



EDUCATION	<p>PhD in Management (<i>Pursuing</i>) <i>Indian Institute of Management Shillong</i> 2020 - <i>present</i></p> <ul style="list-style-type: none"> • Area: Marketing • Thesis Topic: From owning to accessing luxury brands <p>Master of Business Administration (MBA) <i>Punjab Technical University</i> 2011 - 2013</p> <ul style="list-style-type: none"> • Specialization: Finance and Marketing <p>Bachelor of Commerce (BCom) (Honours) <i>Panjab University</i> 2008 - 2011</p> <ul style="list-style-type: none"> • Specialization: Business Finance and Accounting
EMPLOYMENT	<p>ICICI Bank <i>Deputy Manager Grade -I</i> 2014 - 2017</p> <p>I-Process services (India) Pvt. Ltd. <i>Credit Process Associate Manager</i> 2013 - 2014</p>
QUALIFICATION/ CERTIFICATES	<p>UGC-NET and JRF <i>Management</i> December 2019</p> <p>UGC-NET <i>Management</i> December 2018 June 2018</p>
PUBLICATIONS	<ol style="list-style-type: none"> 1. Pahuja, K., Sadarangani, P. (2024). Exploring the ties between luxury brand experiences, social status, luxury purchases, prosocial behaviors, and materialism: A case of Millennials on social media. <i>International Journal of Electronic Marketing and Retailing</i>. https://doi.org/10.1504/IJEMR.2024.10065784 [ABDC - C, SCOPUS] 2. Pahuja, K. (2021). Exploring the ties between tourist engagement, emotional responses and loyalty: a case of yoga tourism. <i>International Journal of Business Excellence</i>,24(4), 519-540. https://doi.org/10.1504/IJBEX.2021.117656 [ABS - 2, SCOPUS]
CONFERENCE PROCEEDINGS	<ol style="list-style-type: none"> 1. Kirti Pahuja, and Pradip H. Sadarangani, (2023), “The Impact of Employee Psychology in Building a Brand” Transforming Business and Management in Digital Age, Book of Abstracts 3rd Annual International Research Conference and Doctoral Workshop, Indian Institute of Management Lucknow, ISBN: 978-93-340-3877-4
CONFERENCES	<p>XXVI Annual International Conference of Operations Management IIM Shillong 2023</p> <ul style="list-style-type: none"> • Paper Title: The impact of CSR in building a brand: Intermediate mechanism of employee psychology
SKILLS	<p>Subject Proficiency: Marketing Management, Consumer Behavior, Marketing Strategy, Marketing Intelligence and Planning, Brand Management, Integrated Marketing Communication</p> <p>Research Skills: Structural Equation Modelling, Case Studies</p> <p>Software: SPSS, AMOS, VOSViewer</p>

ACADEMIC
SERVICES

Teaching Assistance: *Consumer Behaviour*
Marketing Strategy
Marketing Management
Integrated Marketing Communication
Sales and Distribution Management

OTHER
DETAILS

Self employed

Tax Return Preparer for individuals, business and profession 2018 - 2019

Freelancer

Worked at www.upwork.com in Management Accountant and Bookkeeping for Australian clients 2018 - 2019