

Dr. Falguni Vasavada Oza

Associate Professor

General Info

Area: Marketing

Education:- Ph.D (Advertising) from SP University, 2009
- M.Com from Saurashtra University, 1998

Special Responsibilities - Coordinator, Advertising Management Area, 2007 onwards
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- Chairperson, Online Programs, 2009 onwards
- Member, MICA Management Committee, 2010

Work Experience: **Academic Experience** – 12 Years

Area of Interests: Teaching Interests

- Marketing Management
- Advertising Management & Account Planning
- Brand Management

Research Interests

- Advertising & Brand Management

Consulting Interests

- Advertising and Consumer Perceptions
Advertising Effectiveness

Phone: +912717308250

E-mail: falguni@micamail.in

Research Projects

1. *Content Analysis* – Research on advertisements that appear in the kids television channels in India and USA with a cross cultural perspective with Prof. Kartik Pashupati of Southern Methodist University, USA. Initiated in 2009. The output is in the form of one conference paper and one publication.

2. *Account Planning* - A two phase study with Profs. Hemant and Padmini Patwardhan of Winthrop University, USA.
 - a. *Phase 1*: A qualitative study among Account Planners and Agency Heads to understand the Evolution, Growth and Acceptance of Account Planning as a function in India.
 - b. *Phase 2*: A quantitative study among Agency Employees to understand how Account Planning is perceived within the organizational setup and how far it is acknowledged.
 - c. *Output* – Three conference papers and three publications.

Publications

Refereed Journal

Patwardhan, P., Patwardhan, H. & Vasavda-Oza, F. (2009, Fall). Insights on account planning: A view from the Indian ad industry. *Journal of Current Issues and Research in Advertising*, 31(2), 107-119.

Patwardhan, P., Patwardhan, H. & Vasavda-Oza, F. (2009, Fall). Insights on account planning: A view from the Indian ad industry. *Journal of Current Issues and Research in Advertising*, 31(2), 107-119.

Vasavada, F. A. (2004, March). Pygmalion in Management. *Management Trends*, Vol.1, No.1.

Articles in Magazine

Pashupati, K. & Vasavada-Oza, F. (2010). Candy for all, but toys and games only for some: a comparison of advertising on children's television channels in India and the United States. *Media Asia*, 37(3), 136-141.

Vasavada-Oza, F. (2010, April). Content analysis of lifebuoy soap television advertisements in the post liberalization era. *Advertising Express*, 10(4), 49-58.

A weekly newspaper article series on Ad Analysis "On the Spot", Financial Express, 2008-09

Books:

Rajan, R. V. & Vasavada-Oza, F. (Eds.), (2009). *Cases in rural marketing*. Ahmedabad: Mudra Institute of Communications, Ahmedabad.

Chapters in Edited Books:

Vasavada-Oza, F. (2005). Role of humour and sex in breaking the advertising clutter. In R. Nargundkar & T. K. Panda (Eds.), *Marketing strategies for emerging markets*. New Delhi: Excel Book.

Conferences: Participation and Paper Presentations

- Vasavada-Oza, F. & Pathan, F. (2012). Mom knows it all?: A study of food advertising and children. In A. Jain, Malhotra, N., S.K.B. Nair & S. Dash (Eds.), *Shaping the future of research in marketing in emerging economies: Look ahead* (pp. 183-184). Noida: Pearson.
- TOYS, BROWN POWDERS AND CANDY: A comparison of advertising on children's television channels in India and USA, accepted for presentation at the 2011 American Academy of Advertising Conference to be held in Arizona, USA in April 2011
- Does Planning Make Perfect in India? How Advertising Practitioners Perceive Account Planning, presented at AEJMC Conference in Denver, USA in August 2010
- Diffusion of Account Planning in Indian Ad Agencies: An Organizational Perspective, presented at the American Academy of Advertising Conference in Minnesota, USA in March 2010
- Content Analysis of Lifebuoy Commercials in the Post Liberalization Era, presented at the 8th International Marketing Trends Congress organized by ESCP-EAP, European School of Management in Paris in January 2009
- Account Planning in India: Insights from the Indian Ad Industry, presented at the 50th American Academy of Advertising conference at San Mateo, USA in March 2008
- Creating Global Brands through Strategic Brand Management, presented at Nirma International Conference in Management organized by Institute of Management, Nirma University in 2003
- Brand and Culture: A Winning Equation, presented at National conference on Contemporary Issues in Management, organized by Department of Business Administration, Saurashtra University in 2002
- An Innovative Approach to Management of Common Property Resources, presented at the World Bank sponsored Faculty Development Program in Environmental Economics in Bangalore in June 2001

Other Professional Activities

Collaborative Research Projects

- Initiated and actively worked on joint research projects with faculty from Universities in USA and Asia Pacific. These collaborations have helped in developing research relationships and have taken individual association to a higher level and MICA has got benefited in terms of productive research and cooperation for student exchanges in the concerned Universities.

MICA Classroom

- Founded in the year 2007 as a section on www.agencyfaqs.com to reach out to students and professionals in the domain of communication management to answer to their queries in the field of marketing, advertising, marketing research, media and integrated marketing communication. The section was very popular and got on an average 50 questions per week. Responsibility included interaction with the portal and writing answers in the domain of IMC.