

# **Curriculum Vitae**

**Gordhan K. Saini**, PhD

Associate Professor

School of Management and Labour Studies

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## **1. ACADEMIC QUALIFICATIONS**

- Post-Doctorate, Indira Gandhi Institute of Development Research, Mumbai, Sept. 2008-May 2010.
- PhD, Banasthali University, Banasthali (Rajasthan), 2008.
- PG Diploma in Rural Development, IGNOU, New Delhi, 2004.
- MBA (Marketing), Rajasthan Vidhyapeeth University, Udaipur, 2003.
- Bachelor of Arts, University of Rajasthan, Jaipur, 2001.

## **2. EMPLOYMENT**

- Associate Professor, School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai, 6 September, 2019 – till date.
- Assistant Professor, School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai, 19 May 2010 – 5 September, 2019.
- Post-Doctoral Fellow, Indira Gandhi Institute of Development Research, Mumbai, 16 September 2008 - 18 May 2010.
- Sr. Market Research Analyst, Innovative Design Engineering Animation (IDEA) Pvt. Ltd, Ahmedabad, 11 January 2008 - 15 Sept. 2008.
- Academic Associate - Marketing Area, Indian Institute of Management (IIM), Ahmedabad, 20 April 2006 - 10 January, 2008.
- Lecturer, Institute of Management & Technology (IMT), Faridabad, August 2005-April 2006.
- Research Officer / Micro Enterprises Expert, Indian Institute of Rural Management (IIRM), Jaipur, July 2003-July, 2005.

## **3. TEACHING INTEREST AREAS**

Social Marketing, Employer Branding, Marketing and Sales Management, Marketing Research, Quantitative Research Methods

## **4. CURRENT AREAS OF RESEARCH INTEREST**

Social Marketing, Employer Branding, Social Media, Consumer Behaviour, Pricing

## **5. RESEARCH PUBLICATIONS**

### **5.1 Papers in Scopus / Web of Science Listed Journals (IF: Impact Factor)**

1. Newar, S., Saini, G.K., & Singh, V. (2020), “Agro-tech ontology: a solution for accelerating agricultural productivity in the state of Rajasthan, India”, *International Journal of Agricultural Resources, Governance and Ecology*, 16(1), 2-22.
2. Saini, G.K., & Jawahar, J. (2019), “The influence of employer rankings, employment experience, and employee characteristics on employer branding as an employer of choice”, *Career Development International*, 24(7), 636-657. **IF: 2.704 (ABDC: B)**
3. Saini, G.K., Sahay, A., & Kalyanaram, G. (2019), “How do complementarity and discount-choices interact with latitude of price acceptance in price bundling?”, *Journal of Consumer Marketing*. 36(7), 962-976. **(ABDC: A)**
4. Banerjee, P., Saini, G.K., & Kalyanaram, G. (2018), “The role of brands in recruitment: mediating role of employer brand equity”, *Asia Pacific Journal of Human Resources*, 58(2), 173-196. **IF: 1.163 (ABDC: B)**
5. Kumari, Shweta., & Saini, G.K. (2018). Do instrumental and symbolic factors interact in influencing employer attractiveness and job pursuit intention? *Career Development International*, 23(4), 444-462. **IF: 2.704. (ABDC: B)**
6. Gupta, S., & Saini, G.K. (2018). Information source credibility and job seekers’ intention to apply: the mediating role of brands. *Global Business Review*, 21(2), 1-20. **(ABDC: C)**
7. Saini, G.K., Sahay, A., & Kalyanaram, G. (2018). An empirical study of latitude of quantity acceptance (LQA) in an emerging economy – India. *Journal of Global Marketing*, 31(2), 111-127. **(ABDC: B)**
8. Najar, A.H., & Saini, G.K. (2018). Reimagining Conflict Exhibited Destinations (CED) Through Recovery Marketing Strategies. *Journal of Hospitality Application and Research*, 13(1), 16-35. **(ABDC: C)**
9. Saini, G.K., Pandey, S.K., Singh, A., & Kalyanaram, G. (2017). Role of empathy and customer orientation in job satisfaction and organizational commitment. *NMIMS Management Review*, 34(2), 12-28.
10. Katiyar, V., & Saini, G.K. (2016). Impact of social media activities on employer brand equity and intention to apply. *NMIMS Management Review*, 28 (January-February), 11-31.
11. Singh, A., Saini, G.K., & Majumdar. S. (2015). Application of social marketing in social entrepreneurship: Evidence from India. *Social Marketing Quarterly*, (Sage), 21(3), 152-172. **(ABDC: B)**
12. Saini, G.K., Gopal, A., & Kumari, N. (2015). Employer brand and job application decisions: insights from the best employers. *Management and Labour Studies*, (Sage), 40(1&2), 1–19. **(ABDC: C)**
13. Saini, G.K., & Sahay, A. (2014). Comparing retail formats in an emerging market: Influence of credit and low-price guarantee on purchase intention. *Journal of Indian Business Research*,

6(1), 48-69. **Highly Commended Paper in the 2015 Emerald Literati Network Awards for Excellence.** (ABDC: C)

14. Saini, G.K., Rai, P., & Chaudhary, M. (2014). What do best employer surveys reveal about employer branding and intention to apply? *Journal of Brand Management*, 21(2), 95-111. (ABDC: A)
15. Majumdar, S., & Saini, G.K. (2013). Perceptions of corporate social responsibility: A study of the social segments in the Indian State of Goa. *South Asian Journal of Management*, 20(1), 145-156. (ABDC: C)
16. Saini, G.K., & Mukul, K. (2012). What do social marketing programmes reveal about social marketing? Evidence from South Asia. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(4), 303-324. (ABDC: B)
17. Saini, G.K. (2011). Non-tariff measures and their implications on international business operations: A case of India's textiles and clothing firms. *Journal of Asia Business Studies*, 5(2), 211-231. (ABDC: C)
18. Veeramani, C., & Saini, G.K. (2011). Impact of ASEAN-India preferential trade agreement on plantation commodities: A simulation analysis. *Economic and Political Weekly*, XLVI (10), 83-92. (ABDC: B)
19. Ganesh Kumar, A., & Saini, G.K. (2009). Economic co-operation in South Asia: The dilemma of SAFTA and beyond. *Journal of South Asian Development*, 4(2), 253-281. (ABDC: C)

## **5.2. Papers under Review/Revision in ABDC Listed Journals**

1. Inclusive social innovation in subsistence marketplaces through community level alliances: an institutional work perspective, *Industrial Marketing Management*. **IF: 5.088.** (ABDC: A\*)
2. Do Attractiveness Rankings and Employment Experience Matter in Employee Recommendation? A Firm-Level Analysis, *Management and Labour Studies*.
3. Job seekers' preferences of employment attributes: The role of return on investment and labor market conditions, *Asian Business & Management*. **IF: 1.231.** (ABDC: C)

## **5.3 Papers in other Journals**

1. Singh, A., Majumdar, S., & Saini, G.K. (2017). Corporate social responsibility and social entrepreneurship: an Indian context. *Journal of Entrepreneurship and Innovation in Emerging Economies* (Sage), 3(1), 71-76.
2. Majumdar, S., & Saini, G.K. (2015). CSR in India: critical review and exploring entrepreneurial opportunities. *Journal of Entrepreneurship and Innovation in Emerging Economies* (Sage), 2(1), 1-24.
3. Saini, G.K., & Matta, J.K. (2014). Service quality and revisit intention: a comparative study of charitable and corporate hospital. *Journal of Health Management* (Sage), 16(4), 595-612.
4. Mulla, Z., & Saini, G.K. (2013). Innovation in public service delivery: zero-pendency and daily disposal (ZPDD) initiative in Pune Collectorate. *Indian Journal of Public Administration*, LIX (4), 843-860.

5. Saini, G.K. (2012). Implications of Non-Tariff Measures on Firm's International Business Operations" *Journal of International Economics*, 3(2), 114-124.
6. Sahay, A., & Saini, G.K. (2008). The Hatch Waxman Act 1984 and the Indian pharmaceuticals firms: an analysis. *Foreign Trade Review* (Sage), XLIII (2), 3-35.
7. Sharma, N., & Saini, G.K. (2008). Marketing strategy adaptation on the anvil of market and institutional variations: MNCs and emerging economies. *Indian Journal of Marketing*, XXXVIII (6), 3-15.
8. Sahay, A., & Saini, G.K. (2006). Indo-Thai FTA: Indian CTV and auto industry-a desk-based analysis. *Foreign Trade Review* (Sage), XLI (3), 25-51.

#### **5.4 Chapters in Edited Volumes**

1. Kalyanaram, G., Saini, G.K., & Sahay, A. (2016). Latitude of quantity acceptance: conceptualization and empirical validation. Rediscovering the Essentiality of Marketing, Petruzzellis, L & Winer, R. (Ed.). Rediscovering the Essentiality of Marketing, Part of the series Developments in Marketing Science: *Proceedings of the Academy of Marketing Science*, Springer. 579-583
2. Veeramani, C., & Saini, G.K. (2011). India's export sophistication in a comparative perspective. In Prof. D. M. Nachane (ed), *India Development Report 2011*, Oxford University Press, New Delhi.
3. Veeramani, C., & Saini, G.K. (2014) India's agricultural exports: sources of growth and relative sophistication. In B. Kamaiah, S.V. Seshaiyah & GRK Murty (ed.) *Select Issues in Macroeconomics: A Quantitative Approach: A Festschrift in Honour of Professor D. M. Nachane*, IUP Publications, Hyderabad, 2014.
4. Saini, G.K. (2011). Non-tariff measures and their impact: India's textiles and clothing exports. In Saini, G. K. (ed.) *Prospects of Regional Economic Co-operation in South Asia and Special Studies on Indian Industry*. Elsevier (earlier Chandos Publishing), December 2011.
5. Saini, G.K., & Nayak, P. (2011). The impact of the India-Sri Lanka FTA: prospects for a comprehensive economic partnership agreement. In Saini, G. K. (ed.) *Prospects of Regional Economic Co-operation in South Asia and Special Studies on Indian Industry*. Elsevier (earlier Chandos Publishing), December 2011.

#### **5.5 Books**

- Saini, G.K. (2011). Prospects of Regional Economic Co-operation in South Asia and Special Studies on Indian Industry. Elsevier (earlier Chandos Publishing), December 2011.

#### **5.6 Case Studies**

- 2020, Shoppers Stop: Leveraging Social Media for Employer Branding, *Emerging Economies Cases Journal*, <https://doi.org/10.1177/2516604220930394>, 1-8.
- 2018, Designing A Compelling Employee Value Proposition for CRISIL (Case No. 9B18C009), *Ivey Publishing* (with Anupam Kaura).

## **5.7 Working Papers**

1. “Impact of ASEAN-India FTA on India’s Plantation Commodities: A Simulation Analysis”, Working Paper-2010-004, Indira Gandhi Institute of Development Research, Mumbai (with C. Veeramani).
2. “Non-Tariff Measures Affecting India’s Textiles and Clothing Export: Findings from the Survey of Exporters” Working Paper-2009-008, Indira Gandhi Institute of Development Research, Mumbai.
3. “Non-Tariff Measures and Indian Textiles and Clothing Exports”, Working Paper-2009-002, Indira Gandhi Institute of Development Research, Mumbai.
4. “Economic Co-operation in South Asia: The Dilemma of SAFTA and Beyond”, Working Paper-2007-017, Indira Gandhi Institute of Development Research, Mumbai (with A. Ganesh Kumar).

## **6. PAPERS PRESENTED IN CONFERENCES/SEMINARS**

1. “Employment Preferences of Indian B-School Graduates: Do Return on Investment and Job Market Characteristics Matters?” 6th Biennial Indian Academy of Management 2020 Conference at IIM Tiruchirappalli, January 2-4, 2020 (with Sabit Kumar Sonu and Jim Jawahar).
2. “Preferences of B-school Graduates about Employment Attributes in a Dynamic Job Market” International Seminar on “Employment and Employability of Higher Education Graduates” February 19-20, organized by Centre for Policy Research in Higher Education (CPRHE), NIEPA, New Delhi. (with Sabit Kumar Sonu).
3. “Do Attractiveness Rankings and Employment Experience Matter in Employee Recommendation?” *Academy of Management Proceedings*, 2018(1), Paper presented in the 78th Annual Meeting of Academy of Management: Chicago, IL United States, August 10-14. <https://doi.org/10.5465/AMBPP.2018.11705abstract>.
4. “Effect of Latitude of Price Acceptance, Complementarity and Discount Choices on Consumer Evaluation of Bundle Offer” Thought Leaders’ Conference on “Managing Business and Innovation in Emerging Markets”, JAMS India Conference, April 26-28, 2018, Indian School of Business, Hyderabad. (with Arvind Sahay and Gurusurthy Kalyanaram)
5. “Effect of Career Growth Opportunities, Work Life Benefits & CSR Reputation on Employer Attractiveness and Job Pursuit Intentions” 5th Biennial Indian Academy of Management 2017 Conference at IIM Indore, December 18-20, 2017 (with Shweta Kumari).
6. “Effect of Latitude of Price Acceptance, Complementarity and Discount Frame on Consumer Evaluations of Bundle Offer” 7th IIMA Conference on Marketing in Emerging Economies, January 11-13, 2017 (with Arvind Sahay).
7. “Impact of Corporate Brand and product Brand on Employer Brand and Intention to Apply” 7th IIMA Conference on Marketing in Emerging Economies, January 11-13, 2017 (with Pritha Banerjee).

8. "Impact of Social Media Activities on Employer Brand Equity and Intention to Apply" 4<sup>th</sup> Biennial Indian Academy of Management Conference, Dec 11-13, 2015, IIM Lucknow Noida Campus (with Varun Katiyar).
9. "An Empirical Study of Latitude of Quantity Acceptance", 2015 Academy of Marketing Science World Marketing Congress, 14–18 July, 2015 Bari, Italy (with Gurumurthy Kalyanaram and Arvind Sahay).
10. "Role of Empathy and Customer Orientation in Job Satisfaction and Organizational Commitment" 6th IIMA Conference on Marketing in Emerging Economies, January 7-9, 2015, Ahmedabad. (with S.K. Pandey, Archana Singh and Gurumurthy Kalyanaram).
11. "Employer Brand and Job Application Decisions: Insights from the Best Employers" 6th IIMA Conference on Marketing in Emerging Economies, January 7-9, 2015, Ahmedabad (with Anand Gopal and Nisha Kumari).
12. "Consumer Response to Grammage Change: Latitude of Quantity Acceptance", 3rd biennial conference of the Indian Academy of Management, December 12-14, 2013, Indian Institute of Management, Ahmedabad (with Arvind Sahay).
13. "What Do Best Employer Surveys Reveal About Sustenance of Employer Branding in an Emerging Economy?", 5th IIMA Conference on Marketing in Emerging Economies, January 9-11, 2013, Ahmedabad (with Purvi Rai and Manoj Chaudhary).
14. "What Do Social Marketing Programmes Reveal About Social Marketing?" 6th SIMSR Asia Marketing Conference: Marketing in Transition, K.J. Somaiya Institute of Management Studies & Research, Mumbai, January 2-3, 2011.
15. "Non-Tariff Measures Affecting India's Textiles and Clothing Exports: Findings from the Survey of Exporters" Conference on Empirical Issues in International Trade & Finance, Indian Institute of Foreign Trade, New Delhi, Dec. 16-17, 2010.
16. "Impact of ASEAN-India FTA on Selected Agricultural Products: A Quantitative Assessment" National Seminar on ASEAN-India Free Trade Agreement & Way Forward, Centre for Development Studies, Trivandrum, Feb 5-6, 2010. (with C. Veeramani)
17. "Trade Impact of India-Sri Lanka FTA: Prospects for Comprehensive Economic Partnership Agreement", International Conference on Dynamics of Regional Trade Agreements and WTO: Developing Countries' Perspectives, Jamia Millia Islamia (Central University), 3-4, December 2009 (with P. Nayak).
18. "Non-Tariff Measures and their Impact on Indian Textiles and Clothing Exports" research seminar at Indira Gandhi Institute of Development Research, Mumbai, December 2009.
19. "Marketing Strategy Adaptation on the Anvil of Market and Institutional Variations: MNCs and Emerging Economies", 2nd Conference on Research in Marketing at Indian Institute of Management, Ahmedabad, January 3-5, 2007. (with Navneet Sharma)

## **7. RESEARCH PROJECTS & OTHER EXPERIENCE**

1. "Field Verification of National CSR Awards – 2018", Nodal Agency - Indian Institute of Corporate Affairs (IICA), Mansar, (10 CSR Projects).

2. "TISS-UP Skill Development Project – Meerut Cluster" 2015-16 (with Zubin Mulla).
3. "Upgradation of Training Centre, Kolkata to Marine Navigation Training Institute (MNTI)" 2016, Director General of Lighthouses and Lightship (DGLL), Ministry of Shipping, Government of India (with Prof. Bino Paul).
4. "Need Assessment for Transforming NSS into NSSDS- Jodhpur Region", 2012-13 (with Shewli Kumar).
5. "Baseline and Need Assessment Surveys at Goa for Implementation of Corporate Social Responsibility" at Goa Shipyard Limited, 2010-11 (with Satyajit Majumdar).
6. Customer Satisfaction Survey of "Zero Pendency and Daily Disposal Initiative" of Pune District Collector, 2010-11 (with Zubin Mulla).
7. "Effect of Low Price Guarantee on Consumer Purchase Intention: A Comparative Study of Organized Retail and Kirana Store" Principal Investigator, UGC Sponsored Project, 2011.
8. "A Study of Environmental Standards and their Trade Impacts: The Case of India" and "Cost of Economic Non-Cooperation to Consumers in South Asia", External Researcher to CUTS International Jaipur (2011).
9. "Study of Non-Tariff Measures in the Textile and Clothing Sector", Textiles Committee-Mumbai, Ministry of Textiles, Govt of India, Survey of textile exporters jointly with Textiles Committee (2009).
10. "Market Potential Study of Lucknow Chikan Craft in South Africa", Research Investigator to Textiles Committee, Ministry of Textiles, Govt of India (2009).
11. "Market Feasibility Study for the New Innovation Software IFunnel", Consultant to Summit Strategic Software Consulting Pvt. Ltd, Bangalore (2008).
12. "Bihar's Exposure to the Innovative Governance Practice", Consultant to Special Task Force on Bihar (STFB), Planning Commission, Govt. of India (2007).
13. "Report for Second Administrative Reforms Commission" Research Associate, Second Administrative Reforms Commission, Govt. of India (2007) (Associated with Prof. Pradip Khandwalla, Former Director, IIMA).
14. "Personnel Management/HR for Civil Services", Research Associate, Second Administrative Reforms Commission, Govt. of India (2007) (Associated with Prof. T. V. Rao, Chairman, TVRLS).

## **8. TRAINING/WORKSHOP CONDUCTED/LECTURES GIVEN**

1. Training Session on "Social Marketing and Branding of CSR Projects" for Schaeffler India Corporate Communications Team Representatives and CSR Coordinators on February 25, 2020.
2. MDP sessions on "Employer Branding for Public Sector Organizations" for Indian Railways Personnel Services Officers, Indian Institute of Management Kozhikode, February 10, 2020.
3. FDP training sessions on "Publishing in Management Journals" Narsee Monjee Institute of Management Studies, Kharghar, Navi Mumbai, December 6, 2019.
4. Corporate Training on "Increasing Sales Force Effectiveness: Sales Incentive Plans" for Sales and HR professionals on August 23, 2019, Zydus Wellness, Mumbai.
5. Sessions on "Publishing in Peer Reviewed Journals and Multivariate Data Analysis" in the Faculty Development Programme on Excellence in Research and Teaching at St. Xavier's College, Jaipur, April 1-2, 2019.
6. MDP sessions on "Employer Branding for Public Sector Organizations" for Indian Railways Personnel Services Officers, Indian Institute of Management Kozhikode, January 7-8, 2019.
7. Workshop on "Writing Case Studies on Indian Elections" for the officers of Election Commission of India, organized at Pravasi Bhartiya Kendra, Chankya Puri, New Delhi, 3-4 July, 2018.
8. Training session on "Employer Branding for Indian Navy" for the Officers and Sailors of Indian Navy, INS Tanaji, Mumbai, January 30, 2018.

9. Training session on “Publishing in Management Journals” Narsee Monjee Institute of Management Studies, Mumbai, January, 16, 2018.
10. Training sessions on “Multivariate Data Analysis” in the Research Methodology Workshop at Central University of Kashmir, Srinagar, November 13-14, 2017.
11. Training Session on “Application of Factor Analysis in Management Research” for the faculty members of St. Francis Institute of Management and Research, Mumbai, July 15, 2017.
12. “Workshop on HR Analytics” for senior and middle level managers of The Power Grid Corporation of India Limited (with WCG India, Gurgaon), July 3-5, 2017.
13. Training session on “Research Methods in Human Rights issues”, UGC–HRDC–RUSA sponsored Refresher Course in Human Rights (Inter-disciplinary), University of Mumbai, December 20, 2016.
14. Training session on “Social Marketing for Inclusion” National Insurance Academy, Pune, August 21, 2014.
15. Training session on “Social Marketing & Insurance Inclusion” National Insurance Academy, Pune, February 26, 2014.
16. Training session on “Social Marketing and Financial Inclusion” National Insurance Academy, Pune, August 13, 2013.
17. Training session on “Use of Statistics in HR Decisions for Indian Railways Services Officers” at Tata Institute of Social Sciences, Mumbai, April 12 & 15, 2013.
18. Training session on “Market Research for officers of Indian Statistical Services as a part of One Week Training Programme on Research Methodology and Data Analysis conducted for National Academy of Statistician Association, August 22, 2012.
19. Training session on “Baseline Survey and Need Assessment, CSR Programme Planning and Implementation” organized by National CSR Hub, TISS Mumbai, December 2, 2011.
20. Training session on “Baseline Survey and Need Assessment, CSR Programme Planning and Implementation” organized by National CSR Hub, TISS Mumbai, November 12, 2011.
21. Training session on “Need Assessment of the Society for CSR intervention” organized by National CSR Hub, TISS Mumbai, April 2, 2011.
22. Training session on “Need Assessment of the Society for CSR intervention” organized by National CSR Hub, TISS Mumbai, March 3, 2011.
23. “Workshop on Evidence-Based Management” for the junior and middle level managers of Aditya Birla Group at Gyanodaya’ - The Aditya Birla Institute of Management learning, June 17-18, 2011. (with Zubin Mulla)
24. “Non-Tariff Measures & their Classification: Some Evidences”, Textiles Committee, Ministry of Textiles, Govt of India, Resource person in the training organised for the field officers of the Textiles Committee (March, 2009).
25. Workshop at HQ Solutions, Ahmedabad on “Individual Brilliance vs. Effective Teamwork: Revisiting Group Dynamism in IT organizations” for the software engineers, August 2008.
26. “Training of Counterparts” under the World Food Programme-Food for Work in Rajasthan, Food and Agriculture Organisation (FAO), New Delhi, Resource person in the training of counterparts (October, 2003).

#### **9. MDP/ TRAINING/WORKSHOPS/ INTERNSHIP ATTENDED**

1. Annual Refresher Programme in Teaching (ARPIT) on “Latest Trends in Pedagogy and Assessment - March 2019” using the MOOCs platform SWAYAM.
2. “Refresher Course in Research Methodology in Social Sciences and Humanities”, organised by UGC-HRDC, University of Rajasthan, Jaipur, January 28 to February 16, 2019.
3. “Case Method Teaching Seminar”, organised by Harvard Business Publishing and Indian Institute of Management, Ahmedabad, February 12-13, 2016.
4. “Refresher Course in Commerce and Management”, organized by Academic Staff College, University of Rajasthan, Jaipur, November 24 – December 13, 2014.



5. 89th UGC Orientation Programme organized by Academic Staff College, University of Rajasthan, Jaipur, September 02-28, 2013,
6. “Case Writing Workshop” organized by Department of Management Studies, Indian Institute of Technology Madras, September 19-23, 2011.
7. Short internship at Indian Council for Research on International Economic Relations (ICRIER) New Delhi, during March 1-8, 2007 to work on gravity model estimation of South Asian countries.
8. Short internship at Indira Gandhi Institute of Development Research (IGIDR) Mumbai, during July 16-25, 2007 to work on GTAP simulation of South Asian countries.
9. Management Development Programme (MDP) on “International Marketing: Winning Customers and Building Value Networks” Indian Institute of Management, Ahmedabad (December 2006).
10. “Training Programme on Micro Enterprise Management”, Indira Gandhi Panchayati Raj and Gramin Vikas Sansthan, Jaipur in collaboration with Udyogini, May 2005.
11. “Technical Training Programme on Project Appraisal”, Indira Gandhi Panchayati Raj and Gramin Vikas Sansthan, Jaipur in collaboration with National Institute of Small Industry Extension Training (NISIET), Hyderabad, October 2004.

## **10. AWARDS & FELLOWSHIPS**

1. Highly Commended Paper Award in the 2015 Emerald Literati Network Awards for Excellence.
2. Recipient of the First Post-Doctorate Fellowship of Indira Gandhi Institute of Development Research, Mumbai, September, 2008.
3. Recipient of conference Fellowship for Young Researcher to attend “Multilateralism at Crossroads: Reaffirming Development Priorities” South Asian Conference on Trade and Development, New Delhi, December 19-20, 2006.
4. First Rank at the school level in the Senior Higher Secondary Examination, 1998.

## **11. PhD GUIDANCE AND ACADEMIC REVIEW RESPONSIBILITIES**

- PhD Guidance: 3 (awarded); in progress– 3
- MPhil Guidance: 2
- PhD Thesis Examiner for IISc Bangalore, NMIMS, Mumbai
- Reviewer for *Human Resource Management Journal*, *Journal of Social Marketing*, *The International Journal of Human Resource Management*, *Personnel Review*, *Vikalpa*.
- Reviewer for IIMA Conference on Marketing in Emerging Economies

## **12. VISITING ASSIGNMENTS**

- IIM, Indore, IIM, Kozhikode, IIM Calcutta, IIM Rohtak
- Narsee Monjee Institute of Management Studies, Mumbai

## **13. NEW COURSE DEVELOPMENT**

- Social Marketing
- Marketing Research for Social Ventures
- Employer Branding
- Sales Management for HR Managers

#### **14. ACADEMIC COORDINATION**

- Programme Coordinator, MPhil-PhD Programme in SMLS, TISS (June 2018 to till date)
- Programme Coordinator, Choice Based Credit System, (June 2018 to till date)
- Programme Coordinator, MA in HRM&LR, SMLS, TISS, (June 2013 to June 2018)
- Research Coordinator – MA Research Dissertation (June 2012 - May 2015)

#### **15. REFERENCES**

1. Prof. Satyajit Majumdar  
Professor  
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Tata Institute of Social Sciences  
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2. Dr. Navneet Sharma  
Dean, IFIM Business School  
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Date: July 1, 2020

**GORDHAN KUMAR SAINI**