓ STOLEN - Embrace the Truth! (December 3, 2013). Available at SSRN: <http://ssrn.com/abstract=2363150> or <http://dx.doi.org/10.2139/ssrn.2363150>.

F. Presented Papers in Conferences & Published Abstracts

- ✓ Goyal, Anita (2016), 'Brand Associations and Celebrity Endorsements'. Presented at *Conference on Brand Management* at Indian Institute of Technology, Delhi, April 16-17. Abstract pp.37-38, ISBN: 978-1-78635-411-2.
- ✓ Goyal, Anita (2015), 'Consumer perception towards time duration of cause-related marketing'. Presented at *4th Biennial Indian Academy of Management Conference* at IIM Lucknow, Noida Campus, December 11-13. Extended Abstract pp.3-5.
- ✓ P. Ajith and Goyal, Anita (2015), 'Innovative Service Delivery Model to Serve the Rural People: The VLE Model'. Presented at *Third International Conference on Creativity and Innovations at Grassroots [ICCIG III]* at IIM Ahmedabad, January 19-22.
- ✓ Goyal, Anita (2014), 'Role of cause related marketing towards Indian consumer choice of eating outlets'. Presented at *Annual Conference of the Emerging Markets Conference Board: Listening to Consumers of Emerging Markets* at IIM Lucknow, Noida Campus, January 8-11. Extended Abstract pp.3-5. Chaired two track sessions.
- ✓ Goyal, Anita (2012), 'Placement of Grade Labels on Biscuits Packaging'. Presented at *1st International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade* at Amritsar organized by PTU, Jalandhar & UNC Kenan-Flagler Business School, December 15-16. Extended Abstract pp.43-44. Chaired one track session.
- ✓ Goyal, Anita and Paninchukunnath, A. (2012), 'Mixed Method Research in India: Illustration of an Implemented Basic Research'. Presented at *International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* at IIM Lucknow, Noida Campus, January 12-14. Extended Abstract pp.304-305. Chaired two track sessions.

- ✓ Goyal, Anita (2011), 'The impact of LCC on current domestic airlines strategies: An Indian case study'. Presented at *17th Euro-Asia International Research Conference on Global Networking and its Implications for Euro-Asia Business Management and Research* at IIM Lucknow, Noida Campus, October 28-29.
- ✓ Raina, R. and Goyal, Anita (2009), 'Perceived efficacy of downward communication in relation to organizational effectiveness'. Presented at *World Academy of Science, Engineering and Technology*, Paris, France. June 24-26. Abstract Vol. 54, June, pp.251-278. ISSN: 2070-3724.
- ✓ Goyal, Anita (2007), 'Innovation strategy along product life cycle for private medical practitioners'. Presented at *Second International Conference on Services Management*, New Delhi organized by IIMT, Gurgaon with Oxford Brookes University, London, June 1-2. Abstract pp.185-189.
- ✓ Juan, A., Goyal, Anita, Faulin, J. and Bagueño, V. (2005), 'Designing Reliable Systems with SREMS++'. Presented at *Proceedings of the 2005 Operational Research Peripatetic Postgraduate Programme*, Valencia, Spain, September 6-10. Abstract pp.115-125. ISBN: 84-689-3077-6.
- ✓ Goyal, Anita (2005), 'Consumer perception towards service product w.r.t. purchase of credit cards'. Presented at *International Conference on Services Management*, New Delhi organized by IIMT, Gurgaon with Oxford Brookes University, London, March 11-12. Abstract pp.788-792. Chaired a track session.
- ✓ Varshney, S. and Goyal, Anita (2005), 'Adventure sports industry of India and its value network'. Presented at *International Conference on Services Management*, March 11-12. Abstract pp.244-250.
- ✓ Sharma, R. and Goyal, Anita (2005), 'Antecedents of the loyalty programs: Analysis of reward point scheme for credit card users'. Presented at *International Conference on Services Management*, March 11-12. Abstract pp.774-778.
- ✓ Goyal, Anita (2003), 'Role of supplementary services towards perceived risk of credit cards in India' *25th Marketing Science Conference 2003*, organized by informs at Robert H. Smith School of Business, University of Maryland, June 12-15. Abstract published.
- ✓ Goyal, Anita, Juan, A. and Faulin, J. (2003), 'Designing highly reliable complex systems using computer simulation'. Abstract published and paper presented at *International Conference on Quality, Reliability and IT*, New Delhi, December 18-20. Organized by University of Delhi at Indian National Science Academy, New Delhi.
- ✓ Goyal, Anita (2002), 'Estimation of sales potential for cars in a location based on the demand forecasting model' Presented at *MS'2002 International Conference on Modeling and Simulation in Technical and Social Sciences*, Girona, Spain, 25-27 June. Full Article pp. 113-119.

G. Others

- ✓ **Guest Editor** (2013) for Special Issue of ‘Journal of Indian Business Review’ (JIBR-Emerald Journal) on ‘Consumers and Marketing in Emerging Markets’ with co-editor, Vol.5, No.1.
- ✓ **Guest Editor** for *Special Issue of Vision* (2007) – The Journal of Business Perspective (MDI Journal) on ‘Services Marketing’, April-June, Vol.11, No.2.
- ✓ Goyal, Anita (2007), Case Analysis – Emami: Identification of Brand Extension Opportunities in Fairness Cream industry, *Vision*, July-September, Vol.11, No.2.
- ✓ Case Analysis of following cases (2002):
 - a. Microsoft: Discrimination at Workplace, *Case Folio*, October 2002, pp. 61-62.
 - b. Hindustan Lever: Rural Marketing Initiatives, *Case Folio*, November 2002, pp.52-54.
 - c. Eureka Forbes: The Direct Marketing Pioneer, *Case Folio*, December 2002, pp. 64-65.
- ✓ Designed and developed an e-module on ‘Market Segmentation’ – MDI initiative (2002)
- ✓ Book Reviews (1 in 2010, 2 in 2009, 1 in 2008, 1 in 2007, 3 in 2006, 5 in 2005, 1 in 2004, 1 in 2003)
- ✓ Review articles for reputed journals like, Asia Pacific Journal of Marketing & Logistics, Journal of Applied Marketing Theory, Journal of Indian Business Research, Journal of IIM-Bangalore – Management Review, Journal of IIM-Lucknow – Metamorphosis, Journal of MDI – Vision and others.

Research Project

A study on ‘Survey on development and performance of Indian mid-size enterprises’ done as a part of core Research Team and written the research report. The one-year project was taken under Indian European Studies Centre, MDI India and EU-SPF in collaboration with the European Partners, 2003-2004.

Presented the then on-going research findings and summary in International Conference on “Indian Mid-Size Manufacturing Enterprises- opportunities and challenges in a global economy” at New Delhi, February 19-20, 2004.

Consultancy Assignments

- ✓ ‘Assessment and Capacity Building in Supply Chain Management’ assignment for UNICEF, October 2007
- ✓ ‘Development of Corporate Plan and Customer Satisfaction Index – Study and Evaluation’ assignment for Security Printing and Minting Corporation of India Limited, September 2007, November 2009

Attended Academic Workshops/ Programmes/ FDPs (Selected List)

- ✓ Workshop ‘Structure Equation Modelling Introduction’, at Amritsar on 14th December, 2012.
- ✓ Workshop ‘Marketing Analytics Workshop’, at ISB Hyderabad on 2nd December, 2011.
- ✓ Workshop “Effective Teaching through Case Study Methodology” at IIT, Delhi, Dept. of Management Studies, March 14-16, 2011.
- ✓ “Customer Centricity as the Driver of Global Business Competitiveness’, AIMA Advanced Management Programme (AMP) at Bangalore, January 7-13, 2007.
- ✓ “Business leadership through Service from Theory to Reality” – the definitive customer service seminar by Jan Carlzon, 1st December 2004, New Delhi.
- ✓ “Creating Moving Case Experiences – A Workshop on Case Writing and Teaching” ‘Faculty Development Programme’ (FDP) conducted jointly by North American Society for Marketing Education in India and Indian Institute of Foreign Trade, 24-25 May, 2002, IIFT, New Delhi.
- ✓ “IT Enabled Marketing” - ‘Faculty Development Programme’ (FDP) at Indian Institute of Information Technology and Management (IIITM), Gwalior, 3-14 December, 2001
- ✓ “Marketing Summit 2000 on Branding” by Al Ries & Laura Ries organized by India Times on 16th December 2000, New Delhi.
- ✓ “Academic Staff Development” Programme at Thames Valley University (TVU) London, 30 November-10 December, 1999.
- ✓ “Marketing Strategy” – ‘Faculty Development Programme’ (FDP) at Indira Gandhi National Open University (IGNOU), New Delhi, 27-28 June, 1997.

Extra-Curricular Activities

- ✓ Recognized as Gandhi-Chatra in 1988 and 1989
- ✓ Recognized as Best Girl of the Year, 1987-88
- ✓ Was a regular participant in Science Fairs
- ✓ Was a NCC Cadet
- ✓ Played Table-Tennis at Zonal level
- ✓ Participated and won prizes, certificates in Essay competitions, Debates and Drama

(ANITA GOYAL)