

Sanket Vatawala

EDUCATION

- Fellow Programme in Management (Marketing Management), Indian Institute of Management Indore, India.
- Post Graduate Diploma in Management (Marketing), Institute of Management & Information Science, Bhubaneswar, India.
- Post Graduate Diploma in Industrial Automation, National Institute of Advanced Learning, Veer Narmad South Gujarat University, Surat, India.
- Bachelor of Engineering (Electrical), Sarvajanic College of Engineering & Technology, Veer Narmad South Gujarat University, Surat, India.

JOURNAL PUBLICATIONS

Kumar, B., Sharma, A., **Vatawala, S.**, & Kumar, P. (2020). Digital mediation in business-to-business marketing: A bibliometric analysis. *Industrial Marketing Management*, 85, 126-140. **(ABDC Rating – A*)**

Thomas, S., Kureshi, S., & **Vatawala, S.** (2019). Cause-related marketing research (1988–2016): An academic review and classification. *Journal of Nonprofit & Public Sector Marketing*, 32(5), 488-516. **(ABDC Rating – B)**

Kadiya, S., Parashar, S., & **Vatawala, S.** (2016). Work demand pattern analysis for MGNREGA: with special reference to 18 Indian states. *Scientific Papers: Management, Economic Engineering in Agriculture & Rural Development*, 16(4).

CASE STUDIES AND TEACHING NOTES

Vatawala, S. and Nargundkar, R., (2019), Myntra: Venturing Offline, *Case Centre*, (Case No: 520-0013-1 and Teaching Note No: 520-0013-8).

Thomas, S., Abhishek, **Vatawala, S.**, and Sinha, P.K., (2017), BigBasket.com: Redefining the Business Model, *IIMA Case Publishing Unit*, (Case No: MAR0492 and Teaching Note No: MAR0492TN).

- This case is available through the platform of IVEY Publishing and Harvard Business Review.
- This case is also published in the book on Managing Retailing, 3rd Edition, 2018 by Oxford University Press - ISBN: 9780199488827.

Thomas, S., Abhishek, Chawla, N. T., **Vatawala, S.**, (2017), Patanjali Ayurved – Capturing Ayurvedic FMCG Market, *Case Centre*, (Case No: 517-0035-1 and Teaching Note No: 517-0035-8).

BOOK CHAPTER

Thomas, S., Abhishek, & **Vatavwala, S.** (2019). Patanjali Ayurved Limited: Driving the ayurvedic food product market. John Byrom and Dominic Medway (eds) *Consumer Science and Strategic Marketing: Case Studies in Food Retailing and Distribution*. (pp. 119-136) Elsevier - Woodhead Publishing.

CONFERENCES

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Basu, S. and **Vatavwala, S.** (2019). Employing the Soft Power of Yoga: The Case of Government of India. Presented in 7th AIM-AMA Sheth Foundation Doctoral Consortium – Conference, MICA, Ahmedabad, India, on 7th January, 2019.

Vatavwala, S. and Jayasimha K.R. (2018). Service Failure & Online Flash Sale (OFS): An Investigation. Presented in 12th North American Society for Marketing Education in India (NASMEI) International Marketing Conference, Great Lakes Institute of Management, Chennai, India on 21st December, 2018.

Bhatt, V. Kadiya, S. and **Vatavwala, S.** (2017). Reaction Profile for IPL's Television Commercials: A Fuzzy Perspective. Presented in Indian Institute of Management Indore (IIMI) - North American Society for Marketing Education in India (NASMEI) Summer Marketing Conference, Indian Institute of Management Indore, Indore, India, on 29th July, 2017.