

Mini Mathur

Associate Professor

General Info

Area: Marketing (Retail)

Education: Ph.D. (Retail Management), VNSG University, Surat, 2007
Faculty Development Programme (IIMA), Ahmedabad, 2006-07
Advanced Diploma in Retailing, City & Guilds, UK, 2003
MBA (Marketing), Jiwaji University, Gwalior, 1994- 1996

Work Experience: Academic Experience – 10 Years
Industry Experience - 3 Years

Area of Interests: Teaching Interests

- Retailing Principles,
- Visual Merchandising
- Sales and Distribution
- Shopping Behavior

Research Interests

- Retail Formats
- Shopping Behavior

Consulting Interests

- Retail Operations
- Visual Merchandising

Phone: +912717308250

E-mail: mini@micamail.in

Publications

Papers/Articles Published in Journals

Mathur, M. (2010, January-June). Rural retail in India: a peep in. *VNSGU Journal of Management & Administration*, 2(1), 76-78.

Mathur, M. (2008, April-June). Food King: Moving up the Food Chain. *Pragati*, 1(1), 1-16.

Edited Books

Berman, B., Evans, J. R. & Mathur, M. (2011). *Retail management: A strategic approach* (11th ed.). Delhi: Pearson.

Chapters in Edited Books

Mathur, M. & Trivedi, H. (2009). Communicating with the customer: Retail advertising and promotions. In *India retail report 2009*, (pp 406-414). New Delhi: Images Multimedia.

Narayanan, S., Garodia, S. A. & Mathur, M. (2009). Subhiksha retail chain. In K. Ramchandran (Ed.) *Entrepreneurship development: Indian case on change agents* (pp. 163-174). New Delhi: Tata McGraw-Hill.

Acharya, M. & Mathur, M. (2008). Branding the experiences: Semiotics exploration of retail outlets. In L. Nafees & O. Krishna (Eds), *Brands rising as products fall*. New Delhi: Macmillan.

Mathur, M. (2004). Role of CRM in building retail brands. In Panda, T. K. (Ed.), *Building Brands in the Indian Market* (337-348). New Delhi, Excel books.

Presentations in international/national conferences, seminars and workshops

- “Delivering and Measuring Service Quality in Supermarkets”, presented at *SERVSIG 2005 at National University of Singapore*, June 2-4, 2005
- “Bachat Discount Store: An Innovative Story”, presented in International Seminar on Strategic Imperatives in Indian Organizations: Formulation and Implementation of Unbeatable Plans and Core Competencies held at IPM, Ghaziabad, February 2004
- “Role of CRM in Building Retail Brands”, presented in Indian Institute of Management, Kozhikode, December 2003

Training & Research

Consulting Projects:

Retail Consultant to Sales India Limited, leading consumer electronics retailer in Ahmedabad.

Achievement:

Received the Certificate of Excellence for the case titled "Subhiksha; what's in Store" in Entrepreneurship Case Writing Competition 2005. Organised by Society of Entrepreneurship Educators.