

## Balamurugan Annamalai

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### COURSES TAUGHT

MBA	Training	PhD
Marketing Management I	Strategic Retail Marketing	Marketing Theories &
Marketing Management II	Digital Marketing	Contemporary Research
Retail Management	Marketing Strategy	Advances in Consumer
Consumer Behaviour	Sales & Marketing Strategy	Behaviour
FMCG Marketing		
Digital Marketing		
Marketing Analytics		

### SELECTED RESEARCH PUBLICATIONS

#### ABDC A Journals

Annamalai\*, Chandrasekaran, ShabbirHusain & Yoshida, M. (2025). Driving Digital Consumer Engagement for Sponsor Brands: The Case of FIFA World Cup 2022. *Event Management*. DOI: <https://doi.org/10.3727/152599524X17265263360485>

Chandrasekaran, ShabbirHusain & Annamalai\* (2024). "Twitter engagement of Indian DMOs: Pre, during, and post COVID-19 pandemic", *Asia Pacific Journal of Tourism Research*. DOI: <https://doi.org/10.1080/10941665.2024.2339297>

ShabbirHusain, Pathak, Chandrasekaran & Annamalai\* (2023). "The Power of Words: Driving Online Consumer Engagement in Fintech", *International Journal of Bank Marketing*. DOI: <https://doi.org/10.1108/IJBM-11-2022-0519>

Chandrasekaran, ShabbirHusain & Annamalai (2022). "Social media and Tourism: a cross-platform study of Indian DMOs", *Current Issues in Tourism*. DOI: <https://doi.org/10.1080/13683500.2022.2142098>

Annamalai\*, Yoshida, Varshney, Pathak & Venugopal (2021). "Social media content strategy for sport clubs to drive fan engagement", *Journal of Retailing and Consumer Services*. DOI: <https://doi.org/10.1016/j.jretconser.2021.102648>

Aggarwal, Chandrasekaran & Annamalai (2020). "A complete empirical ensemble mode decomposition and support vector machine-based approach to predict Bitcoin prices" *Journal of Behavioral and Experimental Finance*. DOI: <https://doi.org/10.1016/j.jbef.2020.100335>

\* First/ Corresponding Author

Full List: <https://scholar.google.com/citations?user=BLpPR3EAAAAJ&hl>