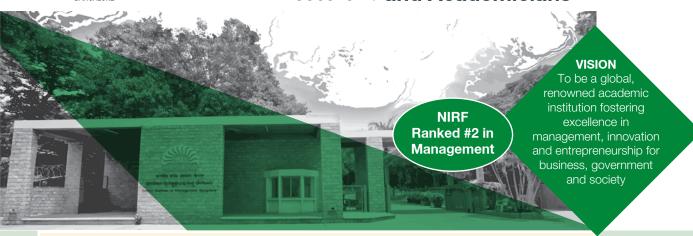


# Pursuing | Doctoral Programme Excellence in | in Management Management | Training Future Researchers Research and Academicians



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- Startup and contingency grants for computers, software, and books (upto INR 1 Lakh spread over two years).
- Single seater hostel accommodation is provided for five years of the programme.
- Travel grants to attend multiple international and national conferences (upto INR 3.6 Lakh).
- Several milestone-based awards and merit-based scholarships.

# Marketing

The Doctoral Programme in Marketing focuses on a wide range of topics using a variety of research methods and tools. Faculty members have the expertise in a variety of areas including Product Management, Brand Management, Marketing Decision Models, Consumer Behaviour, Marketing Strategy, Services Marketing, Retailing, and Business to Business Marketing. The coursework includes courses on marketing management, marketing models, and research methods.

## Sreelata Jonnalagedda

Professor in Marketing

Faculty in Marketing aims to construct a theoretical and empirical basis to understand the incentive structures that drive pricing (on the sellers' end) and purchase behavior (consumers' end). Structuring the price innovative durable products, and understanding how bundles, retail prices and assortment choices influence consumer perceptions are among her research interests. Her wider areas of research include pricing, channel structures, information diffusion (word-of-mouth), and the application of gametheoretical modeling techniques to marketing problems.



#### **Core Courses in Marketing**

- Advanced Marketing Management
- Research Methods: Surveys and Experiments
- Marketing Models
- Research Perspectives in Consumer behaviour
- Marketing Models and Estimation
- Services Marketing

#### **Recent Dissertations**

- 2023: Exploring Emerging Market Heterogeneity
- 2023: Essays on Customer Experience in Access-Based Services
- 2022: Under the Influence Three Essays on How Social Influence Impacts Behaviour on Online Flatforms
- 2022: Cultural Effects on Perceived Affordances of Visual Branding
- 2021: Essays on Online Shopping Behaviour



#### Jose Manu M A, PhD scholar

His focus area is online review and growing importance of reviews on buying behaviour leading to a deeper understanding of customer engagement. In his thesis he tries to explore the effects of characteristics of online customer engagement, engagement with opinions that are made by social media in variety of ways, this includes liking, upvoting, commenting or sharing opinions. His research explores how and why customer engagements occur and how the presence of others in the network motivates customers to engage in online review.



Findings of the study are expected to contribute to the literature on customer engagement legally and eventually higher level of customer engagement preferably with positive values.



#### Dhrithi Mahadevan, PhD scholar

Conceptualises and identifies specific drivers of customer experience for access-based services like Uber, AirBnB, Swiggy, Zomato etc. She uses her framework to investigate how the interactions between customers, platform and third-party providers affect the overall customer experience, which in turn affects the performance of both the thirdparty providers as well as the platform.





# भारतीय प्रबंध संस्थान बेंगलूर INDIAN INSTITUTE OF MANAGEMENT **BANGALORE**

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