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SUMMARY

I am an Assistant Professor of Marketing at Indian Institute of Management (IIM) Lucknow. I have completed my FPM in Marketing from XLRI- Xavier School of Management, Jamshedpur. I have published papers in *Psychology & Marketing* (honoured **as the most downloaded paper** by Wiley) and *Journal of Brand Management*. Prior to joining FPM, I was the Brand Manager for the Muthoot Pappachan Group, after having completed my MBA in Rural Management from Xavier Institute of Management, Bhubaneswar (XIMB). I am a double gold medallist both at the undergraduate (BCom) and graduate (MBA) levels. My area of research interests include responsible and ethical marketing, brand and consumer activism, influencer marketing, consumer brand interactions, interactive marketing, and celebrity endorsements.

THESIS

Thesis title: Essays on Brand Activism in the Age of Influencer Marketing

Thesis Advisory Committee: Dr. Debasis Pradhan (XLRI, Jamshedpur), Dr. Rajeev Roy (XLRI, Delhi), Dr. Tapas Ranjan Moharana (XLRI, Jamshedpur), Dr. Abhisek Kuanr (University of Essex)

PUBLICATIONS

1. Pradhan, D., Kuanr, A., Anupurba Pahi, S., & Akram, M. S. (2023). Influencer marketing: When and why gen Z consumers avoid influencers and endorsed brands. *Psychology & Marketing*, 40(1), 27-47. Doi: <https://doi.org/10.1002/mar.21749>
2. Pahi, S. A., Jain, A., & Pradhan, D. (2024). How can brands mitigate the consequences of negative digital customer experience? Investigating roles of brand attachment, brand community support, and adaptive coping. *Journal of Brand Management*, 1-16. Doi: <https://doi.org/10.1057/s41262-024-00363-y>

CONFERENCES

International Conferences

1. "I (don't) consume (un)ethical fashion: The Interplay of Influencer-driven Blame Attribution, Narcissism, and Ethical Overwhelm." International Centre for Anti-consumption Research (ICAR) 2023 by the University of Sydney, Australia.
2. "Brand Environmental Transgressions and Repercussions: A Gen Z Perspective." Global Marketing Conference 2023 held at Seoul, South Korea.

National Conferences

1. “Green Purchase Behavior: An Activist Approach.” Indian Academy of Management (INDAM) 2023 held at Mumbai, India.

TEACHING/RESEARCH EXPERIENCE

1. Assistant Professor of Marketing at Institute of Rural Management Anand (IRMA) from July 15, 2024 – January 27, 2025.
2. Invited Lecture on Experimental Research Methods in Marketing, May 2024, at XLRI Jamshedpur.

MANAGEMENT DEVELOPMENT PROGRAMME

1. Market Intelligence and Effective Marketing in MDP on “Banking Leadership and Performance Enhancement” for State Bank of India (SBI) in August-September 2024
2. Overview of Pricing Strategies in MDP on “Strategic Marketing” for BASF India Limited on August 26-29, 2024

SERVICES TO ACADEMIA

1. Management and Labour Studies (ad hoc reviewer)
2. Global Business Review (ad hoc reviewer)

PRE-PhD INDUSTRY EXPERIENCE

1. Brand Manager, Muthoot Pappachan Group from April 2019-July 2020. Looked after corporate branding, digital marketing, public relations, internal communications and above-the-line campaigns for 9 group companies ranging from hospitality to financial services.
2. Summer Intern, PricewaterhouseCoopers India (PwC India) from April 2018-June 2018. Looked after business development, skills development, and education for the Himachal Pradesh Skills Development Programme.

AWARDS AND HONOURS

1. Wiley Most Downloaded Paper, Influencer marketing: When and why gen Z consumers avoid influencers and endorsed brands published in Psychology & Marketing
2. School Topper (Gold Medallist) for MBA Rural Management at Xavier Institute of Management, Bhubaneswar (XIMB) for academic year 2017-19.
3. NTPC Lady Topper for MBA Rural Management at Xavier Institute of Management, Bhubaneswar (XIMB) for academic year 2017-19.
4. University Topper (Gold Medallist) for Xavier School of Commerce, XIM University (erstwhile, Xavier University Bhubaneswar) for the academic year 2014-17.

EDUCATIONAL BACKGROUND

Degree	Institute/University	Year	Result
FPM	XLRI-Xavier School of Management, Jamshedpur	2024	Defended on Mar 04, 2024 (CQPI-6.46)
MBA (RM)	XIMB-Xavier Institute of Management, Bhubaneswar	2019	School Topper (CQPI-8.35)
Graduation (B.Com.)	XIMU (erstwhile Xavier University Bhubaneswar, XUB)	2017	University Topper (CQPI- 8.14)

+2 Commerce.	Mother's Public School, Bhubaneswar	2014	94.2%
Matriculation	Loyola School, Bhubaneswar	2012	89.43%

Certifications

1. PG Certification in Digital Marketing & Communication (Online) in 2020 from Mudra Institute of Communications, Ahmedabad (MICA).