

ANUJ JAIN

SUMMARY

PhD in Marketing from XLRI Xavier School of Management, Jamshedpur with papers published in *Journal of Brand Management* and *Psychology & Marketing* (ABDC-A). Before commencing doctoral journey, worked for almost 5 years as a consultant and co-founder for Daily Diet Boxes, after having completed Bachelor of Technology from IIT (ISM), Dhanbad. Areas of research interests include human-technology interaction, technology-driven marketing, customer engagement, and consumer wellbeing. Teaching interests include Marketing Research and Analytics, Integrated Marketing Communications, Consumer Behaviour, Business Research Methods, and Advance statistical and research techniques.

THESIS

Title: The intersection of technology and marketing: The effect of self-tracking technology on customer engagement, consumer wellbeing, and brand avoidance.

JOURNAL PUBLICATIONS

1. Pahi, S.A., Jain, A. & Pradhan, D. (2024) How can brands mitigate the consequences of negative digital customer experience? Investigating roles of brand attachment, brand community support, and adaptive coping. *Journal of Brand Management*. <https://doi.org/10.1057/s41262-024-00363-y>. (ABS-2, ABDC-A)
2. Jain, Anuj, Pradhan, Debasis, Kuanr, Abhisek, Singh, Shiwangi (2024), "How Self-quantification Redefines Consumer Well-being: A Meta-analytic Review," *Psychology and Marketing*. <https://doi.org/10.1002/mar.22141> (ABS-3, ABDC-A)

CONFERENCE PAPERS

International Conferences

1. "Brand Avoidance in a self-quantified world: Roles of regulatory focus and multiplicity of data," presented at International Center for Anti-consumption Research (ICAR) Conference, December 2023 in Sydney, Australia.
2. "Brand Environmental Transgressions and Repercussions: A Gen. Z perspective," presented to the Global Marketing Conference, July 2023 in Seoul, South Korea.

National Conferences

1. "Experimental Investigation of Manipulation and Moral Disengagement: The Game of Cheating," presented at the Indian Academy of Management (INDAM) Conference, January 2024 in Goa, India.
2. "Experimental Investigation of Manipulation and Moral Disengagement: The Game of Cheating," presented at the Behavioral Science in Management (BSIM) Conference, April 2023 in IIM Ahmedabad, India.
3. "Greenwashing: The Seven Sins Perspective," presented (Video Conferencing) at the Association of Indian Management Scholars (AIMS-20) International Conference, December 2022 in IIM Kozhikode, India.

SCHOLAR & FACULTY DEVELOPMENT PROGRAMS/ WORKSHOPS ATTENDED

1. Virtual conference on Marketing Analytics organized by AMA (American Marketing Association) held on 18th June 2024
2. Introduction to video analysis with Python conducted by Christian Pival, senior research associate at the Department of Communication and Media Research at the University of Zurich in May 2024.
3. Introduction to Causal Machine Learning estimators in R conducted by Michael Knaus, Assistant Professor of “Data Science in Economics” at the University of Tübingen in April 2024.
4. Fundamentals of PLS-SEM using SmartPLS conducted by NICMAR University Pune with support from SmartPLS, GmbH, Germany in August 2022.
5. Writing Impactful Research organized by Sabaragamuwa University, Sri Lanka in association with Emerald Publishing conducted from April to August 2021.

HONORS AND AWARDS

Winner, 2023, Best paper award: Behavioral Science in Management (BSIM) Conference at Indian Institute of Management, Ahmedabad. for conference paper “Experimental Investigation of Manipulation and Moral Disengagement: The Game of Cheating.”

PRE-PhD INDUSTRY EXPERIENCE

1. Cofounder (at DDB), Daily Diet Boxes from September 2016 to March 2020. Responsible for business development, branding, sales and distribution, and procurement of inventory.
2. Consultant (at DDB), Daily Diet Boxes from August 2015 to August 2016. Responsible for business development, branding, website development, and sales.

EDUCATION

<i>Degree</i>	<i>Institute/ University</i>	<i>Year</i>
FPM (Ph.D.) (Marketing)	XLRI Xavier School of Management, Jamshedpur	2024
B.Tech. (Environmental Engineering)	IIT(ISM), Dhanbad	2015

INVITED TALKS/ COMMUNITY SERVICE

Reviewer

Psychology & Marketing
Corporate Social Responsibility and Environmental Management
Journal of Foodservice Business Research

Invited talk at Sagar Public School Katara Extension, Bhopal.

“Gen. Z mental health and well-being: Challenges and Solutions,” April 26th, 2024.

Research Seminar for doctoral scholars at XLRI-Xavier School of Management, Jamshedpur

“Importance of Systematic generalizations in Marketing: When and How does meta-analysis contribute to further marketing knowledge,” May 2023.

Anti-Ragging Committee (XLRI-Xavier School of Management, Jamshedpur)

Member, 2020-2024.

SCHOLCOM (Scholars Committee) (XLRI-Xavier School of Management, Jamshedpur)

Joint Secretary, 2022-2023.