

## **Dr. Mini Mathur**

Associate Professor, MICA, Ahmedabad. Gujarat. India

- **Sales and Marketing academician with proven track record in teaching, training, and administration. Twenty-Five years of experience, including three years of business development/Sales.**
- PGP Co-Chair at MICA (2019-20, 2020-21, 2021-22, 2022-23, 2023-24)
- Co-chair Orientation (2019-2024).
- Instrumental in setting up a one-year Postgraduate program in Retail and conducting 6 batches at MICA. Setting up 'Centre for Sales and CRM' and co-chairing it for the last three years. Chairing Gender Equality and Sexual Harassment Committee at MICA (Five Years) Working in the domain of Retail & Shopper Marketing and Sales & Distribution Management for the last twenty years in academia, worked in Business development/ Sales for three years in industry, and conducted several industry programs and PG programs at MICA & outside.
- Trained 2000 plus retail/ sales professionals across levels. Delivered unique pedagogy, like 'Retail Yatra' and chaired 'Rural Immersion Programme; an ethnographic approach for three years, at MICA.

### **Work Experience**

**25 years post MBA (Marketing)**

## **Academic Experiences**

**Period:** Since March 2007 – Present **MICA**

**Position:** Assistant Professor (April 2007 -13)

Associate Professor (April 2013 – 23)

**Profile:** *Organized and conducted six batches of RCM and one batch of 'Visual Merchandising and Creative Communication' (six-months 'certificate programme).* Organized and conducted first batch of RCM online. Taught 'Sales and Distribution', 'Retail Management (later Retail and Shopper Marketing)' and 'Principles of Marketing' 'Buyer Behavior to PGP and online programmes. Profile includes teaching, developing the course structure, updating with assistance from industry professionals, evaluation of students etc. Taught courses in Retail Design and Retail Communications Mix, in RCM, VMCC, PGP and online programmes at MICA. Organized and conducted MDPs/ ICTPs in Retail. Traveled all over India/ outside on a project, "**Retail Yatra**" accompanying students of Retail for five consecutive years.

### **Other responsibilities at MICA**

- Chair – Rural Immersion (2017-18/ 2018-19/2019-20)  
Led 'Rural Immersion', a two-weeks' ethnographic study for 180 plus PGP2 students, in collaboration with 10 partners.
- Chair – ICMC (2016); ICMC (2023)

Organized ICMC 2016, February 18-20, 2016 MICA's Third International Management Conference, "Marketing Reborn; Traditions, Trends and Techniques"

- Chair – Advanced courses (2017 -19)
- Faculty coordinator – Jagriti, MICAVANI

*Period: Since March 2005 – March 2007*

**Organization:** Mudra Institute of Communications, Ahmedabad (MICA)

**Position:** Associate faculty (given to those who were teaching, but pursuing Ph.D)

**Profile:** Conducted PGPRCM as coordinator from admission, to industry interface to finally placing 35 students of first and second batches of RCM.

**Period:** Since May 2003 – March 2005

**Organization:** Mudra Institute of Communications, Ahmedabad (MICA)

**Position:** Research Associate (Centre for Continuing Education & Learning),

**Profile:** Helped in organizing training programmes. Coordinating with faculty/ resource persons. Designed and setup 'one-year Postgraduate Certificate Programme in Retail Management' Launched the first PGPRCM in January 2005 with 15 students.

**Period:** June 2001-May 2003

**Organization:** The Retail Academy, Ahmedabad (Under the ASIA trust)

**Position:** Manager (Resources)

**Profile: Launched a Certificate and Diploma Programme in Retail Management.**

Responsible for designing modules, conducting classes and coordinating corporate programmes. Taught Sales and Marketing, Customer Service, Retail Management. Conducted several training programmes for Sales India Limited, Jade Blue, etc.

**Period:** November 2000-May 2001

**Organization:** Taleem Research Foundation, Ahmedabad (an arm of Zee Entertainment)

**Position:** Project Coordinator (Six Months' Retail Training for floor staff)

**Profile:** Responsible for recruitment of 100+ floor staff (from 3000+ applications) Designing training module for the various positions, identifying resource persons, conducting sessions and coordinating training till the launch of 'Fun Republic' Ahmedabad.

### **MDPs/ Trainings conducted**

(Ranked above 4 out of 5, in feedback)

- Conducted sessions in two days MDP on 'Strategizing Sales & CRM for winning in the digital world' December 9-10, 2023
- Conducted Eight batches of Total Dealership Management training for dealers of **Indian Oil Corporation Ltd.** I was involved from **Conceptualization to execution** of the programmes. We had multiple rounds of interactions with IOCL team and its more than 20 dealers to design this programme.

- Conducted ‘Retail Training’ for Marketing team of **Philips Lighting** division in Gurgaon. Several in-depth interactions with Philips retailers were conducted to identify the need gaps and design the content of the training.
- Organized one-day seminar on ‘Excelling through Superior Customer Service and Technology’ by Prof. A. Parasuraman, University of Miami, in 2016.
- Conducted online training for 130 + employees from **Trent Ltd (A TATA Enterprise)** over a period of one year.
- Organized an International workshop on Visual Merchandising with Jose Maria Bustos, an international designer from Singapore for industry professionals.
- Planning and conduct of an Open two-days’ MDP, ‘Strategizing Operations in Retail Marketing’
- Organized an open MDP; “**Manpower in Retailing**”
- Organized one-day training for **Sales India Ltd.**( a consumer durable retail chain) with Prof. Anthony Kent, professor of Fashion Marketing at Nottingham Trent University.
- Conducted a two day MDP: **Customer is the Queen** in Baroda
- Conducted a 50-hour module on Visual Merchandising for **Hypercity**, visual merchandisers from all over the country in Mumbai and Marketing professionals from **Crossword**, Mumbai.
- Conducted retail training for employees of **Fun Republic, Jade Blue, Sales India Limited and Central, Ahmedabad.**
- **Other Assignment:** Taught Retail Management, Store Design, Layout and Visual Merchandising, Sales and Distribution Management, and Merchandise Management as visiting faculty at National Institute of Fashion Technology (NIFT), Gandhinagar, MANAGE, Hyderabad, IMIS – Bhubaneswar, RAU-Bikaner, BHU- Varanasi, and EDI, Gandhinagar, SLIMS, The Retail Academy.

## Industry Experiences

**Period:** July 1996-August 1997

**Organization:** Nirans (India) Pvt. Ltd. (Medical product Division of Chowgule Group)

**Position:** Marketing Executive/ Business development

**Profile:** Business development of ophthalmic products in parts of Mumbai, MP and Gujarat. Also, worked for launching of ophthalmic products in different cities in MP and Gujarat. Key Clients included Bhopal Eye Hospital.MP, Dr. Hardia Eye Hospital - Indore, Lotus Eye Hospital, Mumbai, Holy Spirit Hospital, Mumbai. Involved extensive traveling and identifying new markets, exhibiting in different conferences, managing entire value chain for the clients, etc.

**Period:** September 1997- March 1999

**Organization:** Panacea Biotec Limited, Mumbai & Ahmedabad

**Position:** Management Trainee

**Profile:** Business development of high end pharmaceutical products (third generation antibiotics, Glipizide and Nimesulide) amongst hospitals, research institutes, etc. Making proposals, presenting it in front of the trust/ institute, organizing with pharmacies,

managing distributors and intermediaries for the same. Key clients were Rajasthan Hospital, Kidney Cancer Research Institute, Ahmedabad

<b>Educational Qualifications</b>		
<b>Year</b>	<b>Degree</b>	<b>University</b>
2007	PhD. on “Retailing Formats”	Veer Narmad South Gujarat University, Surat
2006-07	Faculty Development Programme	Indian Institute of Management, Ahmedabad. (IIMA)
2004	Advanced Diploma in Retailing Level III	City & Guilds International, UK
1996	M.B.A. (Marketing)	Jiwaji University, Gwalior
1994	B.Sc.	Jiwaji University, Gwalior

### **Academic Achievements**

#### **Paper Presentations:**

- “Live Commerce in Fashion Retail; Utility Derived– Shopping or Entertainment” presented at ‘Society for Marketing Advances’ annual conference 2022 at Charlotte NC, USA
- “Is Pre-Loved Really Loved: Perceived Risk in Shopping of Second- Hand Fashion” presented at ‘Society for Marketing Advances’ annual conference 2019 at New Orleans, USA
- Selfie is not just for self; Implications for Marketing. Presented at ‘Society for Marketing Advances’ annual conference 2018 at Florida, USA
- Understanding Co-Shoppers’ Influence on purchase decision in retail environment: an exploration into consumer durables stores, presented at IABE, NYU in 2017
- Intermediating Factors Affecting the Shopping and Consumption of Groceries on Digital Channel among Generation Y & Generation Z in India, Presented in ACRA annual conference 2016 , Secaucus. NY)
- What's in it for shoppers; shopper marketing: An empirical analysis, presented at 11<sup>th</sup> International CIRCLE conference, Manchester, UK, 2014.
- “Exploring the Role of Internet as Emerging Distribution Medium in Developing Countries: An Empirical Analysis of Indian Consumer Durables Industry.” Presented at 20<sup>th</sup> INTERNATIONAL CONFERENCE ON Recent Advances in Retailing and Consumer Services Science EIRASS in Philadelphia, USA, 2013
- “Gujari; Organizing the Unorganized” case presented at the ‘International Case Conference, 2010’ organized by IMT, Nagpur.

- “Branding the experiences: Semiotic Exploration of Retail Outlets”, presented at International Conference on Brand Management, organized by IMT, Ghaziabad in November 2008.
- “Delivering and Measuring Service Quality in Supermarkets”, presented at SERVSIG 2005 at National University of Singapore, June 2-4, 2005.
- “Bachat Discount Store: An Innovative Story”, presented in International Seminar on Strategic Imperatives in Indian Organizations: Formulation and Implementation of Unbeatable Plans and Core Competencies held at IPM, Ghaziabad, February 2004
- “Role of CRM in Building Retail Brands”, presented in Indian Institute of Management, Kozhikode (IIM K) conference, December 2003

### **Industry Immersion , 2018:**

Worked with Jaipur Rugs at their Delhi store during April 2018. Two major outcomes of the project were: Detailed store analysis and development of customer response form.

### **Published Papers/Chapters/Book:**

- M Mathur, SP Kothari - “Wealth out of Waste (WOW): A Business Paradox”, a case study under review at Emerald Emerging Market Case Studies.2020 - emerald.com
- “Interaction between Parents and Children during Food Shopping” Patel Cherry, Kini Sashank , Mathur M, Journal of Emerging Technologies and Innovative Research (JETIR) August 2018, Vol 5, issue 8.
- Mathur, M. (2017), Understanding co-shoppers' influence on purchase decision in retail environment: An exploration into consumer durables stores. Journal of International Management Studies, 17(2), 13-22.
- What's in it for shoppers; shopper marketing: An empirical analysis; International Journal of Sales, Retailing and Marketing. Vol. 4, No.3, 2015.
- Virtual to Real “How social media is helping brands to market and connect with their shoppers better and is the effect visible on the brick n mortar space” [http://www.media4growth.com/retail/shoppermarketingdetail.html?id=61\\_Virtual\\_to\\_Real](http://www.media4growth.com/retail/shoppermarketingdetail.html?id=61_Virtual_to_Real), July 2016 issue
- Chapter on Private labels in India Retail Report 2013, published by Images group publication.
- Indian Adaptation of Eleventh Edition of ‘Retail Management; a Strategic Approach’ by Barry Berman, Joel R. Evans,& Mathur M.2011, Pearson Publications.
- “Subhiksha Retail Chain” – case study in a book on ‘Entrepreneurship Development’, published by Tata McGraw Hill Publishing Company Limited in 2009. (ISBN (13): 978-0-07-024887-8), edited by Ramachandran K. for the Society of Entrepreneurship Educators.
- “Communicating with the Customer: Retail Advertising and Promotions”, chapter in India Retail Report 2009, published by Images group publication

- “Branding the experiences: Semiotic Exploration of Retail Outlets”, in ‘Brands Rising ...as products fall’, published by Macmillan India Ltd. in 2008. (ISBN: (13) 978-230-63677-4 and (10) 0230-63677-2), edited by Nafees Lubna and Krishnan Omkumar. (coauthored)
- “Food King: Moving up the Food Chain”, a case study published in ‘Pragati’, Issue -1, volume-1, April-June 2008, Journal published by SIMER. (ISSN – 0974-2018)
- Chapter on “Role of CRM in Building Retail Brands”, published in the book “Building Brands in the Indian Market” , New Delhi, Excel books, 2004 (ISBN: 81-7446-391-7), edited by Panda Tapan.

**Invited as reviewer/ examiner for international peer-reviewed journals and conferences**

1. External examiner for thesis titled “E-Commerce Adoption and impact on Business performance of handloom weavers”, by Shubhangi Yadav from NIFT, in March 2023.
2. External examiner for the thesis titled, " Empowering Adolescent girls through CSR Initiatives - A Study", submitted by Ruby Ravi Lahir, VNSGU, June 2021.
3. Evaluated PhD thesis of Vikas Kumar, Assistant Professor with department of Fashion Management Studies at National Institute of Fashion Technology, Patna, Bihar, pursuing my Ph.D. research under guidance of Dr. B.B.Jena, on the topic, "Influence of Social Media in Promoting Sportswear Brands and Consumer Decision Making" at NIFT in January 2018.
4. Examined the Minor dissertation of a doctoral student registered with CEPT University. The paper is titled 'Study of Organizations as Brands' in 2015
5. External guide for a CEPT student, Ms.Pragyashree Dubey, master thesis titled, “Drivers and challenges in Omnichannel retailing – Role of information technology” in 2014.
6. ACRA 2016, Secaucus NJ/NY, USA, reviewed a paper on 'Retail Pedagogy' track
7. Reviewed for Emerald Emerging Market Case studies: Marketing AAProach to Indian Politics.
8. Reviewed for Emerald Emerging Market Case studies: Taj I Will Prevail
9. Reviewed for Emerald Emerging Market Case studies : KKCL: Exploring Growth Opportunities.
10. Reviewed for Emerald Emerging Market Case studies entitled “Argentine Peso Trouble for Bajaj Auto Ltd.” in March 2018
11. Reviewer for ICMC 2016, 2017, 2018, 2023, and 2024, at MICA

**Others:**

- Judging an annual retailers’ competition as a jury member for ‘**Alpha One**’ (Now Ahmedabad One) since last three years.
- Key note speaker in a seminar on ‘Opportunities, Challenges and Strategies’ for Retail Entrepreneurs, organized by Department of Business and Industrial

- Management, Veer Narmad South Gujarat University, Surat and Centre for Entrepreneurship Development, Gandhinagar.
- Speaker in “ESops, Ahmedabad” conducted by Retailers Association of India, on “Customer Experience Management”.
  - Judged a ‘Visual Merchandising Competition’ for Future Group’s seamless mall ‘Central’ in Ahmedabad.
  - Won “award of excellence” for a case study on “Subhiksha” at ISB, Hyderabad
  - Presented a case on ‘Foodking: Moving up the food chain’ at a case workshop in IIMA.
  - Consultant and trainer to ‘Sales India Limited’, a Gujarat based retail chain of consumer durables.
  - Trained 500+ front line executives of various retailers in India, including Tata’s Trent, Sales India Limited, Fun Republic, Gandhi Bakery, Jade Blue, etc.

### **Workshops attended**

- ‘Scale development workshop’ organized by IIT Madras in September 2016.
- “Understanding Consumers in Digital Era”, November 16-17, 2015 at CMEE IIML(Noida Campus).
- “Optimizing Shopper Marketing in India” Masterclass by Christopher Brace on 17<sup>th</sup> December, 2015, supported by POPAI.
- Participant-Centered Learning Seminar, by Harvard Business Publishing & Case Research Society of India, March 14-16, 2012
- Programme on ‘Retailing of FMCG & other Consumer Goods Selling Techniques & Personality Development’ organized by Ahmedabad Management Association in July 2002.
- Strategic Design Workshop on ‘Creating Dynamic, Multi-Sensory Ambience for Customer Delight’, conducted by NID in August 2003
- Design Workshop on ‘Visual Merchandising-concepts and concerns’, conducted by National Institute of Design in July 2005
- A Case Method workshop organized by ECCH in March 2005 at ITM, Navi Mumbai
- Workshop on Lighting Design and Choreographing Light conducted by NID in October 2007
- Case writing workshop organized by MICA in June 2009.
- India Retail Forum, ReTechon and Manning Retail, organized by Retailers Association of India, Mumbai.

### **Areas of Interest**

- Retail Management, Store design, layout and Visual Merchandising, Shopping behavior, Sales and Distribution, Consumer Behavior.

### **Personal Details**

**Date of Birth:** 01.07.1973

**Languages Known:** English & Hindi

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**References on request.**