

Garima Ranga

Assistant Professor

Email: garimaranga11@gmail.com; Phone: + 91 8390914720

Area of Interest

Marketing Management, Marketing Analytics, Consumer Behavior, Business Research Methods, Services Marketing.

Educational Qualifications

1. FPM (Ph.D), Goa Institute of Management (2025)
2. PGDM, Goa Institute of Management (2017)
3. B.E. Computer Science, Rajasthan University (2007)

FPM Details

Title: Gifting A Warm-glow Effect: How Identity Influences Charitable Gifting.

My research focuses on inter-related gift-giving within the domain of consumer behavior.

Work Experience

Assistant professor, June 2026-present, MICA, Ahmedabad.

Assistant Professor, August 2024 – April 2026, Kirloskar Institute of Management, Pune.

Academic Associate, September 2019 – October 2020, Goa Institute of Management, Goa.

Executive (Projects), February 2008 – January 2010, BLUEMAX Systems, Ahmedabad, Gujarat.

Research Publications

- Gifting a warm-glow effect: how identity influences charitable gifting. *Marketing Intelligence & Planning*. Emerald. [ABDC-A] <https://doi.org/10.1108/MIP-07-2023-0325>
Co-authors - Dr. Kapil Khandeparkar (SPJIMR, Mumbai), Dr. Manoj Motiani (IIM Indore), and Dr. Purvendu Sharma (IIM Indore).

Conference Proceedings

- *Why gift-receivers request for a charitable gift-understanding signaling motives*
Presented at the 5th International Marketing Conference (iMarC-V) organized by IIM Shillong, scheduled to be held from 21st- 22nd January, 2026.

- *Augmented Reality: Changing the Marketplace*
MICA's 10th International Communication Management Conference (MICA- ICMC 2024) January 18-20, 2024, at the MICA Institute, Ahmedabad.
- *Givers' psychological ownership of gifts.*
Presented the paper at the following two conferences:
 - 1.) Australian & New Zealand Marketing Academy (ANZMAC 2023) December 4-6, 2023, at the University of Otago, New Zealand (Online presentation).
 - 2.) Indian Academy of Management (INDAM 2024) January 11-13, 2024. (Co-author Dr Kapil Khandeparkar).

Awards & Recognition

Best Paper (Runner-up) for the paper titled Givers' Psychological Ownership of Gifts in the track Frontiers in Management Research at the 9th INDAM National Conference on "Creating Impact through Responsible Leadership & Sustainable Business" Practices organized by INDAM & Goa Institute of Management during January 11-13, 2024.

Workshops Attended

- Advanced Certificate Programme in Academic Research and Data Analysis, Faculty Development Programme, Indian Institute of Management, Kozhikode (July 2021-March 2022).
- Completed Faculty Development Program for Kirloskar Institute of Management by Centre For Industry 4.0 (C4i4) Lab, an initiative of Ministry of Heavy Industries, Government of India (October 2024).