

SKILLS

- **Software:** R Studio, SPSS, STATA, Hayes PROCESS (Models using Syntaxes), CAD, AutoCAD, STAAD PRO, Primavera P6, Tableau, Microsoft Excel, PowerPoint, Qualtrics, SPSS.
- **Research Interests in Marketing/Consumer Behaviour:** Brand Anthropomorphism. Interaction of Brand and Consumer Gender, Brand gender-bending activities, Social Identity Threats in Marketplaces, Gender Based Stereotypes.
- **Research Interests in Organizational Behaviour:** Masculinity Contest Cultures and their impact on Organizational Routines, Toxic/Abusive Leadership, Enterprise Social Platforms/Networks.

EDUCATION

University of Bologna, Italy, PhD in Management (Specialization in Marketing), Third Year.

- Dissertation Working Title: Impact of Cross-Gender Brand Extensions on the Evaluation of the Parent Brand.
Supervisory Board: Gabriele Pizzi, Daniele Scarpi, Gian Luca Marzocchi, Shashi Matta.

Sapienza University of Rome, Italy, Master of Science in Business Management, October 2020 - 109/110

- Winner of Collaboration Grant 2019 & 2020 (Centro Linguistico Di Ateneo and Area for Internationalization)

University of Hyderabad, India, Post Graduate Diploma in Business Management, March 2017

- First Class with Special Mention for thesis on Effects of Leadership Styles with emphasis on Capacity maximization.

Jawaharlal Nehru Technological University, India, Bachelor of Technology (Engineering), May 2015

- First Class with Distinction, Member of Indian Concrete Institute and Indian Students Parliament.

MEMBERSHIPS

Association of Consumer Research (ACR) | Italian Marketing Society (SIM) | Gender Markets and Consumers (GENMAC)
Strategic Management Society (SMS)

CONFERENCES/COLLOQUIA

- 9th SIM Doctoral Colloquium University of Bologna – Rimini Campus, 13th and 14th June 2023, Italy.
Faculty Discussant: Gabriele Paolacci
- 5th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR), Middlesex University, Hendon Campus, London, 21–23 September 2023 (Upcoming, Paper on Brand Extensions Accepted)

ACADEMIC EXPERIENCE

Academic Tutor: Faculty of Economics, University of Bologna, 2022-2023

- Course: 79077-Health Economics and Policy in Low and Middle-Income Countries (6 Credits)
- Faculty: Daniela Iorio

Research Associate, MICA, December 2021- May 2022.

- Project title: “Conceptual Article Quality: Construct, Framework, and Empirical Evidence.”
Members involved: Kallol Das (MICA, India), V. Kumar (St. John’s University, USA), Naresh K. Malhotra (Georgia Institute of Technology, USA), and Yogesh Mungra (MICA, India).

WORKING PAPERS

- First Author: The impact of Cross-Gender Brand Extension on Parent Brand Dilution (Dissertation)
- First Author: To be or Not to Be Sarcastic! Gender-Stereotypes about Brand's Humour?, Mohammed Murtuza Soofi & Gabriele Pizzi.
- Second Author: Research Meta-Skills among Marketing Scholars: Kallol Das, Mohammed Murtuza Soofi, Yogesh Mungra.

NON-ACADEMIC EXPERIENCE

Platform Management Intern, Impakter.com, Rome, Jan 2019 – October 2020

- Conducted independent market research for North American and Indian markets to study potential of sustainable goods among older consumers.
- Conceptualized and Designed a Sustainable Goods marketplace with 6 Categories such as Apparel, Food and Home appliances. (Impakter.com Ecommerce, launched in November 2019)
- Created the Business Operations Model for Impakter.com, and successfully negotiated outsourcing deals with development teams from Italy, India, Vietnam and Australia, saving approximately 30 thousand Euros in Development of Mobile apps, Website and Investment Platform.
- Created 4 successful pitches for the Impakter, bagging funds from the European Union Development Fund.
- Trained on Magento- 2 Freeware and proficient in handling the backend of a multivendor E-commerce website.
- Handled team of five members overlooking teams from Inventory management, Seller Management, Marketing Research, Brand Management and Business Operations.

Business Operations Specialist (Marketplace Abuse), Amazon, India, March 2018- Aug 2018.

- Identifying and Eliminating redundancies in various Operation processes via Case Auditing.
- Part of the team that designed the **Report a Violation** page flow for Amazon (Well versed with Intellectual property rights across North America, UK, European Union, Indian Marketplaces).
- Creation of operational flow for complaint handling of IPR violations.
- Selected as the lead Quality auditor for The Marketplace abuse team, Identifying various misses (false positives).

Investigation Specialist (Transaction Risk Management), Amazon, India, December 2016 – Feb 2018.

- Reviewed and collected information to detect fraud patterns among sellers for Trademark and Copyright Infringement.
- Investigated and identified Seller and Buyer accounts for Holistic reviews and reported financial discrepancies.
- Selected by the Program manager to create productivity/non-productivity reports for a team of 40 people.
- Reviewed various operating guides of teams to suggest demarcation of overlapping procedures, saving around 30 working hours each week per team.

Secretary General, Vignana Model United Nations, India, 2014-2015

- Organized simulations of UN bodies and conducted sessions with university students from across India.
- Successfully completed paperwork for recognition from United Nations Information Centre for India and Bhutan.

MISCELLANEOUS

- Co-author and Editor of Perfection-An Anthology of Poems.
- First in State for Theme based painting on Climate change from Government of India.
- Fluent in Hindi, Telugu, Urdu and Italian (Intermediate level).
- Trained on Building and fire Safety standards in India.

MINI PROJECTS

- **Family Business:** Performed Word based Analysis using LIWC software to analyse the relations between Family Values and Reputation in Henokiens Association of 50 Family firms.
- **Competition Law:** Built a Case for Abuse of Dominant Position by Amazon using Competition Policy (TFEU and TEU) based on earlier violations and presented at University Law Symposium.
- **Innovation and Organization of Companies:** Created a Suggestive **Blue Ocean Strategy** for Tesla Motors for a Case study.
- **Leadership and Organization:** Conducted formal interviews and prepared a draft **Organizational Restructuring Plan** for **TIM- Vision**, for assessing the autonomy of its activities with respect to the Parent Organization TIM (Telecom Italia).
- Participated in 6 lecture series by **European Investment Bank** by Sapienza University of Rome, Italy.