



DR. DEEPA HALDER

FACULTY (MARKETING) 📍 INDORE, INDIA 📞 +91-731-2439583

◦ DETAILS ◦

Indore
India
+91-731-2439583
deepah@iimidr.ac.in

◦ SKILLS ◦

Integrated Marketing
Communications

Business Research Methods

Systematic Literature Review

Scale Development Research

Academic Writing

◦ LANGUAGES ◦

English

Hindi

🏢 EMPLOYMENT HISTORY

📍 Assistant Professor at Institute of Management Technology, Ghaziabad
April 2022 — May 2023

🎓 EDUCATION

- 📍 H. Sc. (X), CBSE, Faridabad
March 2010
- 📍 S. Sc. (XII), CBSE (Commerce)
March 2012
- 📍 Bachelor of Commerce (B.Com (H)), P.G.D.A.V. College, Delhi University, New Delhi
June 2012 — July 2015
Gold medalist in the college.
- 📍 Post-Graduation (M.Com), P.G.D.A.V. College, Delhi University, New Delhi
June 2017
Gold medalist in the college.
- 📍 Fellow Program in Management (Equivalent to PhD, Marketing), XLRI Jamshedpur, Jamshedpur
June 2018 — February 2022
Thesis Topic: The Role of Celebrity Selfies in Brand Advertisement: Strategizing Through Individual Construal and Self-Regulation

★ PUBLICATIONS

- 📍 Indibara, I., Halder, D., & Varshney, S. (2023). Consumer cynicism: Interdisciplinary hybrid review and research agenda. *International Journal of Consumer Studies*, 1-23. (ABDC A)
- 📍 Halder, D., Pradhan, D., & Roy Chaudhuri, H. (2021). Forty-five years of celebrity credibility and endorsement literature: Review and learnings. *Journal of Business Research*, 125, 397-415. (ABDC A)

★ CONFERENCES

- 📍 Adhikari, K., & Halder, D. (2023). Examining the Antecedents & Consequences of Customer Rage. 17th Great Lakes NASMEI Marketing Conference. Chennai, India.
- 📍 Halder, D. (2022). Teaching Doctoral Consortium, Indian Institute of Management, Bengaluru, India.

Halder, D. (2021). The Role of Celebrity Selfies in Brand Advertisement. ANZMAC. University of Melbourne, Australia

Halder, D. (2021). Celebrity Brand Selfie Concept in Social Media Advertising. ANZMAC. 9th AIM:AMA Sheth Foundation Doctoral Consortium, JAGSOM, Bengaluru

Pradhan, D., Halder, D., & Moharana, T. R. (2018). Celebrity Credibility Scale: Review, Revisit, and Revision. 12th Great Lakes NASMEI Marketing Conference. Chennai, India.

★ MDPS/WORKSHOPS/SEMINARS/CONSULTANCIES

December 2022 — January 2023

Instructor for Sales Leadership MDP for MSIL Arena Showroom Managers under IMT-Maruti Collaboration.

September 2022 — April 2023

Instructor for business executives under IMT-UpGrad Collaboration.

December 2022 — March 2023

Project Guide for Identifying Consumer Preferences Towards Pre-Owned Cars for Maruti Suzuki India Ltd.

October 2022 — January 2023

Project Guide for Proposing a Brand Positioning Strategy for Kritikal Solutions Pvt. Ltd.

★ ADMINISTRATIVE RESPONSIBILITIES

January 2023 — April 2023

Program Director of a recent collaboration between IMT Ghaziabad and Pearson for offering a certificate program on advanced sales management.

December 2022 — April 2023

Co-Chairperson of the committee collaborating, acquiring, and offering Coursera learning courses to the students and faculties of IMT Ghaziabad.

★ ADDITIONAL SERVICES

Reviewer for the International Journal of Consumer Studies (IJCS, ABDC - A), the Journal of Marketing Theory and Practice (JMTP, ABDC - A), & the Journal of Research in Marketing and Entrepreneurship (JRME, ABDC - B).

Speaker at reputed educational institutions and corporate houses.