

Dr. Hufrih Majra

Educational Qualification: B.A.(Economics) ,PGDRM , Ph.D.(Marketing Management)

Experience [Industry and Academics]:

Industry: 6 years

Academics: 15 years

Designation: Professor (Marketing) , Program Chairperson, PGDM(Marketing)

Association & Affiliations: Director at NMIMS Business School Alumni Association (nominated in 2017)

Research - Descriptive only [List can be given for Research & Consultancy Subhead in the website]

MDPs and Consultancy- Descriptive [Like types of MDPs, interest, expertise etc]

Management Development Program and Executive Programs

- Conducted MDP's in Essentials of Marketing for L&T for their Supervisory Development Program for 2013, 2015, 2016 and 2017.
 - MDP's undertaken for Gujarat Ambuja, Novartis and Lupin for Services Marketing in 2011.
 - MDP conducted for Asian Paints for Essentials of Marketing and Retailing in February 2016.
 - Conducted the Services Marketing Module for the ICICI Young Leaders Program (2015, 2016 & 2017)
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Any other

Honours- Awards- Grants

- Invited as Track Chair for the 3rd International Conference (held virtually) on Challenges in Emerging Economies, for SIMSR's General Management Area Conference on Qualitative Research with the theme 'Stakeholder Management & Ethics' held on 26 February, 2021
- Invited as Track Chair for the 16th SIMSR Global Marketing Conference (held virtually), held on May 2021 in Mumbai, India on the theme "Conscious Consumerism".
- Invited as Track Chair for the 15th SIMSR Global Marketing Conference, held on January 23-24, 2020 in Mumbai, India on the theme "MarkTech -Seamless. Marketing. Technology".
- Conference convener for International Conference on A Water Secure World was held at Chetana's on January 18, 2020.

- Moderated the round-table discussion at Vipanan 2019 (the marketing event of the institute) with prominent panellists on board on the topic “Predictive marketing analytics to meet the expectations of Generation Z”.
- Invited as Track Chair for the 14th SIMSR Global Marketing Conference held in Mumbai on the theme "Marketing to Millennials " held on February 7, 2019.
- Conference convenor for International Conference on Business Agility: Capabilities and Insights held at Chetana’s on January 19, 2019.
- Moderated the panel discussion at Vipanan 2018 (the marketing event of the institute) with prominent panelists on board on the topic “How can marketers strike a perfect balance between data, technology and creativity?”
- Invited as Track Chair for the 13th SIMSR Global Marketing Conference held in Mumbai on the theme "Marketing to the Global Consumer" held on February 15, 2018.
- UCLA Anderson, School of Management (Banco Santander W30 Program). Selected for the program, that supports the development of the next generation of women leaders in higher education administration created by Banco Santander in partnership with UCLA from June 19-22, 2017
- IMC Silver Award winner at the 7th Indian Management Conclave, held at IIM Ahmedabad on August 5-6, 2016 in the Leadership in Corporate Engagement Category, Initiative Title: The Integration Challenge
- First prize received at the 10th SIMSR (Somaiya Institute of Management Studies and Research) Global Marketing Conference, Mumbai, February 24 and 25, 2015 for the research paper titled "The Effect of Customer Compatibility on Customer Experience - A Study of the Airline Industry ".
- Awarded the Doctoral Student Travel Grant by AMS for paper presentation in 2012 for attending the World Marketing Congress in Atlanta, USA.
- Received a certificate of appreciation for strengthening and building a robust Alumni Relations Network at NMIMS, School of Business Management in March 2012.

Research & Development

Journal Publications

- Sinha, M., Majra, H., Hutchins, J., & Saxena, R. (2019). Mobile payments in India: the privacy factor. *International Journal of Bank Marketing*, 37(1), 192-209. <https://doi.org/10.1108/IJBM-05-2017-0099>
- Majra, H., Saxena, R., Jha, S., & Jagannathan, S. (2016). Structuring Technology Applications for Enhanced Customer Experience: Evidence from Indian Air Travellers. *Global Business Review*, 17(2), 351-374.

Book Chapter

- Saxena, R., Sinha, M., & Majra, H. (2015). "Self-service technologies: building relationships with Indian consumers". In *Handbook on Research in Relationship Marketing*. Cheltenham, UK: Edward Elgar Publishing.

- Saxena, R., Sinha, M., & Majra, H. (2015). Banking in India: Role of Self-Service Technologies. In *Thriving in a New World Economy* (pp. 186-189). Springer International Publishing.

Papers presented at International Conferences:

- AI Healthcare Startups in India: Challenges and the Way Forward presented in 2021 Frontiers in Service Conference, Fox School of Business, Temple University , USA held on July 9-10 , 2021. (online mode)
 - Insights from Thailand’s Tourism Sector with Pertinence to India co-authored by Dr. Rashmi Jain and Prof Amruta Vadnerkar in Chetana’s International Conference on Harnessing India’s resources to make India self-reliant in collaboration with ASEAN countries held on February 23, 2021 at CIMR (online mode)
 - Tourism in India-Grappling with the Black Swan Crisis co-authored with Prof Amruta Vadnerkar and Dr. Rashmi Jain in the 2nd International Conference on Management Skills and Growth Strategies in the Post- Pandemic Period held on January 21-22, 2021 at Welingkar’s Institute of Management Development and Research (online mode)
 - Use of Technology in Water management co-authored by Ms.Avina Ganpule,Vaibhav Dudhat & Rohan Vengurlekar in the International Conference on A Water Secure World held on January 18, 2020 at Chetana’s Institute of Management and Research
 - How Agile Businesses Looked Beyond Traditional Business Cohorts co-authored with Ms. Binata Banerjee in the International Conference on Business Agility: Capabilities and Insights held on January 19, 2019 at Chetana’s Institute of Management and Research
 - Sustainably Transforming Emerging Market Mixes co-authored with Mr. Rishabh Nayyar in Journal of the Academy of Marketing Science, Special Issue and Thought Leaders’ Conference on Managing Business and Innovation in Emerging Markets at ISB Hyderabad, April 26-28, 2018
 - Mobile Payment Adoption in India: Role of Attitudes and Risks co-authored with Dr. Mona Sinha and Dr. Rajan Saxena, presented by Dr. Mona Sinha in Association of Marketing Theory and Practice 2016, March 17 – 19, 2016, St. Simons, GA
 - Presented a working paper on “A comparative study of customer experience in emerging markets” at the BRICS workshop hosted by IESEG, Paris, France (13-14 November, 2014) to encourage collaboration amongst faculty of emerging economies
 - Banking in India- The Role of Self –Service Technology.co-authored with Dr. Rajan Saxena and Dr. Mona Sinha, at World Marketing Congress hosted by Academy of Marketing Science (AMS) at Atlanta in Aug 2012
 - Non- Family Managers in Family Business, selected for presentation at round-table discussion for the IFERA 2008, 8th World Family Business Research Conference at Nyenrode Business University, Netherlands in April’08. (Accepted but not presented)
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Please document all Case studies and innovative practices conducted by your department

Cases Written

- Saxena.R. & Majra. H. (2009).Tata Nano: A Dream Car for the Poor. In R. Saxena, *Marketing Management* (4th edition, pp 667-682).New Delhi, India: Mc Graw Hill Education.
- Saxena.R., Majra. H. & Gandhi S. (2016).Staying Hearty and Healthy the Saffola Way. In R. Saxena, *Marketing Management* (5th edition, pp 699-709).New Delhi, India: Mc Graw Hill Education.
- Majra.H.(2017). Fevicol: An Iconic Bond, In *Marketing Management : Indian cases* (1 st edition, pp 13.1-13.15).Noida, India: Pearson