



EDUCATION	<p><b>PhD in Management (<i>Pursuing</i>)</b> <i>Indian Institute of Management Shillong</i> 2021 - present</p> <ul style="list-style-type: none"><li>• Area: Marketing</li><li>• Thesis Topic: Value Co-creation and Co-destruction Behaviors in Peer-to-Peer Accommodation: Three Essays on the Role of Personality Traits</li></ul> <p><b>Master of Commerce (MCom)</b> <i>Jamia Millia Islamia, New Delhi</i> 2018 - 2020</p> <ul style="list-style-type: none"><li>• Specialization: General Management</li></ul> <p><b>Bachelor of Commerce (BCom)</b> <i>Farook College (Autonomous), Kerala</i> 2015 - 2018</p> <ul style="list-style-type: none"><li>• Specialization: Finance</li></ul>
QUALIFICATION	<p><b>UGC-NET and JRF</b> <i>Commerce</i> 2019</p>
PUBLICATIONS	<p>1. Vasil M, M., Chopdar, P. K., Buhalis, D., &amp; Das, S. S. (2024). Value co-creation in the sharing economy: Revisiting the past to inform future. <i>Psychology &amp; Marketing</i>, 41, 1443–1468 <a href="https://doi.org/10.1002/mar.21990">https://doi.org/10.1002/mar.21990</a>. [ABDC - A, ABS - 3]</p>
CONFERENCES	<p><b>3rd International Marketing Conference (iMarC-III)   IIM Shillong, India</b> 2024</p> <ul style="list-style-type: none"><li>• Paper Title: Value co-creation in the peer-to-peer accommodation: What do we know and where should we be heading</li></ul> <p><b>International Conference of Marketing on Consumer Experience in Digital Era   IIM Bodh Gaya, India</b> 2023</p> <ul style="list-style-type: none"><li>• Paper Title: Influence of scarcity claims on impulsive buying intention: The role of FOMO and reversibility of decision</li></ul> <p><b>2nd Pritam Singh Memorial (PRISM) Conference   IIM Nagpur, India</b> 2022</p> <ul style="list-style-type: none"><li>• Paper Title: Are we ready for it? Exploring the barriers for Mobility-as-a-Service adoption</li></ul>
SKILLS	<p><b>Subject Proficiency:</b> Marketing Management, Marketing Strategy, Integrated Marketing Communications, Services Marketing, Sustainability Marketing, Psychometric Assessment in Organizations</p> <p><b>Research Skills:</b> Structural Equation Modeling, Regression Analysis, Bibliometric Analysis, Case Studies</p> <p><b>Software:</b> SmartPLS, AMOS, R, SPSS, Jamovi, Tableau, VOSviewer, Orange, Canva</p>
ACADEMIC SERVICES	<p><b>Reviewer for:</b> <i>Data in Brief (Elsevier)</i></p> <p><b>Teaching Assistance:</b> <i>Sales and Distribution Management</i></p> <p><b>Teaching Assistance and Teaching:</b> <i>Marketing Strategy</i> (Attendees: PGP-1   Participants: 60   Sessions: 3)</p>