

Dr Rashmi Jain

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Educational Qualification:

PhD, MBA (Marketing), BE (Computers)

Experience [Industry and Academics]:

Dr. Jain has a total of 19 years of rich work experience. She is a seasoned Marketing professional with 11 years of corporate experience in companies like Reliance and 8+ years of academic experience. Prior to CIMR she was a marketing faculty and N L Dalmia Institute of Management Studies and Research. Dr. Jain teaches subjects like Digital Marketing, Design Thinking, Data Visualization, Consumer behaviour and Marketing Management.

Research

Dr. Jain is an avid researcher. Her interest area is of Digital Marketing and Consumer Behaviour. She has published research articles in various national and international journals of repute. Her research has been appreciated in various national and international conferences.

MDPs and Consultancy-

Dr. Jain has taken up consultancy assignments with Future group, Mira Bhayandar Police, Cogknit Semantics etc. She has conducted MDPs and FDPs in the area of Design Thinking and Digital Marketing.

Research & Development

Papers Published:

- Under Printing schedule - An Assessment of Video Viewership Preference of Indian Viewers to *International Journal of Indian Culture and Business Management (InderScience Journal)* ISSN: 1753-0814 DOI: 10.1504/IJICBM.2020.10036362
- Jain R. (2019). Investigation into the Customer Loyalty and Corporate Image Relationship. *Journal of Modern Accounting and Auditing*, August 2019, Vol. 15, No. 8, 396-405 <http://doi.org/10.17265/1548-6583/2019.08.002> [ABDC – C category]
- Jain R. (2019). Determinants of Indian Mobile Telecommunication Service Quality. *International Journal of Management, IT & Engineering*, February 2019, Vol. 9 Issue 2, ISSN: 2249-0558 UGC approved
- Jain R. (2017). Predicting Switching Intentions of Indian Mobile Consumers. *International Journal of Computer Science and Management Studies*, August 2017, Vol 5, No. 8, 65-73. UGC approved ISSN: 2321-7782

- Jain R. (2017), Inter- relationship between Service Quality and Customer Satisfaction. *Abhinav National Refereed Journal of Research in Commerce and Management*, Nov 2017, Vol 6, No 11, 87-96. UGC approved, ISSN :2277-1166

Papers Presented in Conferences:

- Presented a paper “Tourism in India – grappling with the black swan crisis” at 2nd International Conference on “Management Skills & Growth Strategies in the Post-Pandemic Period” in January 2021
- Speaker at SME conference in September 2019. This conference was organized by the SME Chamber of India.
- Speaker at World Marketing Summit themed Industry 4.0 – Transformative Marketing, Disruptive Innovation and Blockchain in Interconnected World, December 2018. This conference was organized by Kotler Impact.
- Presented a paper “Switching Intentions based on Perceptions of Service Delivery Attributes” at 4th Asia Pacific International Conference on Changing Business Practice in Current Environment, January 2017.

Research papers and projects handled

- *Client:* Cogknit Semantics
Scope of Work: Building customer engagement with CXO and senior management executives on relevant social media platforms and content marketing
- *Client:* Future Group
Scope of Work: Developing actionable strategies to minimize the customers’ visit to customer service desk without compromising on customer satisfaction. 2018-19
- *Client:* Future Group
Scope of Work: Creating process for minimizing the discrepancy in POS signage and billable price. 2018-19
- *Client:* Mira- Bhayanadar Police
Scope of Work: Managing the social media presence of Mira- Bhayanadar Police to enhance their image.
- *Client:* Mira- Bhayanadar Police
Scope of Work: To create an Actionable Strategy for Brand Building And Image Makeover Of Police.

MDP/ FDP Conducted:

- Conducted a MDP on Design Thinking In February 2021 and September 2020.
- Conducted a Webinar on ‘Digital strategies for MSMEs post lockdown’ for Mira Bhayander Small Scale Industries Association’s members in June 2020
- Conducted a two- day MDP on ‘Digital Marketing and Analytics’ for working professionals.
- Conducted a MDP on ‘New age selling techniques’ for micro and small-scale industry owners.

Innovative Practices:

Digital Marketing adopts a unique pedagogy where the students apply the learnings as part of their internal assessments. The students have to create a real working digital marketing campaigns on Google and Facebook. Further they monitor and take necessary actions to ensure that the marketing objectives set at the beginning of the campaign are being met. They analyze the reports of these campaigns to understand the KPIs and insights. This exercise ensures that the students have clarity of concepts and experience of applications in the field of digital marketing.
