
Dr. JAVED SHAIKH

Post-Doctoral Fellow

Indian Institute of Management Amritsar (Punjab)

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PROFILE SUMMARY

I have received doctorate degree from B. K. School of Business and Professional Studies, Gujarat University, Ahmedabad, India in the year 2021. Along with my Ph.D, I have worked as an Academic Associate in the Marketing Area at **Indian Institute of Management Ahmedabad (IIMA)** for five years. My thesis topic is "A Consumer-Perceived Consumer-Based Food Brand Equity Scale: Conceptualisation and Marketing Implications". In this research, I have developed a novel emic brand equity scale which measures consumer-based food brand equity for packaged food brands by exploratory and confirmatory studies using mix methods approach, and contributed to the marketing literature by discovering two new dimensions of the scale. **Currently, I am working as a Post-Doctoral Fellow at Indian Institute of Management Amritsar, Punjab.**

EDUCATION QUALIFICATION

2013 - 2020 Ph.D from the B.K.School of Business and Professional Studies, Gujarat University(GU) Ahmedabad.

2010-2013. Bachelor of Law (LL.B) from I M Nanavati College, Gujarat University, Ahmedabad.

2007 - 2009 Master of Business Administration (MBA) with first class from Amrut Mody School of Management, Gujarat University, Ahmedabad. (formerly known as H.L.College, Ahmedabad.

2004-2007 Bachelor of Business Administration (BBA) with first class from K.S.School of Business Management, Gujarat University, Ahmedabad.

ONLINE COURSES

- **Marketing analytics: Marketing Measurement strategy.** a course of study offered by BerkeleyX, an online learning initiative of university of California, Berkeley.
- **Marketing analytics: Price and Promotion Analytics.** a course of study offered by BerkeleyX, an online learning initiative of university of California, Berkeley.
- Completed a course on **a fundamental of digital marketing** course from edx learning platform.

RESEARCH INTEREST

- Subsistence Marketplace, Subsistence Consumers and Public Policy
- Marketing Systems Theory
- Consumer Based Brand Equity
- Brand Crisis Management

- Food Brand Marketing and Communication
- Tourism and Marketing
- Consumer Analytics

TEACHING INTERESTS

- Marketing Management
- Business Research Methodologies
- Assessing, Creating, Communicating and Delivering Customer Value.
- Consumer Behaviour
- Brand Management, Advertisement and Promotions
- Strategic Marketing (Pricing, Promotion, Place and Product)
- Semiotics Management and Brand Communications.
- Customer Relationship Management

SOFTWARE FAMILIARITY: SPSS, R, AMOS, Excel

ADHOC REVIEWER:

- **I reviewed the paper for the British Food Journal, which is ABDC ‘B’ ranked and Scopus indexed journal. “Manuscript ID BFJ-07-2021-0819 entitled "Who loves to forgive? The Mediator Mechanism of Service Recovery between Brand Love, Brand Trust, and Purchase Intention in the context of food-delivery Apps"**
- **I reviewed the paper for the Indian Journal of Business Research, which is ABDC ‘B’ ranked and Scopus indexed journal.**

MOST RECENT PUBLICATION

Nath, S. D., Jamshed, K. M., & Shaikh, J. M. (2022). The impact of the COVID-19 pandemic on subsistence consumers' well-being and coping strategies: Insights from India and Bangladesh. Journal of Consumer Affairs, 56(1), 180-210. This is an ABDC "A" and SCOPUS indexed Journal and it is published in the month of February, 2022.

PUBLICATIONS

- **The below mentioned paper is accepted for publication in December, 2020 volume.**
- Shaikh, J. & Parikh, J. (2020). The Maggi Noodles Ban: Perceived Quality, Emotional Trust and Customers Loyalty During and Post Controversy. The IUP Journal of Brand Management, Vol. XVII, No. 4, 2020, pp.1-33

RESEARCH PAPERS IN PIPELINE

- Manuscript under preparation titled ‘ A Consumer Perceived -Consumer Based Food Brand Equity Scale: Conceptualisation and Marketing Implications, target journal : Journal of Business Research, ABDC ‘A’ level. This paper discusses, how brand equity can be measured for packaged-food brands and the author has developed a new contextual scale (emic scale) which measures consumer based food brand equity for packaged food brands. This study has been done with mixed methods approach (both qualitative and quantitative methods).
- Second paper, we are working on Balancing the demand and supply side of tourism system: A strategic fit/proposal for the post COVID-19 tourism, which is under work-in-progress. Target journal : Journal of travel and tourism marketing (ABDC-A)

- Third paper is on INFLUENCE OF THE COVID-19 LED STRESS AND ANXIETY ON CONSUMER WELLBEING: CONSUMER INSIGHTS FROM INDIA. This paper is under work-in-progress. Target journal to be fixed.

CONFERENCE PRESENTATION

- ‘Measurement and Validation of Consumer Based Food Brand Equity Scale’, presented at the Sixth Biennial Conference of the Indian Academy of Management held at IIM Trichy, January 2-4, 2020.
- ‘Rising from the Ashes : The Role of Brand Trust’ presented at the Sixth Biennial Conference of the Indian Academy of Management held at IIM Trichy, January 2-4, 2020.
- Presented Ph.D work at the second IIM Ahmedabad- Indian Academy of Management (INDAM) Joint Workshop on ‘Management research in the Indian context : Opportunities and Challenges’ held on January 4-6, 2019 at the Indian Institute of Management Ahmedabad, India.
- ‘Consumer Based Consumer Perceived Food Brand Equity Scale’, presented at the 7th PAN IIM WORLD MANAGEMENT CONFERENCE held at IIM Rohtak, December 12 - 14, 2019.
- ‘Antecedents of brand loyalty through mediating role of brand trust: A model’ (With prof. Jinal Parikh, Ahmedabad University) presented at 5th Biennial Conference of the Indian Academy of Management (INDAM) held at the IIM Indore, December 18 - 20, 2017.

WORKSHOPS & FDP

- Attended INDAM 2022 Workshop Introduction to PLS-SEM Using SmartPLS Conducted By Prof. Christian M. Ringle, Hamburg University of Technology, Germany on 21st March - 22nd March, 2022.
- Attended "Pre-conference workshop" in the 7th Biennial Conference of INDAM 2022, which is held on 6th January 2022 at IIM Rohtak.
- Has successfully attended four day workshop on “Deconstructing a research paper with a focus on good writing” held online on September 28th to 1st October, 2021. conducted by skills edge in collaboration with prof. Jayshree Rammohan (IIMA- alumna).
- Has successfully completed 5 days online workshop on mediation, moderation and conditional process analysis conducted by skills edge in collaboration with prof. Vishal Gupta, IIMA from 5th April, 2021 to 9th April 2021.
- Has successfully completed one week online faculty development programme on “Structural Equation Modelings” held from 28th November, 2020 to 2nd December, 2020 by School of Business Studies, Sharda University in association with Prof. Vishal Gupta of IIMA.
- Attended 3 hours online research workshop on “Mixed-Methods Research” by Prof. Devasmita Chakraverty, IIMA on 20th November, 2020.
- Participated in 10 day online Student Development Program on “Quantitative Data Analysis using R” organised by RV Institute of Management, Bangalore from 2nd November to 11th November, 2020.
- Successfully completed one-week online Faculty Development Programme on ‘Building Research capabilities’ organised by centre of research and consultancy of R.V. Institute of Business Management, Bangalore from 19th July to 25th July, 2020.
- Successfully completed one-week online Faculty Development Programme on ‘Psychometrics and Scale Development in Social Sciences’ organised by School of Business Studies and held at Sharda University in association with Prof. Vishal Gupta, IIMA, from 29th June to 3rd July, 2020

- Attended four days workshops on the topic of “Manuscript Writing and High Quality Publishing” held online on April 24 - 27 2020 from Indian Institute of Management, Ahmedabad.
- Attended Pre-conference workshop at the 7th PAN IIM WORLD MANAGEMENT CONFERENCE held at IIM Rohtak, December 11, 2019.
- Attended the IIMA Doctoral Scholar School 2019 at Indian Institute of Management Ahmedabad, September 20 - 22, 2019.
- Attended the second IIM Ahmedabad- Indian Academy of Management (INDAM) Joint Workshop on ‘Management research in the Indian context : Opportunities and Challenges’ held on January 4-6, 2019 at the Indian Institute of Management Ahmedabad, India.
- Attended the IIMA Doctoral Summer School 2018 in the ‘Qualitative Track’ at IIM Ahmedabad, April 1 - 5, 2018 (DSS, 2018).
- Attended the IIM Ahmedabad- Indian Academy of Management (INDAM) Joint Workshop on ‘Crafting and Conducting High Quality Research’ held on January 6-8,2017 at the Indian Institute of Management Ahmedabad, India.
- Attended the IIMA Doctoral Summer School 2018 in the ‘Quantitative Track’ at IIM Ahmedabad, June 1 - 4, 2018 (DSS, 2017).
- Attended three days Short Term Course (STC) on 'Excellence in Research Methodology and Data analysis in Social Science’ held by B K School of Business Management and U.G.C Human Resource Development Centre, Gujarat University, Ahmedabad, September 28-30, 2016.
- Participated in 2 days workshop on Research Methodology and Application of SPSS supported by AICTE at B K School of Business Management and U.G.C Human Resource Development Centre, Gujarat University, Ahmedabad, on February 22-23, 2014.
- Participated in a one day workshop on Factor Analysis (Exploratory and Confirmatory) held at V.M.Patel Institute of Management, Ganpat University, February 19, 2012.

ACADEMIC ACHIEVEMENTS AND AWARDS

- Has been awarded with the certificate of recognition for building a good research proposal during the FDP on 'Building Research Capabilities' organised by Centre of Research and Consultancy of RV Institute of Management, Bangalore from 19th July to 25th July, 2020.
- Our team got first rank for presenting the best ‘Research Proposal’ at competition conducted as a part of IIMA Doctoral Summer School 2018 (DSS, 2018) on the topic of understanding stigmatisation of LGBT community through phenomenological qualitative research.
- Qualified National Eligibility Test (NET) in the subject of Management conducted by University Grant Commission (UGC) in 2017.

VOLUNTARY WORK

- Volunteered in Asia Pacific conference 2019 #APACR 10 held at Indian Institute of Management Ahmedabad, January 10-12, 2019.
- Volunteered in the 7th IIMA conference on Marketing in Emerging Economies held at the Indian Institute of Management Ahmedabad during 11-13, 2017.

WORK EXPERIENCE

Currently, I am working as a Post-Doctoral Fellow at Indian Institute of Management Amritsar, Punjab.

I have worked as Assistant Professor in the Marketing Area at Presidency University, Bengaluru, Karnata from 22nd July 2022 to 15th December, 2022.

I have worked as Assistant Professor in the Marketing Area at Sankalchand Patel University from 1st March, 2021 to 16th July, 2022.

I have worked as Academic Associate in Marketing Area at Indian Institute of Management Ahmedabad. I have assisted following courses from 3rd July, 2015 to 2nd July, 2020 .

COURSES ATTENDED AT IIMA

- Attended the structural equation modelling FPM course of 30 sessions at IIMA offered by Prof. Vishal Gupta
- Attended the basic statistics course in the FDP programme at IIMA offered by Prof. Dhiman Bhadra.

PGP

- Assisted Prof. Abhishek Tiwari in Marketing Management(MM-I) and Mobile Marketing Enterprise courses
- Assisted Prof. Dheeraj Sharma, Prof. Soumya Mukhopadhyaya, Prof. Sourav Borah in MM-II.
- Assisted Prof. Ramanathan in Business Research Methodologies course.
- Assisted Prof. Arvind Sahay in Pricing course.
- Assisted Prof. Abhinandan Jain in Customer Based Business Strategies course.
- Assisted Prof. Aanand Jaiswal in Marketing Research and Information system –I course.
- Assisted Prof. Akshaya Vijayalakshmi in Advertising and Sales Promotions course.

PGPX

- Assisted Prof. Arvind Sahay, Prof Dheeraj Sharma and Prof. Piyush Kumar Sinha in Assessing and Creating Customer Value course.
- Assisted Prof. Arvind Sahay in Delivering and Managing Customer Value course.
- Assisted Prof. Abhinandan Jain in Seminar on Customer Based Business Strategies course.

ePGP

- Assisted Prof. Aanand Jaiswal in Marketing Management –I course.
- Assisted Prof. Arvind Sahay in Marketing Management –II course.
- Assisted Prof. Sanjay Verma in the course of Customer Relationship Management.

I have worked as Assistant Professor at K S School of Business Management, Gujarat University, Ahmedabad for forty four months starting from 3rd July 2011. Major subjects I taught during these times were Marketing Management, Strategy Formulation and Implementations, Advertising, General Management, Business Research Methods etc. I have taught in both under graduate and post graduate levels.

I have worked with Vishal Fabrics Pvt Ltd at the Chiripal Group as Marketing Executive for 18 months starting from 20th May 2009 to 30th November 2010 in Ahmedabad. My major responsibilities at work were sales and marketing of bedsheets products in B 2 B settings, Pricing and packaging decisions, following up with manufacturing division and packaging division and new product development and commercialisation in the B 2 B market.

PART TIME TEACHING EXPERIENCE:

- I have been teaching Marketing Management and Marketing Research subjects to Post Graduate Diploma Students (Evening Programme- 7pm to 9pm) at B K School of Business Management, Gujarat University during the following academic years 2015, 2016, 2017, 2018, 2021.
- I have also taught in Nirma Institute of Management in the year 2016 at undergraduate level.

INTERNSHIP EXPERIENCE

“Effectiveness of Direct Marketing” Advertising and Selling of Promotional Offers of Cambay Co. for Granton Advertising Pvt Ltd. in Ahmedabad, Gujarat from 15th April to 15th June, 2008.

PROJECTS UNDERTAKEN DURING POST GRADUATION AND GRADUATION

1. A GRAND PROJECT ON ROLE OF ADVERTISEMENT : UNDERSTANDING CONSUMER PERCEPTION WITH REFERENCE TO MOBILE SERVICE PROVIDERS (VODAFONE, AIRTEL, IDEA, BSNL AND TATA)

as a part of academic requirement in the last year of MBA studies at Amrut Modi School of Business Management, Gujarat University, Ahmedabad. Project objectives were a) Effectiveness of print advertisement vs. T.V. advertisement, b) Does liking towards an ad leads to preference and preference in turn leads to purchase of the product? and 3) Which appeal is effective whether Emotional or Rational?

2. FEASIBILITY REPORT ON SLIMMING CENTRE

I have undergone with my study group to do a feasibility study on starting up of ‘slimming centre’ during my third year of the graduation as a part of academic requirement at the K.S.School of Business Management, Ahmedabad.

3. A SURVEY TO UNDERSTAND CUSTOMER PERCEPTIONS ABOUT ‘AMUL GHEE’

I have undergone as a group to do a survey research work to understand consumer perception about Amul Ghee in select areas of Ahmedabad as a part of academic requirement in the second year of graduation at the K.S.School of Business Management, Gujarat University, Ahmedabad.

4. A REPORT ON INDUSTRIAL VISIT OF A TEXTILE FIRM IN AHMEDABAD CITY.

I have undergone as a group to prepare a report after making an industrial visit of a textile firm in Ahmedabad to understand input output process of the manufacturing unit as a part of academic requirement in the first year.

PERSONAL DETAILS

Date of Birth : 26th March 1987
Address : C-306, Lotus Residency,
Nr. Congress Bhavan,
Kaghdiwad, Paldi,
Ahmedabad-380007
Languages Known: English, Hindi, Gujarati

REFERENCES

Prof. Sourav Borah,
Assistant Professor,
Indian Institute of Management, Ahmedabad (IIMA).
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