

Rishi Dwesar, MBA, PhD

Brief Profile

Currently, I'm working as Dean at IBS Dehradun, a constituent of ICFAI University, Dehradun. Before this, I was working as an Associate Professor at IBS Hyderabad (AACSB Accredited), a constituent of IFHE University (NAAC: A++, Category 1). My areas of specialization/teaching interest are digital marketing, advertising, brand management, marketing technology, marketing analytics, and customer relationship management. I teach/have taught at MBA, Executive MBA and PhD levels. As a part of industry stint, I've worked as a research consultant with iCRM Kuala Lumpur, Malaysia, where I was involved in research and data analytics, majorly in the domains of digital marketing, branding, and customer relationship management. I have an experience of about 15 years (~4 Years in Industry and 11 Years Teaching).

I am involved in consulting with SME companies in digital marketing strategy. I have published several research papers and case studies. My research interests include consumer skepticism toward advertising, native advertising, text mining, loyalty programs, marketing metrics, and dashboard development. I have published several case studies (including best sellers at Harvard Business School Publishing) and research papers in reputed journals.

My industry stint and close working with industry professionals (mainly in digital marketing and market research companies) have helped me acquire relevant skills and keep pace with changing dynamics in the marketing industry. I conduct corporate training, faculty development programs, and industry projects in strategic digital marketing planning, analytics, and automation. I am passionate about teaching/training and focus on holistic value addition. I enjoy pedagogical innovations and teach using games, simulations, new-age tools & software, and flipped classroom-based methods. These initiatives have helped me receive exemplary feedback and respect from my fellow students, colleagues, and institutions. I am regularly invited as a guest speaker on digital marketing and analytics by premier MBA institutions like IIFT Delhi, IIM Indore, Fore School of Business, NMIMS, IMT, etc.

I recently developed a course titled; 'Marketing Technology' offered as an MBA elective. The hands-on course covers aspects such as the role of Data Visualization, Machine Learning, AI, VR, IoT, Generative AI (ChatGPT, Bard, etc.), Mining Unstructured Data, and No Code - Low Code Tools for marketers. The course receives positive student feedback on content, pedagogy, and career enablement. I am involved in the digital transformation of my institute and played a crucial role in streamlining digital operations, which were inevitable due to the pandemic. I'm also part of the university's board of studies and other decision-making committees with senior management. Recently, I organized the IBS Conference on Marketing & Strategy (ICOMBS-2022) and was the Conference Chair for the same.

Education

- Ph. D. in Advertising (IFHE University, Hyderabad; December 2014).
Title 'Consumer Integration of Online Review & Print Advertisements: Understanding Psychological Mechanisms'
- MBA, Scholarship Holder (IBS, ICFAI University, 2007-2009)

- Post Graduate Diploma in Export Marketing Management (Kurukshetra University, 2007)
- B.Com (Kurukshetra University, 2006)

Employment

- Dean, IBS Dehradun, Icfai University, Dehradun (on Deputation), 2024-till date
- Associate Professor, IBS Hyderabad, IFHE University, Hyderabad, 2018-2024
- Research Consultant, iCRM, Kuala Lumpur, Malaysia, 2016-2017
- Assistant Professor, IBS Hyderabad, 2014-2016
- PhD Research Scholar and Faculty, IBS Hyderabad, 2009-2014
- Sales & Account Manager, Bounce Design and Communication, Gurgaon, 2009
- Senior Sales Executive, Hero Honda Motor Corp, Panchkula, 2006-2007

Select Publications

Rishi, Dwesar and Bikramajit Rishi. "Informing Consumers: A Bibliometric and Thematic Analysis of Pack Nutrition Labelling", *Informing Science: The International Journal of an Emerging Transdiscipline*, 26, 231-261. (SCOPUS, Q2) <https://doi.org/10.28945/5204>

Police, Keerthi, Vikas Gautam, Sagar Chandakavate, and Rishi Dwesar. "Modeling determinants of farmers' purchase behavior: A case of chemical pesticides." *Environment, Development and Sustainability* (2023): 1-29. (SCOUPS, Q1), (WOS) <https://link.springer.com/article/10.1007/s10668-023-03090-7>

Singh, Geeta, and Rishi Dwesar. "Board Gender Diversity, Firm Performance and Firm Risk: A Literature Survey." *Copernican Journal of Finance & Accounting* 11, no. 3 (2022): 69-84. (ABDC-C) <https://doi.org/10.12775/CJFA.2022.014>

Rishi Dwesar & Rachia Kashyap, "IOT in Marketing: Current Applications & Future Opportunities" in *Internet of Things and Its Applications*, CRC Press, Springer Publishing, Nandan Mohanty, Sachi, Chatterjee, Jyotir Moy, Satpathy, Suneeta (Eds.) (SCOPUS) <https://www.springer.com/gp/book/9783030775278>

Rachita Kashyap & Rishi Dwesar, "Artificial Intelligence in Marketing" in *Artificial Intelligence and Machine Learning in Business Management: Concepts, Challenges, and Case Studies*, CRC Press, Springer Publishing, Sandeep Kumar Panda, Vaibhav Mishra, R. Balamurali, Ahmed A. Elngar (Eds.) (SCOPUS) <https://www.routledge.com/Artificial-Intelligence-and-Machine-Learning-in-Business-Management-Concepts/Panda-Mishra-Balamurali-Elngar/p/book/9780367645557>

Rishi Dwesar and Debajani Sahoo, "Does service failure criticality affect global travellers' service evaluations? An empirical analysis of online reviews." *Management Decision*, Emerald (2020). (SCOPUS Q1, ABDC-B, WOS) <https://www.emerald.com/insight/content/doi/10.1108/MD-01-2020-0107/full/html>

Geeta Singh, Rishi Dwesar, Satish Kumar, "Uber's bumpy ride in China", *The CASE Journal*, Emerald (SCOPUS), Vol. ahead-of-print No. ahead-of-print. Date of Publication: April 11, 2020 <https://www.emerald.com/insight/content/doi/10.1108/TCJ-03-2018-0040/full/html>.

Rishi Dwesar, "Would the rebranding exercises help Maruti Suzuki to maintain its leadership position and change its brand image?" in *Marketing*, International Edition 1e, by Paul Baines, Ed. Chris Fill, Sara Rosengren, and Paolo Antonetti, 2020, Oxford University Press, UK.

Rishi Dwesar, "OnePlus: Leading the Marketing Thorough Unconventional Marketing" *Marketing*, International Edition, by Paul Baines, Ed. Chris Fill, Sara Rosengren, and Paolo Antonetti, 2020, Oxford University Press, UK.

Rishi Dwesar and Ankit Kesharwani, "Examining Intra-Industry Trade between India & China: Is India on the Right Track?" *Theoretical Economics Letters*, Volume 9, Issue 6, Pp. 1834-1847. (ABDC-B)

Rishi Dwesar and Geeta Singh "GoPro: The Disruptive Innovator Faces Challenges", Ivey Publishing, 9B18A049, July 30, 2018 <https://hbr.org/product/gopro-the-disruptive-innovator-faces-challenges/W18458-PDF-ENG> *The case is a bestseller on Harvard Business School Publishing having sold more than 40,000 copies worldwide as of 2022 (approximate royalties of 7 lakhs), and has been translated in Chinese.*

Rishi Dwesar and Ankit Kesharwani, "Segmenting Markets Based on Consumer Decision Making Style: An Exploratory Study from India", *Asian Journal of Business Research*, Volume 6, Issue 2, 2016, ISSN 2463-4522 e-ISSN 1778-8933 DOI 10.14707/ajbr.160025 <https://magscholar.com/asian-journal-of-business-research/archived-issues/ajbr-vol-6-issue-2/> (SCOPUS, ABDC-C)

Rishi Dwesar and Ankit Kesharwani, "Website content adaptation as a response to cultural differences: A study of US and Indian versions of US corporate websites", *Journal of Cultural Marketing Strategy* 1.2 (2016): 207-218. (SCOPUS) <https://www.ingentaconnect.com/content/hsp/jcms/2016/00000001/00000002/art00011>

Rishi Dwesar and Indira Perepu, HUL's Mobile Radio Service - Connecting with Customers in Media-Dark Locations (With Indira Perepu), ICMR. Listed on The Case Centre, Reference No. 515-226-1 & Teaching note Reference No.515-226-8 <https://www.thecasecentre.org/main/products/view?id=131687>

Rishi Dwesar, "Cadbury Dairy Milk: A Sweet Strategy?", ICMR. Listed on The Case Center, Reference No. 515-059-8, 2015 <https://www.thecasecentre.org/programmeAdmin/products/view?id=127026>

Rishi Dwesar and Venugopal Rao (2014). The skeptic consumer: Is information presented through advertisement and online reviews perceived differently. *Asia Pacific Marketing Review*, 3(1), 19-29.

Rishi Dwesar and Debapratim Purkayastha, “Bharti Airtel Ltd: Going Global,” Case No. 311-051-1, 2011 The Case Center, UK <https://www.thecasecentre.org/products/view?id=97891>

Rishi Dwesar and Debapratim Purkayastha, “DLF Ltd: India’s Leading Real Estate Company in Trouble,” Case No. 310-255-1, 2010, The Case Center, UK <https://www.thecasecentre.org/products/view?id=97891>
The case has sold more than 10000 copies.

Recent Conferences Attended

Paper Presented Titled, “Role of Service Failure and Culture on Travelers’ Service Evaluation: An Empirical Analysis of Online Reviews.” at 8th IBS Conference on Marketing & Business Strategy, November 2019, IBS Hyderabad.

Paper Presented Titled, “Examining Brand Image-Identity Fit Using Marketer Generated and Consumer Generated Content: An Empirical Examination Using Text Mining & Analytics” at 8th IBS Conference on Marketing & Business Strategy, November 2019, IBS Hyderabad.

Paper Presented Titled, “Consumer Perception and Behavioral Responses to Native Advertising: An Exploratory Study,” at National Conference of ICFAI Business School, Kolkata, January 2018.

Paper Presented Titled, “Examining Brand Identity-Image Fit Using Marketer and Consumer Generated Content: An Empirical Examination Using Quantitative Text Mining” at 7th AIM-AMA Conference on Marketing, Marketing Communication in the Digital Era, Conference Held on January 7, 2019.

Suscon VI: Annual International Conference on Sustainability, Learning, Living & Leading, IIM Shillong, March 2- 4, 2017.

Presented Case Titled “From Nowhere to Flagship: The Case of OnePlus” 7th IBS Conference on Marketing and Business Strategy, September 2017

Presented Case Titled, “GoPro: The Disruptive Innovator Faces Challenges” International Case Study Conference, October, 2017.

Select Funded Research & Consulting Projects

2021: Consulting a leading experience management company in product design and customer acquisition strategy (Ongoing)

2020: Seed money grant of Rs. 2,00,000 from IFHE. Project Title, “Evaluating Persuasiveness of Programmatic Native versus Display Advertising: Does Camouflaging Helps?”

2019: Consulted IIMJobs.com and created a “Digital Marketing Assessment Tool” for its corporate customers.

2018: Research Grant and pest proposal award won from American Marketing Association and Indian Institute of Marketing (AIM-AMA) of Rs. 1,00,000. Project Title, “Is it a news story or an advertisement? Evaluating persuasiveness of Programmatic Native versus Traditional Banner Advertising.”
<https://www.academyofindianmarketing.org/event/call-for-research-proposals-with-grant-2018/>

2018: Consulted Relegate Interactive and performed market research on “Customer Attitude and Behavior towards Quick Service Beautify Parlors”

2017: Funding received for project “Use of Social Media for Heritage Tourism”, Funding Agency: TravelExic, Jan-July 2017, Funding Outlay: Rs. 210,000

Select MDP, FDP, and Training Organized and Conducted

Served as Resource Person for MDP on Customer Experience Management for Maruti Suzuki India Pvt. Ltd. September, 2024

Served as PhD Examiner and Viva Panelist for Mr. Kuldeep Kumar, doing PhD from IIFT, Delhi, April 25, 2024

Conducted Pre-Conference Workshop on Mining Unstructured Data during ICFAI Conference on Marketing & Strategy, 2024 (ICOMBS), March 15-16, 2024

Session Chair for 2 Tracks during ICFAI Conference on Marketing & Strategy, 2024 (ICOMBS), March 15-16, 2024

Served as Resource Person for MDP for India Post, Session on Social Media Marketing & CRM for India Post, June 8 – June 10, 2023.

Organized 3 Day Faculty Development Program on Contemporary Topics in Management at IBS Hyderabad, May 8 – May 10, 2023.

Served as Resource Person and Organizer for 3 Day Knowledge Sharing Workshop on Case Teaching for Young Faculties at IBS Hyderabad, April 26 – April 28, 2023.

Served as Resource Person for Faculty Knowledge Sharing Program (FKSP) and Regional Principal Meet (RPM), Coimbatore, August 20, 2022. Topic: Case Teaching and Writing.

Core Faculty for Big Data Analytics and Digital Marketing for 6 Months Certification program titled “International Business Analytics & Market Intelligence,” at Indian Institute of Foreign Trade (IIFT), Delhi for senior executives (Ongoing).

Resource Person for MDP conducted on GTM Strategy for the employees of Coromandel International Limited, February 13 – February 14, 2023.

MPD on “Digital and Social Media Marketing” for Rashtriya Chemicals & Fertilizers Public Ltd, 8 - 10 February, 2021.

Corporate Talk on “Digital Marketing Key Skills, Competence, and Career Opportunities,” for faculty and students of ICFAI University, Jharkhand. 2021.

FDP on Management Games for ICFAI Staff College, October 18, 2020

FDP on Teaching through Games, Activities, and Simulation in an Online Environment for ICFAI Group, May 12, 2020

MDP on “Web and Social Media Analytics” on 02-03 June (2 Days), 2019 at Indian Institute of Foreign Trade (IIFT), Delhi Campus, New Delhi

Conducted Industry Workshop on “Measuring the Effectiveness of Digital Marketing Campaigns”, ICOMBS September 2017.

Served as Resource Person for Management Development Program for Senior Executives of Khadi and Village Industries Commission, Session Titled, “Harnessing the Power of Social Media Marketing.” 18-20 April, 2018.

Served as Trainer for NIIT for Certified Digital Marketing Professional (3 Months Program), October-December, 2017.

Soft & Technical Sales and Customer Relationship Management Training to Employees of Ashiana Housing Ltd., New Delhi, April, 2016.

Workshop on ‘Measuring Digital Advertising Performance’ for employees of ‘Telekom Malaysia’ at iCRM Malaysia, January, 2017

Trained New Management Trainees of HDFC Bank, as a Certified HDFC Bank Trainer, November, 2015

Conducted Sessions for the executives of Asian Paints on Strategic Marketing Communication and Integrated Marketing Communications, October, 2015

New Courses Introduced

Introduced new course titled “Marketing Technology,” MBA Elective from AY 2020-21 onwards.

Courses Taught at IBS Hyderabad

Digital Marketing, Marketing Management, Marketing Technology, Marketing Analytics, Customer Relationship Management, Integrated Marketing Communications, Brand Management, Marketing Insights, Marketing Research (Average Feedback 8.5 out of 10).

Invited Speaker, Executive Trainer, Guest Faculty Based

NMIMS, Hyderabad: Digital Marketing, Marketing Analytics, Integrated Marketing Communication

IIM, Indore: Digital Marketing

MANAGE, Hyderabad: Advertising and Sales Promotion, Agri-Brand Management, Digital Marketing & E-Commerce

Indian Institute of Foreign Trade (IIFT), Delhi: Web and Social Media Analytics, Marketing Data Analytics, Digital Marketing

Fore School of Management, Delhi: Digital Marketing & Analytics, Web & Social Media Analytics

IMT Hyderabad: Marketing Management

Personal Details

Native Place: Chandigarh, India

Languages Known: English and Hindi

Date of Birth: 12 May, 1985

Current Address: L301, Gajendra Vihar, Dhulkot Mafi, Uttarakhand, 248007