

Curriculum Vitae (Updated as of 28-05-2024)

Swapan Deep Arora

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PROFESSIONAL EXPERIENCE

| | |
|--------------------------|---|
| 21-06-2022 Till Date | Assistant Professor, Marketing Area, Indian Institute of Management Amritsar, Punjab, India; Administering the Student Affairs Wing as Chairperson w.e.f. 01-04-2024 |
| 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, Bhattal, Ropar, Punjab, India |

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) | CGPA Coursework – 9.76/10, Institute Rank – One at the end of first as well as second year across PGP and Doctoral students |

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|---|--|-------------------|-----------|--------------------------------------|
| 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=laDjd8IAAAAJ&hl=en>

JOURNAL PUBLICATIONS

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.** (2024). Consumer proactive empowerment: A systematic review and taxonomy development. *AMS Review*, <https://doi.org/10.1007/s13162-024-00277-7> [ABDC B; ABS 2]
8. **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]
9. **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]

10. **Arora, S. D.**, Chakraborty, A., & Pal Singh, V. (2023). Consumers' Legal Claims: Motives, Expectations and the Complaint Journey of Indian Consumers. *Global Business Review*, 09721509231196631. [ABDC C; ABS 1]
11. **Arora, S. D.** (2024). Dissatisfaction and service failures in luxury consumption: A systematic review. *International Hospitality Review*, <https://doi.org/10.1108/IHR-12-2023-0066> [ABDC C; ABS 1]
12. **Arora, S. D.**, & Chakraborty, A. (2021). Consumer Complaining Behavior: a Paradigmatic Review. *Philosophy of Management*, 20(2), 113-134. [ABDC C]
13. **Arora, S. D.** (2023). Contemporary challenges of consumption: a Kafkaesque and critical marketing perspective. *International Journal of Contemporary Management*, 59(4), 58-73. [ABS1]
14. Chakraborty, A., & **Arora, S. D.** (2022). Managing adversity: Brands and COVID-19. *Vikalpa*, 47(2), 106-115. [ABS1]
15. **Arora, S. D.**, & Chakraborty, A. (2023). HDFC LIFE: A consumer's quest for justice. *Vikalpa*, 48(2), 142-159. [ABS1]

UNDER REVIEW

1. **Arora, S. D.**, Chakraborty, A., & Narayanamurthy, G., "Why and when consumers post complaint messages on social media? Conceptualizing social voice as a distinct complaining behaviour", under review in *British Journal of Management* [ABDC A; ABS 4]
2. **Arora, S. D.**, "Customer Incivility: A systematic review and research agenda", under review in *Journal of Management & Organization* [ABDC B; ABS2]
3. **Arora, S. D.**, Chakraborty, A., & Narayanamurthy, G., "Consumers' quest for justice: A multi-actor analysis of formal legal complaints", under review in *Journal of Marketing Theory and Practice* [ABDC B; ABS2]
4. Shaikh, J. M., **Arora, S. D.**, & Vatavwala, S., "Developing an emic scale on consumer-based brand equity for packaged food brands", under review in *Journal of Food Products Marketing* [ABDC B]
5. **Arora, S. D.** & Syal, A., "The BSNL saga: Individual volition vs. systemic coercion in voluntary retirement schemes", under review in *Vikalpa* [ABS 1]

UNDER PREPARATION

1. **Arora, S. D.**, Chakraborty, A, Maity, M. & Narayanamurthy, G, "Am I voicing or venting: Social voice as a distinct consumer complaint behavior", under preparation for *Journal of Academy of Marketing Science* [ABDC A*; ABS 4*]
2. **Arora, S. D.** & Vatavwala, S., "Developing a comprehensive framework on Gen Z's problematic social media use", under preparation for *Computers in Human Behavior* [ABDC A; ABS 2]
3. Tiwari, A. A., Premchandran, S., & **Arora, S. D.**, "Intellectual structure of cultural industries research: A bibliometric industries", under preparation

TEACHING FEEDBACK

| Course | Programme | Duration | Participant Count | Academic Year | Score | Institute Average Feedback |
|--|---|----------------------------------|-------------------|--|-------|----------------------------|
| Sales and Distribution Management | MBA | One Credit – 25 Contact Hours | 49 | 2022-23 at the Indian Institute of Management Amritsar | 3.81 | 3.93 |
| Business Research Methods | MBA | One Credit – 25 Contact Hours | 122 | 2022-23 at the Indian Institute of Management Amritsar | 3.78 | 3.72 |
| Contract Management | Short-duration training programme for DRDO Scientists | One session – 1.5 hours | ~30 | 2022-23 at the Indian Institute of Management Amritsar | 4.43 | 4.61 |
| Creativity and Problem-Solving | Short-duration training programme for GADVASU Faculty | Two sessions totaling 3 Hours | ~25 | 2023-24 at the Indian Institute of Management Amritsar | 4.69 | 4.68 |
| Marketing in a Digital World | Advanced Certificate Programme in Digital Marketing and Analytics | Two sessions totaling 2.5 Hours | 33 | 2023-24 at the Indian Institute of Management Amritsar | 4.74 | 4.52 |
| Product Management for Successful Products; Building and Managing Brands | Advanced Certificate Programme in Product and Brand Management | Eight sessions totaling 10 Hours | 25 | 2023-24 at the Indian Institute of Management Amritsar | 4.74 | Not Available |
| Marketing Management | MBA-BA | One Credit – 25 Contact Hours | 83 | 2023-24 at the Indian Institute of Management Amritsar | 4.27 | 4.10 |
| Marketing Management | MBA-HR | One Credit – 25 Contact Hours | 44 | 2023-24 at the Indian Institute of Management Amritsar | 4.29 | 4.10 |
| Sales and Distribution Management | MBA | One Credit – 25 Contact Hours | 49 | 2023-24 at the Indian Institute of Management Amritsar | 3.88 | 3.89 |
| Sales and Distribution Management | EMBA | One Credit – 25 Contact Hours | 24 | 2023-24 at the Indian Institute of Management Amritsar | 4.36 | 4.31 |
| Business Research Methods | MBA | One Credit – 25 Contact Hours | 96 | 2023-24 at the Indian Institute of Management Amritsar | 4.12 | 4.17 |

CONFERENCES/WORKSHOPS

1. Presented a paper titled “Consumer Complaining Behavior: A Socio-legal Perspective” at the ERPBSS conference 2024, Middlesex University Dubai Campus, 13-15 May 2024
2. Presented a paper titled “Dissatisfaction And Service Failures in Luxury Consumption: A Systematic Review” at the Mystique of Luxury Brands Conference 2023, UEH Vietnam, 9-10 November 2023
3. Presented a paper titled “Customer Incivility in Hospitality and Tourism: A Systematic Review and Research Agenda” at the AMA Summer Academic Conference 2023, 31 July and 4-6 August 2023
4. Presented a paper titled “A Taxonomy of Consumers’ Actions Toward Empowerment” at the AMA Winter Academic Conference 2023, 6 and 9-12 February 2023
5. Presented a paper titled “A Typology of Consumers’ Actions Toward Empowerment” at ANZMAC 2022, 5-7 December 2022
6. 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
7. 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
8. Participated in the *Journal of Marketing* – ISB Research Development Workshop at ISB Hyderabad, 11-12 January 2020
9. Participated in 3rd National Research Conference organized by Centre for Management Education, All India Management Association (AIMA), at New Delhi, 13 September 2008
10. Participated in 4th National Research Conference organized by Centre for Management Education, All India Management Association (AIMA), at New Delhi, 11 April 2009
11. Participated in Doctoral Teaching Consortium organized by CTL, IIM Bangalore, 31 Jan – 1 Feb 2022

RESPONSIBILITIES AS REVIEWER

- *Journal of Service Research* (ABDC A*, ABS 4)
- *Journal of Business Research* (ABDC A, ABS 3)
- *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 2nd year) and Quantitative Analysis in Management – II (while in 2nd and 4th year) at IIM Lucknow on honorarium basis
4. Awarded departmental appreciation by General Manager, BSNL Ferozepur, 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
- Luxury Marketing
- Global Marketing

RESEARCH INTERESTS

- Consumer Complaining Behavior
- Systematic Literature Reviews
- Macromarketing

REFERENCES

Available on Request