

## Sujit Raghunathrao Jagadale

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Assistant Professor (Marketing)

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Development and corporate practitioner turned academician with the passion for socially relevant interdisciplinary research, following interpretive epistemologies, with the larger career objective of underscoring the ontological existence of the unheard.

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### RESEARCH PUBLICATIONS

#### Research Articles

**Jagadale, S. R.** & Krisjanous, Jayne (Accepted for publication)- Exploring Unheard Voices: Best Practices in Interviewing Women Prosumers in Indian Subsistence Context. *Journal of Consumer Affairs*.

**Jagadale, S. R.** & Kemper, Joya (2022)- Give it Up!': A Macro-Social Marketing Approach of India's Clean Cooking Fuel Access. *Journal of Macromarketing*, 42 (3), 433-453.

**Jagadale, S. R.**, & Santos, N. J. (2021). Constructively Engaging Exploitive Waste Management in India: The Case of Paryavaran Mitra and its Justice Motivated Effort at Empowering Rag-Picking Women. *Journal of Macromarketing*, 42 (2), 191-213.

**Jagadale, S. R.**, Roy-Chaudhuri, H., & Kadirov, D. (2021). Quality-of-life as Chronotopification and Futurization: Subsistence Consumer Experiences in India. *Journal of Consumer Affairs*, 55(1), 59-86.

Roy Chaudhuri, H., & **Jagadale, S. R.\*** (2020). Normalized Heterotopia as a Market Failure in a Spatial Marketing System: The Case of Gated Communities in India. *Journal of Macromarketing*, 41 (2), 297-314. (\*Corresponding author)

**Jagadale, S. R.**, Kadirov, D., & Chakraborty, D. (2018). Tackling the Subaltern Quandary: Marketing Systems of Dignity. *Journal of Macromarketing*, 38(1), 91-111.

#### Under Review

Jagadale, S. R. & Co-authors- Resisting Regimes of Degrading Consumption in Marketing System: Surrogate Mother Experiences of Embodied Prosumption. *Journal of Macromarketing*.

Jagadale, S. R. & Co-authors- Commodified Agency among Indian Commercial Surrogates.

Consumption, Markets and Culture.

### Work-In Progress

- Pedagogical predicament of marketing professor to discuss societal issues in class.
- Migrant labor and consumer vulnerabilities.
- Marketplace humiliation in the subsistence context.
- Care work and surrogacy in India.

### Teaching Cases

**Jagdale, S. R. & Jagdale, M. S. (2018).** Creating a Market for Low-Cost Menstrual Hygiene Products in India. *Sage Business Cases*, eISBN-9781526439635.

**Jagdale, S. R. & Jagdale, M. S. (2018).** Dilemmas with Using Strategy to Create a Market for Renewable Energy in Subsistence Marketplace. *Sage Business Cases*, eISBN-9781526444264.

Nanda-Biswas, U., Biswas, SN. & **Jagdale, S. R. (2018).** The Dilemma of Generating a Market for Contraceptives Among Groups at High Risk for Contracting and Spreading HIV. *Sage Business Cases*, eISBN-9781526435125.

**Jagdale, S. R. (2018).** Dilemmas with Hiring an Impoverished Exchange Partner for Commercial Surrogacy. *Sage Business Cases*, eISBN- 9781526431844.

**Jagdale, S. R. & Biswas S. N. (2018).** Dilemmas in Approaches for Sanitation at the Bottom of the Pyramid. *Sage Business Cases*, eISBN- 9781526426529.

**Jagdale, S. R. & Maitra D. (2017).** UPCL: Dilemma of Financial Sustenance of Collectively Owned Social Enterprise. *SAGE Business Cases*, eISBN-9781526409195.

**Jagdale, S. R. & Maitra D. (2014).** Bandhan Microfinance: Is Transformation from a Microfinance Institution to a Bank Required?. *Ivey Publishing*.  
<https://www.iveycases.com/ProductView.aspx?id=66141>, Product Number- 9B14N019  
<https://cb.hbsp.harvard.edu/cbmp/product/W14280-PDF-ENG>.

### Conference Proceedings

**Jagdale, S. R. (2022).** Well-being at the Intersection of Class and Outsider Status: Consumption of Migrant Labour in Subsistence Context. *The 47th Macromarketing Conference. The Global Macromarketing Conference: The Macromarketing Society*.

**Jagdale, S. R. (2021).** Reinforcing Hegemony by Resisting Alternate Realities- A Pedagogical

Challenge. International Conference for Markets and Development- 2021- 16<sup>th</sup> Biennial Conference hosted by IIM Trichy.

**Jagdale, S. R.** (2021). Imparting Values, Challenging Neutrality- Tackling Macromarketers Pedagogical Predicament. *The 46th Macromarketing Conference. The Global Macromarketing Conference: The Macromarketing Society.*

**Jagdale, S. R.,** Ecima Trujillo Torres, L., & Mimoun, L. (2020). A Divine Duty: Commercial Surrogacy in India and Kin Altruism. *ACR North American Advances.*

**Jagdale, S. R.** (2020). Fortune for the Bottom-of-the-Pyramid- A Macromarketing Perspective. *The 45th Macromarketing Conference* (pp. 134-136). Bogota, Columbia: The Macromarketing Society.

Kadirov, D., **Jagdale, S. R.,** & Allayarova, N. (2018). Good Faith as the Demand for Sincerity in Marketing Systems: The Case of Surrogacy Markets in India. *Conference Proceedings- 43rd Macromarketing Conference* (pp. 741-742). Leipzig: The Macromarketing Society.

**Jagdale, S. R.** & Kadirov, D. (2017). Externalizing Pain: The Rise of the Commercial Surrogacy System in India. *Conference Proceedings- 42<sup>nd</sup> Macromarketing Conference* (pp. 104-120). Queenstown, New Zealand: The Macromarketing Society

**Jagdale, S. R.** (2016). 'Give it up'- Macro-Social Marketing Approach of Modi's tryst with the Energy self-sufficiency for Poor Consumers. *The Academy of Marketing Conference-2016.* Newcastle, UK: Northumbria University, ISBN 9781906596293.

**Jagdale, S. R.** (2016). Institutionalizing Subalternization- A Case of Commercial Surrogacy in India. *Conference Proceedings- 41st Macromarketing Conference* (pp. 423-436). Dublin: Trinity College: The Macromarketing Society, ISSN 2168-1473.

**Jagdale, S. R.** & Kadirov, D. (2016). Shaping Systems from Within or Without: A Case of Indian Milk Marketing System. *The Academy of Marketing Conference Proceedings.* Newcastle, UK: Northumbria University, ISBN 9781906596293.

Samuel, A., & **Jagdale, S. R.** (2016). Managing and developing the literature review in Grounded Theory: Methodological Implications for Macromarketing Research. *Conference Proceedings- 41st Macromarketing Conference* (pp. 316-335). Dublin: Trinity College: The Macromarketing Society, ISSN 2168-1473.

**Jagdale, S. R.,** Chakraborty, D., & Mishra, D. (2015). Subaltern Construction of Intensified Markets - A Curious Case from Neo-Liberal India. *Conference Proceedings- 40th*

Macromarketing Conference (pp. 831-839). Chicago: Loyola University, ISSN 2168-1473.

**Jagdale, S. R. & Mishra, D. (2014).** A Systematic Literature Review of Quality of Life Research in Marketing. *Conference Proceedings- 39th Macromarketing Conference* (pp. 584- 589). London: Royal Holloway, University of London, ISSN 2168-1473.

**Jagdale, S. R. & Mishra, D. (2013).** Quality of Life Researches in Marketing: Cultural Variability, Paradigmatic and Methodological Course, and Nomology Revealed. *International Conference on Research in Marketing* (pp. 35-36). New Delhi: Curtin University, IIT Delhi and XLRI Jamshedpur, ISBN 978-1-63041-998-1.

### **Ad-hoc REVIEWER**

- Macromarketing Journal.
- Journal of Marketing Management.
- European Journal of Marketing.
- Journal of marketing theory and practice.
- Consumption Markets & Culture.
- Reviewer for the 42<sup>nd</sup>, 43<sup>rd</sup> and 44<sup>th</sup> Macromarketing Conference held in Queenstown, New Zealand, Leipzig University, Germany and John Carrol University Cleveland, USA.
- ANZMAC 2019.
- The Case Journal.

### **MANAGEMENT DEVELOPMENT PROGRAM/S**

#### ***As program director-***

- Achieving Excellence in Sales Leadership- A 360- Degree Approach (HPCL Senior Managers).

#### ***As program instructor-***

- Leadership for Changing Times- for SJVN (Sutlej Jal Vidyut Nigam).
- Strategic Leadership: Creating and Sustaining Value for SJVN.
- Madhyama-1 for senior managers of Mathura Refinery of IOCL.
- Madhyama-2 for senior managers of Panipat Refinery of IOCL.
- Training Minds to Identify & Encash Opportunities for IOCL senior leadership.
- MADHYAMA Mid-Career Development program for IOCL senior managers.
- Leading in the Next Normal for IOCL leadership team.
- AICTE Training and Learning (ATAL) FDP-1.
- AICTE Training and Learning (ATAL) FDP-2.
- The Programme in Compassion and Social Communication to international participants at Xavier University Bhubaneswar.

## TEACHING

- Advance Marketing Management (MM-II).
- Marketing Management-I.
- Strategic Marketing.
- Rural Marketing.
- Qualitative Research Methods.
- Business Research Methods.

## ADMINISTRATIVE RESPONSIBILITIES

### *At IIM Amritsar*

2021-22

- Chair- Ranking & Accreditation Committee
- Member- MBA Program Committee
- Member- Executive Education Committee

2022-23

- Chair- Ranking & Accreditation Committee
- Member- Curriculum Development and Review Committee
- Member- New Education Policy committee
- Member- Scholarship Committee

### *At XIM University*

- Coordinator- NAAC Committee
- Member- Research Committee

### *At IRMA*

- Member- Fellow Program Committee
- Member- Academic Council
- Member- Internal Complaints Committee (ICC)

## PROFESSIONAL AFFILIATION/S

- Member- Macromarketing Society, USA.
- American Council of Consumer Interests (ACCI)

Sujit Raghunathrao Jagadale

**Date-** August 27, 2022

**Place-** Amritsar, India