

Kallol Das

Associate Professor

General Info

Area: Marketing

Education: PhD, Veer Narmad South Gujarat University, 2008

MBA, Department of Business & Industrial Management, South Gujarat University, 1998

BE, REC-Surat, 1995

Work Experience: Academic Experience - 14 Years

Industry Experience - 5 Years

E-mail: kallol@micamail.in

Areas of Research: Relationship Marketing, Services Marketing, CSR, Consumer Engagement, Gamification, Management Education

Current Research: CSR, Consumer Engagement, Branding of Services

Areas of Consultancy: Consumer Engagement, CRM, Gamification, Services Marketing, Consumer Loyalty

Publications**Refereed Papers**

Banerjee, I., & Das, K. (2015), Impact of augmented reality on the online purchase behaviour of Generation Y: An Indian perspective, *Quest*, 6 (1), 11-20.

Das, K. & Chatterjee, M. (2015), Using flipped classroom in Indian management education: An exploration of faculty perceptions, *Global Journal of Research in Management*, 5(2), 32-57.

Banerjee, D., & Das, K. (2015), Smartphone gaming in Indian generation Y: An exploration, *Romanian Journal of Marketing*, 10 (2), 54-66.

Narayandas, D., Das, K., & Herman, K. (2013), Eureka Forbes Ltd., Managing the selling effort [photonovel version], *Harvard Business Publishing*, Case No. N9-513-015, Boston, USA.

Das, K., Chatterjee, M., Rao, U.T. (2012), Magic Films: The case of an Indian startup, *Emerald Emerging Markets Case Studies*, 2(3), 1-16.

Das, K. (2012), Using participatory photo novels to teach marketing, *Journal of Marketing Education*, 34 (1), 82-95.

Das, K., & Garg, R. (2011), Case study research: CRM best practices in a foreign bank in India, *Romanian Journal of Marketing*, 6 (4), 31-41.

Das, K. (2011). CRM best practices: A case study of IDBI Bank: A study with specific reference to retail banking. *NSB Management Review*, 3(2), 58-67.

Das, K., & Garg, R. (2010). CRM best practices: A case study of an Indian private bank. *Journal of Marketing & Communication*, 6 (2), 20-28.

Das, K., Dasgupta, H. (2009), "CRM best practices: A case study of Bank of Baroda", *Journal of Marketing & Communication*, 4(3), 4-17.

- Das, K. (2009), "Relationship marketing research (1994 - 2006)", *Marketing Intelligence & Planning*, 27 (3), 326-363.
- Das, K., Parmar, J., & Sadanand, V.S. (2009), "CRM best practices & customer loyalty: A study of Indian retail banking sector", *European Journal of Social Sciences* 11 (1), 61-85.
- Das, K. (2009), "CRM best practices: A case study of a European bank", *Metamorphosis*, 7 (2), 202-209.
- Das, K. (2009), "Contemporary marketing practices in Indian retail banking", *Journal of Marketing & Communication*, 5 (1), 20-39.
- Das, K. (2008), "Learning services management from the Hindi movie "Bawarchi": A pedagogical approach", *Spectrum*, 8 & 9, 22-25.
- Parmar, J., Das, K., & Dasgupta, H. (2008), "Leveraging information technology in developing rural businesses: The case of ITC e-Choupal", *NSB Management Review*, 1(1), 69-87.
- Parmar, J., & Das, K. (2006), "Branding of financial services: The case of HDFC Bank", *VIM Journal*, 1(1), 10-22.
- Das, K. (2004), "Creating customer loyalty", *Journal of Veer Narmad South Gujarat University*, 2, 61-68.

Articles in Periodicals/ Magazines

- Das, K. (2011, October 14). The man who kept two combs. *Afaqs!* Retrieved on October 19, 2011 from: http://www.afaqs.com/news/story.html?sid=31913_Guest+Article:+Dr+Kallol+Das:+The+man+who+kept+two+combs
- Das, K. (2004), "Hand in hand", *Strategic Marketing*, September-October, 42-49.

Books

- Das, K. (2011). *Relationship marketing & CRM in Indian retail banking: Lessons from India's best CRM-savvy banks*. Saarbrücken, Germany: LAP-Lambert Academic.
- Das, K. (2004). *H-CRM: The key to lifelong business relationships*. New Delhi: Viva Books.

Photo Novels

- Choubey, S., & Das, K. (2010). *My son*. Pune: Magic Edutainment.
- Vingale, P., & Das, K. (2010). *Second chance*. Pune: Magic Edutainment.

Vingale, P., & Das, K. (2010). *2035: The end is near*. Pune: Magic Edutainment.

Deshpande, P., & Das, K. (2010). *Meet Meetali*. Pune: Magic Edutainment.

Films

Das, K. (Producer), & Das, K. (Director). (2010). *In pursuit of success* [Short Film]. Pune.

Seminar/ Conference/ Paper Presentations

Addressed the Plenary Session of the *International Conference on Service Management* organized by V M Patel Institute of Management, Ganpat University on 26th March, 2016.

Chaired the session on *Services Marketing* held in MICA on 20th February, 2016 as part of ICMC, 2016.

Participated as a resource person in an MDP for middle-level managers of Viacom 18 held in MICA from 2nd to 8th May, 2016.

Participated as a resource person in an MDP titled "*Total Dealership Management*" held in MICA from 10th to 11th September, 2015. The MDP was attended by major IOCL petrol pump owners from Gujarat.

Participated as a resource person in an FDP on "*Business Research & Analytics*" held in MICA from 15th to 19th June, 2015. The FDP was attended by faculty members from MBA/ BBA institutes from both within and outside Gujarat.

Conducted a 3-day workshop for corporate executives on "*Building High-Performing Service Businesses*" held in MICA on 20th to 22nd August, 2014.

Conducted a half day workshop titled "*Understanding Leadership*" on 21st June, 2014 as part of Start-A-Thon, a month long summer camp for budding entrepreneurs jointly organized by CIIE, MICA, IIMA, IIT-G and NID.

Conducted a 3-day workshop for corporate executives on "*Building High-Performing Teams*" held in MICA on 12th to 14th June, 2013.

Conducted a 2-day workshop for corporate executives on "*Building High-Performing Service Businesses*" held in MICA on 17th and 18th April, 2013.

Conducted a 3-day workshop for corporate executives on "*Energising the Organization through Innovative Bottom-up Communications*" held in MICA on 12th to 14th September, 2012.

Participated as a resource person in an FDP on "*Research Methodology*" held in MICA from 9th to 14th June, 2012. The FDP was attended by faculty members from MBA/ BBA institutes from both within and outside Gujarat.

Participated as a resource person in an MDP on "*Visual Merchandising*" held in MICA from 21st to 29th March, 2011 for junior and middle-level managers of Crossword Books Ltd.

Conducted a seminar on "*Making Reading Less Boring!*" for the undergraduate students of NIFT, Gandhinagar on 15th October, 2011.

Conducted a seminar on “Liberal Arts Approach to Management Education” held in Bangalore and Nagpur on 7th and 22nd August 2009 respectively as part of a seminar series organized by Deccan Chronicle.

Presented a paper on “Learning Services Management from the Movie “*Bawarchi*”: A Pedagogical Approach” at the International Conference on Services Management organized by Kohinoor Business School, Khandala from 7th to 8th March, 2008.

Presented a paper titled “Branding of Financial Services: The Case of HDFC Bank” at the National Conference on Marketing of Financial Services organized by Vishwakarma Institute of Management, Pune from 25th to 26th February, 2006.

Conducted a seminar titled “Customer Relationship Management” held on 25th August, 2005 organized by the Aga Khan Foundation, Ahmedabad for young entrepreneurs and small businessmen.

Presented a paper titled “Global Best Practices for Building Incredible Guest Relations” at the Conference on Tourism & Hospitality organized by the Southern Gujarat Chamber of Commerce & Industry, Surat on 6th January, 2006.

Conducted a seminar titled “h-CRM: The Key to Lifelong Business Relationships” organized by the British Council Library, Kolkata on 5th December, 2005.

Conducted a seminar titled “CRM in Retailing” organized by the British Council Library, Mumbai on 7th September, 2005.

Presented a paper on “Human CRM” at the National Marketing Conference 2004 & Beyond organized by ICFAI Business School, Bangalore from 22nd to 24th October, 2004.

Conducted a seminar titled “Building a Relationship Based Business” organized by the Southern Gujarat Chamber of Commerce & Industry, Surat on 16th July, 2004.

Recognitions/ Honours

- The case study titled “Eureka Forbes Ltd., Managing the selling effort [photonovel version]” was nominated by Harvard Business Publishing for Edison Award 2014 in learning category. The Edison Award is the highest recognition in USA for product innovation.
- Awarded two National Awards instituted by NCERT (National Council of Educational Research & Training, New Delhi) for the short film titled "IN PURSUIT OF SUCCESS", a research-based 20-min tale on pedagogical approach. The awards were handed over by the Hon. Education Minister, Government of Kerala, Shri P. K. Abdu Rabb on February 29, 2012.
- Won the Second Prize in the National Conference on "Marketing of Financial Services" for the co-authored paper presented on the topic "Branding of Financial Services: The case of HDFC Bank". The conference was conducted by Vishwakarma Institute of Management, Pune and held on February 26-27, 2006.
- Won the First Prize in the Business Simulation Contest organized by AIMA, New Delhi and KRIBHCO, Hazira in March, 1998.

Other Assignments

- Presently serving as member, Doctoral Progress Committee (DPC) for three PhD scholars of Institute of Management, Nirma University, Ahmedabad.
- Serving since 2014 as member, Thesis Advisory Committee (TAC) for one FPM scholar of MICA.
- Appointed in October 2013 as Consultant by Eureka Forbes Ltd for their project on making sales training materials more visually engaging.
- Appointed as Advisor to the Gujarat State Disaster Management Authority (GSDMA), Gandhinagar for the period 1st September, 2010 to 31st August, 2011 for their comic books and animation series project.
- Have been a reviewer for *Journal of Marketing Education* and *Journal of Creative Communications* since year 2011.
- Have been a reviewer for top ranked international journals (published by Emerald Publishing, UK) like *European Journal of Marketing*, *Management Decision* and *Marketing Intelligence & Planning* since year 2008.
- Served as judge for the marketing case study contest “*Insight*” organized by IIM-A students in September 2013.
- Provided project guidance to students of Russian New University, Moscow on a cross-country project in the years 2008-09 and 2009-10.
- On the Advisory Board for Kolkata-based consulting firm, *Ideazfirst Marketing Services Private Limited*, since year 2006.

- Have been a reviewer for top ranked international journals like *European Journal of Marketing*, *Management Decision* and *Marketing Intelligence & Planning* since year 2008.
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