

Dr. Krishnan Jeesha

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Academic Qualifications

Doctoral Program in Management (PhD)	2014-2020	Degree Awarded	Indian Institute of Management (IIM), Kozhikode
National Eligibility Test (NET)	2013		University Grants Commission (UGC)
Master of Business Administration (MBA)*, OGPA : 8.89 /10.00	2010-2012	Merit	Bharathidasan Institute of Management Tiruchirapalli
Bachelor of Technology (B Tech), Electronics and Communication Engineering Percentage :78%	2003-2007	First Class with Distinction	Mar Baselios College Of Engineering And Technology, Trivandrum
AISSE Percentage :86%	2003	Distinction	Arya Central School, Trivandrum
AISSE Percentage : 83%	2001	Distinction	Arya Central School, Trivandrum

* Merit Certificate for being in the Top 3 of the batch

Academic Certifications

- Search Engine Optimization Fundamentals by University of California, Davis on Coursera. Certificate earned on Saturday, July 18, 2020. Verify at <https://www.coursera.org/account/accomplishments/verify/82NE6NHKMC2>
- Introduction to Search Engine Optimization by UC Davis on Coursera. Certificate earned at April 17, 2020. Verify at <https://www.coursera.org/account/accomplishments/verify/UQ8KRAKSMVD>
- Inbound Certification by Hubspot Academy. Certificate earned at 26th March 2020.
- Fundamentals of Digital Marketing by Google Digital Unlocked. Certificate earned at 14th

November 2018.

- Gamification by University of Pennsylvania on Coursera. Certificate earned on Saturday, June 30, 2018. Verify at <https://www.coursera.org/account/accomplishments/verify/7Y8P78XR7CP2>
- Designing, Running, and Analyzing Experiments by University of California San Diego on Coursera. Certificate earned on Saturday, January 13, 2018. Verify at <https://www.coursera.org/account/accomplishments/verify/RE47FY5QNSZN>
- Marketing in a Digital World by University of Illinois at Urbana-Champaign on Coursera. Certificate earned on Tuesday, September 26, 2017. Verify at <https://www.coursera.org/account/accomplishments/verify/KKCWRY7QYGML>
- SCJP (Sun Certified Java Programmer) with “excellent” grade.

Work experience

Designation	Company	Tenure
Assistant Professor (Marketing)	Indian Institute of Management Lucknow <ul style="list-style-type: none">• Teaching• Research• Administration	October 2021 to Present
Assistant Professor (Marketing)	Indian Institute of Management Visakhapatnam <ul style="list-style-type: none">• Teaching• Research• Administration	July 2021 to September 2021
Assistant Professor (Marketing)	Amrita School of Business, Coimbatore (AACSB Accredited, Institute of Eminence) <ul style="list-style-type: none">• Teaching• Research• Administration	November 2019 to May 2021
CEO and Director	Open Quadrant Marketing Pvt. Ltd. <ul style="list-style-type: none">• Client acquisition• Operations management• Finance management• Personnel management	September 2013 to May 2014
Territory Sales Manager (South Kerala)	TATA Motors Limited <ul style="list-style-type: none">• Dealer management (finance and sales processes)• Product and sales training• Customer management and competitor tracking	May 2012 to September 2013
Systems Engineer Services vertical	Infosys Limited <ul style="list-style-type: none">• Software development for services• Multiple languages (Middleware, Java, VB .Net, C# .Net, ASP, Javascript)• Process implementation (TPS and Efficiency), Green Initiative.	November 2007 to June 2010

PhD Dissertation

“*Webcare and Brand Evaluations: Optimizing Webcare Strategies for Service Brands*” – The theses proposes a novel theoretical lens of signaling theory to better understand webcare by studying a new strategy (Exhaustive-Selective) and effect of three moderators (Review Balance, Review Frame and Responsiveness) on brand evaluation.

Areas of Interest

Webcare, Online Reviews, Digital Marketing, Gamification, Brand Equity, Marketing Analytics

Publications

- Jeешa, K., & Purani, K. (2021). Webcare as a signal: exhaustive-selective webcare strategy and brand evaluation. *European Journal of Marketing*. (ABDC – A*) – <https://www.emerald.com/insight/content/doi/10.1108/EJM-05-2019-0421/full/html>
- Purani, K., & Jeешa, K. (2021). Community based brand equity as brand culture: advancing brand equity conceptualization for a connected world. *AMS Review*, 1-19. (ABDC - B) - <https://link.springer.com/article/10.1007/s13162-020-00189-2> (ABDC - B)
- Sumod, S. D., Premkumar, P., Jeешa, K., & Chowdhury, S. (2021). Is There a Method to Madness? Predicting Success of Bollywood Movies. *The Journal of Prediction Markets*, 15(2). (ABDC – B)
- Purani, K., & Jeешa, K. (2020). Capital Budgeting: Maledia Broadcasting Ltd. *Asian Journal of Management Cases*, 17(2), 241-256.
- Jeешa, K. (2018). Book review: S. Umit Kucuk, Brand Hate: Navigating Consumer Negativity in the Digital World. *IIM Kozhikode Society & Management Review*, 7(2), 195-197 (ABS – 2)
- Purani, K., & Jeешa, K. (2017). Impex Kitchen Appliances: Evaluating the "Reader's Offer". Ivey ID: 9B17A010. London, Canada: *Ivey Publishing*.

International conferences

- Jeешa, K., & Purani K. (2018). Webcare and Brand Evaluations: Optimizing Webcare Strategies for Service Brands. In 2018 AMA Summer Academic Conference proceedings (Vol. 29, pp. 175-176). Chicago: American Marketing Association
- Jeешa, K., & Purani, K. (2017, June). Conceptualizing and Measuring Community-Based Brand Equity: An Abstract. In Academy of Marketing Science World Marketing Congress (pp. 161-161). Springer, Cham.
- Pradeep, K., Sumod, S. D., & Jeешa, K. (2016). “Pradhan Mantri Jan Dhan Yojana- A stakeholder Perspective”, paper presented at Fourth Pan IIM Conference, IIM Ahmedabad, Gujarat. 13th – 15th Dec 2016

- Jeesha, K. (2016). “A Repurchase Intention Model in a Multilevel Loyalty Program”, paper presented at 10th Great Lakes NASMEI International Marketing Conference, Great Lakes, Chennai. 23rd – 24th Dec 2016
- Jeesha, K., & Thomas, J. (2016) “Guilt as an advertising and promotional tool”, International Conference on Marketing Technology and Society (MARCONF16), IIM Kozhikode, Kerala. 29th Sept – 1st Oct 2016

Research under Progress

- Jeesha, K., & Purani, K. Webcare Strategy and Consumer Engagement on Online Review Platforms. *Under review* with Journal of Research in Interactive Marketing.
- Jeesha, K., & Sugathan, P., Effect of temporality as motivation for positive online recommendation. *Data Analysis in progress.*
- Jeesha, K., & GP, R. In Love With The Shape Of You: Effect Of Brand Identification Elements On Destination Brands In India. *Manuscript ready for submission*
- Jeesha, K., & Purani. Voylla: E-mail Marketing. *Manuscript ready, waiting for client approval* (targeted at IVEY cases)
- Jeesha, K., & Chaithanya, B. Webcare and brand evaluation: a meta-analysis. *Analysis in Progress*
- Jeesha, K., Kozhikode, R., Parvathy & Suganthi. Authenticity and Brand rating. *Literature review in Progress – International Collaboration*
- Jeesha K., & Theodore Lyngdoh. Impact of mobile addiction on millenials. Literature review in Progress – *International Collaboration targeted at special issue in Psychology and Marketing*

Academic Achievements/ Awards

- Won the Sethuraman-NASMEI Award (2018) for one of the best three research proposals in the country for doctoral students (including a research funding of ₹ 75000). (Thesis Work)
- Awarded Merit Certificate for being placed third in the batch for the MBA programme.
- Best Paper Award (Third) won by students under my guidance at The 2021 International Conference on Managing Inflection Point in Changing Landscape: Through Technological Innovations (ICMIC21)
- Part of team that won the “Wipro Earthian 2016” Award for suggesting green solutions to remove congestion in the city of Bangalore.
- National Eligibility Test (Eligibility for Lectureship), University Grants Commission, India, 2013

Subjects Taught

- Strategic Brand Management (Student rating : 4.7/5, 54 students)
- Marketing in a Digital World (Student rating : 4.4/5, 109 students)
- Business Research Methods (Student rating : 4.6/5, 140 students)

Research Reviewer

- 2021 Springer Book “Socially Responsible Consumption and Marketing in Practice-Collection of Case Studies”
- 2018 IIMK Society and Management Review
- 2018 AMA Summer Academic Conference
- 2017 Academy of Marketing Science World Marketing Congress
- 2016 NACRA Annual Meeting

Professional Achievements

- Won the President’s Award for Performance for the month of February ‘13 and March’13 for achieving more than 130% of the target in TATA Motors.
- Won an Infosys award for ‘Best Colleague’
- Won an Infosys team award for ‘Best Project Team’

Administrative Roles

- AACSB Team Lead for AOL - Communication
- Part of the NAAC Accreditation team at Amrita School of Business
- Lead the AACSB marketing plan team at Amrita School of Business

Other Major Roles Undertaken

Positions of Responsibility:

- First FPM Student Representative of IIM Kozhikode
- Headed the Sponsors Team for Athenaeum ‘11 – the International Research Conference conducted by BIM.
- Part of the ISO team which enabled the flagship event of BIM – Crescita’10 to get the ISO certification.
- Part of MESSCOM, a committee unique to BIM (MBA) which runs the Mess like an independent organization, includes management of finances, personnel, supply chain, student and faculty satisfaction.

Extra-Curricular:

- One of the chief coordinators of CROSSROADS ‘04 and ‘06.
- One of the Executive members of the Electronics Association.
- Team Leader of the team that won the management event conducted by i-manager.
- Part of the team that won Ragam’05 overall championships at NIT Calicut.

Personal Details

Date of Birth: 11th June 1985

Languages: English, Hindi, Malayalam, Tamil

Other interests

Badminton, Gaming (PC and Console), Cooking, Reading, Anime.

References

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