

Abhishek Mishra

FPM: Specialization: Marketing (IIM Lucknow)

MBA: Specialization: Marketing & Operations (FSM, New Delhi)

B.Tech: Specialization: Metallurgy (IIT Roorkee)

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DOB: 7th October 1979.

Academic Contribution

PhD Dissertation:

Effect of Consumer Design perception on Brand Equity: An Interactive Device perspective.

- Committee: Prof. Satyabhusan Dash (Chairman), Prof B.K. Mohanty (Member) and Prof Anita Goyal (Member)
- Mentors: Prof Naresh K. Malhotra (Georgia Tech, USA), Prof Dianne Cyr (SFU, Vancouver, BC, Canada)

Journal Publications:

1. **Mishra, A.** (2016). Attribute-based design perceptions and consumer-brand relationship: role of user expertise. *Journal of Business Research* (In Press).
2. **Mishra, A.** (2016). An exploratory conceptualization of consumer design perception for digital devices. *Journal of Indian Business Research* (In Press).
3. **Mishra, A.**, Dash, S.B., Malhotra, N., Cyr.,D. (2015). Measuring consumer design perceptions for digital devices: A multi-dimensional scale. *Journal of Brand Management*, 22(7), 603-630.
4. **Mishra, A.**, Dash, S.B. & Malhotra, N. (2015). An Integrated Framework for Design Perception and Brand Equity. *Academy of Marketing Science Review*, 5(1/2), 28-44.
5. Jaiswal, R., Dash, S.B. & **Mishra, A.** (2015). Why Do Indian Military Officers Want to Leave? An Empirical Investigation. *Armed Forces and Society*, 42(2), 386-406.
6. **Mishra A.** (2015). Consumption value of digital devices: An investigation through Facebook Advertisement. *Social Networking*, 4(3), 51-61.
7. **Mishra A.** (2015). Disguised depth interviews as games: methodological extension to explore design perception. *Journal of Ethnographic and Qualitative Research*, 9, 286-302.
8. Jaiswal, R., Sharma, J.K., Dash, S.B., **Mishra, A.** & Kar, S. (2015). Antecedents of Turnover Intentions of Officers in the Indian Military: A Conceptual Framework. *Vikalpa*, 40(2), 145-164.
9. **Mishra, A.** (2014). Effect of Experiential Value on Consumer based Brand Equity: An interactive device perspective. *Management and Labour Studies*, 39(4), 396-410.

10. **Mishra, A.**, Dash, S.B. & Cyr, D. (2014). Linking user experience and consumer-based brand equity: the moderating role of consumer expertise and lifestyle. *Journal of Product & Brand Management*, 23(4/5), 333-348.
11. **Mishra, A.**, Mohanty, B.K. & Dash, S.B. (2015). Effect of Consumer Design Perception on Brand Equity: Fuzzy Association Rule Application in R. *Journal of Management Research*, 15(1), 43-59.
12. **Mishra, A.**, Dash, S.B. & Cyr, D. (2014). Consumer-based Brand Equity Derived from Visual Design Perception of Interactive Devices. *International Journal of Visual Design*, 8(1), 1-16.
13. Mohanta, S., **Mishra, A.** & Dash, S.B. (2012). Understanding the Rural Consumer's Behavior in Context to His Ecosystem: A Telecommunication Perspective. *International Journal of Market Research*, 54(5), 603-612.

Conference Proceedings:

1. Mishra, A. (2016). Spectator based-team brand equity index: a new measurement. Academy of Marketing Science Conference, Orlando (US).
2. Mishra, A. (2016). Measuring design perception: A new approach. American Marketing Association Winter Conference, Las Vegas (US).
3. Mishra, A., Dash, S.B., Cyr, D. and Basu, S. (2013). Dimensionalization on consumer Design Perception. EMCB NMMU Marketing Conference, Port Elizabeth, S Africa* **(Nominee for Best Paper)**
4. Mishra, A. and Dash, S.B. (2013). Effect of Experiential Value on Brand Equity. IIT Delhi-XLRI-Curtin ICRM Conference, New Delhi.
5. Mishra, A., Dash, S.B. and Basu, S. (2012). Exploration of Consumer Design Perception. MRSI Conference, Gurgaon **(Best Academic Paper)**
6. Mishra, A. & Dash, S.B. (2013). Integration of Games with traditional qualitative enquiry. EMCB IIML Marketing Conference, NOIDA.
7. Mishra, A. Dash, S.B. & Masarrat, G. (2014). Facebook Advertisement for Data Collection: A study to explore consumption values for smartphones. AIM Conference, WE School, Bangalore.

Conference Presentations:

1. Mishra, A. (2016). Spectator based-team brand equity index: a new measurement. Academy of Marketing Science Conference, Orlando (US).
2. Mishra, A. (2016). Measuring design perception: A new approach. American Marketing Association Winter Conference, Las Vegas (US).
3. Mishra, A., Mohanty, B.K. & Dash, S.B. (2015). Effect of Consumer Design Perception on Brand Equity: Fuzzy Association Rule Application in R. EMCB Conference 2015, IMT Dubai.
4. Mishra, A., Dash, S.B., Malhotra, N.K., Cyr, D. & Basu, S. (2013). Scale development to measure Consumer Design Perception. EMCB IIML Marketing Conference, NOIDA **(Emerald best paper)**

5. Mishra, A., Dash, S.B., Cyr, D. and Basu, S. (2013). Dimensionalization on consumer Design Perception. EMCB NMMU Marketing Conference, Port Elizabeth, S Africa **(Nominee for Best Paper)**
6. Mishra, A. and Dash, S.B. (2014). Effect of Visual Design Perception on Brand Equity. Design Principles and Practices Conference, Vancouver, Canada.
7. Mishra, A. and Dash, S.B. (2013). Effect of Experiential Value on Brand Equity. IIT Delhi-XLRI-Curtin ICRM Conference, New Delhi.
8. Mishra, A. and Dash, S.B. (2013). An Initial Effort to develop Consumer Design Perception Scale. NASMEI Marketing Conference, Great Lakes Institute of Management, Chennai
9. Mishra, A., Dash, S.B. and Basu, S. (2012). Exploration of Consumer Design Perception. MRSI Conference, Gurgaon **(Best Academic Paper)**
10. Mishra, A. & Dash, S.B. (2013). Integration of Games with traditional qualitative enquiry. EMCB IIML Marketing Conference, NOIDA.
11. Mishra, A. Dash, S.B. & Masarrat, G. (2014). Facebook Advertisement for Data Collection: A study to explore consumption values for smartphones. AIM Conference, WE School, Bangalore.

Book/Journal Editing/Review:

1. Mishra, A. (2016). *Effect of Consumer Design Perception on Brand Equity*. Lambert Publishing (Germany)
2. Four papers reviewed for the **2015 Academy of Management Conference** to be held at Vancouver, BC, Canada.
3. Co-Editor of the book titled “**Decoding Lucknow: Special Edition on Fooding Habits**” (2014), Pearson Publications, New Delhi
4. Associate Editor of **The International Journal of Visual Design** (a journal of the Design Principles and Practices).
5. Associate Editor of **Design Management and Professional Practice** (a journal of the Design Principles and Practices).
6. Co-Editor of the book titled “**Decoding Lucknow**” (2012), Pearson Publications, New Delhi.
7. Associate Editor of **Management Insights**, a journal of the School of Management Sciences, 2009-2010.

Areas of Interest

1. Product Design and Brand Equity
2. Application of Fuzzy Logic in Marketing Enquiries
3. Role of Design in New Product Development
4. Criticality of Brand Experience in Consumer Based Brand Equity development.

Consulting Experience (during PhD)

Details:

- Completed a project titled “Generating segmentation for Smartphone and Household Appliance Category” for **Samsung Design Delhi** from 20th July 2012 to 10th August 2012.
- Completed Global Design Index project for **Samsung India** with Mr Manish Sharma (**then Chief Designer, Samsung Design Delhi**) and under the able guidance of Prof S.B. Dash and in association with Juxt Consult (New Delhi). The project was based on the theme of “Understanding design factors that are considered important while purchasing a consumer durable by consumers and are instrumental in post use satisfaction leading to brand loyalty”. The project was completed successfully in 2011).
- Completed a report of classification and positioning of Disability Apps available on iOS and Android platforms, for Samsung Design Delhi from 3rd March, 2013 to 29th March, 2013.

Academic Experience (pre- PhD) – 37 Months

- **2 months (July 2014 – August 2014): SRM University, Lucknow**
 - a) **Job Responsibility:**

At SRMU, I was working as an Assistant Professor in the Department of Management teaching two electives, Sales and Distribution Management and Product Management and NPD, in Term IV.
- **11 months (August 2009 – June 2010): School of Management Sciences, Varanasi**
 - a) **Job Responsibility:**

At SMS, I am working as an Assistant Professor in the Department of Management with responsibility of subjects like Statistics, Operations Research, Optimization Techniques, etc.
- **24 months (August 2007 – August 2009): ICFAI National College (ICFAI University, Dehradun)**
 - a) **Job Responsibility:**

I was working as a Senior Faculty Member (Marketing) with the Business School. Additionally, I was also holding the additional responsibility of Regional Marketing Manager at the university.

Industry Experience (pre- PhD) – 40 Months

- **18 months (June 2006 – June 2007): Syndicate Infoservices Pvt. Ltd. (Business Startup)**
 - a) **Job Responsibility:**

It is a start-up which has been an initiative of my brother-in-law, myself and a set of experienced professionals coming from the concerned industry (IT staffing). I am a founder member of this organization and was working as “Joint Director” in the organization.

The organization is an IT staffing consultancy that provides skilled IT manpower to the requiring clients. More details are available at www.syndicateinfoservices.com. (now not available)

My role is primarily of look after the Business development division of this organization where I work with the members of the concerned department in acquiring new clients for our business

- **15 Months (November,2004-May, 2006): IMRB International**

- a) **Job Responsibility:**

- To act as an interface with the client in presenting the findings of a study, and at the same time coordinating with the field and analysis divisions in effective implementation of the project.

- b) **Clients handled:**

- Frito Lay, Glaxo-Smithkline, Goodyear, Visa and Pepsi

- c) **Projects Completed:**

- **Frito Lay:** U&A Study for Macrosnacks
 - **Frito Lay:** Kurkure Snakshaks concept test in Delhi, Mumbai and Chennai
 - **Frito Lay:** Ad Test for Lays Chaat Street in Delhi and Mumbai
 - **Frito Lay:** Ad test for Cheetos Chester Ad in Delhi
 - **GSK:** Ad test for Bournvita cricket ad in Chennai and Mumbai
 - **Goodyear:** Ad test for Goodyear Tubeless tyre Ad
 - **Frito Lay:** Working on Brand Health Track in Delhi.
 - **Visa:** Regular Track of Visa Credit and Debit Cards Performance
 - **Visa:** Studies on their Gold Credit Cards in Delhi
 - **Pepsi:** Perceived Value Study for Pepsi.
 - **Frito Lay Global:** Perceived Value Study.

- **7 Months (April – November 2004): Holtec Consultancy, Gurgaon.**

- a) **Job Responsibility:**

- a) Project Planning
 - b) Location Analysis
 - c) Competitive Advantage- Market Attractiveness Analysis
 - d) Forecasting through implementation of statistical tools like ARIMA, Regression, etc.
 - e) Market Studies.

- b) **Projects Handled:**

- **Grasim Industries:** Feasibility study for setting up of a Grinding Unit in Eastern UP.
 - **Shree Cements:** Project for setting up an Integrated Unit in the North Eastern Region.

- **Mawmluh Cherra Cement:** Project to expand the current Integrated Unit in Meghalaya
- **Chettinad Cement:** Feasibility study to set up a Grinding Unit in Tamil Nadu.
- **Binani Cement:** Freight Optimization Study.

Internships – 4 Months

- *Eight Weeks (May - June 2003)* **Ranbaxy Fine Chemicals, New Delhi**
“Competitive Profiling and Planning Four P’s of a New Business Launch.”
- *Eight Weeks (May – June 2000)* **Vizag Steel Plant, Visakhapatnam**
“A study the functioning of the Foundry, Smelter and Blast Furnace sections of the Vizag Steel Plant”

Online Projects

- *Eight weeks (April - May 2003)* **Clorox India Ltd**
“To identify the reasons for low penetration of Clorox Liquid Bleach in India, through a **Market Research.**”

Academic Qualifications

Degree/ Certificate	Subjects	School / College/ Board/ University	Year of Passing	Percentage /CGPA
FPM (pursuing)	Marketing	IIM Lucknow	2014 (est)	8.01/10
PGDBM	Marketing+Operations	FSM, Delhi	March, 2004	2.98/4
B.Tech.	Metallurgical Engineering	IIT, Roorkee	May, 2001	72.1%
12 th	Maths, Phy, Chem, Eng	Delhi Public School, RK Puram	March, 1997	85.6%
10 th	Maths, Sci, Hindi, S.Sci	Sacred Heart Convent School, U.P.	April, 1995	90.0%

Prominent Courses Undertaken

FPM (2010-Current)

- **PhD Level Courses:** *Behavioural Foundations of Research, Advanced Consumer Behaviour, Quantitative Techniques in Research, Fuzzy Logic, New Product Innovation, Multichannel Marketing, Pedagogy, Philosophy of Management, Seminar Course in Marketing Strategy.*

PGDBM (2002-2004)

- **Marketing Management:** *Brand Management, International Marketing, Consumer Behaviour, and Marketing of Services, Integrated Marketing Communications.*
- **Operations Management:** *Project Management, Total Quality Management, Supply Chain Management, Advance Statistical Methods.*
- **Human Resources Management:** *Industrial Relations, Labour Laws, Organizational behaviour.*

Significant Achievements/Co-curricular activities

- Completed PhD titled “**Effect of Consumer Design Perception on Brand Equity**” at IIM Lucknow (2010-2014).
- Batch Topper in the PhD coursework at IIM Lucknow with an aggregate CGPA of 8.01 out of 10.
- Volunteer for U.P. State Election Commission for voter recruitment drive at the U.P. Graduate Constituency Election, 2014 in the constituency of Lucknow.
- Secured a credible score of 730 in my first attempt at GMAT in September 2009.
- Cleared NTSE State and National level examinations.
- Ranked 1250 in IIT JEE -1997 in first attempt.
- Ranked 824 in Roorkee Entrance Examination -1997 in first attempt.
- Awarded 0.1% certificate from CBSE for attaining very high score in Hindi in High School.
- Awarded **Distinction Certificate** from the University of New South Wales, Australia.
- Member of the “**Himalayan Explorers Club**” at IIT Roorkee and took expeditions of rafting and trekking on various occasions.
- Member of the “**Bhavishya**” community at IIM Lucknow undertaking charitable work of teaching the lesser fortunate kids.

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