

Dr. SURESH MALODIA, MBA, PhD, FDP (IIM-A)

Associate Professor, MICA, Ahmedabad, India

Visiting Scholar, University of Agder (UiA), Norway

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H-Index – 13; I-Index – 14

Google Scholar Profile: <https://scholar.google.com/citations?user=ui-QL8wAAAAJ&hl=en&authuser=3>

THOUGHT LEADERSHIP

- Serving as lead guest editor for a special issue on “Immersive Technologies in Strategic Marketing: Crafting Experiences and Shaping Strategies” in the Journal of Strategic Marketing (ABDC – A Category)
- Serving as lead guest editor for a special issue on “Crafting Immersive Service Experiences: Bridging Fiction and Reality” in the Journal of Service Theory and Practice (ABDC – A Category)
- Serving as a guest editor for a special issue on “Generative AI and Society: Impact, Ethics and Policies” in IEEE Transactions on Engineering Management (ABDC – A Category)
- Serving as guest editor for a special issue on “Metaverse innovations and business opportunities for (small) businesses” in the International Journal of Entrepreneurship and Innovation.
- Invited to contribute an editorial article on “The metaverse in the hospitality and tourism industry: An overview of current trends and future research directions” in the Journal of Hospitality Marketing & Management. (ABDC – A Category). The article is now the second highest-cited article in the journal in a period of last 3 years, and has crossed 200 citations in less than a year.
- Invited to deliver a talk to editorial board members on future research directions in the domain of metaverse and generative AI during the TFSC Conference 2023 in Taiwan.
- Delivered regular talks on metaverse applications and opportunities during the leadership development program at IIM Lucknow and the faculty development program at IIM Ahmedabad.
- Delivered research talks at the University of Agder (UiA), Norway in 2022 and 2023.
- Delivered research talks at the University of Bergen (UiB), Norway in 2022 and 2023.
- Delivered research talk at the University of Tromso, Norway in 2022.
- Delivered a talk on experimental research at Ganpat University, Jaipuria Institute of Management, Jaipur.

RESEARCH FUNDING and GRANTS (~ \$ 165,000)

- SPIRE visiting scholar grant of 50,000 NOK (~ \$4,500) from the University of Bergen, Norway September 2023
- Research project funding for data collection from UiA availed so far (**\$ 46,500**)
 - Published projects**
 - Open innovation project. (IJEER Project) = \$ 2,000.00
 - Going extra mile... (BJM project) = \$ 5,000.00
 - Alexa project (JSM project) = \$3,500.00
 - Alexa project (JBR project) = \$3,500.00
 - Under Review projects**
 - VR travel (JTR project) = \$ 5,000.00 (revision submitted)

- Prosumer project (BJM project) = \$ 5,000.00 (received R3)
- Platformization project (EJM project) \$ 4,000.00 (received R1)
- WIP projects (draft ready & data collection completed)**
- Sportswashing = \$ 5,000.00
- Masstige project = \$ 5,000.00
- Airport project = \$ 5,000.00
- Generative AI project = \$ 3,500.00
- Travel grant (\$2,500.00) received for TFSC Conference participation in Taiwan
- Travel cum Research Grant (\$ 5,000) for a 3-month long research visit to the University of Agder (UiA), Norway.
- Research project funding (\$ 9,300), Go-To-Market strategy for Huawei Mate 20, Topline India, Feb – July 2019.
- Research project funding (\$ 6,500), "Youth advocacy index" report for Topline China, Topline India, Feb – July 2019.
- Research project funding (\$ 32,000), Evaluation Study of Credit Guarantee Scheme for Micro, Small Enterprises (CGTMSE), Ministry of MSME, Government of India, June 2017 – August 2017.
- Research project funding (\$ 35,500), Advanced Manufacturing Technologies – Understanding the Implementation Barriers and Model for Promoting Technology Entrepreneurship in India, Department of Science & Technology, Government of India, September 2016 – March 2017.
- Research project funding (\$ 4,500), Site potential assessment for opening petrol pumps at various sites, Indian Oil Corporation Limited, India, May 2013 – December 2013.
- Research project funding (\$ 15,000), Impact assessment of Cattle Breed Improvement Program, National Institute of Agricultural Extension Management, known as MANAGE, India, May 2012 – October 2012.
- Research project funding (\$ 5,000), Mid-term review of “Customized Farmer Training Programme, National Institute of Agricultural Extension Management, known as MANAGE, India, May 2011 – October 2011. (PI – Prof Manju Singh).
- Research project funding (\$ 2,000), “Detailed analysis of positioning of Himadri’s products and its comparative study in domestic market” and suggest effective market positioning strategies for UHHDC, Uttarakhand Handloom & Handicraft Development Council, Dehradun, India, June 2010 – August 2010.

PUBLICATIONS

Under review

Malodia, S., Dhir, A., & Paolo, A., Sportswashing as an Unethical Business Practice. Drivers, Outcomes, and Strategies. *Journal of Business Ethics*. (FT50)

Revision received

1. **Malodia, S.,** Filleri, R., Otterbring, T., & Dhir, A. Do Prosumer-Led Conversations Foster Brand Engagement? The Mediating Roles of Content Relevance and Perceived Content Sponsorship. *British Journal of Management*. (ABS 4) (Received R3)

2. **Malodia, S.**, Otterbring, T., Taheri, B., & Dhir, A. How negative framing affects VR tourism adoption: Exploring the role of travel anxiety during crisis events. *Journal of Travel Research*. (ABS 4) (Submitted R1)
3. **Malodia, S. et al.**, The role of signalling in inducing sense of community: an experimental investigation of two-sided platform markets. *European Journal of Marketing*. (A*) (Received R1)

Published

4. Otterbring, T., Arsenovic, J., Samuelsson, P., **Malodia, S.**, & Dhir, A. (2023). Going the Extra Mile, Now or After a While: The Impact of Employee Proactivity in Retail Service Encounters on Customers' Shopping Responses. *British Journal of Management*. (ABS 4)
5. **Malodia, S.**, Mishra, M., Fait, M., Papa, A., & Dezi, L. (2023). To digit or to head? Designing digital transformation journey of SMEs among digital self-efficacy and professional leadership. *Journal of Business Research*, 157, 113547.
6. **Malodia, S.**, Dhir, A., Hasni, M. J. S., & Srivastava, S. (2023). Field experiments in marketing research: a systematic methodological review. *European Journal of Marketing*, (A*).
7. **Malodia, S.**, Mishra, M., Fait, M., Papa, A., & Dezi, L. (2023). To digit or to head? Designing digital transformation journey of SMEs among digital self-efficacy and professional leadership. *Journal of Business Research*, 157, 113547.
8. **Malodia, S.**, Chauhan, C., Jabeen, F., & Dhir, A. (2023). Antecedents and consequences of open innovation: a conceptual framework. *International Journal of Entrepreneurial Behavior & Research*.
9. **Malodia, S.**, Ferraris, A., Sakashita, M., Dhir, A., & Gavurova, B. (2023). Can Alexa serve customers better? AI-driven voice assistant service interactions. *Journal of Services Marketing*, 37(1), 25-39.
10. Gursoy, D., **Malodia, S.**, & Dhir, A. (2022). The metaverse in the hospitality and tourism industry: An overview of current trends and future research directions. *Journal of Hospitality Marketing & Management*, 1-8.
11. **Malodia, S.**, Kaur, P., Ractham, P., Sakashita, M., & Dhir, A. (2022). Why do people avoid and postpone the use of voice assistants for transactional purposes? A perspective from decision avoidance theory. *Journal of Business Research*, 146, 605-618.
12. Jabeen, F., Kaur, P., Talwar, S., **Malodia, S.**, & Dhir, A. (2022). I love you, but you let me down! How hate and retaliation damage customer-brand relationship. *Technological Forecasting and Social Change*, 174, 121183.
13. **Malodia, S.**, Islam, N., Kaur, P., & Dhir, A. (2021). Why do people use Artificial Intelligence (AI)-enabled voice assistants?. *IEEE Transactions on Engineering Management*.
14. **Malodia, S.**, Dhir, A., Mishra, M., & Bhatti, Z. A. (2021). Future of e-Government: An integrated conceptual framework. *Technological Forecasting and Social Change*, 173, 121102.
15. Dhir, A., **Malodia, S.**, Awan, U., Sakashita, M., & Kaur, P. (2021). Extended valence theory perspective on consumers' e-waste recycling intentions in Japan. *Journal of Cleaner Production*, 312, 127443.
16. **Malodia, S.**, Gupta, S., & Jaiswal, A. K. (2020). Reverse innovation: a conceptual framework. *Journal of the Academy of Marketing Science*, 48(5), 1009-1029. (FT 50)
17. **Malodia, S.**, & Bhatt, A. S. (2019). Why should I switch off: understanding the barriers to sustainable consumption? *Vision*, 23(2), 134-143.
18. Jaiswal, A. K., & **Malodia, S.** (2018). Discovery IQ by GE: Launching Super Value PET/CT Scanner. Indian Institute of Management Ahmedabad.

19. **Malodia, S., & Singla, H. (2017).** Using HOLSAT to evaluate satisfaction of religious tourist at sacred destinations: the case of religious travelers visiting sacred destinations in the Himalayas, India. *International Journal of Culture, Tourism and Hospitality Research*.
20. **Malodia, S., Singh, P., Goyal, V., & Sengupta, A. (2017).** Measuring the impact of brand-celebrity personality congruence on purchase intention. *Journal of Marketing Communications*, 23(5), 493-512.
21. **Malodia, S., & Singla, H. (2016).** A study of carpooling behaviour using a stated preference web survey in selected cities of India. *Transportation Planning and Technology*, 39(5), 538-550.
22. **Malodia, S., & Jaiswal, A. K. (2015).** GE in India: Changing healthcare. *Indian Institute of Management Ahmedabad*.

RESEARCH SUPERVISION & EVALUATION

- Thesis supervisor for Tanushree Pande, Doctoral Student, MICA, Ahmedabad
- Thesis supervisor for Naveen Kumar Hanagand, Doctoral Student, MICA, Ahmedabad
- External supervisor for Chitra Gidwani, Doctoral Student, Amity University, Noida, India
- External supervisor for Ankit Kumar Thakker, Doctoral student, Pandit Deendayal Energy University, Ahmedabad, India
- External evaluator for a total of 05 doctoral thesis.
- Successfully supervised more than 50 master's theses.

TEACHING MERITS

- Developed and taught three courses for master level students at MICA, Ahmedabad, India. Marketing Management (100%) (2 credits), Consumer and Buyer Behavior (50%) (2 credits), Business Research Methods (50%) (2 credits). I have been offering these courses since 2018 to a batch size of 180 students.
- Developed and taught Research Methodology and Multi-variate data analysis to doctoral students at Pandit Deendayal Energy University, India (40 hours course).
- Developed and taught advanced course to post graduate students "Bottom of the Pyramid Marketing" at Indian Institute of Management, Sirmour, India (50%) in 2018.
- Developed and taught three courses at Entrepreneurship Development of Institute of India, Ahmedabad, India for post graduate students, Product Management (100%) (2 credits), Customer Relationship Management (100%) (2 credits). Business Research Methods (100%) (2 credits) to 120 students (2016 – 2018).
- Developed and taught multi-variate data analysis to post graduate students (100%) (3 credits) to 180 students at Symbiosis International University, India.
- Developed and taught multiple Management Development Programs viz. MDP on Marketing of Lubricants for Oil marketing companies in India, MDP on Customer orientation in insurance sales, more than 20 MDP's on commercial acumen for oil marketing companies in India, MDPs on key account management etc.

MERITS

- Strong collaborations in Nordic region (Norway - University of Agder, University of Bergen; Sweden - Karlstad University)
- Active collaboration at a global level with different research groups based in Norway (University of Bergen & University of Agder), Finland (LUT University), UK (Portsmouth Business School, University of Portsmouth) Japan (Keio Business School, Yokohama, Japan), India (IIM, Ahmedabad, IIM, Raipur, KJ Somaiya, Symbiosis University), Italy (University of Turin),

Sweden (Karlstad University, Karstad, Sweden), France (Audencia Business School), and Abu Dhabi (Abu Dhabi University).

- Consistently secured external funding for consulting and research projects
- Expertise in qualitative, empirical, and experimental research designs.
- Active as a reviewer with reputed journals such as Journal of Academy of Marketing Science, Computer in Human Behaviour, Journal of Strategic Marketing, Journal of Business Research, Journal of Creative Communication etc.
- Developed innovative teaching pedagogies for students at post-graduate as well as under-graduate levels.
- International exposure (USA, China, Australia, and Canada).
- Awarded as “Best Professor Teaching Marketing Management” by Danik Bhaskar B-School Leadership Awards 2010

PREVIOUS RESEARCH VISITS

- Visiting scholar, University of Bergen (UiB), Norway (September – November 2023)
- Visiting scholar, University of Agder (UiA), Norway (January – April 2022)
- Visiting scholar at Center for Excellence in Brand & Consumer Management, J. Mack Robinson College of Business, Georgia State University, USA, April – May 2019
- Visiting Researcher, Capital University of Economics and Business, China, September 2019
- Visiting Researcher Fudan University, China, September 2019
- Visiting Researcher China Europe International Business School, China, September 2019
- Visiting Professor, Indian Institute of Management, Sirmaur, Jan 2018.
- Visiting Researcher Michigan State University, September 2018
- Visiting Researcher Texas, A&M, September 2018
- Visiting Researcher Georgia State University, September 2018.
- Visiting Researcher Georgia Tech, Emory University, September 2018.

DEGREES

- **Doctor of Philosophy (Ph.D.):** Jai Narain Vyas University, Jodhpur, India – Consumer Behavior, 2006
- **Master’s in business administration, MBA (Marketing):** Jai Narain Vyas University, Jodhpur, India, 2002
- **Bachelor’s in commerce,** Jai Narain Vyas University, Jodhpur, India, 2000
- **Faculty development program (FDP):** Indian Institute of Management, Ahmedabad, India, 2013

LANGUAGE SKILLS

- English (Excellent)

CURRENT EMPLOYMENT

- Associate Professor (Strategic Marketing) MICA, Ahmedabad, India. (Since July 2018)
- Visiting Scholar, University of Agder (UiA), Norway. (Since January 2022)

PREVIOUS EMPLOYMENT

- Assistant Professor, Entrepreneurship Development Institute of India, Ahmedabad, India (April 2016 – July 2018)

- Associate Professor, Symbiosis Institute of Business Management, Symbiosis International University (September 2015 – April 2016)
- Assistant Professor, University of Petroleum & Energy Studies, Dehradun, India (August 2009 – August 2015)
- Assistant Professor, ICFAI University, Dehradun, India (October 2008 – August 2009)
- Lecturer, MITS University, India, (April 2006 – October 2008)

PERSONAL DETAILS

Date of Birth : October 1st, 1979
Address : A 302, Sukirti Elegance, Vraj Vihar 2, Satellite, Ahmedabad, India.
Passport No. : Z7161327
Marital Status : Married

Place: Ahmedabad
Signature of the Candidate

