

## Dr. Priyanka SHARMA (Brief Profile)

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| <b>Current Affiliation</b>              | Assistant Professor, Marketing Area, IIM Lucknow, INDIA<br>Email: <a href="mailto:priyanka@iiml.ac.in">priyanka@iiml.ac.in</a> , Phone: +91 522 669 6659  |
| <b>Educational Background</b>           | <ul style="list-style-type: none"><li>➤ PhD (Marketing), Indian Institute of Technology Kanpur, 2014-2019 (<i>Best Thesis Award</i>)</li><li>➤ PGDM (GM), XLRI - Xavier School of Management, Jamshedpur, 2010-2011</li><li>➤ B.Tech. (Chemical Engineering), Indian Institute of Technology (BHU), Varanasi, 2000-2004 (<i>Silver Medalist</i>)</li></ul>  |
| <b>Professional Experience</b>          | <ul style="list-style-type: none"><li>➤ Manager Sales, <i>UST Global</i>, Gurgaon, India, Jul 2013-Apr 2014</li><li>➤ Senior Sales Consultant, <i>Oracle Corporation</i>, Bangalore, Aug 2011-Feb 2013</li><li>➤ Product Manager, <i>Oracle Corporation</i>, Bangalore, Dec 2006-May 2010</li><li>➤ Software Engineer, <i>Infosys</i>, Bangalore, Jun 2004-Oct 2006</li></ul>   |
| <b>Courses Taught</b>                   | <ol style="list-style-type: none"><li>1. <b>Qualitative Research Methods</b> in Ph.D. at IIM Lucknow</li><li>2. <b>B2B Marketing</b> in PGP and IPMX as electives at IIM Lucknow</li><li>3. Marketing Management-I in PGP at IIM Lucknow</li><li>4. Marketing Management-II in PGP and PGPWE at IIM Lucknow</li></ol>   |
| <b>Research Interests</b>               | B2B Marketing, Buyer Behavior, Branding, Technology Marketing, Inter-Organizational Relationships, Services Marketing, Relationship Marketing, Tourism Marketing  |
| <b>Selected published papers</b>        | <ul style="list-style-type: none"><li>➤ Distributor Opportunism Toward the Supplier: A Social Network Perspective: Priyanka SHARMA, Angappa GUNASEKARAN, Girish SUBRAMANIAN, Journal of Computer Information Systems, 2022, 1-16 (<b>ABDC = A</b>)</li><li>➤ Customer co-creation, COVID-19 and sustainable service outcomes, Priyanka SHARMA, Benchmarking: An International Journal, 2021, Vol. 28 No. 7, pp. 2232-2258. (<b>ABDC = B</b>)</li><li>➤ Facets of Business-to-Business Brand Equity: Mixed Methods Approach: Priyanka SHARMA, Raghu Nandan SENGUPTA and David LICHTENTHAL, Marketing Intelligence &amp; Planning, Vol. 37, No. 7, 2020, DOI: 10.1108/MIP-10-2018-0437 (<b>ABDC = A</b>)</li><li>➤ Why are industrial firms high or low brand sensitive? An empirical investigation: Priyanka SHARMA, Raghu Nandan SENGUPTA, Journal of Marketing Theory and Practice, 2019, DOI: 10.1080/10696679.2019.1662314 (<b>ABDC = B</b>)</li></ul> |
| <b>Works in progress</b>                | <ul style="list-style-type: none"><li>➤ Impact of Artificial intelligence-driven innovation for enhancing supply chain resilience and efficiency: an empirical investigation</li><li>➤ Salesperson's performance: An analysis and research agenda</li></ul>   |
| <b>Selected Conferences/ Workshops</b>  | <ul style="list-style-type: none"><li>➤ Adoption of Social-media By B2B Salespeople: A Social Capital Approach, Priyanka SHARMA, 43rd INFORMS Marketing Science (ISMS) Conference, 3rd – 5th June 2021</li><li>➤ Customer Co-creation and Technology to Develop a Sustainable Innovative Service Ecosystem, Priyanka SHARMA, Convergence 2020, Winning Through Service Excellence: Theory And Practice, Jagdish Seth School of Management, 18th – 19th December 2020</li><li>➤ JM-ISB Research Development Workshop, Indian School of Business (ISB), Hyderabad, INDIA, 11th -12th January 2020</li></ul>   |
| <b>Selected Invited Speaker/ Awards</b> | <ul style="list-style-type: none"><li>➤ Expert lecture on CRM for in-service railway officers at Indian Railways Institute of Transport Management, Lucknow, Sept 2021.</li><li>➤ Expert lecture on ‘Theories of Innovation’ in “5 Days FDP on Innovation Management sponsored by ATAL Academy” by IIIT Allahabad, July 2021.</li><li>➤ Session Chair “Sales &amp; Distribution and Others” track in 7th PAN IIM Conference 2019</li></ul>  |
| <b>MDP Domain</b>                       | <ul style="list-style-type: none"><li>➤ B2B Marketing</li><li>➤ Brand Management</li><li>➤ Digital Marketing</li><li>➤ Marketing Research</li></ul>   |