

Dr. Anjali Malik

Associate Professor - Marketing

Associate Program Head - PGPM

Email: Anjali.malik@spjimr.org

Teaching Interest	:	Customer Relationship Management Buyer Behaviour Marketing Management
Research Interests	:	Consumer Behaviour BOP Marketing Customer relationship strategies,
Training & Consultancy	:	CRM, Services Strategies, Customer satisfaction and relationships

Education

Doctor of Philosophy (Ph.D.) in Marketing - UBS Chandigarh, India (2005)

Post Graduate Diploma in Management with Institute of Productivity & Management, UP in Marketing (1999)

Bachelor of Science in Agriculture & Animal Husbandry (Agronomy) with Honours - G. B. Pant University of Agriculture & Technology, Pantnagar, Uttarkhand (1997)

Experience

S.P Jain Institute of Management & Research, Mumbai

March 2015 – till date Associate Professor

IILM Institute For Business AND Management, Gurgaon

September 2008 – March 2015 Associate Professor

B.Sc. Programme Teaching: Programme in collaboration with University of Bradford, UK

Lal Bahadur Shastri Institute of Management, New Delhi

July 2003 to August 2008 : Sr. Assistant Professor

University Business School, Panjab University, Chandigarh -August 2000 to July 2003: Research Scholar

Dissertation Title: 'Liberalization of Fertilizer Industry and its impact on the Indian Agriculture - A Critical Study'.

ALERT Management Services, Delhi, March 1999 – Aug.2000- Business Development Manager

PUBLICATIONS IN REFEREED INTERNATIONAL/ NATIONAL JOURNALS

- Malik, Anjali, Kumra, R., & Girija, S. (2015). Gaming Dependency Among Indian Adolscents – A Phenomenological study. *International Journal of Indian Culture and Business Management*. Paper accepted for publication.
- Kumra, R., Malik, Anjali, & Sikri, D. (2014). Factors affecting behavioural intention to adopt 3G mobile value-added services in India. *International Journal of Electronic Business*, 11(4), 354-383. Inderscience Publication journal.
- Kumra, R., & Malik, A. (2014). An exploratory study of counterfeit purchases among rural bottom of pyramid customers in India. *International Journal of Business and Emerging Markets*, 6(4), 316-339.
- Malik, Anjali, Kumra Rajeev, Srivastava, V. (2013), "Determinants of Consumer Acceptance of M-commerce" *South Asian Journal of Management*, published by Association of Management Development Institutes in South Asia, Vol. 20.2, ISSN: 0971-5428.
- Kumra, R., Malik, Anjali, and Arnab (2013), "Estimating Customer Self-Reliance for Viral Marketing" in *Metamorphosis, A Journal of Management Research*, IIM – Lucknow, Volume 12, Number 2, July-Dec. 2013, pg. 86-99. ISSN 0972-6225.
- Malik, Anjali, Rajeev Kumra and Smitha (2013), "An Exploratory Study of Risk Factors For Pathological Internet Gaming Among Adolescents", Research Note, Working Paper Series, Bradford University Publication, Number 13/3.

- Malik, Anjali & Rajeev Kumra (2012) “Word of Mouth: A Research Agenda” in International Journal of Management Research, Vol. 3, Number 1, June 2012. Philadelphia University, Philadelphia (USA) joint Publication, ISSN: 0976-6669
- Malik, Anjali (2004) Post subsidy removal fertilizer consumption: A study of farmer perspective” Awarded as Best Paper, published in Fertilizer News, by Fertilizer Association of India (FAI), Ministry of Agriculture, Government of India, New Delhi, India, Vol.49 (9), September 2004, pp 59 – 64 & 89.
- Malik, Anjali (2005) “Customer Relationship Management – A Fertile Concept”, in Indian Journal of Fertilizers, published by Fertilizer Association of India, Department of Agriculture, Government of India, New Delhi, India, Vol. 51, pp 34 – 39.

PUBLICATIONS IN INTERNATIONAL/ NATIONAL CONFERENCE PROCEEDINGS:

- Malik, Anjali, Kumra, R and Girija, S. "Pathological Gaming Among Adolescents : A Review" Annual Conference of Emerging Markets organized by Indian Institute for Management, Lucknow, Jan. 9 – 10, 2014.
- Kumra, R. and Malik, Anjali, (2013), "Estimating Customer Self-Reliance for Viral Marketing” International Marketing Conference – MARCON 2012 proceedings, Dec. 27 – 29, 2012 organized by Indian Institute of Management, Calcutta, India.
- Malik, Anjali & Srivastava, V. (2010), Determinants of Consumer Acceptance of M-commerce” International Marketing Conference – MARCON 2010, Dec. 27 – 29, 2010 organized by Indian Institute of Management, Calcutta, India.
- Malik, Anjali (2009), Exploratory study of counterfeits in rural India: A distribution perspective, National Conference on Information Technology and Competitive Dynamics” , 19 – 21 March 2009, organized by Institute for Management Education, Ghaziabad, India.
- Kumra, R. and Malik, Anjali (2008), India and International Relationship Programs Comparison: An Exploratory Study of Retail Industry, in the conference on “Globalisation and Emerging Economies” the Annual Conference of the “Academy of International Business – India & CIMER” August 2008, organized by Indian Institute of Management- Indore , India.
- Malik, Anjali (2008), Application of Customer Relationship Management in Selling to Rural Markets” from 22 – 24 April, 2008 in International Conference on Technology & Innovation in Marketing” , organized by Institute of Management Technology, Ghaziabad, India.

- Malik, Anjali and Kumra, R. (2006), Degree of Multinationality and Financial Performance of Indian Textile Sector” in II Conference on Research in Marketing, January 4-5, 2006, organized by Indian Institute of Management (IIM), Ahmedabad , India.
- Malik, Anjali (2005), Post subsidy removal fertilizer consumption: A study of farmer perspective, in the conference on, The Holistic Marketing Framework: Enhancing Market Responsiveness, a Marketing Conference organized by Lal Bahadur Shastri Institute of Management, New Delhi, India February 4 – 5 , 2005, and sponsored by All India Council for Technical Education, New Delhi, India

Other Publications

- Malik, Anjali (2010) “Expanding Mobile Value Added Services (VAS)” published by , ITVarnews.net, July 17, 2010.
- Malik, Anjali (2008) “Fertilizing Alliances” in The Edge, published by IILM Institute for Higher Education, New Delhi, India, September 2008.

Book Chapter Published

- Malik, Anjali (2005) “Rural Distribution - A case of fertilizer industry” in a book on “Rural Marketing – Concepts and Cases” edited by V. Partha Sarathy ICFAI University Press, Hyderabad, India.

Books Reviewed

- Marketing Management , 2011, publisher Tata McGraw-Hill.
- Consumer Behaviour, 2012, publisher Oxford University Press India.
- Belch: Advertising & Promotion, 2012, publisher Tata McGraw-Hill.
- Customer Relationship Management, 2013, publisher – Oxford University Press India
- Customer Loyalty – 2013, publisher Tata McGraw-Hill, India

Course Module Developed

Malik, Anjali (2005) “Electronic-marketing: Concepts and application in Libraries and Information Services” for Master's Programme in Vardhaman Mahaveer Open *University, Kota, India in 2005.*

Management Development Training Program Conducted

- **“Customer Relationship Management” PHD Chambers of Commerce and Industry** (PHDCCI), Delhi, India a one-day Management Development Programme for Middle & Senior Level Managers from corporate, 23 July'2014.
- **“Customer Relationship Management”** for participants from **Engineers India Limited, Delhi**, 28th Feb.'14, 30 participants from Middle level management attended the Programme.
- **“Customer Relationship Management”** for participants from **Engineers India Limited, Delhi**, 24th Jan.'14, 30 participants from Middle level management attended the Programme.
- **“CRM and Data Mining” PHD Chambers of Commerce and Industry** (PHDCCI), Delhi, India a one-day Management Development Programme for Middle & Senior Level Managers from corporate, 6th December'2013.
- **“Integrated Marketing Communications Program” PHD Chambers of Commerce and Industry** (PHDCCI), Delhi, India a one-day Management Development Programme for Middle & Senior Level Managers from corporate, 22nd October'2013.
- **'Customer Relationship Management programme for SMEs”, PHD Chambers of Commerce and Industry** (PHDCCI), Delhi, India a one-day Management Development Programme for Middle & Senior Level Managers from corporate, 17th Jan.'2013.
- **“Conjoint Analysis for Marketing Decisions” PHD Chambers of Commerce and Industry** (PHDCCI), Delhi, India, a one-day Management Development Programme for Middle & Senior Level Managers from corporate, 5th December' 2012.
- **“Innovations in Marketing” PHD Chambers of Commerce and Industry** (PHDCCI), Delhi, India, a one-day Management Development Programme for Middle & Senior Level Managers from corporate, in October 2011.
- **“Customer Satisfaction”** sessions taken as on-campus module in e-Management Development Programme organized on April 2011. This was attended by 107 marketing and sales managers from various industries at **Indian Institute of Management - Lucknow** ,Noida campus, India.
- **“Rural Marketing”** session taken as off-campus module in e-MDP organized on September 2010. This was attended by 77 marketing and sales managers from various industries at **Indian Institute of Management – Lucknow** , Noida campus, U.P. , India.
- **“Customer Relationship Management for SMEs”** with **PHD Chambers of Commerce and Industry**, New Delhi, India, a one-day Mangement Development Programme for Senior & Middle level managers from Corporates in **May' 2011**.

- **“Strategic Marketing in Action: Planning for Tough Markets”** with **PHD Chambers of Commerce & Industry**, New Delhi, India, a one-day Management Development Programme for Senior & Middle Level Managers in January' 2011.
- **“Customer Relationship Management”** with **PHD Chambers of Commerce & Industry**, New Delhi, India, a one-day MDP programme for Senior & Middle Level Managers in April 2010.
- **“Implementing CRM”** with **Confederation of Indian Industries**, Gurgaon, India, a one-day MDP for Senior/ Middle level managers in April 2010.
- **“Marketing Programme for SMEs”** with **PHD Chambers of Commerce & Industry**, New Delhi, India, a one-day MDP for senior & middle level managers in July 2009.
- Addressed the participants from **Lok Sabha and State Vidhan Sabha’s Secretariat** in the Eleventh Management Development Programme, organized by the Bureau of Parliamentary Studies and Training, Lok Sabha Secretariat, India on the subject of **“Communication Skills”** in year 2004.
- Addressed the participants from **Lok Sabha, Rajya Sabha and State Vidhan Sabha’s Secretariat** in the Twelfth Management Development Programme, organized by The Bureau of Parliamentary Studies and Training, Lok Sabha Secretariat on the subject of **“Communication Skills”** and **“Interpersonal Skills & Team Building”** in year 2005.

Faculty Development Programme Conducted

- **“Advanced Marketing Research using SPSS”** at IILM Institute for Higher Education, Gurgaon, India, in March 2009, the programme was attended by 20 faculty members from Marketing and General Management Area.
- **‘Assurance of Learning’** at IILM Institute of Higher Education in March 2010, the Programme was attended by around 50 faculty members.

CONSULTANCY PROJECT UNDERTAKEN

- **“A Study on Customer Satisfaction Index”** for PEC Limited, a public enterprise based at New Delhi under **Department of Commerce, Ministry of Commerce and Industry, Government of India**. Worked as Co-consultant in the two member team on behalf of Lal Bahadur Shastri Institute of Management, New Delhi, India. The duration of Consultancy assignment was 3 months.

SELECTED ACADEMIC AND ADMINISTRATIVE RESPONSIBILITIES

- **Head- Accreditation Cell** at IILM Institute for Higher Education (Achieved **South Asian Quality Standards (SAQS)** by Association of Management Development Institutes in South Asia, Hyderabad, India and **AACSB Standards (Faculty Sufficiency (AQ/PQ) and Assurance of Learning for Bradford Programme in Delhi - Bsc. (Hons.) in International Business and Management.**
- **Programme Co-ordinator for IBM – IILM FMP (Foundation Management Programme)**, for Band V level Employees of IBM India. The programme is attended by around 75 IBM Participants/ employees.
- **Deputy Editor**, LBS Journal of Management & Research, Published by Lal Bahadur Shastri Institute of Management, Delhi, India from 2004 – 2008.
- **Reviewer** for IILM Journal – Management & Change, from 2009 – till date.

INTERNATIONAL VISITS

- Academic visit for “Strategy Meet” to **Sheffield Business School, Sheffield Hallam University, U.K.** From 2 – 6 October' 2010.
- Academic Visit to **School of Management, University of Bradford, U.K.** From 7 – 9 th October' 10.

TRAINING PROGRAM ATTENDED

- “Customer Management” an Advanced Management Programme organized by IILM Institute for Higher Education, New Delhi, India from 21 – 23 July, 2011 conducted by Prof. Priya Raghbir, Professor of Marketing, Stern School of Management, New York University, USA. The Programme was attended by Senior Executives from Corporate and faculty members.
- “Managerial Economics” an Advanced Management Programme organized by IILM Institute for Higher Education, New Delhi from 7 - 9 April, 2011, conducted by Dr Catherine Thomas of Graduate School of Business, Columbia University. The programme was attended by Senior Executives from Corporate and Faculty members.
- Attended Conference on “Excellence & Innovation in Management Education” organized by AACSB from May 23 – 25, 2010 in Singapore.
- “IILM 5 year Strategic Development Plan Workshop Programme” - 3 Day workshop conducted by Prof. Chris Booth, Pro Vice Chancellor, Sheffield Business School, Sheffield Hallam University, U.K., 14 -16 Dec. 2010.

