



Dr. Nitin Kr Saxena

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PhD (Brand Management),

MBA (Marketing & Information Technology)

Associate Professor - Marketing

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DOB: March 1981

Industry Experience – 13 Years

Academic Experience – 2.3 Years

<https://www.linkedin.com/in/nitinkrsaxena/>

‘Teacher by Instinct, Researcher by Training and Trainer by Experience’

Executive Synopsis

Having 13 years of Industry and 2 years of Academia experience, I have worked for companies like Vodafone, Reliance Communications, Idea Cellular, and HCL. Presently working as an Associate Professor –Marketing in Jaipuria School of Business. The practical insights and knowledge that I have gained in Industry help me in delivering the subjects with live and practical cases to Management Students. I have done my PhD in Marketing and has done certification course on ‘Multivariate Data Analysis’ and ‘Data Science Using R and Python’ from **IIT Roorkee**. In addition, I have under gone a Case Teaching Workshop by **Harvard Business Publishing** in association with **IIM Ahmedabad**. With two edited books, twenty seven research papers in National and International Journals, and edited books of repute, I have research interest is in areas of Digital Marketing, Marketing Strategies, Advertising and Promotion, and Marketing Analytics. I am the author of www.learnistan.com, a learning resource platform for students.

Awards/Recognition

Awarded “**Best Professor in Marketing Analytics**” during ICBM-AMP Academics Excellence Award 2018 at Hyderabad.

QIP / FDP / Certifications

Case Teaching Workshop – Harvard Business Publishing in association with **IIM Ahmedabad**

Multivariate Data Analysis – **IIT Roorkee** (QIP-Residential)

Data Science Using R and Python – **IIT Roorkee** (QIP-Residential)

Marketing Management – **IIT Kanpur** (All India 2nd Position with Gold Medal | NPTEL)

Contemporary Teaching Learning Androgogies in B Schools - **MDI Gurugram**

YouTube Channel - [Learnistan](#)

Online Resource for Students - <https://www.learnistan.com/>

PhD Thesis

Dimensions of Brand Image of Durables and Non-Durables: An Exploratory Study

- Supervisor: **Dr. Upinder Dhar** (Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalay, Indore)

Publications

Edited Book: 02

Journals: 12

Book Chapters: 15

Visiting Assignment

- Successfully delivered 30 Hour Marketing Management course to MBA students of Uniglobe College (Pokhra University), Nepal (16th Jan – 2nd Feb 2020)

Event Organized

- Convener for **International Conference** on *Emergence of Artificial Intelligence and Internet of Things: Challenges and Opportunities for Business, Society and Education* held on 20th Sept 2019, at Stein Auditorium, Indian Habitat Centre, New Delhi, India
- Blogging Contest '**Blogging Ka Badshah**' organized for PGDM students from 17th Dec to 5th Feb 2020.
- Convener for **National Conference** on *Perspective and Approaches on Employable Skill Development in New India* held on 11th Aug 2018, at Teen Murti Bhawan, New Delhi India
- Marketing Idea Competition '**Advertainment**' organized for PGDM students on 31st Oct 2018.
- Blogging Contest '**Blogging Ka Badshah**' organized for PGDM students from 6th Sept to 7th Oct 2018.

Certification Courses Offered

- Essentials of Microsoft Excel: Beginners to Advanced Level.
- Advanced Course on Digital and Social Media Marketing

Subjects Offered

Digital Marketing (60 Hours Program) | Brand Management | Marketing Management
Marketing Communication | Business Research Methods | Marketing Analytics

Academic Experience – 2.3 Year (PhD 4.5 Yrs)

ORGANIZATION NAME	DESIGNATION	DURATION
Jaipuria School of Business	Associate Professor - Marketing	Jan 2018 – Onwards
Uniglobe College, Nepal	Visiting Professor – Marketing Management	Jan 2020 – Feb 2020

Industry Experience – 13 Years

ORGANIZATION NAME	DESIGNATION	DURATION
Spice Grp: Hotspot Retail Chain	Sr Manager: Retail Operations	Jan 2015 – Jan 2018
Vodafone South Ltd	Zonal Retail Manager / Area Sales Manager	Jan 2010 to Dec 2014
Unitech Wireless Ltd (Telenor)	Dy. Manager - Distribution	Dec 2009 to Dec 2010
Reliance Communication Ltd	Dy Manager: Retail Sales	Dec 2007 to Nov 2009
Idea Cellular Ltd	Asst. Manager: Retail Sales	June 2006 Dec 2007
HCL Infinet Ltd	Sales Executives	Dec 2004 to June 2006

Academic Qualification

COURSE	UNIVERSITY	YEAR	RESULT
PhD (Brand Management)	Shree Vaishnav Vidhyapeeth, Vishwadyalaya Indore	2017	Awarded with A Grade
MBA (Marketing/Information Technology)	DAVV, Indore	2005	63%
Bachelor of Science	Bundelkhand University, Jhansi	2003	66%
Certificate in Computing	IGNOU, Jhansi	2003	71%
E-advance Diploma in Software Export Technology	ASSET International, Jhansi	2002	Distinction

Academic Contribution

Editorial Position

- Member of the Editorial Board – OJAS, An International Journal of Jaipuria Group of Educational Institutions

Edited Book

- “Emergence of Artificial Intelligence and Internet of Things: Challenges and Opportunities for Business, Society and Education.” Excel India Publisher (ISBN 978-93-88237-82-6)

- “Employable Skill Development in New India – Benchmarks and Best Practices & Perspective and Approaches.” Excel India Publishers (ISBN 978-93-88237-00-0).

Journals Publications

- Saxena, N. K. & Dhar, U. (2020). Brand Image Models of Non-Durable Products: An Exploratory. **International Journal of Empirical Research – USA** (Accepted)
- Saxena, N. K. & Dhar, U. (2020). Brand Image Manuscript. (Under Review – **Journal of Indian Academy of Applied Psychology – SCOPUS INDEXED**)
- Saxena, N. K. & Dhar, U. (2019). Brand Image of Durable Products: A Factorial Analysis. **Indian Journal of Psychometry and Education**, 50 (2). (UGC Approved | ISSN – 0378-1003)
- Gangwar, R. & Saxena, N. K. (2019). Leveraging Analytics for Smart Decision Making: A Sustainable Business Approach. **OJAS International Journal of Research in Management**, Jan-Jul, 21-25 (ISSN 2279-0373)
- Shukla, T. & Saxena, N. K. (2019). Brand India: Diverse Perceptions Unique Identity. **Journal of Emerging Technologies and Innovative Research**, 6 (4), 441-452. (UGC Approved-63975 | ISSN – 2349-5162)
- Gangwar, R. & Saxena, N. K. (2019). Advent of Artificial Intelligence into Business Strategies: Doors to Countless Opportunities. **International Journal of Advance and Innovative Research**, 6 (2), 231-234. (UGC Approved-63571 | ISSN – 2394 – 7780)
- Saxena, N. K. & Saxena, R. (2019). Green Entrepreneurship: A Blessing for Environmental and Social Development. **Jagran Journal of Commerce & Economics**, 4 (3), (ISSN – 2321-6522)
- Saxena, N. K. & Dhar, U. (2018). Revisiting Brand Image: New Views Old Beliefs. **Psycholinguia**, 48 (1), 90-98. (UGC Approved-40986)
- Saxena, R., Pandey, D. K., & Saxena, N. K. (2018). Flipped Classroom Approach: Challenges and Opportunities. **Literary Endeavour**, IX (3), 279-284. (Scopus Indexed and UGC Approved International Journal).
- Saxena, N. K. (2018). Cyber Crimes against Women in Cyberspace: A Critical Review. **OJAS International Journal of Research in Management**, *Special Issue*, 30-33.
- Saxena, N. K. & Dhar, U. (2017). Brand Image: A Seasoned Review. **Asian Journal of Management**; 8 (1), 103-106.
- Pyasi, P. K., Saxena, N. K. & Karnik, P. (2015). Influence of Social Media on Social Services: A Study of Youngistan. **SAMVAD: SIBM's Research Journal**, 8 (1). (UGC Approved - 42683)

- Saxena, N. K. & Saxena, R. (2013). Leveraging Social Media in the World of Sales: An Untapped Potential. **International Journal of Advanced Computer Research**. 3 (3), 143-152.
- Jain, V. K., Mishra, S. & Saxena, N. K. (2004). SCM Software: An Emerging Tool for Supply Chain Effectiveness. **The IUP Journal of Management Research**, 3 (10), 72-79. (UGC Approved - 46843)

Book (ISBN) Chapters / Conference Proceedings

- Saxena, N. K. & Dhar, U. (2019). **Brand Image of Non-Durable Products: An Exploratory Study**. *Conference Proceedings of 17th AIMS International Conference on Management organized by IIM Kozhikode*. (ISBN 978-1-943295-14-2))
- Tyagi, A. & Saxena, N. K. (2019). **Future of Technology: Unleashing the Power of Business**. *Emergence of Artificial Intelligence and Internet of Things: Challenges and Opportunities for Business, Society and Education*. Page 131-140, Excel India Publishers (ISBN 978-93-88237-82-6).
- Shukla, T. & Saxena, N. K. (2019). **Impact of Demographic Variables on Green Marketing: Customer Awareness and Environmental Sustainability**. *Business Sustainability in the 21st Century: Managing People, Planet and Profit*. Page 131-143 , Bloomsbury Publication (ISBN 978-93-88912-91-4)
- Saxena, N. K & Saxena, R. (2019). **Effect of Social Media Marketing on Customers' Behavioral and Emotional Response: Mediating Role of Brand Equity**. Conference Proceeding, *Driving Marketing Excellence through Experiences in Emerging Economies*. IMT Ghaiziabad Publication. Page 222-227. (ISBN 978-93-5346-669-5)
- Saxena, N. K., Saxena, R. & Gangwar, R. (2018). **Influence of Social Media Marketing on Brand Equity and Customer Response: A Study of E-Commerce Players in India**. *Books of Abstract. 1st PAN IIT International Management Conference PANIITIMC 2018*, Page 340 (ISBN 978-93-5311-935-5)
- Saxena, R., & Saxena, N. K. (2018). **Understanding Employability Skill Gap: Global Perspectives and Sustainable Development**. *Sustainable Practices of Managing People through Innovation and Technology in Agile Organizations*. Page 20-29, Bloomsbury Publications (ISBN 978-93-88038-45-4)
- Saxena, R. & Saxena, N. K. (2018). **Building Digital Competencies for Students' Self-Development and Empowerment**. *Reinventing Human Resource Management*. Adhyayan Publishers. (In Press)
- Arora, S., & Saxena, N. K. (2018). **Preference for Employability Skills: A Study of Today's Youth**. *Employable Skill Development in New India – Benchmarks and Best Practices* &

Perspectives and Approaches. Page 263-269, Excel India Publishers (ISBN 978938-8237000).

- Katare, D., & Saxena, N. K. (2018). **Digital Competence: 21st Century Skill for Self-Development**. *Employable Skill Development in New India – Benchmarks and Best Practices & Perspectives and Approaches*. Page 342-348, Excel India Publishers (ISBN 978938-8237000).
- Saxena, N. K. & Shukla, T. (2018). **Precursors of Green Marketing: An Exploratory Study**. *Management Research & Innovation*. Page 247, Bharti Publications (ISBN)
- Saxena, R. & Saxena, N. K. (2018). **Smart and Sustainable Offices: A Dynamic Perspective**. *Globalization: Prospects and Opportunities for New India* Page 37, Cengage Publications (ISBN 978-81-928555-4-7).
- Saxena, R. & Saxena, N. K. (2018). **Enhancing Employability Skills among Business Students in India**. *Global Leadership Through Innovation, Entrepreneurship and Good Governance*. Page 83, Bookwell Publications, New Delhi (ISBN 978-93-86578-30-3).
- Saxena, N. K. & Pyasi, P. K., (2013). **Retail Model: A comparative study of Indian Telecom Industry**. *Conference Proceeding*. Page 246, Excel India Publishers (ISBN)
- Saxena, N. K. (2013). **Brand Management: A Review**. *Conference Proceeding*. Page 64, University Press.
- Pyasi, P. K. & Saxena, N. K. (2012). **Retail Banking: Understanding the Impact of Print Media on New Buyers**. *Developing Strategies for Organizations in Global Economies*. Page 271, Excel India Publisher (ISBN 978-93-5062-002-1).

Conference Presentations

- Oral presenter of paper titled “Advent of AI into Business Strategies: Door to Countless Opportunities”. **International Conference** on Convergence of Social Innovation and Digital Transformation in Business organized by I.T.S Ghaziabad, India (5th – 6th Apr 2019)
- Oral presenter of paper titled “Impact of Demographic Variables on Green Marketing: Customer Awareness and Environmental Sustainability”. **International Conference** on Business Sustainability in the 21st Century organized by JIMS Kalkaji, New Delhi (23rd Feb 2019)
- Oral presenter of paper title “Effect of Social Media Marketing on Customers’ Behavioral and Emotional Response: Mediating Role of Brand Equity”. **International Conference** on Driving Marketing Excellence through Experiences in Emerging Economies organized by **IMT Ghaziabad**, India (6th-8th Jan 2019)
- Oral presenter of paper titled “Brand India: Diverse Perceptions Unique Identity”. **International Conference** on Paradigm Shift in Global Business Practices and Socio Economic Development organized by Vishisht Institute of Professional Studies and Research Indore, India (8th Dec 2018)

- Poster presenter of paper titled “Influence of Social Media Marketing on Brand Equity and Customer Response: A Study of E-Commerce Players in India.” **1st PAN IIT International Management Conference** organized by **IIT Roorkee**, India (Nov-30th to Dec 2nd 2018).
- Oral presenter of paper titled “Understanding Employability Skill Gap: Global Perspectives and Sustainable Development”. **International Conference** on Sustainable Practices of Managing People through Innovation and Technology in Agile Organizations, IILM University, Gurgaon, India (28th – 29th Sept 2018)
- Oral presenter of paper titled “Preference for Employability Skills: A Study on Today’s Youth”. **National Conference** on Perspectives and Approaches for Employable Skill Development for New India, Jaipuria School of Business, Ghaziabad, India (11th Aug 2018)
- Oral presenter of paper titled “Digital Competence: 21st Century Skill for Self-Development”. **National Conference** on Perspectives and Approaches for Employable Skill Development for New India, Jaipuria School of Business, Ghaziabad, India (11th Aug 2018)
- Oral presenter of paper titled “Precursors of Green Marketing: An Exploratory Study”. **International Conference** on Contemporary Issues in Business Innovation, Technology & Social Sciences, Gautam Buddha University, Greater Noida, India (2nd Jun 2018)
- Oral presenter of paper titled “Smart and Sustainable Offices: A Dynamic Perspective.” **International Conference** on Globalization: Prospects and Opportunities for New India, Institute of Technology & Science, Ghaziabad, India. (7th Apr 2018)
- Oral presenter of paper titled “Leveraging Social Media in the World of Sales: An Untapped.” **International Conference** on Emerging Trends, Technology and Research, Nagpur, India. (2013)
- Oral presenter of paper titled “Brand Management: A Review”. **National Doctoral Conference**. J.K. Lakshmipath University, Jaipur, India. (2013)
- Oral presenter of paper titled “SCM Software: Mantras for Success.” **National Conference**, Prestige Institute of Management & Research, Indore, India. (2004)

Workshop/Seminar Attended

- Attended half day workshop on -**Skills for Effective Research, Publication in peer reviewed journal and plagiarism** organized by *Jaipuria School of Business*, India on 18th April 2019 (Resource Person: Ms. Nupoor Singh, Editor, Springer Nature)
- Attended half day workshop on **Basic Econometrics Using Excel** Organized by *Jaipuria School of Business*, India on 1st Feb 2019 (Resource Person: Dr. Tarun K. Soni)

- Attended one day seminar on **Indian Economy at Crossroads** organized by *Jagran College of Arts, Science & Commerce* in association with Indian Accounting Association at Kanpur, India on 12th Feb 2019
 - Attended one day workshop on **Case Writing** organized by *IILM University*, Gurgaon on 28th Sept 2018 (Resource Person: Anju Pandey, AIMA)
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(Updated on 14th April 2020)