

Sakshi Aggarwal

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Assistant Professor (Marketing) at Indian Institute of Management (IIM) Amritsar, Punjab

EDUCATION

Indian Institute of Management (IIM), Indore – India

Ph.D., Marketing

July 2018-March 2022 (3 years 9 months)

Thesis Advisory Committee: Sanjeev Tripathi (Chair), Sudipta Mandal, and Jatin Pandey

Dissertation: Three Essays on Information Processing in Goal Pursuit

Research interests: Heuristics in Consumer Decision Making, Numerical Cognition and Judgments, Visual Representation, Goal Perceptions

Teaching Interests: Principles of Marketing, Consumer Behavior, Pricing, Marketing Research, Experimental Research, Product and Brand Management, Tourism Marketing

ESSEC Business School, Paris – France

M.Sc., Business Administration Research (MPhil)

2015-2017

Specialization: Marketing

Shri Ram College of Commerce (SRCC), University of Delhi - India

Post Graduate Diploma in Global Business Operations (PGD-GBO)

2012- 2014

Bharati Vidyapeeth University Institute of Management & Research,

Delhi - India

BBA

2008-2011

Specialization: Marketing

WORK ACCEPTED FOR PUBLICATION

Aggarwal, S., & Jha, S. (forthcoming). "Eco Marketing: Cultivating Green Consumers and Communities". Book Chapter, Dealing with Socially Responsible Consumers – Studies in Marketing. Palgrave Macmillan (Springer Nature).

Sakshi Aggarwal, Sanjeev Tripathi, Sudipta Mandal (2021)," Be Precise or Round it up: How Roundness of Goals Influence Goal Attractiveness and Achievability Perceptions", in NA - Advances in Consumer Research Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matt Thomson, Duluth, MN: Association for Consumer Research (**ABDC B**)

MANUSCRIPT UNDER PREPARATION (Data Collection Completed)

Aggarwal, S., Tripathi, S., & Mandal, S. "Be Precise or Round it up: How Roundness of

Goals Influence Goal Attractiveness and Achievability Perceptions”. In preparation for submission to *Journal of Consumer Research* (FT 50)

Aggarwal, S., Tripathi, S., & Mandal, S. “Counting to a Round Number *Precisely*: Effect of Symmetric Chunking on Ease of the Process and Counting Confidence”. In preparation for submission to *Organization Behavior and Human Decision Processes* (FT 50)

Aggarwal, S., Tripathi, S., & Mandal, S. “Prefer Linear or Crooked: A Spatial Perception Perspective. In preparation for submission to *Journal of Consumer Research* (FT 50)

Aggarwal, S., & Khan, A. “Dark Tourism: An Exploratory Study of Long-term Affective & Cognitive Impact”. (Target: *International Journal of Tourism Research*) (ABDC- A)

CONFERENCES & CONSORTIUMS

Aggarwal, S., Tripathi, S., & Mandal, S. “Prefer Linear or Crooked: A Visual Representation Perspective”. Empirical paper presented at Indian Academy of Management (INDAM), IIM Rohtak, January 2022.

Aggarwal, S., Tripathi, S., & Mandal, S., “Be Precise or Round it up: How Roundness of Goals Influence Goal Attractiveness and Achievability Perceptions”. Competitive paper presented at Association for Consumer Research (ACR) Conference, October 2021.

Presenter, Thesis: “Three Essays on Information Processing in Goal Pursuit”, 9th AIM-AMA-Sheth Foundation Doctoral Consortium, June 2021.

Aggarwal, S., Tripathi, S., & Mandal, S., “Be Precise or Round it up: How Roundness of Goals Influence Goal Attractiveness and Achievability Perceptions”. Empirical paper presented at Virtual European Marketing Academy (EMAC) Conference, May 2021.

Aggarwal, S., “It depends: Regulatory Focus and Risk-taking Behavior”. Empirical paper presented at Indian Institute of Management (IIM) Kozhikode Virtual Doctoral Symposium, December 2020.

Aggarwal, S., & Khan, A, “Dark Tourism: Do We Feel and Think Differently with Time”. Qualitative research presented at Virtual Atlantic Marketing Conference, October 2020.

Aggarwal, S., & Tripathi, S., “Tensile Price Claims (TPC): “When less is preferred to more”. North American Society for Marketing Education in India (NASMEI) Conference, Great Lakes Institute of Management, December 2019.

Aggarwal, S., & Prokopek, S., “Setting Effective Mental Budgets: Restrictive and Malleable Budgets”. Idea paper presented at European Marketing Academy (EMAC) Doctoral Colloquium, Groningen, Netherlands, March 2017.

WORKING PAPERS (Tentatively Named)

Aggarwal, S., Tripathi, S. “Role of Religion in Pricing and Discounts” (Two Experiments Completed).

Aggarwal, S., Tripathi, S., & Mandal, S. “Impact of Ascending and Descending Graphs on Consumer Evaluations” (One Experiment Completed).

Aggarwal, S., Sadiq, M., & Adil, M. “Influence of Environmental News and Environmental concern on green purchase behavior” (Conceptualization).

Aggarwal, S., Tripathi, S., & Mandal, S. “Visual Representation of Fluency of Round and Non-Round Numbers” (Ideation).

AWARDS & SCHOLARSHIPS

- **Seed grant** of INR 1.2 lakh for a research paper in the domain of visual representation, SoB UPES March 2022
- **UGC- NET** (National Eligibility Test) in Management 2017
- **ESSEC MPhil Student Scholarship** 2015 – 2017
- **1st Position**, Business Plan Presentation Competition, Shri Ram College of Commerce, University of Delhi 2012
- **All India Rank 12** (Ranked in top .003% of around 4000 candidates) PG Diploma in Global Business Operation (GBO) Entrance Exam, Shi Ram College of Commerce, University of Delhi 2012
- **Ranked 4th** in BBA, in a batch of 200 students 2008-2011
- **3rd Position**, Paper Presentation, International Conference, BVIMR 2011
- **2nd Position**, *Paristhiti* -National Case Writing and Presentation Competition, BVIMR 2010
- **1st Position**, English Language Quiz, BVIMR Gems-Annual event 2010
- **3rd Position**, Young Managers- Case Writing and Presentation Competition, BVIMR Gems-Annual event 2009
- **All India Rank 91** (Ranked in top .0091% of around 10000 candidates) Bharati Vidyapeeth Under-graduation Management Aptitude Test (BUMAT) 2008
- **Awarded ‘Credit’** in English by The University of New South Wales 2004

PROFESSIONAL SERVICE

- **Course Coordinator**, Economics Honors, Third Year March 2022- June 2022

- **SPOC, KPMG-UPES Tie-up for** March 2022- June 2022
MBA in Consulting and Strategy and MBA in Business Analytics
- **Track Chair**, two sessions on Consumer Behavior, Conference on Excellence in Research and Education (CERE) 2022, IIM Indore June 2022
- **Judge**, Art of Selling Competition, SoB UPES April 2022
- **Teaching Assistant**, Marketing Management II Oct 2021- Dec 2021
- **PhD Representative**, IIM Indore 2020-2021
- **Student Head**, Career Development Cell, IIM Indore 2020-2021
- **Organizing Team Member**, Conference on Excellence in Research and Education (CERE), IIM Indore May, 2019
- **Organizing Team Member**,
NASMEI Summer Marketing-IS Conference, IIM Indore July 2019
- **Reviewer**, NASMEI Summer Marketing-IS Conference, IIM Indore July 2019
- **Convener**, Eutopia'13 – The Annual Marketing Fest of Global Business Operations Programme, SRCC Oct. 2013
- **Student Head**, Helios – the Marketing Society, SRCC 2013-2014
- **Core Team Member**, TEDX SRCC Society 2013
- **Student Coordinator**, Personality & Entrepreneurship Cell (PEDC) 2009-2011

PRACTITIONER EXPERIENCE

- Assistant Professor, Marketing 1st July 2022 onwards
Indian Institute of Management (IIM) Amritsar, Punjab
- Assistant Professor, Marketing Jan. 2022 – June 2022
School of Business (SoB)
University of Petroleum and Energy Services (UPES)
Dehradun, Uttarakhand
- Transition Readiness and Aftercare Volunteer, Sep. 2017 – June 2018
Make a Difference (MAD)
- Materials Management Executive, July 2014 – March 2015
The Taj Mahal Hotel, New Delhi
Indian Hotels Company Ltd.
- Management Trainee, Special Ceramics (P) Ltd. June 2011- June 2012

Internships

- Digital Marketing Intern & Content Writer
SunHill Systems (P) Ltd. May –July 2013
- Marketing Trainee
Larsen & Toubro May –June 2010
- Online/Offline Trading of Shares
Religare Securities Ltd.- Online/Offline Trading of Shares May – July 2009

WORKSHOPS

- Participant, Doctoral Consortium on Teaching, Indian Institute of Management (IIM) Bangalore Jan. 31- Feb. 2 2022

SELECTED DOCTORAL COURSEWORK**Statistics & Methodology**

- Statistics for Management Research
- Basic Research Methods
- Introduction to Management Research
- Qualitative Research Methods
- Research Methodology- Quantitative Techniques
- Data Analysis in Marketing Research (SPSS)
- Experimental Research Design in Marketing
- Latent Variable Modelling

Skill Development Courses

- Academic Communication (I&II)
- Pedagogy in Management

Marketing

- Classics in Marketing Management –I&II
- Marketing Research
- Consumer Psychology & Behavior
- Seminar Course on Pricing
- Research Opportunities in Brand Management
- Seminar on Digital Marketing
- Seminar on Tourism Marketing
- Seminar Course on Sustainability & Green Marketing
- Service Excellence
- New Product Development
- Marketing for Development

Audit Courses

- Social Cognition

REFERENCES**Sanjeev Tripathi**

Professor, Marketing
Indian Institute of Management
(IIM), Indore
Prabandh Shikhar, Rau-Pithampur
road, Indore, Madhya Pradesh
Sanjeevt@iimidr.ac.in

Sudipta Mandal

Assistant Professor, Marketing
Marketing Area Chair
Indian Institute of Management
(IIM), Indore
Prabandh Shikhar, Rau-Pithampur
road, Indore, Madhya Pradesh
Sudiptam@iimidr.ac.in

Jatin Pandey

Assistant Professor, OB&HRM
OB-HRM Area Chair
Young Faculty Research Chair
Indian Institute of Management
(IIM), Indore
Prabandh Shikhar, Rau-Pithampur
road, Indore, Madhya Pradesh
Jatinp@iimidr.ac.in

LANGUAGES

English: Fluent

Hindi: Fluent

French: Beginner

- 86.50% in DELF A1 examination (2016), French language proficiency, Alliance Française, New Delhi, India

German: Beginner

- 91% in Goethe-Zertifikat A1 examination (2010), German language proficiency, Max Mueller Bhawan, New Delhi, India.
- First Division with Distinction, German Language Diploma, Bharati Vidyapeeth University (2008-2011)