

S. Lianbiaklall

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EDUCATIONS:

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| • PhD. (Marketing)- Indian Institute of Technology Madras | 2026 |
| • PGDM (Marketing)- Indian Institute of Management Kashipur | 2018 |
| • B.Tech. (Computer Sc. & Engr.)- School of Engineering & Technology, Nagaland University | 2015 |

RESEARCH PUBLICATIONS

-
- “*Revisiting 42 Years of literature on food marketing to children: A morphological analysis*”, *Appetite*, 2023
 - “*Nudging Consumer Engagement for Food Brands: A Machine Learning and Visual Framing-Based Typological Approach*”, *Journal of Product and Brand Management*, 2025

AWARDS

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- Awarded the **Sethuraman NASMEI Research Grant Award** of Rs. 1 lakh at the 17th Great Lakes NASMEI Marketing Conference, 2023
 - Awarded the **Institute Research Award 2026** at IIT Madras, in recognition of excellent PhD works.

CONFERENCES

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- AMS World Marketing Congress (AMS WMC), Dijon, France, 2025
 - AMS Annual Conference, Montreal, Canada, 2025
 - AMA Winter Academic Conference, Arizona, US, 2025
 - MICA ICMC, 2025
 - India Management Research Conference, IIM Ahmedabad, 2025
 - 4th International Marketing Conference, IIM Shillong, 2025
 - 22nd AIMS International Conference on Management, IIM Kozhikode, 2025
 - ISMS Marketing Science Conference, Sydney, Australia, 2024
 - Management Education and Research Colloquium, IIM Kashipur, 2024
 - International Conference on Business Analytics and Management Sciences, IIT Bombay, 2024
 - Society for Marketing Advances, Florida, US, 2024
 - ANZMAC, New Zealand, 2023
 - 8th Pan IIM World Management Conference, IIM Kozhikode, 2021

TEACHING EXPERIENCES

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| <i>Teaching Assistant:</i> | IIT Madras |
| • Advertisement & Promotion, • Analytics in Marketing Decision, • Design Thinking, | (2022-2025) |
| • Applied Marketing Management, • Brand Management, • Research in Decision Making. | |

RESEARCH EXPERIENCES

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| <i>Research Assistant:</i> | IIT Madras |
| • Supported research project on marketer-generated social media content and family intervention in young children's (un)healthy food choices through data collection, analysis, and literature review. | (2025-2026) |

WORK EXPERIENCES

- Havells India Limited (Management Trainee)- *Kolkata* May 2018- May 2019
- Frontier Markets Consulting Pvt. Ltd. (Marketing Communication Intern)- *Jaipur* April-June 2017

WORKSHOPS

- Workshop on Consumer Neuroscience, organised by the Behavioural Lab of SJMSOM, IIT Bombay, 2024
- Winter School on Experimental Research Design & Review Process Workshop, organised by Centre for Research Excellence in Marketing (MICA CREM), 2023
- Workshop on Design Thinking & Problem Solving at the Samanvay, IIT Madras, 2020

CO-CURRICULAR ACTIVITIES

- UGC-NET, 2019
- Won 1st in the Guerrilla Marketing Competition at IIM Kashipur, 2016
- Received Academic Proficiency Certificate from *Siamsinpawlpi* (SSPP), Manipur, 2011

POINT OF RESPONSIBILITIES

- Cultural Committee, IIM Kashipur, 2016
- Promotional Team, TEDxIIMKashipur, IIM Kashipur, 2016

EXTRACURRICULAR ACTIVITIES

- Won 3rd position in Western Music (band) Competition in Annual Sports, Rayburn College, 2010

PERSONAL INFORMATION

- Date of birth: *15th March, 1994*
- Marital status: *Single*
- Permanent address: *Hiangtam Lamka, Churachandpur- 795128, Manipur.*