

KALLOL DAS

Career Philosophy: Be a lifelong learner by deploying Growth Mindset characterized by a belief that anything can be learned with sincere efforts, diligence, focus on the process of improvement, and openness to feedback.

PART I

- **Address for Communication with Mobile & E-mail Coordinates:**
Bungalow #7, Shukan Villas, Kalapi Marg, Bakeri City, Vejalpur, Ahmedabad – 380 051, Cell: +91-93778 44774; Email: getkdas@gmail.com; URL: <https://www.mica.ac.in/kalloldas>
- **Teaching Interests:** Services Marketing, Relationship Marketing, Qualitative Research, Gamification, Theory Construction
- **Research Interests:** Relationship Marketing, Gamification, Creativity, Pedagogy, Theory Construction
- **Education:**

Degree/ Diploma	University/ Institution	Graduating Year	Specialization	Division/ Result
Ph.D.	South Gujarat University/ Management Faculty (Surat, India)	2008	CRM in Retail Banking	Defended in June, 2008
M.B.A.	South Gujarat University/ Dept. of Bus. & Industrial Management (Surat, India)	1998	Marketing Management	First Class
B.E.	Sardar Vallabhbhai Regional College of Engg & Tech / SVNIT (Surat, India)	1995	Mechanical Engineering	First Class
Online Certificate Course	Wharton School, University of Pennsylvania & Coursera	April-May 2013	Gamification	89.7%

PART II

1. Total Professional Experience: (25 years)

(1) Academics (20 years)

University/ College/ Institution	Period From To	Subjects Taught	Designation
MICA, Ahmedabad	14 th June, 2010 onwards	1. Gamification 2. Qualitative Marketing Research 3. Creativity + Management Simulation 5. Customer Relationship Management 6. Services Marketing 7. Rural Immersion	Associate Professor
International Institute of Information Technology (I2IT), Pune	1st July, 2008 to 6th June, 2010	1. Services Marketing 2. Principles of Management	Assistant Professor
Balaji Institute of Modern Management, Pune	1st August, 2007 to 30th June, 2008	1. Services Marketing 2. CRM 3. Cases in Leadership	Assistant Professor
S. R. Institute of Management & Computer Applications, Bardoli	1st August, 2005 to 31st July, 2007	1. Services Marketing 2. Social Marketing 3. Brand Management	Assistant Professor
Department of Business & Industrial Management, South Gujarat University, Surat	1st May, 2003 to 31st July, 2005	1. Brand Management 2. Services Marketing 3. Management of Retail Business	Lecturer
IIPM, Mumbai	1st August, 2002 to 30th April, 2003	1. Marketing Research 2. Cases in Management	Faculty Member

(2) Industry (5 years)

Organization/ Company	Period		Job Profile	Designation
	From	To		
Smart Solutions, Surat	1 st April, 2000 to 31 st July, 2002		Provided Branding & CRM solutions to service sector clients in South Gujarat Region	Consulting Partner
Gulf Oil India Ltd, Mumbai	8 th June, 1998 to 7 th March, 2000		Looked after Sales and Service of Industrial Lubricants in South Gujarat Region	Sales Executive
IBP Caltex Ltd, New Delhi	1 st August, 1995 to 31 st July, 1996		Market seeding activities and launching of different Automotive cum Industrial Lubricants	Marketing Engineer

PART III

Publications

Peer-Reviewed Papers/ Case Studies (24 articles)

- Patel, J., Sharma, A., Shukla, Y., & Das, K. (2023). Role of culture in consumer marketing: Thematic trajectories and theoretical Roots. *Journal of Creative Communications*, <https://doi.org/10.1177/09732586231205069>
- Das, K., Mungra, Y., Ambika, A., & Dhir, A. (2023). Creative Meta-Skills: Construct, Dimensions and Implications for Marketing Professionals. *Australasian Marketing Journal*, <https://doi.org/10.1177/14413582231154268> (ABDC-A)
- Das, K., Patel, J. D., Sharma, A., & Shukla, Y. (2023). Creativity in marketing: Examining the intellectual structure using scientometric analysis and topic modeling. *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2022.113384> (ABDC-A)
- Das, K., Mungra, Y., Sharma, A., & Kumar, S. (2022). Past, present and future of research in relationship marketing: A machine learning perspective, *Marketing Intelligence & Planning*, <https://doi.org/10.1108/MIP-11-2021-0393> (ABDC-A)
- Hollebeek, L. D., Das, K., & Shukla, Y. (2021). Game on! How gamified loyalty programs boost customer engagement value. *International Journal of Information Management*, <https://linkinghub.elsevier.com/retrieve/pii/S0268401221000013> (ABDC - A*)

- Patel, V., Das, K., Chatterjee, R., & Shukla, Y. (2020). Does the interface quality of mobile shopping apps affect purchase intention? An empirical study. *Australasian Marketing Journal*, 28(4), 300-309. **(ABDC - A)**
- Das, K., Khanna, K., Ganguly, S. (2017), Understanding airline brand equity drivers: Lessons from a multiple case study, *Journal of Air Transport Studies*, 8 (2), 70-93.
- Bhattacharya, I., & Das, K. (2015), Impact of augmented reality on the online purchase behaviour of Generation Y: An Indian perspective, *Quest*, 6 (1), 11-20.
- Das, K. & Chatterjee, M. (2015), Using flipped classroom in Indian management education: An exploration of faculty perceptions, *Global Journal of Research in Management*, 5(2), 32-57.
- Banerjee, D., & Das, K. (2015), Smartphone gaming in Indian generation Y: An exploration, *Romanian Journal of Marketing*, 10 (2), 54-66.
- Narayandas, D., Das, K., & Herman, K. (2013), Eureka Forbes Ltd., Managing the selling effort [photonovel version], *Harvard Business School Publishing*, Case No. N9-513-015, Boston, USA. **(Harvard Business School Case Study)**
- Das, K., Chatterjee, M., & Rao, U.T. (2012), Magic Films: The case of an Indian startup, *Emerald Emerging Markets Case Studies*, 2 (3), 1-16.
- Das, K. (2012), Using participatory photo novels to teach marketing, *Journal of Marketing Education*, 34 (1), 82-95. **(Scopus Q1)**
- Das, K., & Garg, R. (2011), Case study research: CRM best practices in a foreign bank in India, *Romanian Journal of Marketing*, 6 (4), 31-41.
- Das, K., & Garg, R. (2011). CRM best practices: A case study of State Bank of India. *Journal of Marketing & Communications*, 6 (3), 10-23.
- Das, K., & Garg, R. (2011). CRM best practices: A case study of IDBI Bank - A study with specific reference to retail banking. *NSB Management Review*, 3 (2), 58-67.
- Das, K., & Garg, R. (2010). CRM best practices: A case study of an Indian private bank. *Journal of Marketing & Communications*, 6 (2), 20-28.
- Das, K., Parmar, J., & Sadanand, V.S. (2009). CRM best practices & customer loyalty: A study of Indian retail banking sector. *European Journal of Social Sciences*, 11 (1), 61-85.
- Das, K. (2009). CRM best practices: A case study of a European bank. *IIM-Lucknow Metamorphosis*, 7 (2), 202-209.
- Das, K. (2009), Relationship marketing research (1994 - 2006), *Marketing Intelligence & Planning*, 27 (3), 326-363. **(ABDC - A)**
- Das, K., Dasgupta, H. (2009). CRM best practices: A case study of Bank of Baroda. *Journal of Marketing & Communications*, 4 (3), 4-17.
- Das, K. (2009). Contemporary marketing practices in Indian retail banking. *Journal of Marketing & Communications*, 5 (1), 20-39.

- Das, K. (2008). Learning services management from the Hindi movie "Bawarchi": A pedagogical approach. *Spectrum*, 8 & 9, 22-25.
- Parmar, J., Das, K., & Dasgupta, H. (2008). Leveraging information technology in developing rural businesses: The case of ITC e-Choupal. *NSB Management Review*, 1 (1), 69-87.
- Parmar, J., & Das, K. (2006). Branding of financial services: The case of HDFC Bank. *VIM Journal*, 1 (1), 10-22.
- Das, K. (2004). Creating customer loyalty. *Journal of Veer Narmad South Gujarat University*, 2, 61-68.

Books

- Das, K. (2011). *Relationship marketing & CRM in Indian retail banking: Lessons from India's best CRM-savvy banks*. Saarbrücken, Germany: LAP-Lambert Academic.
- Das, K. (2004). *h-CRM: The key to lifelong business relationships*. New Delhi: Viva Books.

Articles in Periodicals/ Magazines

- Das, K. (2011, October 14). The man who kept two combs. *Afaqs!* Retrieved on October 19, 2011 from:
http://www.afaqs.com/news/story.html?sid=31913_Guest+Article:+Dr+Kallol+Das:+The+man+who+kept+two+combs
- Das, K. (2004, September-October). Hand in hand. *Strategic Marketing*, 42-49.

Research-based Film

- Das, K. (Director). (2010). *In pursuit of success* [Motion Picture]. [A short film on the theme of innovation and leadership in the context of teaching profession]

Seminar/ Conference/ Paper Presentations

- Presented two co-authored papers at the prestigious *Australia & New Zealand Marketing Academy (ANZMAC)* to be held in Perth from 5th to 7th December, 2022.
- Co-chaired the *International Communication Management Conference (ICMC)* 2021 held online from January 7-9, 2021. Chaired two sessions in the same conference.
- Presented a co-authored paper titled “*Conceptual Article Quality and its Dimensions: An Empirical Study*” at the prestigious *American Marketing Association (AMA)* Conference held in Chicago from 9th to 11th August, 2019.
- Chaired a session titled “*Consumer learning in the online environment*” at the 7th AIM-AMA Doctoral Consortium and Conference held in MICA from 4th to 8th January, 2019.

- Presented a co-authored paper titled “*Using Gamification in an MBA Classroom to engage Gen Y learners*” at the 5th International Communication Management Conference (ICMC) held in MICA from 11th to 13th January 2018.
- Chaired a session on “*Programmes with Contemporary Insights*” at the 4th International Communication Management Conference (ICMC) held at MICA from 10th to 12th January, 2017.
- Presented a co-authored paper titled “*Branding of Airline Services: A Case Study of Two Indian Airlines*” at the 9th EuroMed Academy of Business Conference held at Warsaw from 14th to 16th September, 2016.
- Chaired a session on “*Fashion Branding*” at the 9th EuroMed Academy of Business Conference held at Warsaw from 14th to 16th September, 2016.
- Presented a co-authored paper titled “*Exploring the Buying Behaviour for Films*” at the International Communication Management Conference (ICMC) held in MICA from 18th to 20th February, 2016.
- Presented a paper on “*Learning Services Management from the Movie “Bawarchi”: A Pedagogical Approach*” at the International Conference on Services Management organized by Kohinoor Business School, Khandala from 7th to 8th March, 2008.
- Presented a paper titled “*Branding of Financial Services: The Case of HDFC Bank*” at the National Conference on Marketing of Financial Services organized by Vishwakarma Institute of Management, Pune from 25th to 26th February, 2006.
- Presented a paper titled “*Global Best Practices for Building Incredible Guest Relations*” at the State-level Conference on Tourism & Hospitality organized by the Southern Gujarat Chamber of Commerce & Industry, Surat on 6th January, 2006.
- Presented a paper titled “*Customer Relationship Management*” at the seminar held on 25th August, 2005 organized by the Aga Khan Foundation, Ahmedabad.
- Presented a paper titled “*h-CRM: The Key to Lifelong Business Relationships*” at the seminar organized by British Council Library, Kolkata on 5th December, 2005.
- Presented a paper titled “*CRM in Retailing*” at the seminar organized by the British Council Library, Mumbai on 7th September, 2005.
- Presented a paper on “*Human CRM*” at the National Marketing Conference 2004 & Beyond organized by ICFAI Business School, Bangalore from 22nd to 24th October, 2004.
- Presented a paper titled “*Building a Relationship Based Business*” at the seminar organized by the Southern Gujarat Chamber of Commerce & Industry, Surat on 16th July, 2004.

Management Development Programs (MDPs) Conducted

- Participated as a resource person in an MDP titled “*Total Dealership Management*” held in MICA in September 2017 and again in September 2018. The MDP was attended by major IOCL petrol pump owners from Gujarat.
- Participated as a resource person in an MDP titled “*Total Dealership Management*” held in MICA in 2016 (from 25th to 26th July, 2016 and 19th to 20th November) and again in 2015 (10th to 11th September). The MDP was attended by major IOCL petrol pump owners from Gujarat.
- Participated as a resource person in an FDP on “*Business Research & Analytics*” held in MICA from 15th to 19th June, 2015. The FDP was attended by faculty members from MBA/ BBA institutes from both within and outside Gujarat.
- Conducted a 3-day workshop for corporate executives on “*Building High-Performing Service Businesses*” held in MICA on 20th to 22nd August, 2014.
- Conducted a 3-day workshop for corporate executives on “*Building High Performing Teams*” held in MICA on 12th to 14th June, 2013.
- Conducted a 2-day workshop for corporate executives on “*Building High-Performing Service Businesses*” held in MICA on 17th and 18th April, 2013.
- Conducted a 3-day workshop for corporate executives on “*Energizing the Organization through Innovative Bottom-up Communications*” held in MICA on 12th to 14th September, 2012.
- Participated as a resource person in an FDP on “*Research Methodology*” held in MICA from 9th to 14th June, 2012. The FDP was attended by faculty members from MBA/ BBA institutes from both within and outside Gujarat.
- Participated as a resource person in an MDP on “*Visual Merchandising*” held in MICA from 21st to 29th March, 2011 for junior and middle-level managers of Crossword Books Ltd.
- Conducted a full-day workshop on “*CRM*” for senior managers of Reliance Industries Ltd, Hazira on 16th March 2006.
- Conducted a full-day workshop on “*CRM*” for all vice-presidents and general managers of Reliance Industries Ltd, Hazira on 7th January 2006.
- Conducted a 2-day workshop on “*CRM*” for entrepreneurs organized by the South Gujarat Productivity Council, Surat held on 25th and 26th May, 2005.

- Conducted numerous workshops and provided consulting to SMEs in the services sector in the area of *Customer Relationship Management / Customer Service Excellence* in the period 2001-2004.

Attendance in Seminars/ Conferences/ Courses

- Attended a workshop conducted by Prof. Manjit Yadav, Mays Business School, Texas A&M University on “*Theory and its Construction*” held at MICA on 11th December, 2019.
- Attended a workshop conducted by Prof. Rajan Varadarajan, Mays Business School, Texas A&M University on “*Crafting Manuscripts for Publishing in Scholarly Journals in Business Disciplines: Some Guideposts*” held at MICA on 13th January, 2017.
- Attended a 6-day FDP on “*Research Design and Data Analysis in Social Sciences*” from 23rd to 28th November, 2015 and organized by IIM Kozhikode.
- Attended a 3-day workshop on “*Qualitative Research*” held in MICA on 20th to 22nd September 2015 and delivered by Prof. Russell Belk, Kraft Foods Canada Chair in Marketing, Schulich School of Business, York University, USA.
- Completed a 5-week online course titled “*Gamification*” on Coursera platform in April-May 2013.
- Attended a 1-day conference on “*Gamification*” on 9th December, 2013 organized by Saltmarch Media in Bangalore.
- Attended a 2-day titled “*Case Method Teaching Seminar*” conducted by Harvard Business Publishing in Gurgaon held on 20th and 21st October, 2013.
- Attended a 2-day workshop held on 23rd and 24th August, 2013 titled “*Innovative Interventions for Change: Positive Deviance & Liberating Structures*” organized by MICA, CMS Academy, and Department of Communication, University of Texas at El Paso, USA.
- Attended a 3-day workshop from 28th to 30th March 2013 on “*Service Design*” conducted by National Institute of Design (NID), Ahmedabad.
- Completed training for trainers from StratX, Paris on “*Blue Ocean Strategy Simulation (BOSS)*” – Business Strategy Simulation - in July 2010.
- Completed a short course titled “*Short-Term Film Making Foundation Programme*” from the Institute of Moving Images, Mumbai in year 2008.
- Attended a 1-day workshop on “*Case Method of Teaching*” organized by the Ahmedabad Management Association held on 7th August 2005.

- Attended a 3-day conference titled “*International Conference on Services Management*” organized by the International Institute of Technology & Management, New Delhi from 10th to 13th March 2005.

Administrative Assignments

- Presently chairing the Strategic Marketing area at MICA from June 15, 2022. It involves periodically assessing the curriculum in terms of providing future-readiness to our students besides ensuring that area colleagues are adequately supported for quality teaching.
- Co-Chaired in 2021-22 the Centre for Learning and Innovative Pedagogy (CLIP), MICA instituted to support the fraternity through faculty development training and pedagogy-related research. Played the lead role in constituting the Advisory Committee and hiring a post-doctoral fellow to ensure smooth conduct of the Centre’s activities.
- Co-chaired the International Communication Management Conference (ICMC) 2021 held online from January 7-9, 2021. The conference was very well received by academics as well as practitioners. Was successful in getting the prestigious *Journal of Business Research* (JBR) to partner with ICMC 2021 for coming out with a conference-related special issue. The conference was well received by both academics and practitioners across the globe.
- Served as Associate Editor for the Journal of Creative Communications (JoCC) from January 2017 till June 2022. This is an international peer-reviewed journal published by Sage Publishing, New Delhi with editorial support from MICA. We expanded the AE team and reduced the turnaround time for processing manuscripts. We also increased the readership and author base of the journal and made it more inclusive.
- Co-chaired the International Communication Management Conference (ICMC) 2018 held in MICA from 11th to 13th January 2018. The conference was well attended by academics from within India as well as overseas besides delegates from industry.
- Served as Chairperson, Strategic Marketing Area at MICA from June 2015 – June 2016 for the flagship programme on communication management. Strategic Marketing Area is the largest academic area in MICA, which accounts for 70% of total credits offered in the flagship programme.
- Served as Founding Chairperson of MICA Research Committee for 3 years (2012-15). The committee oversees the allocation of internal research funds to interested faculty members engaged in research pursuits. The committee approves all necessary hardware/ software/ logistical support to faculty members to enable them to do high quality research. Currently, serving as key member of this committee for last 2 years (2018-20).

- Served as key member of the MICA Admission Committee for the year 2014-15. This committee is charged with the responsibility of conducting the entire admission process for aspirants seeking to join the MICA postgraduate programme.
- Served as key member of the MICA dissertation committee for 6 years (2012-15; 2018-20). The committee oversees the conduct of the dissertation process for all second year PGP students opting for dissertation.
- Served as key member of Gujarat Common Entrance Test (GCET) Committee appointed by Directorate of Technical Education (DTE), Gandhinagar for the year 2003-04. The committee was charged with the responsibility of conducting the annual state-wide admission process for all MBA and MCA programmes affiliated to universities in Gujarat.

Consulting Assignments

- Appointed in October 2013 as Consultant by Eureka Forbes Ltd, Mumbai for their project on making sales training materials more visually engaging.
- Advisor to the Gujarat State Disaster Management Authority (GSDMA), Gandhinagar for the period 1st September, 2010 to 31st August, 2011 for their project on producing engaging educational materials on disaster management for both children and adults.

Other Assignments

- Invited resource person for Ph.D. admission process at Ganpat University in January and March 2024.
- Serving as Thesis Advisory Committee Chair for one FPM (equivalent to PhD) scholar of MICA (Ms. Sigma Soni), who is expected to submit her thesis by March 2023.
- Serving as Thesis Advisory Committee member for four FPM scholars of MICA (Ms. Pooja Shrivastav, Ms. Bhakti Mehta, Ms. Tanushree Pande, and Ms. Madhuparna Majumdar).
- Serving as member, Doctoral Progress Committee for two PhD scholars of the *Institute of Management, Nirma University, Ahmedabad*.
- Served as member, Thesis Advisory Committee for one FPM (equivalent to PhD) scholar of MICA (Ms. Chetna Monga), who has successfully defended her thesis (Year 2016).
- Served as member, Doctoral Progress Committee for two Ph.D. scholars (Ms. Neha Singh and Mr. Biswarup Chatterjee) of the *Institute of Management, Nirma University, Ahmedabad*, who have successfully defended their thesis in Years 2020 and 2022 respectively.
- Serving as ad-hoc reviewer for several eminent ABDC-A journals viz. *Journal of Business Research, Marketing Intelligence & Planning, Journal of Strategic Marketing*, etc.

- Provided project guidance to undergraduate students of Russian New University, Moscow on a cross-country project in the years 2008-09 and 2009-10.
- On the Advisory Board for Kolkata-based consulting firm, *Ideazfirst Marketing Services Private Limited*, for the period 2006 to 2016.

PART IV

Key Achievements & Honours

- Was chosen by MICA to participate in a 15-day US Immersion from 16th to 30th September 2018. As part of the immersion, visited several R1 universities of US viz. *Michigan State University, Emory University, Georgia Institute of Technology, Georgia State University and Texas A&M University* and got valuable guidance on my ongoing research projects.
- My paper, co-authored with Ms. Kirtika Chhetia, titled “*Using Gamification in an MBA classroom to engage Gen Y learners*” won the second prize in the *International Communication Management Conference (ICMC)* held in Ahmedabad in January 2018.
- *Developed and launched a unique advanced learning course titled “Gamification” in year 2013-14.* Such a course did not exist at that time at any of the communication or business schools in India.
- Have co-authored in 2013 a marketing case study in photo novel format with colleagues from Harvard Business School, Boston. *The case study is the first of its kind ever published by Harvard Business School Publishing (HBSP), Boston, USA.* The case study was nominated by HBSP for the Edison Award 2014 in the learning category.
- Developed a 20-min short film based on extensive review of literature on pedagogy as well as primary data from observation/ participant-observation studies/ depth interviews. *The film titled “In Pursuit of Success” was awarded the Best Educational Video Award (Teacher’s Category) in the NCERT Audio Video Festival, Trivandrum, India held in year 2012.*
- *Developed and launched a unique creativity-based simulation titled, The Photo Novel Company, in 2011.* The workshop, involving a large number of MICA faculty, has evolved over the years and stands today as one of the pedagogical attractions of MICA. During the pandemic years, more changes were made in design and content of the workshop; it is now titled “Audio Novel Workshop.”
- My paper, co-authored with Prof. Jitesh Parmar, titled “*Branding of Financial Services: The case of HDFC Bank*” won the second prize in the *National Conference on Marketing of Financial Services* held in Pune in year 2006.
