

Dr. Paurav Shukla

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Research interest

- Consumer behaviour and societal consumption experiences, Cross-cultural management and marketing issues in emerging markets

Research publications

Refereed journal papers

- **Shukla, Paurav** (2010), "Status Consumption in Cross-national Context: Socio-psychological, Brand and Situational Antecedents" *International Marketing Review*, 27(1) Forthcoming.
- **Shukla, Paurav**, Madhumita Banerjee and Phani Tej Adidam (2009), "Consumer Confusion in the Financial Services Industry: Antecedents and Consequences," *Advances in Consumer Research*, 37, *Forthcoming*.
- **Shukla, Paurav** and Steve Hogan (2009), "Martas Precision Slides: Branding in International Markets," *Marketing Intelligence and Planning*, 27(4), 539-548.
- **Shukla, Paurav** (2009), "Impact of contextual factors, brand loyalty and brand switching on purchase decisions," *Journal of Consumer Marketing*, 26(5), 348-357.
- **Shukla, Paurav**, Ekta Shukla and Sangeeta Sharma (2009), "Conspicuous Consumption in Cross-national Context: Psychological and Brand Antecedents," *Asia-Pacific Advances in Consumer Research*, 8, 16-19.
- **Shukla, Paurav** (2008), "Conspicuous Consumption among Middle Age Consumers: Psychological and Brand Antecedents," *Journal of Product and Brand Management*, 17(1), 25-36.
- Perks, Keith and **Paurav Shukla** (2008), "An exploratory study conceptualizing marketing thought in medium sized entrepreneurial firms in France, Germany and Italy," *International Journal of Entrepreneurship and Small Business*, 6(2), 192-211.
- **Shukla, Paurav** (2006), "Television advertising and senior market: Perceptions and reality," *AIMS International Journal of Management*, 1(1), pp. 23-37.
- **Shukla, Paurav**, Jan Brown and Donna Harper (2006), Image segmentation and Capital of Culture: Empirical Insights through the case study of Liverpool, *Tourism Review*, 61(4), pp. 6-12.
- Perks, Keith and **Paurav Shukla** (2006), "Entrepreneurs Conceptualization of Marketing: Multiple Case Study Evidence from Three European Countries," *Journal of International Business and Economics*, 6 (1), 196-206.
- **Shukla, Paurav** (2004), "WTO and survival of small-scale industry: The 5 myth entrepreneurial framework with case study of Rajkot diesel engine industry," *Journal of Entrepreneurship*, 13 (1), pp. 69-92.
- Mehta, Dhawal, Jatin Pancholi, and **Paurav Shukla** (2004), "Action Research in Policy Making: A Case in Dairy Industry in Gujarat, India," *AI & Society*, 18, 364-381.
- **Shukla, Paurav** (2004), "Effect of product usage, satisfaction and involvement on brand switching behaviour," *Asia-Pacific Journal of Marketing & Logistics*, 16 (4), 82-105.
- **Shukla, Paurav** (2004), "An Empirical Study Measuring Prospects of Benefit Segmentation in Cyberspace," *NMIMS Management Review*, XV (II), 1-6.
- **Shukla, Paurav** (2002), "Outdoor Advertising: A Medium for all Brands for all Seasons," *Journal of Management Education and Research*, 3 (1), 1-12.

Book chapters

- **Shukla, Paurav** (2008), "Relationship Marketing and CRM," in *Handbook of Technology Management*, Hussain Bidgoli, Eds. New York: Wiley and Sons (forthcoming).

- **Shukla, Paurav**, Phani Tej Adidam, David Blair and Madhumita Banerjee (2008), “Gubernija Brewery: Emerging within emerging markets,” in *Handbook of Management Cases*, Sahay, B.S., Stough, R. and Sardana, G., Eds. New Delhi: Allied Publishers.
- **Shukla, Paurav** and Cheng-Ting Chen (2008), "Buying behaviour in Consumer to Consumer (C2C) Online Auction Commerce," in *Marketing in Dynamic Environments: Contemporary Research Advances*, Cleopatra Veloutsou and Nicolas Papadopoulos, Eds. Athens: ATINER.
- **Shukla, Paurav** and Keith Perks (2008), “Marketing perceptions and conceptualizations of entrepreneurs in European mid-size firms: Case evidence,” in *Internationalization of SMEs*, Nelson Ndubisi, Eds. KL, Malaysia: Arah Pandidikan.
- **Shukla, Paurav** (2007), “BA’s new club world: fighting the niche carriers,” in *Select Cases in Management*, Sahay, B.S., Stough, R. and Sardana, G., Eds. New Delhi: Allied Publishers.
- **Shukla, Paurav** (2006), “The upper crust,” in *Cases in Business Management*, Sahay, B.S., Stough, R. and Sardana, G., Eds. New Delhi: Allied Publishers.
- **Shukla, Paurav** and Keyoor Purani (2003), "Permission Marketing & Youth: Expectations and Attitudes," in *Strategic Marketing in the Global Economy*, Manoj Kumar and Prashant Mishra, Eds. New Delhi: Excel Books.
- **Shukla, Paurav** (2003), "Managing Customers' Expectations in E-era: A research on Automobile Industry," in *Trends in Management, challenges and opportunities*, Upinder Dhar and Richa Agrawal, Eds. New Delhi: Excel Books.
- Mehta, Dhawal; V P K Kharbanda, and **Paurav Shukla** (2003), "Networking Industrial Clusters: A Conceptual Approach - The Gujarat Experience," in *Enterprises and Cooperation Networks for Regional Development*, Dietrich Brandt, Ed. Vol. I. New Delhi: India Research Press.
- Mehta, Dhawal, Jatin Pancholi, and **Paurav Shukla** (2003), "Research in Action: The Dudhsagar Dairy Cooperative in Gujarat," in *Enterprises and Cooperation Networks for Regional Development*, Dietrich Brandt, Ed. Vol. I. New Delhi: India Research Press.
- **Shukla, Paurav** (2002), "The Place Impact and 10 commandments of new age marketing," in *Local Champions to Global Masters Mobilizing for Growth*, Upinder Dhar, Ed. New Delhi: Excel Books.
- **Shukla, Paurav** (2001), "The Customer is Queen," in *Organisational Challenges*, Upinder Dhar, Ed. New Delhi: Excel Books.

Manuscripts in progress

- **Shukla, Paurav** and Keith Perks (2008), “Antecedents and consequences of consumer confusion in technology markets,” under first review for the *Journal of Consumer Behaviour*.
- **Shukla, Paurav** and Keith Perks (2009), “Impact of organizational efforts on customer engagement in C2C online auction commerce and their consequences,” under first review for the *Journal of Marketing Management*.
- **Shukla, Paurav** (2009), “Effects of Perceived Sacrifice, Quality, Value, and Satisfaction on Behavioural Intentions in Service Environment,” under first review for the *Services Marketing Quarterly*.
- **Shukla, Paurav**, Keith Perks, Madhumita Banerjee and Phani Tej Adidam (2009), “Consumer confusion in the financial services industry: Antecedents and consequences,” under review for the *2009 Association for Consumer Research Conference*.
- **Shukla, Paurav** (2009), “Impact of luxury value perceptions on purchase intentions in recessionary times,” under review for the *Association for Consumer Research conference*.

Working papers

- **Shukla, Paurav** and Michael Chattalas (2009), “Impact of luxury value perceptions on luxury consumption: A cross-national comparison,” in the final draft stage to be submitted to *International Marketing Review*.
- **Shukla, Paurav** (2009), “Impact of store level factors, prior personal experiences and social influences on impulse purchase,” in the draft stage to be submitted to *Psychology and Marketing*.

- **Shukla, Paurav** and Keith Perks (2009), “I am game: understanding consumer engagement in online gaming,” at the data collection stage.

Teaching cases

- **Shukla, Paurav**, Steve Hogan, Ina Chang (2009), “Martas Precision Slides,” in *Marketing An Introduction*, Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan, Harlow, Essex: Pearson, 44-49.
- **Shukla, Paurav** (2007), BA’s new Club World: Fighting the niche carriers, ECCH, 507-079-1.
- **Shukla, Paurav** (2007), Teaching note for BA’s new Club World: Fighting the niche carriers, ECCH, 507-079-8.
- **Shukla, Paurav** (2006), Case of the bread industry, ECCH, 306-193-1.
- **Shukla, Paurav** (2006), Teaching note for the case of the bread industry, ECCH, 306-193-8.

Book & Conference proceedings authorship

- **Shukla, Paurav** (2008), *Marketing Research: An Introduction*, Frederiksberg: Ventus Publications. ISBN: 978-87-7681-411-3.
- Perks, Keith and **Paurav Shukla** (2008), *Marketing Landscapes: A pause for thought – EMAC 2008 Conference Proceedings*, EMAC. ISBN: 978-1-905593-42-2.

Referred Conference papers

- **Shukla, Paurav** and Keith Perks (2009), “Antecedents and consequences of organizational efforts on customer engagement in C2C online auction commerce environment,” British Association of Management Conference, Brighton, UK.
- **Shukla, Paurav**, Stefania Ruggeri, Keith Perks, Marinos Ioannou, Valeria Upchurch (2009), “Consumer choice process for impulsive experiential goods: The case of DVD rental market,” Academy of Marketing Annual Conference, Leeds, UK.
- **Shukla, Paurav**, Keith Perks, Madhumita Banerjee and Phani Tej Adidam (2009), “Impact of organizational efforts on customer engagement in C2C online auction commerce and their consequences,” Academy of Marketing Annual Conference, Leeds, UK.
- Farache, Francisca, **Paurav Shukla**, Valeria Upchurch, Stefania Ruggeri and Marinos Ioannou (2009), “Antecedents and Consequences of Consumer Confusion in the Financial Services Industry,” European Marketing Academy Conference, Nantes, France.
- **Shukla, Paurav**, Ekta Shukla and Sangeeta Sharma (2009), “Conspicuous Consumption in Cross-national Context: Psychological and Brand Antecedents,” Asia Pacific Association for Consumer Research, Hyderabad, India.
- **Shukla, Paurav** and Sangeeta Sharma (2009), “Psychological, Brand and Situational Antecedents of Conspicuous Consumption in Cross-national Context,” Third IIMA Conference on Research in Marketing, Ahmedabad, India.
- **Shukla, Paurav**, Phani Tej Adidam, David Blair and Madhumita Banerjee (2008), “Gubernija Brewery: Emerging within Emerging Markets,” International Conference on Management Cases, Delhi, India.
- Banerjee, Madhumita, **Paurav Shukla** and Phani Tej Adidam (2008), “Internationalisation of Indian firms: Proposing a research agenda,” Strategic Management Society Conference, Hyderabad, India.
- Adidam, Phani Tej, **Paurav Shukla** and Madhumita Banerjee (2008), “Competitive Intelligence Practices in The Emerging Market of India: An Exploratory Survey,” Strategic Management Society Conference, Hyderabad, India.
- **Shukla, Paurav**, Keith Perks and Noviano Achakobe (2008), “A study measuring the impact of integrated technologies on consumer confusion in the mobile phone market”, Academy of Marketing Conference 2008, Aberdeen, UK.

- **Shukla, Paurav**, Steve Hogan and Ina Chang (2008), “Branding in International Markets: Martas Precision Slides,” Academy of Marketing Conference 2008, Aberdeen, UK.
- **Shukla, Paurav** and Sangeeta Sharma (2008), “Psychological and Brand Antecedents of Conspicuous Consumption among Indian Consumers”, Global Marketing Conference 2008, Shanghai, China.
- **Shukla, Paurav** (2007), “BA’s new Club World: Fighting the niche carriers”, ICMC2007 International Conference on Management Cases, Ghaziabad, India.
- **Shukla, Paurav** and Emel Akbulut (2007), “Measuring the Effects of Perceived Sacrifice, Quality, Value, and Satisfaction on Behavioural Intentions in Service Environment,” Academy of Marketing Conference 2007, Surrey, UK.
- **Shukla, Paurav** and Kai-Wei Hsu (2007), “Event Specific Status Consumption: Psychological, Brand and Situational Antecedents”, European Marketing Academy Conference 2007, Rykjevik, Iceland.
- **Shukla, Paurav**, Tiago Neves, Harpindar Singh, Poonam Thaker (2007), “A study measuring the influence of young adults’ characteristics on the purchase decision in relation to brand loyalty and brand switching,” Second IIMA Conference on Research in Marketing, Ahmedabad, India.
- **Shukla, Paurav** and Jatin Pancholi (2006), “Empirical Insights into Sustainability of an Online Community,” International Conference on Marketing in the New Global Order, Indore, India.
- **Shukla, Paurav** (2006), “The Upper Crust,” Accepted for the ICMC2006 International Conference on Management Cases, Ghaziabad, India.
- **Shukla, Paurav** and Keith Perks (2006), “Marketing perceptions and conceptualizations of entrepreneurs in European mid-size firms: Case evidence,” SME-Entrepreneurship Global Conference 2006, Malaysia.
- Perks, Keith and **Paurav Shukla** (2006), “Entrepreneurs Conceptualization of Marketing: Multiple Case Study Evidence from Three European Countries,” Academy of International Business and Economics 2006 conference, Las Vegas, USA.
- **Shukla, Paurav** and James Greenlaw (2006), “Measuring Effectiveness of CRM using Customer Retention and Loyalty measures, with a Special Focus on the Retail Sector in the UK,” Academy of Marketing conference 2006, London, UK.
- **Shukla, Paurav** and Cheng-Ting Chen (2006), “Buying behaviour in Consumer to Consumer (C2C) online auction commerce,” 4th International conference on business, economics, management and marketing, Athens, Greece.
- **Shukla, Paurav** (2006), “Pitfalls of traditional marketing”, International Conference on Marketing in the Age of Convergence, Indian Institute of Management Kozikode, India.
- **Shukla, Paurav**, Keyoor Purani and Georgios Papazacharias (2006), “Television advertising and senior market: Perceptions and reality,” Third AIMS International Conference on Management (AIMSiCOM3), Ahmedabad, India.
- **Shukla, Paurav** and Runar, Wangen (2005), “A Conceptual Model for Measuring Pre & Post Consumer Movie Choice Process,” Academy of Marketing International Conference, Dublin, Ireland.
- **Shukla, Paurav**, Kuang-Wei Chen (2005), “Effect of Psychological Brand Associations on Conspicuous Consumption in Automobile Buying Behaviour of Middle Aged consumers,” European Marketing Academy (EMAC) conference.
- **Shukla, Paurav**, Donna Harper and Jan Brown (2005), Image segmentation and Capital of Culture: Empirical Insights through the case study of Liverpool, Academy of Marketing International Conference, Dublin.
- **Shukla, Paurav** (2005), “Brand Switching Behaviour in Emerging Economies: Effect of product usage, satisfaction and involvement,” in International Conference on Marketing Paradigms for Emerging Economies at Indian Institute of Management Ahmedabad (IIMA), India.
- **Shukla, Paurav**, Jatin Pancholi and Kinnari Pancholi (2004), A cross-cultural study of management practitioners’ expectations from management students, in International Conference

on Managing in a Global Economy: Emerging Challenges to Management Profession at Indian Institute of Management Calcutta (IIMC), India.

- **Shukla, Paurav** (2002), "Managing Customer Expectations: The Ethical Way," in Ethics in Management: Emerging Issues in the New Millennium, North Gujarat University, India.
- **Shukla, Paurav** (2002), "Networking Industrial Clusters: A Case of Rajkot Diesel Engine Industry," in NICOM-2002, Nirma Institute of Management, India.
- **Shukla, Paurav** (2001), "WTO & Survival of SSI: 5 myth framework for entrepreneurial success," in 13th AIMS National Convention on WTO - Challenges and Opportunity, Vizag, India.
- **Shukla, Paurav** and Dhawal Mehta (2000), "Gujarat Model of Entrepreneurial Innovation A Case of Rajkot Diesel Engine Industry," in EU-India Cross Cultural Network Experiences, Ahmedabad, India.

Funded research projects

Principal investigator

- (2006-07) Cross-Border Small Business Network Opportunity Study: An Interreg3A project for examining the opportunity of jointly developing a cross-border small business network by studying present and future needs of expertise, knowledge and know how of SMEs and potential entrepreneurs operating within East Sussex and Upper Normandy in 2006. Total funding: **£34,025**
- (2006-07) UK-India Education and Research Initiative Collaborative Programme Delivery Project Formulation Travel Grant for developing a short course on 'Entrepreneurship and Strategic Marketing'. Total Funding: **£1,500**

Project researcher

- (2000-2004) EU-India Cross Cultural Innovation Network Project: A project involving more than 5 nations across Europe and India, researching in the field of cross cultural understanding of industrial clusters through action research from 2000 to 2004. Total funding: **£175,898**
- (2005-2007) Local Leisure Network: An Interreg3A project examining the managerial expertise, knowledge and know how of professionals and entrepreneurs operating in the tourism and leisure industry within the region identifying skills gaps and skill competence in 2006. Total funding: **£897,055**

Knowledge Transfer Partnership (KTP) projects

- 5-Star Solutions Ltd. UK – Advisor for marketing
- Plastipack Ltd. UK - Advisor for Marketing

International and national recognition

Visiting/Guest faculty roles

- Essex Business School, University of Essex, UK (2008 – 2009)
- International Summer School, University of Sussex, UK (2005 – current)
- Misr International University, Cairo, Egypt (2005 – current)
- International programme of University of New Brunswick, Canada at Sadat Academy of Management Sciences in Cairo, Egypt (2004 – 2005)
- Birla Institute of Technology and Sciences, Pilani, India (2006 – current)
- Common research programme of Ecole de Management Normandie, France (2006 – 2007)
- Holly Cross College, Bury, Manchester, UK (2003 – 2004)
- GLS-CED centre of Entrepreneurship Training Research and Counselling, PGD in Entrepreneurship Development and Business Management, Ahmedabad, India (2003 – current)
- Marketing and International Marketing program, Ahmedabad Management Association (AMA), Ahmedabad, India (2001 – current)

- Mudra Institute of Communication, Ahmedabad (MICA), India (2001 – 2003; 2007 - current)
- V M Patel Institute of Business Management, Mehsana, India (2001 – 2002)
- GLS Institute of Business Administration, Ahmedabad, India (2000 – 2004)

Editorial roles

- Guest Editor – special issue on Emerging Paradigms in the Indian Marketplace for the Asia Pacific Journal of Marketing and Logistics (vol. 18, no. 4, 2006).
- Editor – ‘Working Paper’ and ‘Occasional Paper’ series at Brighton Business School
- Founding Editor – The Intellectual Reservoir, quarterly electronic journal of 7th Sense Management Consulting & Training
- Founding Editor – AIMSiNEWS – A quarterly newsletter of Association of Indian Management Scholars, USA

Editorial reviewer board and ad hoc reviewer roles

- Journal of Academy of Marketing Science (JAMS) – Sage Publications
- International Marketing Review (IMR) – Emerald publication journal
- Industrial Marketing Management (IMM) – Elsevier Publications
- Journal of Global Academy of Marketing Science (JGAMS) – Korean Academy of Marketing Science publication journal
- Marketing Intelligence and Planning (MIP) – Emerald publication journal
- Asia Pacific Journal of Marketing and Logistics (APJML) – Emerald publication journal
- International Journal of Innovation Management (IJIM) – Imperial College Press journal
- AIMS International Journal of Management (AIJM) – The Association of Indian Management Scholars Journal
- AI & Society – Springer Verlag journal
- Reviewer for various international conferences such as American Marketing Association Summer Conference (AMA), European Marketing Academy Conference (EMAC), Association for Consumer Research (ACR), Academy of Marketing (AM), Association of Indian Management Scholars (AIMS), British Academy of Management (BAM) etc.

Conference Chairing

- Track chair - Marketing in Emerging and Transition Economies for the EMAC 2009.
- Track co-chair – Marketing in Emerging and Transition Economies for the EMAC 2008.
- Track chair – Marketing in Emerging Markets for the 9th Bi-Annual conference of The European Association for Comparative Economic Studies (EACES) being held at University of Brighton, UK in Sep 2006.
- Session chair - 4th International conference on business, economics, management and marketing, Athens, Greece, June 26-28, 2006.
- Session chair – Advertising and Promotion for the Third AIMS International Conference on Management by AIMS International and Indian Institute of Management Ahmedabad, India, January 1-4, 2006.
- Session chair - Emerging Trends and Globalization for the NICOM 2006 conference on Managing Finance and Growth: Emerging Issues and Challenges at Ahmedabad, India, January 2-4, 2006.

Corporate appointments

Board positions

- Former Founding partner, 7th Sense Management Consulting & Training (UK, India)
7th Sense is an international management consulting firm with clients such as Google, Microsoft, Churchill, BT, Tata, Reliance Industries Ltd. ICICI Bank, Development Credit Bank, Jindal Steel among others.

- Academic Advisory Council member, Atmiya Institute of Management Studies (India)
Sarvodaya Kelvani Samaj, India is planning to launch a new Business School in the state of Gujarat. The foundation already caters to more than 10,000 students in various fields of study including sciences and technology.

Senior management experience

- Head – Digital Division, Scanpoint Graphics Ltd., India
Scanpoint is one of the biggest pre-press houses in Asia. Probably the only corporate house in this field to have a complete and comprehensive set-up under one roof in Asia. I was involved in shaping the company's digital outdoor market strategy as the company pioneered the digital outdoor marketing in India.
- Brand manager – Total Enteral Nutrition, Core Healthcare Ltd., India
Core now known as Claris Lifesciences Ltd. is an ISO9002 multinational company engaged in business of healthcare with a mission of Saving Lives Worldwide. Company operates in more than 70 countries worldwide. I was heading the new line of business relating to Enteral Nutrition which has become one of the high growth for the company ever since.
- Manager – Projects and Operations, Balaji Associates, India.
Balaji Associates is one of the largest industrial construction houses in the state of Gujarat specializing in pharmaceutical factory buildings and government tenders. I was involved in project management for one of the large scale pharma projects.

Consulting Assignments and Training programmes between 02-08

- More than 1000 man hours of training programmes delivered
- Digital marketing strategy:
 - Strategic digital engagement and digital branding consultant for iCrossing, UK on several MNC projects. iCrossing is one of the world's largest digital marketing companies.
- Marketing of financial services:
 - Conducted more than 60 special training programs for Insurance Advisors for different multinational life insurance companies like, Life Insurance Corporation of India, ICICI-Prudential, HDFC-Standard Life, OM-Kotak, Allianz Bajaj etc.
 - Punjab National Bank, one of the largest public sector banks in India.
- Strategic marketing
 - Conducted training programme on strategic marketing management for East Brighton For You (EB4U) a £ 20 million government project for regeneration.
 - Delivered special training programme in the area of customer expectations management at Ahmedabad Management Association to senior executives of various national and multinational organizations.
 - Citizen Pharmaceutical, Strategic consultant for their branding and marketing exercise.
 - S T Shah & Co., India's first management consulting firm to get ISO 9002 certification.
 - Ghiya Extrusions, one of the pioneers and leading manufactures of EPE cap seals in India. Consulting assignment for their international marketing endeavour.

Affiliations

- Organizing committee member, European Marketing Academy Conference 2008.
- Member, Academy of Marketing, UK
- Committee member, Association of Indian Management Scholars, USA
- Project Researcher, European Union - India Cross Cultural Innovation Network Project
- Continuous education committee member and marketing programme coordinator at Ahmedabad Management Association, India

- Panel member and Guest speaker for Indira Gandhi National Open University's (IGNOU) phone in program on All India Radio (AIR), India
- DBA Supervisor, Newcastle Graduate School of Business, University of Newcastle, Australia
- External examiners for PhD, Aligarh Muslim University, India; Tezpur University, India; VIT University, India; University of Otago, New Zealand.