

Dr. Ruppal Walia Sharma

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Focus Areas:

Brand Management, Strategic Marketing, Design Thinking

Profile:

Dr. Ruppal W Sharma has a work experience of more than 25 years of which she spent close to eight years in the corporate sector and the rest in academics. Before rejoining SPJIMR in 2017, she had served as marketing faculty at Indian Institute of Foreign Trade Delhi (2007-17) and SPJIMR Mumbai (2003-07). Prior to that, she worked in the corporate sector, from 1995 to 2002, across marketing and brand management profiles in different industries.

She has completed her PhD from BITS Pilani, MBA from IIFT Delhi, and Graduation in Economics from Lady Shri Ram College, Delhi.

Dr. Sharma has designed and conducted various Management Development Programmes for middle to senior level managers in organizations like Xerox, Philips, DCM Shriram, Maruti Suzuki, Mobileum, Castrol, Glaxo Smithkline and IOCL among others. She also undertakes consultancy assignments for industry and has served on the advisory board of The Shop for Change Company which was set up to promote Fair Trade in India. She regularly shares her expertise with selected start-ups in helping them develop their marketing strategy.

Her research and publications are largely in the area of brand management and consumer behavior. Dr. Sharma's case studies on go-to-market strategies and building a start-up brand were selected in the top 10 cases in the ISB-Ivey Global Case Study Competitions in 2017 and 2016 respectively. Dr Sharma's articles on marketing and branding have been published in newspapers like Economic Times, Brand Equity(ET), Mint and Forbes India amongst others.

Publications

- Sharma, R. W. (2020), "IndiGo Airlines Brand Crisis: Assault on Passenger Goes Viral", Asian Journal of Management Cases, Sage, published online May 2020 (ABDC journal)
- Mishra, M.S and Sharma, R.W (2019), "Brand Crisis-Sentiment Analysis of User-Generated Comments About @Maggi on Facebook", Corporate Reputation Review, Springer, Vol 22:48–60 (ABDC journal)
- Sharma, Ruppal W. and Srivastava, Deepti (2017), "Measuring Customer's Response to a Word of Mouth Message on the Social Media: Development of a Multi Item Scale", Journal of Creative Communications, Vol.12.3 (Scopus indexed, UGC approved journal)

- Iyer R, Eastman, J.K and Sharma, R.W. (2017), "The Impact of Cognitive Age on Materialism, status Consumption and Loyalty Proneness on the Indian Elderly," *Marketing Management Journal*, Vol. 27, Issue 1
- Srivastava, Deepti and Sharma Ruppal W.(2017), "Developing a Model for Studying the Antecedents and Effects of Word of Mouth (WoM) and e-WoM Marketing," *Jindal Journal of Business Research*, Sage , Vol.6(1), pp:1-19 (UGC approved journal)
- Sharma, Ruppal Walia (2015), "Communicating across age-groups: variance in consumer attitudes from tweenagers to adults", *Young Consumers*, Vol. 16 Iss 3 pp. 348 – 362 (ABDC journal)
- Sharma, Ruppal Walia and Dasgupta, Pinaki (2011), "Impact of Model Imagery and Product Information on Brand Attitude and Purchase Intention across Age Groups," *Journal of Marketing Trends*, Vol.1, May, pp. 71-77.
- Sharma, Ruppal Walia and Dasgupta, Pinaki (2009), "Marketing to Children: a planning framework", *Young Consumers*, Vol. 10 No. 3, pp. 180-187.(ABDC journal)

Case Studies

- Mishra, M.S and Sharma, R.W (2018), *Greenco Enterprises India Pvt. Ltd.: Market Strategy for Frozen Snacks*, Ivey Publishing, Case Study and Teaching Note ref no.- 9B18A063 and 8B18A063 (selected in top 10 case studies in the ISB-Ivey Global Case Study Competition 2017)
- Sharma, Ruppal Walia (2017), "Rays Culinary Delights: Building a Start Up Brand", Ivey Publishing, Case Study and Teaching Note ref no.-9B17A002 and 8B17A002 (selected in top 10 case studies in the ISB-Ivey Global Case Study Competition 2016)
- Sharma, Ruppal Walia (2009), "Rekindling Brand Growth: 3 Brand Stories" ECCH, case ref no. 509-080-1 and Teaching Note", ECCH, Case Ref No 509-080-8.
- Book (co-edited): "Case Studies in Marketing Effectiveness" published by SPJIMR, Mumbai, 2005.

Research & Consultancy projects

- Remodeling Brand architecture for a multinational company in the electrical industry (2018)
- Research Study on Strategy for enhancing India's Handloom Exports, Dr. R.M. Joshi, Dr. Ruppal W Sharma and Dr. Niti N. Chatnani, for HEPC (April to September 2017)
- Research Study on Branding and Marketing of Indian GI products conducted for Centre for WTO Studies, September 2015

- Research Study on Prospective Expansion Plan for Footwear Design & Development Institute, was conducted by Dr.R.M.Joshi, Dr. Ruppal W Sharma and Dr. Mridula S Mishra, for Ministry of Commerce, March 2015

Conferences

- Sharma, Ruppal W and Srivastava Deepti, (2016), "Developing Multi Item Scales For Measuring E-WoM Effectiveness," Proceedings of the IIT Delhi Conference on Brand Management 2016, April 16-17, Emerald Publication, New Delhi. (ISBN No.-9781786354112)
- Mishra, Mridula S and Sharma, Ruppal W, (2016), "Brand Crisis - Sentiment Analysis of User Generated Comments about @Maggi on Facebook ," Proceedings of the IIT Delhi Conference on Brand Management 2016, April 16-17, Emerald Publication, New Delhi. (ISBN No.-9781786354112)
- Iyer R., Eastman, J. and Sharma, R.W (2015), "Exploring the Indian Senior Market: Understanding the Impact of Self Confidence and Social Involvement," Proceedings of 2015 AMA Summer Marketing Educators' Conference, Improving Business Practice Through Marketing Insight, Volume 26, edited by Michael Ahearne and Douglas E. Hughes, August 14-16, Chicago, MA (available at www.ama.org/events-training/Conferences/Documents/2015-Summer-AMA-Proceedings.pdf, accessed 27 August, 2015, ISSN: 0888-1839, ISBN: 87757-360-3.)
- Sharma, Ruppal Walia (2011), "A study of variance in Attitude towards Ad across tweenagers to adults", 4th IIMA Conference on Marketing in Emerging Economies, Ahmedabad, 5-7 January.
- Sharma, Ruppal Walia and Dasgupta, Pinaki (2010), "Impact of communication cues on Brand Attitude and Association with Brand across Age groups: an experimental analysis," Proceedings of 9th International Marketing Trends Conference 2010 Venice, ed. Jean-Claude Andreani and Umberto Collesei, Paris-Venice Marketing Trends Asociation, [available at www.marketing-trends-congress.com/papers] congress.com/papers, ISBN 978-2-9532811-2-5 9782953281125) .
- Udgata, Jita, Sharma, Ruppal Walia and Dasgupta, Pinaki (2009), "Country of Origin Branding Approach: The story of the Indian Tiger Prawn", Eleventh International Business Horizon Conference- INBUSH 2009, Noida, 25th -27th February.
- Udgata, Jita, Sharma, Ruppal Walia and Dasgupta, Pinaki (2008), "Enhancing Indian Tiger Prawn Exports: A branding approach," presented at the Conference on Empirical Issues in International Trade and Finance, Indian Institute of Foreign Trade, Kolkata, 23-24 December.

Professional / Academic Affiliations

- Reviewer for Emerald Emerging Markets Case Studies Journal and Asia Pacific Journal of Marketing and Logistics
- Member Academic Advisory Council, Bharatiya Usha Lakshmi Mittal Institute of Management
- Taught as visiting faculty at Indian Institute of Management (IIM) Raipur, Mudra Institute of Communication and Advertising, Ahmedabad and International Management Institute, Delhi.
- Served on the advisory board of The Shop for Change Company which was set up to promote Fair Trade in India.