

**Name: Dr. Priya Grover**  
**Designation: Associate Professor**

**Brief Summary:**

My vision is to enhance my skills and abilities in a field that offers professional growth and security while being resourceful, innovative and flexible. With 14+ years of experience in academic sphere backed by research orientation and expertise in the field of marketing management, consumer behavior, brand management, international marketing management and advertising, I follow a proactive and solutions oriented approach with excellent analytical and academic skills, successfully and consistently delivering the responsibilities entrusted upon.

<b>EXAMINATION</b>	<b>YEAR</b>	<b>INSTITUTE BOARD/</b>	<b>UNIVERSITY</b>	<b>PERCENTAGE</b>
PhD	2012		Garhwal University, Srinagar	
MBA (lateral entry)	2007	Polaris Academy, Dehradun	Punjab Technical University, Jalandhar	80
LLB(Labour Law)	2000	DAV(PG) College, Dehradun	Garhwal University, Srinagar	62.8
UGC-NET	1998	UGC-CSIR		
PGDBM(Equivalent to 2 year full time M.B.A)	1998	Shri Guru Ram Rai Institute of Technology & Science. D.Dun	Recognised by AIU/UGC/AICTE	73.04
Bsc(Hons.) Biochemistry	1996	Punjab University, Chandigarh	Punjab University, Chandigarh	62(fifth rank in university.)

**Educational Qualifications:**

AISSCE(XII)	1992	KVONGC, Dehradun	CBSE	81
AISSE(X)	1990	KVONGC, Dehradun	CBSE	83

### **Additional Qualifications:**

- Successfully cleared the Digital Marketing Certification course by Manipal University in March,2016.
- Awarded PhD. by Hemwati Nandan Bahuguna Garhwal University, Srinagar, Garhwal on “Brand Extension Strategies with special reference to FMCG.”
- Cleared UGC-NET for lectureship held in 1998 in first attempt.
- Participated in two day workshop from April29-30,2016 on “Use of Statistics in doing Media & Communication research” organized by Symbiosis Teaching Learning Resource Centre, Symbiosis International University.
- Attended one day workshop on “Make in India: Role of Industry-University Collaboration in creating value” organized by Symbiosis International University in association with Intellectual Property Dome, Chennai on April26,2016.
- Participated in one day workshop on “ Applying Educational Psychology & Experiential Learning Principles to University Teaching” organized by Symbiosis Teaching Learning Resource Centre, Symbiosis International University on January25,2016.
- Attended workshop on Blended Learning in University of Petroleum & Energy Studies, Dehradun conducted by Pearl Academy( [www.pearlacademy.com](http://www.pearlacademy.com)) and designed a blended learning course plan for the subject, Customer Relationship Management.
- in University of Petroleum & Energy Studies, Dehradun conducted by Pearl Academy( [www.pearlacademy.com](http://www.pearlacademy.com)) and designed a blended learning course plan for the subject, Customer Relationship Management.
- Successfully cleared a short term online course on “Case Study Methodology” conducted by Laureate International University from Nov.13,2014 to Dec.11,2014.
- Participated in the Case Writing and Teaching Advanced Training workshop organized by Ivey Business School, Western University, Canada held at International Management Institute, New Delhi from May26,2014 to May 29,2014.
- Participated in the workshop on “Case Study Methodology” organized by IBS Case Research Centre, Hyderabad on May31,2013.

- Attended an Faculty Development Program on “Advertising & Integrated Marketing Communications Teaching Techniques” organized by Fore School of Management, New Delhi on June 03, 2013.
- Short term course completed on “Research Methodology & Quantitative Techniques with Software Applications” from Indian Institute of Technology Roorkee ([www.iitr.ac.in](http://www.iitr.ac.in)).

### **Academic & Professional Experience:**

#### SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION (Sept. 12, 2015-Till date)

- Serving as Associate Professor in Symbiosis Institute of Media & Communication, Pune.
- Teaching subjects like consumer behavior, brand management & advertising.
- Guided students of MBA in Dissertations and research work.
- Serving as Head-Corporate-Interface-Team in Symbiosis Institute of Media & Communication, Symbiosis International University, Pune.

#### UNIVERSITY OF PETROLEUM & ENERGY STUDIES (June, 2012-Sept. 09, 2015):

- Served as Assistant Professor (Senior Scale) in University of Petroleum and Energy Studies (UPES), Dehradun.
- Served as Program Head for BBA-Retail Management course in UPES.
- Served as Head-Marketing club-MANTHAN in CoMES, UPES
- Taught varied subjects such as Consumer Behavior, Marketing Management, Brand Management, International Marketing Management and Integrated Marketing Communication.
- Guided students of MBA and Integrated B.Tech-MBA in Dissertations and research work.
- Headed the external promotions team of University of Petroleum & Energy Studies for SAAC-INDIA, Startup Weekend-show for Dehradun conducted from Oct. 10, 2014 to Oct. 12, 2014 under the Incubation Cell of the university, the event being sponsored by Coca-cola and Google.
- Organized Agro Supply Chain Conference on August 22, 2014, in University of Petroleum & Energy Studies, Dehradun supported by NABARD and SIDBI.

#### UTTARANCHAL INSTITUTE OF (UIM) (Jan. 2010-June 2012) :

- Served as Asstt. Prof. & taught consumer behavior, marketing management, brand management and advertising.
- Served as Head-Training & Placement (MBA) & assisted the students in their summer internships and placements by organizing pool campus interviews.
- Successfully placed most of the students of MBA in UIM in companies of repute like Ceasefire, ICICI Bank, HDFC Sales, Apex Laboratories, Lupin, Muthoot Finance, Genpact, Axis Bank etc.
- Rewarded by UIM, Dehradun for successful placement and summer internship of MBA students in companies of repute.

#### INSTITUTE OF MANAGEMENT STUDIES (IMS) (Aug. 2009-Dec. 2009):

- Served as Asstt .Prof. & taught subjects like consumer behavior, marketing management, brand management and advertising.

INDRAPRASTHA(P.G.)INSTITUTE OF MANAGEMENT & TECHNOLOGY(IIMT)  
(July2008-July2009):

- Served as Asstt .Prof. and Head of the Department.
- Taught subjects like consumer behavior, marketing management and advertising.
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UTTARANCHAL INSTITUTE OF (UIM)( Aug. 2006-July2008):

- Served as Lecturer(Sr. Scale) & taught marketing, consumer behavior and advertising.
- Served as Training and Placement coordinator in Uttaranchal Institute of Management (UIM), Dehradun.

GRAPHIC ERA INSTITUTE OF TECHNOLOGY( GEIT) (Feb.2005-July2006)

- Served as Lecturer & taught marketing, consumer behavior and corporate legal environment.
- Served as a member of Training & Placement team in Graphic Era Institute of Technology.

SCHOOL OF BUSINESS & COMMUNICATION STUDIES (SBCS) (Feb.2003-Jan.2005)

- Served as Lecturer & taught marketing and consumer behavior.

MUSSOORIE MANAGEMENT INSTITUTE (Sept.1998-Feb1999)

- Served as Lecturer & taught marketing and consumer behavior.

### **Professional affiliations:**

- Serving as Editor of ELK Asia Pacific Journal of Leadership and Innovation Management(EAPJLIM).
- Reviewer of papers published in Journal of Asia Business Studies, an Emerald Group Publishing international refereed journal is indexed and abstracted by Scopus, Emerald Management Reviews, ISI Social Sciences Citation Index; ISI Journal Business Source Premier (EBSCO), Cabell's Directory of Publishing Opportunities in Management, Professional ABI/INFORM Complete/ Professional ProQuest Central/ ProQuest Central (ProQuest), Scopus, Summon, Zetoc (British Library) and ranked by Australian Business Deans Council, BFI (Denmark).  
(<http://emeraldgrouppublishing.com/products/journals/journals.htm?id=jabs>).
- Reviewer of papers published in European Journal of Marketing, an Emerald Group Publishing international refereed journal listed in Scopus, Emerald Management Reviews, ISI Social Sciences Citation Index; ISI Journal Citation Reports with an Impact Factor: 1:00.  
(<http://www.emeraldgrouppublishing.com/ejm.htm>).

Reviewer of papers published in Journal of Modelling in Management, an Emerald Group Publishing international refereed journal listed in Scopus, Emerald Management ABI/INFORM, EBSCO, ProQuest and ranked by Australian Business Deans Council (ABDC)QualityJournalList.  
(<http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=jm2>)

### **Areas of Research:**

Marketing, Consumer Behavior, Advertising, Branding, Sustainable development.

### **Publications:**

Some of the selected paper publications/conferences/ workshops mentioned below:

- Case designed and entitled “Unforeseen Bumps on the road of Entrepreneurship: published in Emerald Emerging Markets Case Studies, an online collection of peer-reviewed teaching cases focusing on business decision making and management development through key emerging markets.  
([http://www.emeraldgrouppublishing.com/products/case\\_studies/](http://www.emeraldgrouppublishing.com/products/case_studies/))
- Paper titled “ANALYSING MARKET FEASIBILITY OF RESIDENTIAL GREEN BUILDINGS IN TIER-II CITIES IN INDIA” published in IOSR Journal of Business and Management, indexed in EBSCO, NASA and European Science Citation index with an impact factor:1.458. The published paper has been indexed in European Science Citation index, ESCI([www.esciworld.org](http://www.esciworld.org)).
- Paper titled: “Analysing consumer decision making factors for successful Brand Extensions” published in International Journals of Multidisciplinary Research Academy, International Journal of Marketing & Technology, indexed in EBSCO, INDEX COPERNICUS, PROQUEST with an impact factor of 4.077.
- Paper on “An analytical study of effect of family income and size on per capita household solid waste generation in developing countries” published in “Review of Arts and Humanities”, an international journal under the aegis of American Research Institute for Policy Development, USA, ([www.aripd.org](http://www.aripd.org)),ISSN:2334-2927(Print),ISSN:2334-2935(Online), scheduled to be published in Vol.3,No.1.
- Paper published on “Customer -Bank Relationship in the Light of Electronic Banking System in India: Public vs. Private Banking (An independent survey conducted within the Dehradun region to analyze the customer-bank relations in the pre EBS and EBS era)” in International Journal of Research and Development in Technology & Management Sciences(IJRDTM) – Kailash. [URL:http://journal.rtmonline.in/](http://journal.rtmonline.in/), [Impact](#) Factor:2.1479, Volume20,Issue 8.
- Paper published on "Managing Solid Waste in India: Way Ahead(An analytical study of Dehradun District)"-in International Journal of Social Science &InterdisciplinaryResearch. (IJSSIR,PrintJournal),ISSN:22773630.([www.indianresearchjournals.com](http://www.indianresearchjournals.com))(Volume02,No. 03.July- Sept.2013).

- Paper published on “Relevance of Management Education in India” in The International Journal of Professional Management, {ISSN20422341/Volume8/Issue3. ([www.ipma.co.uk](http://www.ipma.co.uk)).
- Paper published on "Consumer Perceptions and Success of Extended Brands"- in May,2012 issue of TIJ's Research Journal of Economics & Business studies, RJEBS. (<http://www.theinternationaljournal.org/>)(ISSN:2251-1555,VOL.1,NO.7)
- Paper published on “Green Banking: Initiatives by the financial institutions towards environmental reformation” in The International Journal of Professional Management. {ISSN20422341/Volume2/Issue1 ([www.ipma.co.uk/journalnew.php](http://www.ipma.co.uk/journalnew.php))} in January 2011.
- Grover, P. & Dasgupta, S. (October, 2016) Paper presented on “ Impact of online purchase behaviour processes on gender with special reference to millennial” in an international conference organized by Symbiosis Institute of Media and Communication (SIMC), Symbiosis International University, Pune on October 6-7, 2016
- Paper presented on “Impact of Brand Equity on the Top-of-Mind Awareness(TOMA) for Toothpaste category with special reference to the youth segment” in the International Conference on Brand Management organized by IIT,Delhi, India & Curtin University, Australia during April 16-17,2016.
- Attended international relations conference as a delegate from Oct10-11,2016, Link West: India and the Gulf.
- Case designed and entitled “Nothing succeeds like success- not for women micro entrepreneurs!” presented in the 2<sup>nd</sup> International Conference on Contemporary Debates in Public Policy and Management, IIM Calcutta, 15-17 January, 2016.
- Paper presented on “ A Conceptual study of the factors necessary for making smart cities in India livable” in the International Conference on “Globalizing Brand India: Opportunities and Challenges” from April 18-19, 2015 organized by IIM Kashipur in Delhi.
- Presented a Case entitled "New Entrepreneur's Dilemma: Dealer vs. Retail" in the Global Summit on Management Cases(GSMC,2014) organized by IIM, Raipur from Dec.12,2014 to Dec.13,2014.
- Paper presented on “A conceptual model for the success of brand extended products” in the Global Conference on Managing in Recovering Markets organized by MDI Gurgaon from March05,2014 to March07,2014.

- Paper presented on Changing Parameters of Customer –Bank Relationship in the Light of Electronic Banking System in the International Conference on Contemporary Business 2012 jointly organized by IIT,Delhi, India &Curtin University, Australia during Oct18-19,2012.
- Paper presented in Greece on “Potential of tourism in a young Himalayan Indian state” in International Symposium on Business, Economics and Financial Applications (ISBEFA) 2012
- Paper presented on “Globalization – Threat to Indigenous Economy (with special reference to MSME sector in India)” at International Conference on “Globalization and Economic Asymmetries” held at Indian Institute of Management Lucknow (Noida Campus), 16-18 December, 2010.