

Title: My research journey and emerging research interests

Speaker: Prof. Piyush Sharma (Curtin University)

Area: Marketing

Date: 13.05.2022, Venue: P11 @ 11AM

Abstract:

In this seminar, Professor Piyush Sharma will share his experience of transitioning from a senior business leadership role to academia and how it has shaped his research agenda over the last two decades. He will also discuss some strategies on how to identify topics with high potential to make an impact in the marketing discipline and how to develop high performance research teams. He will conclude with his insights on some emerging themes and topics in the field of marketing and the broader business discipline. This will be an interactive session in which Professor Sharma will use examples from his own research and also allow the participants to share their research and ask questions based on their publishing experience. This seminar is aimed for a broad academic audience but it may be particularly useful for research students and early to mid-career researchers.

Speaker Profile:



Piyush Sharma is a Professor and Distinguished Research Fellow in the School of Management and Marketing at Curtin University in Perth, Australia for the last eight years. He is ranked among the top 2% researchers in the world across all fields of research and top 60 business researchers in the global P-rankings based on publications in ABDC journals since 2013. He was also recognised as the only Rising Star from marketing area among Australia's Top 40 researchers across all disciplines in 2019. He is currently the most popular author from the Faculty of Business and Law at Curtin University with more than 100,000 downloads and views of his articles since 2016.

Professor Sharma has more than 30 years professional experience, almost equally divided between industry and academia, and he has worked in India, Singapore, Hong Kong and Australia. He is the only member from Curtin University of the Australian Research Council (ARC) College of Experts (2022-2024) and an Associate Editor (Marketing) for Journal of Business Research. He is also a co-leader and founding member of the Customer Experience Group, Innovation Research Hub (IRH), and Navigating Inter-cultural Experiences (NICE) platform in the Faculty of Business and Law at Curtin University. He currently serves as Associate Editor

(Marketing and International Business) for Journal of Business Research and has served as Regional Editor (Asia) for Journal of Knowledge Management, Senior Editor (Marketing) for International Journal of Emerging Markets, Co-Editor of Marketing Intelligence & Planning and Associate Editor for Journal of Services Marketing in the past. He also serves as an active member of the editorial boards of leading journals, such as Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Service Research, and European Journal of Marketing.

Professor Sharma is a multi-disciplinary marketing researcher and his research covers services and international marketing, cross-cultural consumer behavior, self-regulation and regulatory failure, branding and marketing strategy, marketing-finance interface, and emerging digital technologies, among others. He has published more than 100 articles in top international journals, including Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Service Research, International Journal of Research in Marketing, Industrial Marketing Management, European Journal of Marketing (all ABDC A* ranked), Journal of Business Research, Journal of Service Management, Psychology & Marketing, and many other ABDC A ranked journals. He has also earned more than A\$ 570,000 in research income and advises many private, public and not-for-profit industry partners in community care, higher education, financial and healthcare services, and international business sectors, in Australia and overseas. He has also successfully supervised and continues to supervise dozens of HDR students besides mentoring many early and mid-career researchers in Australia and overseas.

<https://staffportal.curtin.edu.au/staff/profile/view/Piyush.Sharma/>