

DR. FALGUNI VASAVADA

DOB: 18th November 1974

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WORK EXPERIENCE – November 1998 Till Date

MICA AHMEDABAD – PROFESSOR

July 2004 till date

- Member, Strategic Marketing Area
- Co-Chair, Leadership & Management Development Programs
- Co-Chair, Crafting Creative Communication
- Coordinator, “Advertising & Brand Management” specialization area at MICA.

MBA DEPARTMENT, SAURASHTRA UNIVERSITY – ASSISTANT PROFESSOR

2002 to July 2004

CHRIST COLLEGE, SAURASHTRA UNIVERSITY, RAJKOT – LECTURER

1999 to Feb 2002

R.P.BHALODIA COMMERCE COLLEGE, RAJKOT - LECTURER

1998 to July 1999

VISITING FACULTY

- IIM Sambalpur, IIM Raipur, IIM Indore
- Southern Illinois University, USA
- Southern Methodist University, Dallas, USA
- Symbiosis School of Media & Communication, Bengaluru
- Institute of Rural Management Anand (IRMA)
- National Institute of Design (NID)
- Institute of Management, Nirma University
- National Institute of Fashion Technology (NIFT)
- Entrepreneurship Development Institute of India (EDII)

COURSES TAUGHT

- Social Media Marketing, Marketing Management, Advertising Management, Integrated Marketing Communication, Account Planning/ Brand Communication Planning (In association with JWT/Ogilvy/Mudra), Brand Management, Rural Advertising

EDUCATION

Ph.D. in Advertising	2009	Sardar Patel Universtiy, V V Nagar, Gujarat - India	Completed
Faculty Development Program in Management	2002-03	Indian Institute of Management- Ahmedabad – India	Completed
UGC NET-JRF (National Education Test- Junior Research Fellowship)	1999	Management Discipline	Awarded
Masters of Commerce (Business Management)	1998	Saurashtra University, Rajkot, Gujarat	First Class (First in University)
Bachelor of Business Administration (Marketing)	1996	Saurashtra University, Rajkot, Gujarat	Distinction (First in University)

ACHIEVEMENTS/AWARDS

- Member, Consumer Complaints Council, ASCI - India
- On Advisory Board of multiple universities and educational institutions
- TEDx Speaker on Body Positivity, Rethinking Happiness, Breaking Stereotypes and Modernity
- Invited as Keynote speaker in multiple forums on Marketing, Advertising, PR, Women Communities, social media, Facebook, Startups and more.
- Covered by CNBC Bazaar and Zee24Kalak as Woman of the Week
- Jury Member for Social Samosa Awards 2017
- Jury Member for social media 4 Empowerment Awards by Digital Empowerment Foundation in 2015
- Recognized as a Social Media Woman Hacker by SMW Mumbai 2015 & was invited to speak at SMW, Mumbai
- Received the “Best Presenter Award” at the 2nd International Conference on Marketing, Colombo, Sri Lanka in February 2014
- Selected for Jagdish Sheth Foundation grant to attend the 2nd Faculty Consortium at Melbourne, Australia in July 2013.
- Won the “Best Paper Award” at the Academy of Business Research Conference, USA, 2012
- Developed “Account Planning” course for PG program at Southern Illinois University, Carbondale, Illinois, USA.
- Invited to teach Account Planning and Creative Strategy at Southern Illinois University, Carbondale, Illinois, USA in 2009 and 2010.
- Acted as a reviewer in the American Academy of Advertising Conference in 2010 and 2012.
- Acted as a reviewer in Marketing Trends Congress held at Paris in 2009.
- Converted the “Online Programs” at MICA into a profit centre with increasing ROI year on year.
- Keynote speaker at Marketing Conclave of MBA Department of South Gujarat University, Surat.
- Cleared UGC-NET and Junior Research Fellowship in Management.
- Gold medal for standing first in University in M. Com program.
- Gold medal for standing first in University in BBA program.
- Participated in the World Bank Sponsored Faculty Up gradation program in “Environmental Economics” at Bangalore.
- Won a national award in English essay writing competition, organized by the Mahatma Gandhi Foundation, New Delhi.

PAPERS AND PUBLICATIONS

Books (Edited)

- Cases in Rural Marketing, 2009, MICA Publications, Ahmedabad

Book Chapter

- “Role of sex and humour in breaking the advertising clutter” in Marketing Strategies for Emerging Markets, Panda Tapan and Nargundkar (Editors), 2005, Excel Books, New Delhi

Publications

- Tell me a story! Antecedents to purchase of handloom products in India, Global Business Review 2020 (With Payal Trivedi)
- Zyduz Wellness: Nutralite’s Marketing Twist, IVY Publishing, 2019
- Is Selfie Moving Towards Popular Culture? - Application of Selfie Phenomenon and Extension of Digital Self in Television Ads, Online Journal of Communication and Media Technologies Volume: 7 – Issue: 4 October – 2017 (With Khyati Jagani)
- Heritage Tourism: How Advertising is branding the Intangibles? Journal of Heritage Management, I (I) 22-34 (With Gurpreet Kour)
- Promoting Organizational Brands as Desirable Employers Through Company Websites: A Study of Three Indian IT Companies, The IUP Journal of Brand Management, Vol. XIII, No.2, 2016 (With Dhriti Bhattacharjee)

- Capturing Trends and Identifying the Emerging Cool: A Study of Indian Bollywood Celebs on Twitter, Vol 6 Num3 Media Watch September 2015 (With Santosh Patra, Palak Gadhya and Krishna Mishra)
- Marketing to Rural Women: How various Leading Brands are doing It? The IUP Journal of Brand Management, IX(2), 7-17, 2012 (With Aparna Nagraj and Yamini Krishna)
- Mom knows it all? A study of food advertising and children. In A. Jain, Malhotra, N., S.K.B. Nair & S. Dash (Eds.), *Shaping the future of research in marketing in emerging economies: Look ahead* (pp. 183-184). Noida: Pearson 2012 (with Ms. Farha Pathan)
- Lifebuoy 'Swasthya Chetna' campaign: Marketing to rural India, SIMER Pragati, 3(4), 62-78, 2011 (With Ms. Farha Pathan)
- Diffusion of Account Planning in Indian Ad Agencies: An Organizational Perspective, *International Journal of Advertising*, Volume 30, Number 4 2011 (with Dr. Padmini Patwardhan and Dr. Hemant Patwardhan)
- Candy for all, but toys and games only for some: A comparison of advertising on children's television channels in India and the United States, *Media Asia*, Vol. 37, No. 03, 2010 (with Kartik Pashupati)
- Insights on Account Planning: A View from the Indian Ad Industry, *Journal of Current Issues and Research in Advertising*, Fall 2009 (with Dr. Padmini Patwardhan and Dr. Hemant Patwardhan)
- Does Planning Make Perfect? How Advertising Practitioners in India Perceive Account Planning, *Asian Journal of Communication*, (with Dr. Padmini Patwardhan and Dr. Hemant Patwardhan)

Conferences: Participation and Paper Presentations

- Decoding Virtual Influencers Personality – Scale development and validation – Presented at American Marketing Association Conference at Florida, USA
- Are We Getting Influenced? Trustworthiness and Brand Attitude Linkages in Instafamous Marketing on Instagram – presented at 2022 Society for Marketing Advances conference at USA
- Understanding Virtual Try-On Technology In Retail Fashion: Reinventing Consumers Confidence & Revisit Intention In The Age of Covid – presented at ACRA 2022 conference
- Non-Portrayal of Women & LGBTQ in Advertising – presented at 2019 Society for Marketing Advances Conference, New Orleans, USA
- Decoding the “Influence” of the Social Media Influencer - presented at 2019 Society for Marketing Advances Conference, New Orleans, USA
- Pre-Loved Shopping: Understanding Consumer Attitudes - presented at 2019 Society for Marketing Advances Conference, New Orleans, USA
- Understanding Social Media Influencers - presented at 2019 CMU Conference on Digital Marketing and Machine Learning
- Attended Brand Forum 2018 in Sydney, Australia
- Is Selfie moving towards popular culture? presented at LA International Business & Social Science Research Conference, USA 2016
- Portrayal of mothers in Indian television Ads presented at IJAS International conference for social sciences & humanities, London 2015
- Capturing trends & identifying the emerging cool - a study of Indian Bollywood celebs on Twitter - presented at IAMCR, Hyderabad 2014
- “Youth and Advertising”, presented at 2nd ICOM, Colombo, Sri Lanka, 2014
- 2nd Biennial Sheth Foundation workshop, Melbourne, Australia, 2013
- All is “Fair”? – An Analysis of “Fair & Lovely” Television Advertisements presented at 6th Great Lakes NASMEI Marketing Conference in December 2012 (with Ms. Farha Pathan)
- Mom knows it all? A study of food advertising and children, at the 2012 Academy of Business Research Conference held in Biloxi, Mississippi, USA November, 2012.
- Mom knows it all? A study of food advertising and children, at the 2012 IIM Lucknow International Marketing Conference held in Noida, India in January 2012
- TOYS, BROWN POWDERS AND CANDY: A comparison of advertising on children’s television channels in India and USA, at the 2011 American Academy of Advertising Conference held in Arizona, USA in April 2011
- Does Planning Make Perfect in India? How Advertising Practitioners Perceive Account Planning, presented at AEJMC Conference in Denver, USA in August 2010
- Diffusion of Account Planning in Indian Ad Agencies: An Organizational Perspective, presented at the American Academy of Advertising Conference in Minnesota, USA in March 2010

- Content Analysis of Lifebuoy Commercials in the Post Liberalization Era, presented at the 8th International Marketing Trends Congress organized by ESCP-EAP, European School of Management in Paris in January 2009
- Account Planning in India: Insights from the Indian Ad Industry, presented at the 50th American Academy of Advertising conference at San Mateo, USA in March 2008
- Creating Global Brands through Strategic Brand Management, presented at Nirma International Conference in Management organized by Institute of Management, Nirma University in 2003
- Brand and Culture: A Winning Equation, presented at National conference on Contemporary Issues in Management, organized by Department of Business Administration, Saurashtra University in 2002
- An Innovative Approach to Management of Common Property Resources, presented at the World Bank sponsored Faculty Development Program in Environmental Economics in Bangalore in June 2001

Other Publications

- A fortnightly column in www.pitchonnet.com on analysis of current developments in the field of Marketing, Branding and Advertising
- How ethical are marketers while marketing to kids in India? <http://pitchonnet.com/blog/2012/06/27/how-ethical-are-marketers-while-marketing-for-kids-in-india/>
- Content Analysis of Lifebuoy Soap Television Advertisements in the Post Liberalization Era, *Advertising Express*, April 2010
- Pygmalion in Management, *Management Trends*, Vol.1, No.1, March 2004
- A weekly newspaper article series on Ad Analysis called “On the Spot”, *Financial Express*, 2008-09

INSTITUTIONAL BUILDING

- Co-Chair, Learning and Management Development Programs at MICA
- Co-Chair, Crafting Creative Communications at MICA
- Member, CREM, MICA
- Member, MICA Marketing Committee
- Member, MICA Website Design Committee
- Coordinator, Account Planning and Advertising Specialization at MICA since 2005 till date.
- Member, Academic Affairs Committee
- Program Director, PG Certificate in Advertising and PR (since 2005)
- Program Director, PG Certificate in Marketing & Brand Management (since 2015)
- Member of Governing Committee at MICA June 2011 – March 2012. (The committee acts as an advisory body to the Director)
- Member of Research Council, MICA, 2011-12.
- Member of Management Committee, MICA, 2010. (The committee acted in policy issues and guided the Director at strategic decisions)
- Faculty Mentor, MICANVAS (Annual International Brand Management Fest) and TEDxMICA.
- Member of Dissertation Committee, MICA, 2009.
- Member, PGPCM Committee, MICA, 2009.
- Member, IT and Library Management Committee, MICA, 2008.
- Dissertation Guide to students of PGPCM, Retail, PGPX and FPM since 2005 till date.
- Member of the Organizing Committee in International Conference “Managing Markets in Turbulent Times” in 2005.
- Member of NAAC Certification Committee at Saurashtra University, 2004.
- Acted as the placement coordinator and had a record 100% placement at MBA Department, Saurashtra University, Rajkot in 2003.

INITIATIVES

- Conceptualized and managed “MICA Classroom” an online Q&A forum on www.agencyfaqs.com in the area of Communication Management.
- Chairperson: Online Programs. Program director of MICA’s online PGP in Advertising and PR. From a batch size of 24 participants, the program has grown to have 100 participants in just two years.
- Program coordinator for MICA’s executive development program in “Media and Communications” in Dubai. Currently working on developing new programs for Dubai market.
- Started AD club in MBA Department in Saurashtra University to give practical knowledge and challenge creative thinking of students.
- Organizing Secretary of a national conference – “Contemporary Trends in Management” in Saurashtra University.
- Founded the “Trend-Setters” club to promote further learning in management domain in BBA program at Christ College in 1999.