

Dr. Arbuda Sharma

Brief Profile

To give a little background on myself, I have done the doctoral work in the area of Marketing from XLRI Jamshedpur in Branding & Culture. In this I have worked on the research question on *What are the various cultural dimensions which interplay with brand? How does culture influence the brand consumption?* XLRI helped me to look at Marketing/Management in interdisciplinary perspective and also to evolve as management professional. I have also done Post graduation in Management with specialization in International Business which has helped me in understanding Management in Cross Cultural Environment.

I have also been Consultant/Guest/ visiting faculty in various institutions in India like, DPSRU, IIT Delhi, NIFT, Lenders Management, ITDC. I have conducted training programmes and workshops for organizations in the area Brand Consumption and culture.

For last one and Half year I have been working at Delhi Pharmaceutical Sciences and Research University (DPSRU) as Visiting Full Time Associate Professor. At DPSRU i have contributed in MBA(Programme) and its Curriculum.

Education Qualifications

Fellow Program in Management (Doctoral program) from XLRI Jamshedpur. Thesis Awarded 2018.

Master of International Business (MIB): I have done **Two years full time postgraduate programme from Bharathiar University, Coimbatore**, with **69%** in year **2002**. The programme like any other Post Graduate Management Programme included all the core courses of Management 2002.

B.A. (Economics): I have done my **Bachelors Degree in Economics from Bharathiar University, Coimbatore, 2000.**

Experience: Teaching/Research/Industry

Delhi Pharmaceutical Sciences & Research University(DPSRU, Govt. of Delhi) :
Visiting Full Time Associate Professor, August 2018- Till Now

Bajaj Capital Group- International College For Financial Planning New Delhi:
Assistant Professor 2017 -2018

Lenders Project Management Consultants Pvt. Ltd., New Delhi, Marketing division.
Marketing Consultant 2009-2017

XLRI Jamshedpur **Research Scholar** 2011-2018

Indian Institute of Foreign Trade (IIFT),New Delhi (2008-2009), **Research Associate**
in M.D.P. Division , NIFT, SRISIM, Ministry of Tourism, New Delhi, **Guest Faculty**
Management/ Marketing.

Academic/Teaching Contributions

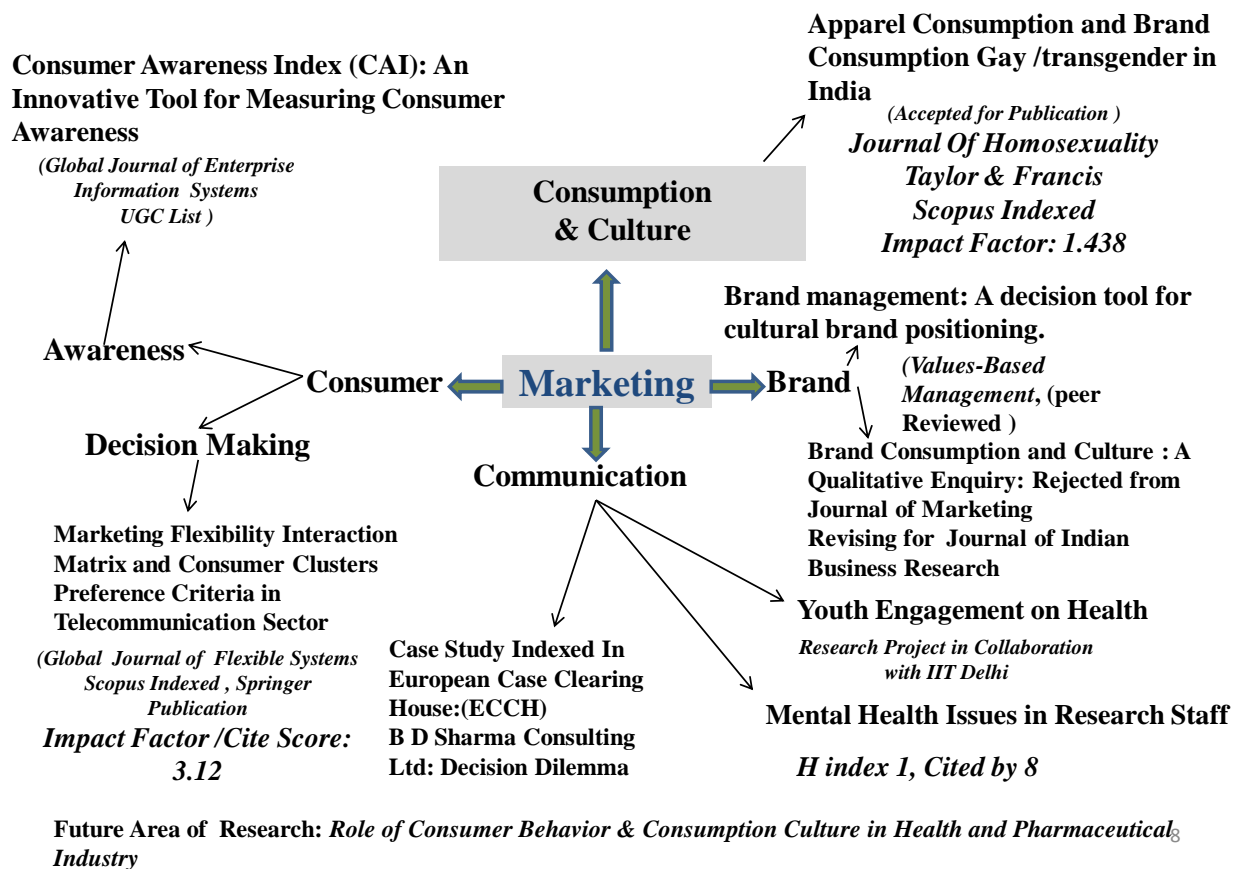


Future Area : Teaching Contribution: Developing Customized Training Programmes /Courses & MOOCS for Management / Marketing Professionals in Pharmaceutical and Health Care Industry

Research Publication

- Sharma, A., Medudula, M. K., & Patro, S. (2015). Marketing flexibility interaction matrix and consumer clusters preference criteria in telecommunication sector. *Global Journal of Flexible Systems Management*, 16(3), 295-307. Indexed in Scopus, Published by Springer, Scopus Impact Factor 3.1
- Chauhan, V., Reddy Best, K., **Sharma, A.**, Lamba, K. (2019). Fitting in or Not: Apparel Consumption and Embodied Experiences of Gay Men and Transgender Women in India. *Journal of Homosexuality* -(Accepted) Indexed in Scopus ,Published by Taylor & Francis Scopus Impact factor 1.9
- Sharma, A. (2016). BD Sharma consulting pvt. Ltd: persevering in the face of difficulty. *The Case Centre*, 816-0036-1. Indexed In ECCH
- Sharma, A., & Thakur, M. (2012). Brand management: A decision tool for cultural brand positioning. *Values-Based Management*, 2(1), 51-67.

Research Focus



Doctoral Thesis Abstract

Cultural Influence On Brand Consumption: A Qualitative Inquiry

The needs and wants of the consumers are not only satisfied via simple product consumption, but also by the consumption of the brand itself. The consumer is a co-producer of brand meaning and interactions between consumer and brand are important shapers of the socio-economic process of brand consumption. Culture and individual influence each other and several studies have looked at the affects of culture on the individual with similar marketing activities, different cultural settings may lead to different positioning of the brand in consumer mind and a brand may face hurdles if it lacks cultural fit because of the norms and cultural values, which affect the consumption pattern. Extensive literature review has evolved a research gap of limited research on cultural influence on brand consumption. This research gap raises the following questions:-

What are the various cultural dimensions which interplay with brand?

How does culture influence the brand consumption?

To address the above, *two phase study* was conducted to address the interplay of Culture & brand and its role in brand consumption. *First Phase* study aimed at exploring the interplay of brand and culture with help of literature and coding consumer responses. The axial coding process has been conducted with the inputs from experts. This resulted in arriving at the interplay of various cultural dimensions with the brand consumption. In the *Second Phase* the profiling of consumer for the Phenomenology study is done using the Cultural Value Scale and interpretation of culture influence on brand consumption is codified using the Hermeneutic Phenomenology. The Hermeneutic Phenomenology qualitative inquiry is corroborated with existing literature with academic and managerial implications

Key words: Brand, Culture, Brand Consumption