



Abdul Wahid Khan

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Academic Qualifications

Fellow Program in Management (Marketing) equivalent to PhD at IIM Indore, 2019-Ongoing
Post Graduate Diploma in Management (PGDM) with Marketing Majors from IIM Ranchi, 2014-16
Bachelor of Technology (B.Tech) in I.T. from NITK Surathkal, 2008-12

Research Interests

Digital Marketing, Consumer Behavior and Psychology, Artificial Intelligence in Marketing

Journal Publication

Khan, A. W., Jangid, A., Bansal, A., Maruthappan, S., Chaudhary, S., Tyagi, V., & Rao, P. H. (2016). Factors Affecting Customer Satisfaction in the Taxi Service Market in India. *Journal of Entrepreneurship & Management*, 5(3), 46–53.

Conference Proceedings

Khan, A. W., & Kumar, A. (2019). *What customers look for while using chatbot?* Presented at the 2019 IIM Indore - NASMEI Summer Marketing Information Systems Conference, Indore, India: Emerald Group Publishing (India), New Delhi.

Khan, A. W., & Kumar, A. (2019). *Factors affecting customer satisfaction while using chatbot.* Presented at the 2019 Annual Conference of the Emerging Markets Conference Board, Ghaziabad, India: Institute of Management Technology, Ghaziabad.

Workshops Attended

“Design thinking and innovation” 1-day workshop organized by TinkerLabs at IIM Ranchi in 2015
“ISB-JM Research development workshop” spanning 2 days organized by ISB Hyderabad in 2020

Industry Experience

Senior Manager – Marketing at Reliance Home Finance, Mumbai in 2019-19

Reported to and worked with Chief Marketing Officer and agencies on digital marketing projects website, social media marketing, CRM, lead generation campaigns, social listening and digital sales platform.

Deputy Manager – Marketing at Exide Life Insurance, Bengaluru in 2017-19

Reported to and worked with Director of Marketing, VP of Digital and agencies on digital marketing projects like website, SEO, chatbot, mobile apps, UI/UX.

Senior Analyst – Business Development at Cognizant, Mumbai in 2016-17

Worked on 50+ multi-million dollar deals across geographies in BFSI sector for Analytics practice.

Business Analyst – Digital Marketing at Sokrati Merkle, Pune in 2012-14

Worked on Google Adwords and digital marketing for leading e-commerce clients, managing monthly budgets of 50+ lacs INR.

Internships

Marketing Intern at Polaris Off-road Vehicles, Delhi (2 months) in 2015

Reported to CEO and National Marketing Head, and developed a digital marketing optimization model linking all elements in customer acquisition journey and improving return on advertising spend.

Visiting Scholar at SenoCad Research, Karlsruhe Germany (2 months) in 2011

Worked with Prof. Michel Bruynooghe in developing cancer imaging software using Nokia Qt language.

Web Development Intern at SRISTI – IIM Ahmedabad under Prof. Anil Gupta (2 months) in 2009

Worked on developing website and SEO for SRISTI organization.

Awards

Winner in 'Child Protection at Railway Station' case competition and presented recommendations to Mr. S. K. Mishra (Head – State Commission for Protection of Child Rights, Jharkhand) along with Jharkhand Govt. Officials, NGOs, media in Jharkhand government conference (2015)

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