

ANJALI SHARMA

Assistant Professor, JGLS

FPM (Marketing), Indian Institute of Management, Indore

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EDUCATIONAL QUALIFICATION	INSTITUTE	YEAR OF PASSING	% MARKS /CGPA
Ph.D. (Marketing)	Indian Institute of Management Indore (IIM-I)	2022	
PGDM	Chandragupt Institute of Management Patna (CIMP)	2016	7.80
B.COM(H)	Patna Women's College	2014	69%
AISSCE- CBSE	DAV Public School, Patna	2011	85.8%
Matriculation- ICSE	St. Joseph's Convent High School, Patna	2009	86.4%

Teaching Experience: (Teaching Role, O.P. Jindal Global University (JGLS) & IIM-I)

- Assistant Professor at O.P. Jindal Global University (Jindal Global Law School 'JGLS') (August 2020- till date)
 - Taught the course 'Principles of Management' and 'Business Environment' to BBA-LLB students.
- Assisted Prof. Rajendra V. Nargundkar with 'Digital Marketing' and 'Workshop on Tourism Marketing' courses for PGP at IIM I.
- Assisted Prof. Jayasimha K.R. with 'CDCV- Communicating and Delivering Customer Value' course for EPGP at IIM I.

Dissertation

- Title: ESSAYS ON ONLINE FLASH SALE
- Thesis Advisory Committee:
Prof. Jayasimha K.R. (Chairperson); Prof. Rajendra V. Nargundkar (Member); Prof. Amitabh Deo Kodwani (Member)

Research Experience: (Research Assistance Role, IIM-I)

- Assisted Prof. Jayasimha K.R. on project related to Eco-tourism.
- Assisted Prof. Rajendra V. Nargundkar on project related to social media use in class teaching.

Publication

- Dhal, A. & Sharma, A. (2021) Exploring patient's experiential values and its impact on service quality assessment by Indians in public health institution: A qualitative study. *Journal of Public Affairs*, e2800. (Scopus Index and Ranked 'B' in ABDC Ranking)
- Sharma, A., & Parasar, A. (2020). A study on loan approval and non-performing asset—Segment identification. *Journal of Public Affairs*, 20(2), e2015. (Scopus Index and Ranked 'B' in ABDC Ranking)
- Article titled "Strengthening the Rural Grassroots" published in Social Entrepreneurship Conclave 3- Women Changemakers in the Social Sector, organized by SIGMA- XLRI Jamshedpur, Feb. 2020.
- Article titled "Snapdeal faces brunt of Amir Khan's statement; intolerant India or flipside of celebrity endorsement?" published in MARKATHON, The Marketing Magazine of IIM, Shillong, Jan. 01, 2016.

Conference Presentation

- Jayasimha, K.R. & Sharma, A. (2020). Service Failure after Online Flash Sale (OFS): Investigating the role of Consumer Competition and Deal type on re-participation intention. 14th Great Lakes NASMEI Marketing Conference. Dec. 21-22, 2020.
- Sharma, A. & Jayasimha, K.R. (2020). Service failure after online flash sales: An investigation. Convergence 2020 - 14th International Conference on Winning through Service Excellence: Theory and Practice, Jagdish Sheth School of Management. Dec. 18-19, 2020.
- Sharma, A. (2019). Impact of Customer Prior Product Knowledge on Salesperson. 33rd ANZAM Conference, Australia. Dec. 3-6, 2019. (Paper Accepted for Presentation)
- Sharma, A. & Jayasimha, K.R. (2019). Development of Psychometrically validated Index of Medical Tourism Reviews. IIMI-NASMEI Summer Marketing-IS Conference, Indian Institute of Management, Indore. July 26-28, 2019.
- Sharma, A. & Jayasimha, K.R. (2019). Psychometric Index Development of Online Reviews on Medical Tourism. 9th Advances in Hospitality and Tourism Marketing and Management conference, University of Portsmouth, UK. July 9-12, 2019.
- Sharma, A. & Jayasimha, K.R. (2019). Exploring the possibilities of Psychometric Index Development for Medical Tourism Reviews. International Conference on Global Health & Medical Tourism: The Way Forward, Indian Institute of Management, Kozhikode. March 7-9, 2019.
- Nargundkar, R. V. & Sharma, A. (2018). Blogging as a Learning Tool. Sixth Biennial International Conference, NITTE, Justice K S Hegde Institute of Management. Dec. 29-30, 2018.
- Sharma, A. & Nargundkar, R. V. (2018). Online Buying Behaviour: Official Website Versus Third Party Websites. 6th International Conference on Marketing, Hanoi, Vietnam. Oct. 11-12, 2018.
- Sharma, A. (2018). Online Return Policy: Customer Intention for Order or Keep. Journal of the Academy of Marketing Science India conference, Indian School of Business. Apr. 26-28, 2018.

<ul style="list-style-type: none"> Sharma, A. (2018). Co-Creation for Sustainability. International Conference on Sustainability and Business, Indian Institute of Management, Calcutta. Jan. 13-14, 2018. Sharma, A. (2017). Fair Value Accounting – The Emerging Trend. 5th Biennial Conference of India Academy of Management (INDAM), Indian Institute of Management, Indore. Dec. 18-20, 2017. Sharma, A. (2016). A study on the Analysis of Mortgage Loan Approval with Customer Segmentation. International Conference of Marketing and Economics, Colombo, Sri Lanka. Feb. 19-20, 2016. Sharma, A. & Parasar. A. (2015). A Study on Celebrity endorsement and Brand Personality in Indian Context. AddMark-International Conference on Social Media, SEO & Marketing Strategies, Spain. Nov. 4, 2015. <i>(Paper Accepted for Poster Presentation)</i>
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Workshops and Doctoral Summer School
<ul style="list-style-type: none"> Workshop on The Experimental Research, 9th Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference, University of Portsmouth, UK. July 9, 2019. Workshop on An approach to new research ideas- Turning Something Qualitative to Quantitative, 9th Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference, University of Portsmouth, UK. July 9, 2019. Workshop on Perspectives on Research and Publication, at IIM Indore- Nasmei Summer Marketing Conference, Indian Institute of Management, Indore. Jul. 27, 2017. IIMA Doctoral Summer School, Indian Institute of Management, Ahmedabad. June 1-4, 2017. Workshop on Gender Sensitivity “Girlsgottaknow, India” at Indian Institute of Management Indore. Jan. 23, 2017. Workshop on World Bank Open Data Initiative, Chandragupt Institute of Management, Patna. Aug. 21, 2014.

Reviewer
<ul style="list-style-type: none"> Journal of Indian Business Research INDAM Conference organized by IIM- Rohtak, 2021 IIM-Indore NASMIE Summer Marketing IS Conference, 2019.

Positions of Responsibility
<ul style="list-style-type: none"> Session Chair at Journal of the Academy of Marketing Science India conference, Indian School of Business, Apr. 2018. Held the position of Infrastructure Committee Representative in Student Activities Council, Indian Institute of Management Indore, 2017-18. Member of the organizing committee of IIM Indore- Nasmei Summer Marketing Conference, Indian Institute of Management Indore, Jul. 2017. Member of the organizing committee of Conference on Excellence in Research and Education, Indian Institute of Management Indore. May 2017. Member, Placement Committee, Chandragupt Institute of Management, Patna. 2014-15. Member, Adovation Committee, Chandragupt Institute of Management, Patna. 2014-15. Organised a lecture session ‘Rise & Shine’ by Akash Gautam, 2014.

Extra-Curricular Activities and Achievement
<ul style="list-style-type: none"> Won Gold in Women’s – Badminton Doubles Tournament, Kho-Kho & Arm Wrestling, IIM-I, 2019. Won Bronze in Mixed Table Tennis Doubles, IIM-I, 2019. Won Silver in - Women’s Badminton Doubles Tournament, Mixed Table Tennis Doubles & Tug of War, IIM-I, 2018. Won the Women’s Table Tennis Championship, CIMP, 2015. Recipient of Scholarship (for three times) for outstanding Academic performance during PGDM, CIMP, 2014-16.

Reference
<p>Prof. Jayasimha K.R., Professor of Marketing Indian Institute of Management Indore, Prabandh Shikar, Rau-Pithampur Road Indore 453331, Madhya Pradesh, India Email: jayasimha@iimidr.ac.in</p> <p>Prof. Rajendra Vishwanath Nargundkar, Director NMIMS Bangalore, India Email: rajendra.nargundkar@nmims.edu</p> <p>Prof. Amitabh Deo Kodwani, Professor of HRM Indian Institute of Management Indore, Prabandh Shikar, Rau-Pithampur Road Indore 453331, Madhya Pradesh, India Email: amitabhk@iimidr.ac.in</p>

Place: New Delhi

Anjali Sharma
Signature