

## Curriculum Vitae (Updated as of 12-01-2024)

### Swapan Deep Arora

Assistant Professor, IIM Amritsar;

Ph.D. Management (Marketing Area), IIM Lucknow;

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### PROFESSIONAL EXPERIENCE

21-06-2022 Till Date	<b>Assistant Professor, Marketing Area, Indian Institute of Management Amritsar, Punjab, India;</b> Administering the Student Affairs Wing as Co-chair w.e.f. 01-04-2023
21-07-2003 To 20-06-2022	Initially, Junior Telecom Officer and later Sub-Divisional Engineer with Bharat Sanchar Nigam Limited (BSNL), a Govt. of India PSU  Pursued full-time FPM/Ph.D. course from IIM Lucknow on leave during this period from Jun 2018 to Dec 2021
01-08-2002 To 31-12-2002	Lecturer, Institute of Engineering and Technology, Bhaddal, Ropar, Punjab, India

### EDUCATION

Degree	Institute	University/Board	Year	Score
Ph.D.	Indian Institute of Management Lucknow (Title of Doctoral Thesis- Exploring Consumer Complaining Behavior: Three Essays)		2022 (Degree Awarded)	<b>CGPA Coursework – 9.76/10, Institute Rank – One</b> at the end of first as well as second year <b>across PGP and Doctoral students</b>

Advanced Diploma in Marketing Management	Coursework component of Ph.D. (Distance mode) in Business Administration offered jointly by AIMA-AMU		2009	CGPA 4.0/5
MBA (Marketing)	Indira Gandhi National Open University (IGNOU)		2006-2008	CGPA 3.80/Grade-B
B.E. (Electronics & Electrical Communication)	Thapar Institute of Engineering & Technology, Patiala, Punjab	Deemed University	1998-2002	CGPA 9.00/10, First with Distinction
XII	DAV College, Jalalabad West, Punjab	P.S.E.B.	1998	87.1%
X	Sainik School Kapurthala, Punjab	C.B.S.E.	1996	81.6%

## RESEARCH

Google Scholar's Page: <https://scholar.google.com/citations?user=laDjd8IAAAAJ&hl=en>

## JOURNAL PUBLICATIONS

1. **Arora, S. D., & Chakraborty, A.** (2021). Intellectual structure of consumer complaining behavior (CCB) research: A bibliometric analysis. *Journal of Business Research*, 122, 60-74. [ABDC A; ABS 3]
2. **Arora, S. D., Singh, G. P., Chakraborty, A., & Maity, M.** (2022). Polarization and social media: A systematic review and research agenda. *Technological Forecasting and Social Change*, 183, 121942 [ABDC A; ABS 3]
3. **Arora, S. D., & Chakraborty, A.** (2021). The role of for-profit firms in disaster management: a typology. *Journal of Macromarketing*, 41(4), 675-698. [ABDC A; ABS 2]
4. **Arora, S. D., & Chakraborty, A.** (2020). Legitimate and illegitimate consumer complaining behavior: a review and taxonomy. *Journal of Services Marketing*, 34(7), 921-937. [ABDC A; ABS 2]
5. **Arora, S. D., & Mathur, S.** (2020). Hotel pricing at tourist destinations—a comparison across emerging and developed markets. *Tourism Management Perspectives*, 35, 100724. [ABDC A; ABS 2]
6. **Singh, G. P., Chakraborty, A., & Arora, S. D.** (2022). Uncovering the knowledge structure of the fan-sporting relationship: A bibliometric analysis. *Sport Management Review*, <https://doi.org/10.1080/14413523.2021.2014183> [ABDC A; ABS 2]
7. **Arora, S. D., & Mathur, S.** (2020). Effect of airline choice and temporality on flight delays. *Journal of Air Transport Management*, 86, 101813. [ABDC B; ABS 1]
8. **Arora, S. D., Gupta, D. D., & Naylor, G.** (2021). Negative word of mouth: A systematic review and research agenda. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, 34, 33-78. [ABDC B]

9. **Arora, S. D.**, Chakraborty, A., & Pal Singh, V. (2023). Consumers' Legal Claims: Motives, Expectations and the Complaint Journey of Indian Consumers. *Global Business Review*, 09721509231196631. [ABDC C; ABS 1]
10. **Arora, S. D.**, & Chakraborty, A. (2021). Consumer Complaining Behavior: a Paradigmatic Review. *Philosophy of Management*, 20(2), 113-134. [ABDC C]
11. **Arora, S. D.** (2023). Contemporary challenges of consumption: a Kafkaesque and critical marketing perspective. *International Journal of Contemporary Management*, 59(4), 58-73. [ABS1]
12. Chakraborty, A., & **Arora, S. D.** (2022). Managing adversity: Brands and COVID-19. *Vikalpa*, 47(2), 106-115. [ABS1]
13. **Arora, S. D.**, & Chakraborty, A. (2023). HDFC LIFE: A consumer's quest for justice. *Vikalpa*, 48(2), 142-159. [ABS1]

## UNDER REVIEW

1. **Arora, S. D.**, "Customer Incivility: A systematic review and research agenda", under review in *Journal of Management & Organization* [ABDC B; ABS2]
2. **Arora, S. D.**, "Consumer proactive empowerment: A systematic review and taxonomy development", under review in *AMS Review* [ABDC B; ABS2]
3. **Arora, S. D.**, Chakraborty, A., & Narayanamurthy, G., "Consumers' quest for justice: A multi-actor analysis of formal legal complaints", under review in *Journal of Marketing Theory and Practice* [ABDC B; ABS2]
4. **Arora, S. D.**, "Dissatisfaction and service failures in luxury consumption: A systematic review", under review in *International Hospitality Review* [ABDC C; ABS1]
5. **Arora, S. D.** & Syal, A., "The BSNL saga: Individual volition vs. systemic coercion in voluntary retirement schemes", under review in *Vikalpa* [ABS 1]

## UNDER PREPARATION

1. **Arora, S. D.**, Chakraborty, A, Maity, M. & Narayanamurthy, G, "Am I voicing or venting: Social voice as a distinct consumer complaint behavior", under preparation for *Journal of Academy of Marketing Science* [ABDC A\*; ABS 4\*]
2. **Arora, S. D.**, Chakraborty, A., & Narayanamurthy, G., "Why and when consumers post complaint messages on social media? Conceptualizing social voice as a distinct complaining behaviour", under preparation for *British Journal of Management* [ABDC A; ABS 4]
3. Tiwari, A. A., Premchandran, S., & **Arora, S. D.**, "Intellectual structure of cultural industries research: A bibliometric industries", under preparation
4. **Arora, S. D.** & Aggarwal, S., "The nomological network of price fairness: A systematic review", under preparation for *Marketing Intelligence & Planning* [ABDC A; ABS 1]

## TEACHING FEEDBACK

Course	Programme	Duration	Participant Count	Academic Year	Score	Institute Average Feedback
Sales and Distribution Management	MBA	One Credit – 25 Contact Hours	49	2022-23 at the Indian Institute of Management Amritsar	3.81	3.93
Business Research Methods	MBA	One Credit – 25 Contact Hours	122	2022-23 at the Indian Institute of Management Amritsar	3.78	3.72
Contract Management	Short-duration training programme for DRDO Scientists	One session – 1.5 hours	~30	2022-23 at the Indian Institute of Management Amritsar	4.43	4.61
Creativity and Problem-Solving	Short-duration training programme for GADVASU Faculty	Two sessions totaling 3 Hours	~25	2023-24 at the Indian Institute of Management Amritsar	4.69	4.68
Marketing in a Digital World	Advanced Certificate Programme in Digital Marketing and Analytics	Two sessions totaling 2.5 Hours	33	2023-24 at the Indian Institute of Management Amritsar	4.74	4.52
Product Management for Successful Products; Building and Managing Brands	Advanced Certificate Programme in Product and Brand Management	Eight sessions totaling 10 Hours	25	2023-24 at the Indian Institute of Management Amritsar	4.74	Not Available
Marketing Management	MBA-BA	One Credit – 25 Contact Hours	83	2023-24 at the Indian Institute of Management Amritsar	4.27	4.10
Marketing Management	MBA-HR	One Credit – 25 Contact Hours	44	2023-24 at the Indian Institute of Management Amritsar	4.29	4.10
Sales and Distribution Management	EMBA	One Credit – 25 Contact Hours	24	2023-24 at the Indian Institute of Management Amritsar	4.36	4.31

## CONFERENCES/WORKSHOPS

1. Presented a paper titled “Dissatisfaction And Service Failures in Luxury Consumption: A Systematic Review” at the Mystique of Luxury Brands Conference 2023, UEH Vietnam, 9-10 November 2023
2. Presented a paper titled “Customer Incivility in Hospitality and Tourism: A Systematic Review and Research Agenda” at the AMA Summer Academic Conference 2023, 31 July and 4-6 August 2023
3. Presented a paper titled “A Taxonomy of Consumers’ Actions Toward Empowerment” at the AMA Winter Academic Conference 2023, 6 and 9-12 February 2023
4. Presented a paper titled “A Typology of Consumers’ Actions Toward Empowerment” at ANZMAC 2022, 5-7 December 2022
5. Presented a paper titled “Consumers’ Actuation of Power in Markets: A Taxonomy” at the sixth International Conference of Marketing, Strategy, and Policy, 8-11 November 2022
6. Presented a paper - **Arora, S. D.**, & Mathur, S. (2020), “Effect of airline competition and seasonality on flight delays”, at the Indian Academy of Management (INDAM) sixth biennial conference, held at IIM Tiruchirapalli, 1-4 January 2020
7. Participated in the *Journal of Marketing* – ISB Research Development Workshop at ISB Hyderabad, 11-12 January 2020
8. Participated in 3<sup>rd</sup> National Research Conference organized by Centre for Management Education, All India Management Association (AIMA), at New Delhi, 13 September 2008
9. Participated in 4<sup>th</sup> National Research Conference organized by Centre for Management Education, All India Management Association (AIMA), at New Delhi, 11 April 2009
10. Participated in Doctoral Teaching Consortium organized by CTL, IIM Bangalore, 31 Jan – 1 Feb 2022

## RESPONSIBILITIES AS REVIEWER

- *Journal of Service Research* (ABDC A\*, ABS 4)
- *International Journal of Hospitality Management*, Elsevier (ABDC A\*; ABS 3)
- *Journal of Financial Services Marketing*, Springer (ABDC B; ABS 1)
- *International Social Science Journal*, Wiley (ABDC B)
- *South Asian Journal of Business Studies*, Emerald (ABDC C; ABS 1)

## NOTABLE ACHIEVEMENTS

1. Competitive Research Grant £ 2400 – Pump Priming for Primary Data Collection – University of Liverpool, with Prof. Gopalakrishnan Narayanamurthy, Senior Lecturer, University of Liverpool
2. Awarded A+ grade in 28 out of 34 courses in Ph.D. coursework, IIM Lucknow
3. Selected to teach PGP-I as an academic tutor for one course each in three Terms- Quantitative Analysis in Management – I (while in 2<sup>nd</sup> year) and Quantitative Analysis in Management – II (while in 2<sup>nd</sup> and 4<sup>th</sup> year) at IIM Lucknow on honorarium basis
4. Awarded departmental appreciation by General Manager, BSNL Ferozepur, for two years 2008-09 and 2016-17
5. Cleared UGC-NET in Management in the year 2012
6. Rank – One at the end of coursework under the Doctorate in Business Administration (DBA) course jointly offered by AIMA-AMU
7. Merit certificate in BSNL induction training at Regional Telecom Training Centre, Patna, in 2003
8. Granted merit scholarship at Thapar Institute of Engineering and Technology, Patiala, for three years out of four in the B.E. programme based on academic performance
9. Stood fifth in state board merit (Punjab School Education Board) list across all subject streams in the senior secondary (10+2) examinations

## TEACHING INTERESTS

- Marketing Research
- Marketing Management
- Services Marketing
- Luxury Marketing
- Global Marketing
- Sales and Distribution Management

## RESEARCH INTERESTS

- Consumer Complaining Behavior
- Systematic Literature Reviews
- Macromarketing

## REFERENCES

Available on Request