

## Paurav Shukla

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Marital status: Married with two kids  
Nationality: British

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### Academic appointments

- Nov 2012 – Current*      **Professor of Luxury Brand Marketing**  
(Glasgow Caledonian University, UK)
- Feb 2004 – Nov 2012*      **Reader in marketing** – University of Brighton, UK  
(Senior lecturer in Marketing from Feb 2004 – Aug 2011)
- Sep 2003 – Feb 2004*      **Lecturer in marketing**  
Liverpool Hope University, Liverpool, UK
- Aug 2000 – Aug 2003*      **Assistant professor in Marketing**  
N R Institute of Business Management  
Gujarat Law Society, Gujarat University, Ahmedabad, India

### **Visiting professor role**

- Frankfurt School of Finance & Management, EMBA programme (2013 – current)
- Alto University School of Economics (Formerly Helsinki School of Economics, Finland; 2010 – current)
- Misr International University, Cairo, Egypt (2005 – current)

### **Guest faculty role**

- Essex Business School, University of Essex, UK (2008 – 2009)
- Birla Institute of Technology and Sciences, Pilani, India (2006 – current)
- International Summer School, University of Sussex, UK (2005 – 2012)
- International programme of University of New Brunswick, Canada at Sadat Academy of Management Sciences in Cairo, Egypt (2004 – 2006)
- Common research programme of Ecole de Management Normandie, France (2006 – 2007)
- Holy 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 programme, 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)

### Corporate appointments

#### **Board positions**

- University Board of Advisory – Kean University, USA (2013 – current).  
Kean University is more than 150 years old coeducational, public research university located in Union and Hillside, New Jersey, United States. It was named a noteworthy College of the Year in

2001 by Time and in 2008 was designated one of the five best diverse colleges in the nation by Diversity Inc.

- Advisory council member – International Management Research Academy (IMRA), London, UK (2011 – till date).

IMRA is a global academy dedicated to the continuous and effective development of management theory and practice. With more than 500 active members its mission is to be a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking.

- Former Founding partner, 7th Sense Management Consulting & Training (UK, India) (2004 – 2009)

7th Sense is an international management consulting firm with clients such as Google, Microsoft, Churchill insurance, British Telecom, Tata Telecom, Reliance Industries Ltd. ICICI Bank India, Development Credit Bank India, Jindal Steel among others.

- Academic Advisory Council member, Atmiya Institute of Management Studies (India) (2004 – 2008)

Sarvodaya Kelvani Samaj. Helped in building the academic set-up for the new business school. 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 (1999 – 2000)  
Scanpoint is one of the largest 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, Claris Lifesciences Ltd., India (1998 – 1999)  
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 since become one of the key growth areas for the company.

### **Education**

*Jan 1999 – Jan 2003*

#### ***PhD (Marketing Management)***

Thesis title: "Managing customer expectations in the e-era: An in-depth study of scope and strategies for marketing in India" at North Gujarat University, Patan, India.

Thesis supervisor: Prof. B. A. Prajapati (Vice chancellor – South Gujarat University, India).

*Oct 1996 – Jun 1998*

#### ***MBA (Marketing)***

CGPA of 3.10 on the scale of 4.30, from S K School of Business Management, North Gujarat University, Patan, India in Jun 1998. Third rank overall.

*Jun 1993 – May 1996*

#### ***B.Sc. (Chemistry)***

First Class (68 %) from Gujarat University, Ahmedabad, India in May 1996.

### **Research interests**

- Cross-cultural consumer behaviour, Luxury marketing and branding, Comparative consumption experiences, Marketing issues in emerging markets

## Publications

### Refereed journal papers

- Shukla, Paurav, Jaywant Singh, Madhumita Banerjee (2015), "They are Not All Same: Variations in Asian Consumers' Value Perceptions of Luxury Brands," *Marketing Letters, Forthcoming*.
- Shukla, Paurav, Madhumita Banerjee and Jaywant Singh (2015), "Consumer Commitment to Luxury Brands: Antecedents and Consequences," *Journal of Business Research, Forthcoming*.
- Chattalas, Michael and Paurav Shukla (2015), "Impact of value perceptions on luxury purchase intentions: A developed market comparison," *Luxury Research Journal, Forthcoming*.
- Shukla, Paurav (2014), "The impact of organizational efforts on consumer concerns in an online context," *Information and Management*, 51 (1), 113-119.
- Shukla, Paurav and Madhumita Banerjee (2014), "The direct and interactive effects of store-level promotions on impulse purchase: moderating impact of category familiarity and normative influences," *Journal of Consumer Behaviour*, 13 (4), 242-250.
- Shukla, Paurav; Madhumita Banerjee and Phani Tej Adidam (2013), "The Moderating Influence of Socio-Demographic Factors on the Relationship between Consumer Psychographics and the Attitude towards Private Label Brands," *Journal of Consumer Behaviour*, 12 (6), 423-435.
- Farache, Francisca, Keith Perks, Paurav Shukla and Aidan Berry (2013), "Communicating Responsibility-Practicing Irresponsibility: CSR Advertisements through the Lens of Legitimacy Theory and Impression Management," *Journal of Business Research*, 66 (10), 1881-1888.
- Wang, Qing and Paurav Shukla (2013), "Linking Sources of Consumer Confusion to Decision Satisfaction: the Role of Choice Goals", *Psychology and Marketing*, 30 (4), 295-304.
- Shukla, Paurav and Berry Babin (2013), "Effects of consumer psychographics and store characteristics in influencing shopping value and store switching", *Journal of Consumer Behaviour*, 12 (3), 194-203.
- Keith Perks, Steve Hogan and Paurav Shukla (2013), "Effects of Firm-Level, Country-Level and Cultural Difference Factors on Successful Market Entry of MNEs in a Small Emerging Market: the Case of Thailand," *Asia Pacific Journal of Marketing and Logistics*, 25 (1), 131 - 143.
- Shukla, Paurav (2012), "Influence of value perceptions on purchase intentions in developed and emerging markets", *International Marketing Review*, 29 (6), 574 - 596.
- Shukla, Paurav and Keyoor Purani (2012), "Comparing importance of luxury value perceptions in cross-national context", *Journal of Business Research*, 65 (10), 1417-1424.
- Shukla, Paurav (2011), "Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison", *Journal of World Business*, 46 (2), 242-252.
- Adidam, Phani Tej, Madhumita Banerjee and Paurav Shukla (2011), "Competitive Intelligence and Firm's Performance in Emerging Markets: An Exploratory Study in India," *Journal of Business and Industrial Marketing*, 27 (3), 242-254.
- Shukla, Paurav and Madhumita Banerjee (2011), "Impact of Store-Level Promotions, Price Consciousness, and Brand Image on Impulse Purchase: Analyzing the Inter-Construct Interactions and the Moderating Role of Prior Knowledge and Social Influences," *Asia Pacific Association for Consumer Research*, 9, 258-265.
- Fam, Kim-Shyan, Paurav Shukla, Ashish Sinha, Mathew Parackel and Joe Choon Yean Chai (2011), "Rankings in the Eyes of the Beholder: A Vox Populi Approach to Academic Journal Ranking", *Asian Journal of Business Research*, 1 (1), 1-17.
- Shukla, Paurav (2010), "Effects of Perceived Sacrifice, Quality, Value, and Satisfaction on Behavioural Intentions in the Service Environment", *Services Marketing Quarterly*, 31(4), 466 - 484.
- Shukla, Paurav (2010), "Status Consumption in Cross-national Context: Socio-psychological, Brand and Situational Antecedents", *International Marketing Review*, 27(1), 108-129.

- Shukla, Paurav, Madhumita Banerjee and Phani Tej Adidam (2009), "Consumer Confusion in the Financial Services Industry: Antecedents and Consequences," *Advances in Consumer Research*, 37, 292-298.
- 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 authorship**

- Shukla, Paurav (2008), *Marketing Research: An Introduction*, Frederiksberg: Ventus Publications. ISBN: 978-87-7681-411-3.

#### **Book chapters**

- Shukla, Paurav (2014), "Brands and the Society", in the *Routledge Companion on Brand Management*, Francesca Dall'Olmo Riley, Jaywant Singh and Charles Blankson, Eds. London: Routledge (*Forthcoming*).
- Banerjee, Madhumita, Paurav Shukla, Phani Tej Adidam (2012), "India: Culture and Consumer Behaviour", in *Routledge Studies in International Business & the World Economy – Marketing Management in Asia*, Stan Paliwoda, Tim Andrews and Junsong Chen, Eds. London: Routledge, pp. 60-77.
- Shukla, Paurav, Sangeeta Sharma and Raghuvir Singh (2010), "Sales Promotions in India," in *Sales Promotion Techniques: Best Practice from Asia and Europe*, Kim-Shyan Fam, László Józsa, James E. Richard and Joe Choon Yean Chai, Eds. Wellington, New Zealand: Asia Business Research Corporation Limited, pp. 127-144.
- Shukla, Paurav (2010), "Relationship Marketing and CRM," in *The Handbook of Technology Management*, Hossein Bidgoli, Eds. New York: Wiley and Sons, pp. 462-472.

- 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**

- Cakici, Meltem and Paurav Shukla (2015), "COO Misclassification and Consumer Behavior Intentions: Moderating Role of Consumer Affinity and Product Knowledge," under first review with *Journal of International Marketing*.
- Breberina, Jovica and Paurav Shukla (2014), "Influence of Negative Information about Endorser on Consumers' Risk Perceptions and Brand Attitudes", under first review with the *Journal of Marketing Research*.
- Shukla, Paurav and Judy Drennan (2014), "Exploring motivations and drivers of Massively Multiplayer Online Role Playing Games (MMORPGs) players' virtual purchase behaviour", under first review with *INFORMS Information Science Research*.
- Peschken, Thomas and Paurav Shukla (2014), "Exploring the role of information structure and motivational goal orientation of the SME owner/manager in the decision to internationalise," under second review for the *Management Research Review*.
- Shukla, Paurav and Jaywant Singh, "The impact of in-store advertising creativity cues on process, persuasion and response measures on consumer decision making," Planned submission: *Journal of Retailing*.
- Shukla, Paurav and Qing Wang (2015), "Consumer self-expression through real and counterfeit luxury goods," Potential target – *Journal of Consumer Psychology* - in early draft stage.
- Banerjee, Madhumita and Paurav Shukla (2015), "Fitting In or Standing Out? Dilemmas and drivers of status consumption among migrant ethnic minority consumers," Potential target – *Journal of Consumer Research* after study 3 is completed.
- Banerjee, Madhumita, Paurav Shukla and Rajeev Batra (2015), "Consumption purpose and brand

attachment with luxury brands: dilemmas and drivers of luxury product and service engagement”, study 1 and 2 finished, study 3 under progress. Being targeted towards Journal of Marketing.

- Shukla, Paurav and Phani Tej Adidam (2015), “Invidious consumption, pro-social and undermining behaviour among those who envy”, study 1 data collection stage. Being targeted towards Journal of Consumer Psychology.

#### Teaching cases

- Banerjee, Madhumita, Paurav Shukla, Phani Tej Adidam, and David Blair (2010), Gubernija Brewery: Opportunities for international alliances and market expansion, in *Global Marketing: A decision oriented approach, With a Special Indian Focus*, Hollensen, S. and Banerjee, M. (eds.), New Delhi: Pearson, 416-420. ISBN: 978-81-317-2814-7
- Shukla, Paurav and Steve Hogan (2010), Martas Precision Slide: Deciding whether to be a brand or generic product in the international market, in *Global Marketing: A decision oriented approach, With a Special Indian Focus*, Hollensen, S. and Banerjee, M. (eds.), New Delhi: Pearson, 719-723. ISBN: 978-81-317-2814-7
- 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.

#### Refereed Conference papers

- Shukla, Paurav, Jaywant Singh and Madhumita Banerjee (2015), “Marketing luxury brands across Asian markets: An investigation of consumer luxury value perceptions in China, India and Indonesia”, in 2015 AMA Winter Educators’ Conference, San Antonio, USA.
- Wood, Matthew and Paurav Shukla (2015), “Anti-Fat Bias, Health Consciousness and Eating Behaviour”, in World Social Marketing Conference, Sydney Australia.
- Wood, Matthew and Paurav Shukla (2015) “Health Consciousness, Weight Bias and Eating Behaviour”, in 44<sup>th</sup> European Marketing Academy Conference, Leuven, Belgium.
- Singh, Jaywant, Paurav Shukla and Charles Blankson (2014) “The Antecedents and Effects of Information Technology Usage on Trade Show Performance”, in 43<sup>rd</sup> European Marketing Academy Conference, Valencia, Spain.
- Shukla, Paurav, Madhumita Banerjee and Jaywant Singh (2014) “Consumer commitment to luxury brands: antecedents and consequences”, in Monaco Symposium on Luxury: From Tradition to Innovation; Monte Carlo, Monaco.
- Shukla, Paurav, Dina Khalifa and Thomas Peschken (2014), “Investigating the role of attitude functions for luxury goods in developed and emerging markets”, in 2014 IMRA-Kean International Conference, New Jersey, USA.
- Chattalas, Michael, Paurav Shukla and Akif Altuntape (2014), “Contrasting the Constructs of Consumer Affinity versus Perceived Warmth: An empirical investigation”, in 2014 IMRA-Kean International Conference, New Jersey, USA.
- Peschken, Thomas, Paurav Shukla, John Lennon and Shirley Rate (2014), “Exploring the role of information structure and motivational goal orientation of the SME owner/manager in the decision to internationalise”, in 2014 IMRA-Kean International Conference, New Jersey, USA.
- Breberina, Jovica, Manfred Schwaiger and Paurav Shukla (2013), “Endorser's involvement in Scandals and Their Influence on Consumer's Self Expression and Brand Attitudes”, in 2013 American Academy of Advertising Annual Conference, Albuquerque, New Mexico, USA.

- Shukla, Paurav (2013), "Comparing Luxury Purchase Intentions in Developed and Emerging Markets Through the Lens of Value Perceptions", in 42<sup>nd</sup> European Marketing Academy Conference, Istanbul, Turkey.
- Breberina, Jovica, Manfred Schwaiger and Paurav Shukla (2013), "Endorsers, Scandals and Consumer Identity: A Negative Meaning Transfer Perspective", in 2013 American Academy of Advertising Global Conference, Hawaii, US.
- Shukla, Paurav (2012), "Antecedents and Consequences of Consumer Concerns in Online Context," 41<sup>st</sup> European Marketing Academy Conference, Lisbon, Portugal.
- Perks, Keith and Paurav Shukla (2012), "Exploring the marketing practices of managers in fast growth medium-sized firms," ESMT Bringing Technology to Market Conference, Berlin, Germany.
- Shukla, Paurav; Patinee Kasemvongwat, Keith Perks and Steve Hogan (2011), "Effects of Firm-Level, Country-Level and Cultural Difference Factors on Successful Market Entry of MNEs in a Small Emerging Market: the Case of Thailand," 2011 Australian and New Zealand Marketing Academy Conference (ANZMAC), Perth, Australia.
- Shukla, Paurav; Madhumita Banerjee and Phani Tej Adidam (2011), "The Moderating Influence of Socio-Economic Factors and Quality Variations on Consumers' Attitude towards Private Label Brands," 2011 AMA Summer Marketing Educators Conference, San Francisco, US.
- Chattalas, Michael and Paurav Shukla (2011), "Impact of luxury value perceptions on luxury consumption: A cross-national comparison," 40<sup>th</sup> European Marketing Academy Conference, Ljubljana, Slovenia.
- Shukla, Paurav and Keyoor Purani (2010), "Comparing luxury value perceptions in cross-national context", 2010 Global Marketing Conference, Tokyo, Japan.
- Shukla, Paurav, Berhan Kaya, Sinan Esen, Zahra Fazeli, Ross Newell and Sasitorn Srisamai (2010), "Impact of store-level promotions, price consciousness and brand image on impulse purchase: Analysing the inter-construct interactions", 39<sup>th</sup> European Marketing Academy Conference, Copenhagen, Denmark.
- 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 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**

- (2013-14) Beyond Bling: Comparing Conspicuous Consumption in Today's Society: funded by the British Academy. Total Funding: **£9,357**.
- (2012) Beyond Bling: The role of conspicuous consumption in today's society: funded by the Economic and Social Research Council (ESRC) Festival of Social Science. Total funding: **£1,698**.
- (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: **£34,625**.
- (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: **£475,898**.
- (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

### **Reviewer role for funded research projects**

- Royal Netherlands Academy of Arts and Sciences
- Saudi Arabian Ministry of Higher Education

## **Teaching experience**

### **Courses taught – Doctoral programme**

- Research methods: quantitative methods (2008 – 2012), University of Brighton.

- Research methods: quantitative methods (2013 – current), Glasgow Caledonian University.

#### **Courses taught - Executive education**

- Strategic Luxury Brand Management (2013 – current) – Glasgow Caledonian University.
- Luxury value management (2013 – current) – Glasgow Caledonian University.
- Strategic marketing and planning (2013 – current) – Frankfurt School of Finance & Management.
- Strategic planning and marketing (2004 – 2012) – University of Brighton.

#### **Courses taught - Postgraduate**

- Product and Brand Management for Luxury sector (2013 – current) – Glasgow Caledonian University.
- Research Methods (2013 – current) – Glasgow Caledonian University.
- Creating Value in the Luxury Sector (2013 – Current) - Glasgow Caledonian University.
- Postgraduate Creative and Cultural Project (2012 – 2013) – Glasgow Caledonian University.
- Marketing research (2004 – 2012) – University of Brighton, Misr International University.
- International marketing (2004 – 2012) – University of Brighton, Misr International University.
- Strategic planning and marketing (2004 – current) – University of Brighton.
- Marketing in international context (2004 – 2011) – University of Brighton.
- Entrepreneurial marketing (2004 – 2008) – University of Brighton.
- Critical developments in marketing (2004 – 2010) – University of Brighton.

#### **Courses taught - Undergraduate**

- Comparative consumer behaviour (2012 – current) – Aalto University of Economics (Formerly Helsinki School of Economics).
- Introduction to marketing (2010 – current) – Aalto University School of Economics.
- International Marketing (2006 – current) – Misr International University.
- Advance research methods in marketing (2006 – current) – Misr International University.
- International marketing (2001 – 2008) - University of Brighton.
- Customer relationship marketing (2004 – 2009) – University of Brighton.
- Introduction to marketing (2003 – 2012) – University of Brighton

#### **Teaching recognition**

- Nominated for the Glasgow Caledonian University Teaching Excellence Award in 2013-14.
- Nominated for the University of Brighton Student Union Excellence Award in 2011.

#### **Academic administrative experience**

- Research Lead and Post-Graduate Research Tutor for the Graduate School Programme at Glasgow Caledonian University London Campus. The campus has more than 12 PhD students presently.
- University International Strategy Committee member since 2012. The committee reports to the University Court directly.
- Member of University Research Strategy Committee since 2014. This university level committee advises University senate on research development, policy and strategy in line with the University's mission, vision, principles and strategic goals towards 2020.
- Member of the Higher Degrees Committee since 2014. The committee is responsible for all the decision relating to graduate programmes.
- Managing all international PG recruitment at Brighton Business School since from 2006 - 2012. More than doubled the size of PG programme using CRM techniques.
- Course leader for the 'MA Marketing' programme at Brighton Business School for the year 2005-2006.
- Member of the 'faculty strategy research committee' and 'faculty research ethics and governance committee'.

- Member of the 'research leaders committee' as well as 'course leaders committee.'
- Initiated the academic collaboration activities between the Glasgow Caledonian University, University of Brighton and premier Indian as well as Egyptian academic institutions.

## **International recognition**

### **Research coordinator**

- Founder and convener for the GCU London research seminar series on 'Consumption, culture and society' since Sep 2013.
- Editor – 'Working Paper' and 'Occasional Paper' series at Brighton Business School between 2006-2010.
- Founding member of 'The Marketing Research Group' at Brighton Business School, University of Brighton, UK.

### **Editorial roles**

- Guest editor – special issue on Emerging Trends for Marketing in Asia for the Asia Pacific Journal of Marketing and Logistics (Vol. 25, No. 1, 2013) – with Kim Fam and Ernest Cyril de Run.
- Guest editor – Special issue on Technology, culture and innovation in Emerging Markets for the AI & Society (Forthcoming) – with Jatin Pancholi.
- Guest editor – Special issue on n Management Trends in Emerging Markets for the Asian Journal of Business Research – with Jatin Pancholi.
- 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).
- Founding Editor – AIMSiNEWS – A quarterly newsletter of Association of Indian Management Scholars, USA

### **Conference proceedings editor**

- Cooper, Michael, Michael Chattalas, Jatin Pancholi and Paurav Shukla (2014), 2014 IMRA-Kean International Conference, Kean University. ISBN: 978-0957384115.
- Stark, Ernie, Shawn Sturgeon, Jatin Pancholi and Paurav Shukla (2013), 2013 IMRA & Rochester Institute of Technology -ACMT International Conference: Management in an Interconnected World, IMRA. ISBN: 978-0957384118.
- Pancholi, Jatin and Paurav Shukla (2012), Emerging Markets and the New Dynamics of Management, IMRA. ISBN: 978-0957384101.
- Perks, Keith and Paurav Shukla (2008), Marketing Landscapes: A pause for thought – EMAC 2008 Conference Proceedings, EMAC. ISBN: 978-1905593422.

### **Editorial and reviewer board**

- Journal of Global Academy of Marketing Science (JGAMS)
- Asian Journal of Business Research (AJBR)
- Luxury Research Journal
- Journal for Global Business Advancement (JGBA)

### **Ad hoc reviewer roles**

- Journal of Academy of Marketing Science (JAMS)
- International Marketing Review (IMR)
- International Business Review (IBR)
- Industrial Marketing Management (IMM)
- Journal of Business Research (JBR)
- European Journal of Marketing (EJM)
- Journal of Marketing Management (JMM)
- Journal of Consumer Behaviour (JCB)

- Marketing Intelligence and Planning (MIP)
- Asia Pacific Journal of Marketing and Logistics (APJML)
- International Journal of Innovation Management (IJIM)
- AIMS International Journal of Management (AIJM)
- Asian Journal of Business Research (AJBR)
- AI & Society (AIS)
- Reviewer for various international conferences such as American Marketing Association 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**

- Conference co-chair – 2014 IMRA-Kean International Conference, New Jersey, USA organized by the International Management Research Academy, London – UK and Kean University, USA.
- Conference co-chair – 2013 IMRA International Conference, Zagreb, Croatia organized by the International Management Research Academy, London – UK and Rochester Institute of Technology/American College of Technology (RIT/ACMT), USA.
- Conference co-chair – 2012 Emerging Markets Conference organized by the International Management Research Academy, London, UK.
- Track chair - Marketing in Emerging and Transition Economies for the EMAC. 2009-2013.
- 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.

### **Invited presentations**

- Status Consumption – from history to recent advancements – University of Brighton, UK (2015)
- Exploring Luxury Value Perceptions in Western Developed and Eastern Emerging Markets – University of Warwick, UK (2014)
- Impression Management Motives to Conspicuous Consumption: Beyond Thorstein Veblen – Keynote speech at the 2014 ABRM-IMRA International Conference, University of Cambridge, UK 2014
- Different Strokes for Different Folks: Managing Cross-Cultural Research Projects – Indian Institute of Management Kozhikode, India (2014)
- Status Consumption: A Journey through Time and Cultures – Pandit Dindayal Petroleum University, India (2014)
- Status Consumption: A Journey through Time and Cultures – Hull University, UK (2013).
- Comparing French, German and Italian Marketing Practices – ESMT, Germany (2012 – with Keith Perks).
- Status Consumption: A Journey through Time and Cultures – Misr International University, Egypt (2011).
- Advances in Customer Equity Management - Misr International University, Egypt (2010).
- Marketing in emerging markets – University of Essex, UK (2009).
- Marketing to Indian consumers: emerging perspectives – University of Nebraska at Omaha, USA (2009).
- Customer expectations management – Birla Institute of Technology, Pilani, India (2007).

### **Mass media coverage**

- Been invited to provide views on luxury brands and recession by the Sunday Times, the New York Times, Women's Wear Daily, Business Week, Business Review Weekly, China Apparel Network, polit.ru and The National Post of Canada.

- Been invited to scrutinize luxury brand's foray into collaborating with museums across the world by Woman's Wear Daily (which is generally known as the Fashion Bible).
- Been interviewed by Business Review Daily, the largest selling Australian business daily regarding my views on Virgin's upmarket move in Australia.
- Been interviewed by LiveMint-Wall Street Journal, the second largest Indian business daily regarding my views on luxury consumption.
- Invited to contribute to the Luxury Facts magazine special issue guest edited by Sacha Orloff (CEO of Sacha Orloff Group).
- Findings of my articles on consumer decision making have been published in mainstream magazines and websites such as: the Sunday Times, ZDNet, Inc., Retail Wire, Glasgow Evening Times, Business Matters, What Mobile, among others.

### **Affiliations**

- Organizing committee member, European Marketing Academy Conference 2008.
- Member, American Marketing Association, US (2009 – current)
- Member, Strategic Management Society, US (2009 – 2012)
- Member, Association for Consumer Research, US (2008 – current)
- Member, Academy of Marketing, UK (2005 – 2010)
- Member, European Marketing Academy, EU (2005 – current)
- Member, Luxury Society, France (2008 – current)
- Expert Author, Luxury Facts Magazine, India
- Committee member, Association of Indian Management Scholars, US (2008 – 2012)
- 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 programme 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.
- External examiner for PhD at University of Brighton, UK.
- External examiner for PhD at University of Warwick, UK.

### **International Consulting Assignments and Training programmes**

- More than 1500 man hours of training programmes delivered
- Luxury marketing and branding:
  - Managing upmarket movement in the FMCG sector for one of the largest global personal hygiene brands.
  - Profiling luxury consumer for a leading luxury brand in the UK.
- Digital marketing strategy:
  - Measuring Facebook engagement and developing global digital engagement strategy for Dove (Unilever).
  - Several engagement projects with Maven Media, a boutique digital marketing company based in the UK.
  - 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.
  - Strategic market entry of Urban Rivals (an online game with more than 5 million users) in the UK.
- Marketing of financial services:
  - Conducted more than 60 special training programmes 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 programmes on strategic marketing management for East Brighton For You (EB4U) a £ 20 million government project for regeneration.
  - Carried out various training programmes on luxury brand management for boutique luxury brands.
  - Delivered special training programmes 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.