

Rajesh K Aithal
224, Faculty Block
IIM Lucknow

Work Experience:

1. From **Nov 2006**, onwards working as a **Faculty at IIM Lucknow**, in the Marketing Area. Currently an Associate Professor.
2. Worked with **Philips India** handling the sales and distribution of Philips Tapes and Accessories for the states of Karnataka and Andhra Pradesh for close to two years.

Educational Qualifications:

B.Sc, MBA (Gulbarga University, Karnataka) and Fellow, IRMA.

Teaching

Have been teaching basic courses like MMI & MMII for the last ten years. Offered the elective “Sales & Distribution Management” since 2007 and in the last two years have launched a new elective “:BOP & Rural Markets”.

Journal Publications:

1. Aithal, R.K. and A Dasgupta “Tamul Plates Marketing Pvt. Ltd. (TMPC) – The Growth Challenge,” **Asian Case Research Journal**, Vol 22, Issue 1 June 2018.
2. Aithal, R.K. and Satyam, (Forthcoming) "Distribution Challenges in Emerging Economies: Evaluating alternate distribution strategies for FMCG firms in rural India" Book chapter in Strategic Marketing Issues in Emerging Markets, **Springer Publication**.

3. Aithal, R.K. (**Forthcoming**) Book chapter- Commentary on “Distribution Channel Structure in Rural Areas: A Framework and Hypotheses” in “Customer Value Creation Through Marketing Decisions” **Routledge Publishers**.
4. Satyam, Aithal, R.K., Aithal, R.K., Maurya, H. and Maurya, H., **2017**. Exploring channel conflict in an emerging economy: the small retailer’s perspective. **International Journal of Retail & Distribution Management**, 45(10), pp.1061-1078.
5. “Book essay on Unrelenting Innovation: How to create a culture for market dominance,” **Journal of Business Research**, (2015).
6. “Marketing Channel length in Rural India: Influence of the External Environment and Rural Retailer Buyer Behaviour”, **International Journal of Retail & Distribution Management**, 40(3), 2012, Emerald Group Publishing Limited.
7. "Regional Science City Lucknow" **Metamorphosis**, 8(1), 2009.
8. "Kala Raksha Trust Kutch," **Vision**, 12(3), Oct-Dec, 2008, Sage Publications.
9. “Rural Marketing in Development Paradigm,” co-authored (second author), **International Journal of Rural Management**, 1(2), July –December 2005, Sage Publications.
10. “Distribution Channel Structure in Rural Areas: A Framework and Hypotheses,” co-authored (first author) **Decision** 32 (1), Jan-June 2005.