


## Curriculum Vitae (Updated as of 15-11-2022)

<p><b>Swapan Deep Arora</b></p> <p>Assistant Professor, IIM Amritsar;</p> <p>Ph.D. Management (Marketing Area), IIM Lucknow;</p> <p>Email: <a href="mailto:swapana@iimamritsar.ac.in">swapana@iimamritsar.ac.in</a>; <a href="mailto:fpm19013@iiml.ac.in">fpm19013@iiml.ac.in</a>;</p> <p>Contact: +91-9878324820</p> <p>ORCID ID: <a href="https://orcid.org/0000-0002-3499-4897">https://orcid.org/0000-0002-3499-4897</a></p>	
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### PROFESSIONAL EXPERIENCE

21-06-2022 Till Date	<b>Assistant Professor, Marketing Area, Indian Institute of Management Amritsar, Punjab</b>
21-07-2003 To 20-06-2022	Initially, Junior Telecom Officer and later Sub-Divisional Engineer with Bharat Sanchar Nigam Limited (BSNL), a Govt. of India PSU  Pursued full-time FPM/Ph.D. course from IIM Lucknow on leave during this period from Jun 2018 to Dec 2021
01-08-2002 To 31-12-2002	Lecturer, Institute of Engineering and Technology, Bhaddal, Ropar, Punjab

### EDUCATION

Degree	Institute	University/Board	Year	Score
Ph.D.	Indian Institute of Management Lucknow (Title of Doctoral Thesis- Exploring Consumer Complaining Behavior: Three Essays)		2022 (Degree Awarded)	<b>CGPA Coursework – 9.76/10, Institute Rank – One</b> at the end of first as well as second year across PGP and Doctoral students

Advanced Diploma in Marketing Management	Coursework component of Ph.D. (Distance mode) in Business Administration offered jointly by AIMA-AMU		2009	CGPA 4.0/5
MBA (Marketing)	Indira Gandhi National Open University (IGNOU)		2006-2008	CGPA 3.80/Grade-B
B.E. (Electronics & Electrical Communication)	Thapar Institute of Engineering & Technology, Patiala, Punjab	Deemed University	1998-2002	CGPA 9.00/10, First with Distinction
XII	DAV College, Jalalabad West, Punjab	P.S.E.B.	1998	87.1%
X	Sainik School Kapurthala, Punjab	C.B.S.E.	1996	81.6%

## RESEARCH

**Google Scholar's Page:** <https://scholar.google.com/citations?user=2LjtA0AAAAJ&hl=en>

## JOURNAL ARTICLES

1. **Arora, S. D.**, & Chakraborty, A. (2021). Intellectual structure of consumer complaining behavior (CCB) research: A bibliometric analysis. *Journal of Business Research*, 122, 60-74. [ABDC A; ABS 3]
2. **Arora, S. D.**, Singh, G. P., Chakraborty, A., & Maity, M. (2022). Polarization and social media: A systematic review and research agenda. *Technological Forecasting and Social Change*, 183, 121942 [ABDC A; ABS 3]
3. **Arora, S. D.**, & Chakraborty, A. (2021). The role of for-profit firms in disaster management: a typology. *Journal of Macromarketing*, 41(4), 675-698. [ABDC A; ABS 2]
4. **Arora, S. D.**, & Chakraborty, A. (2020). Legitimate and illegitimate consumer complaining behavior: a review and taxonomy. *Journal of Services Marketing*, 34(7), 921-937. [ABDC A; ABS 2]
5. **Arora, S. D.**, & Mathur, S. (2020). Hotel pricing at tourist destinations—a comparison across emerging and developed markets. *Tourism Management Perspectives*, 35, 100724. [ABDC A; ABS 2]
6. Singh, G. P., Chakraborty, A., & **Arora, S. D.** (2022). Uncovering the knowledge structure of the fan-sporting relationship: A bibliometric analysis. *Sport Management Review*, <https://doi.org/10.1080/14413523.2021.2014183> [ABDC A; ABS 2]
7. **Arora, S. D.**, & Mathur, S. (2020). Effect of airline choice and temporality on flight delays. *Journal of Air Transport Management*, 86, 101813. [ABDC B; ABS 1]
8. **Arora, S. D.**, Gupta, D. D., & Naylor, G. (2021). Negative word of mouth: A systematic review and research agenda. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, 34, 33-78. [ABDC B]
9. **Arora, S. D.**, & Chakraborty, A. (2021). Consumer Complaining Behavior: a Paradigmatic

Review. *Philosophy of Management*, 20(2), 113-134. [ABDC C]

## CASE STUDIES

1. Chakraborty, A., & **Arora, S. D.** (2022). Managing adversity: Brands and COVID-19. *Vikalpa*, 47(2), 106-115. [ABS1]
2. **Arora, S. D.**, & Chakraborty, A., “HDFC LIFE: A consumer’s quest for justice”, *Vikalpa* [ABS 1] (Accepted)

## UNDER PREPARATION

1. **Arora, S. D.**, Chakraborty, A., & Narayanamurthy, G., “Complainers or adversaries: A multi-actor perspective of legal claiming by consumers”, under preparation for *International Journal of Consumer Studies* [ABDC A; ABS2]
2. **Arora, S. D.**, Chakraborty, A., & Singh, V. P., “Consumers’ legal claims: Motives, expectations, and the complaint journey”, under preparation for *International Journal of Emerging Markets* [ABDC B; ABS 1]
3. **Arora, S. D.**, Chakraborty, A., Maity, M. & Narayanamurthy, G., “Voicing on the stage: Social voice as a distinct complaining behavior”, under preparation for *Journal of Service Research* [ABDC A\*; ABS 4]
4. **Arora, S. D.**, Chakraborty, A., & Narayanamurthy, G., “Conceptualizing consumer’s social voice as a distinct complaining behavior: Motives and antecedents”, under preparation for *British Journal of Management* [ABDC A; ABS 4]

## CONFERENCES/WORKSHOPS

1. Presented a paper titled “Consumers’ Actuation of Power in Markets: A Taxonomy” at the sixth International conference of Marketing, Strategy, and Policy, 8-11 November 2022
2. Presented a paper - **Arora, S. D.**, & Mathur, S. (2020), “Effect of airline competition and seasonality on flight delays”, at the Indian Academy of Management (INDAM) sixth biennial conference, held at IIM Tiruchirapalli, 1-4 January 2020
3. Participated in the *Journal of Marketing* – ISB Research Development Workshop at ISB Hyderabad, 11-12 January 2020
4. Participated in 3<sup>rd</sup> National Research Conference organized by Centre for Management Education, All India Management Association (AIMA), at New Delhi, 13 September 2008
5. Participated in 4<sup>th</sup> National Research Conference organized by Centre for Management Education, All India Management Association (AIMA), at New Delhi, 11 April 2009
6. Participated in Doctoral Teaching Consortium organized by CTL, IIM Bangalore, 31 Jan – 1

## RESPONSIBILITIES AS REVIEWER

- *Journal of Service Research* (ABDC A\*, ABS 4)
- *International Journal of Hospitality Management*, Elsevier (ABDC A\*; ABS 3)
- *Journal of Financial Services Marketing*, Springer (ABDC B; ABS 1)
- *International Social Science Journal*, Wiley (ABDC B)
- *South Asian Journal of Business Studies*, Emerald (ABDC C; ABS 1)

## NOTABLE ACHIEVEMENTS

1. Competitive Research Grant £ 2400 – Pump Priming for Primary Data Collection – University of Liverpool, with Prof. Gopalakrishnan Narayanamurthy, Senior Lecturer, University of Liverpool
2. Awarded A+ grade in 28 out of 34 courses in Ph.D. coursework, IIM Lucknow
3. Selected to teach PGP-I as an academic tutor for one course each in three Terms- Quantitative Analysis in Management – I (while in 2<sup>nd</sup> year) and Quantitative Analysis in Management – II (while in 2<sup>nd</sup> and 4<sup>th</sup> year) at IIM Lucknow on honorarium basis
4. Awarded departmental appreciation by General Manager, BSNL Ferozpur, for two years 2008-09 and 2016-17
5. Cleared UGC-NET in Management in the year 2012
6. Rank – One at the end of coursework under the Doctorate in Business Administration (DBA) course jointly offered by AIMA-AMU
7. Merit certificate in BSNL induction training at Regional Telecom Training Centre, Patna, in 2003
8. Granted merit scholarship at Thapar Institute of Engineering and Technology, Patiala, for three years out of four in the B.E. programme based on academic performance
9. Stood fifth in state board merit (Punjab School Education Board) list across all subject streams in the senior secondary (10+2) examinations

## TEACHING INTERESTS

- Marketing Research
- Marketing Management
- Services Marketing
- Consumer Behavior

## RESEARCH INTERESTS

- Consumer Complaining Behavior
- Systematic Literature Reviews
- Macromarketing

## REFERENCES

<p>Dr. Anirban Chakraborty</p> <p>Assistant Professor, Indian Institute of Management Lucknow, India</p> <p>Email: <a href="mailto:anirban@iiml.ac.in">anirban@iiml.ac.in</a></p>	<p>Dr. Moutusy Maity</p> <p>Professor, Indian Institute of Management Lucknow, India</p> <p>Email: <a href="mailto:mmaity@iiml.ac.in">mmaity@iiml.ac.in</a></p>	<p>Sh. Tilak Raj Sharma</p> <p>Divisional Engineer (Retired) BSNL Ferozepur, Punjab, India</p> <p>Email: <a href="mailto:mitrpiyare@gmail.com">mitrpiyare@gmail.com</a></p>
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