

## **Dr. Aradhana Gandhi**



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### **Qualification**

- PhD (Retail), Master of Management Science – Marketing and Finance
- SAP TERP10 Certified
- IIMA FDP on Research and Pedagogy

### **Designation**

Professor – Marketing and Faculty in charge – Symbiosis Centre for Behavioral Studies

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### **Industry Experience / Engagement with Industry:**

- 3 Years with Kotak Securities, Indore (Trainee).

### **Academic Experience:**

- ICFAI business school (1998-2000)
- Symbiosis Centre for Management and Human Resource Development (SCMHRD) (2001-2003)
- International institute of Information technology (I2IT) (2003-2006)
- Symbiosis Centre for Management and Human Resource Development (SCMHRD) (2006 - 2021)
- Symbiosis Institute of Business Management (SIBM Pune) (2021 onwards)

### **Experience Summary:**

Dr. Aradhana Gandhi is a Professor at Symbiosis Institute of Business Management (SIBM) and is in charge of Symbiosis Centre for Behavioral Studies (SCBS). She is a management graduate and a doctorate in management (Retail) under Dr. Ravi Shankar, IIT – Delhi, with 4 years of industry experience and 22 years of teaching and training experience. Her core area of research is in Retail and Consumer Behavioral Studies. She has

several publications in the area of area of Consumer Behavior and Retail in reputed International journals like International Journal of Retail and Distribution Management (ABDC, A), Benchmarking: An International Journal (ABDC, B) and Asia Pacific journal of Management (ABDC, A), International Journal of Electronic Marketing and Retailing (ABDC, C), to name a few. She is currently guiding 6 PhD scholars. She conducts training programs for the corporates and also was heading the MDP department at per previous assignment at SCMHRD. She has spearheaded MDPs in companies like Adani, Kalpataru group, Burckhardt compression, PNB Metlife to name a few. Apart from conducting courses in the area of Retail, she teaches courses in the area of Research Methodology, Marketing Research, CRM, Academic Writing, Experimental Studies, Qualitative Studies, to name a few.

She is a certified SAP trainer. She regularly conducts training programs in the area of SAP ERP modules like sales and Distribution, Material Management, Financial Accounting, Human Resources, Project Systems, CRM and Data Mining and Predictive Analytics since past 12 Years. She conducts regular training program on behalf of SAP at their center at Bangalore, during various conferences and training programs organized by them abroad and for various universities in the country. She has trained more than 200 faculty members in India and abroad on the SAP ERP platform.

**Training Programs conducted:**

- Academic Writing workshop through Symbiosis Teaching Learning Resource Centre for Symbiosis faculty members.
- Behavioral Studies using Eye-tracking through Symbiosis Teaching Learning Resource Centre for Symbiosis Faculty members.
- Research Publication Journey workshop for Symbiosis faculty members.
- Conducted a training program for the Godrej and Boyce employee at their leadership and training centre at Vikhroli in the area of Marketing Research (SSCE).
- SAP Labs, Bangalore on SAP FI, SD, PP, Material planning, CO and MM modules (couple of times).
- SAP TERP10, GBI, BPI training on behalf of SAP under University Alliance Program at SCMHRD, Pune (couple of times) and SAP Lab Bangalore.

- Symbiosis Centre for Management and HRD, Pune for regular and working executives on SAP FI, SD, MM, CRM, PS and HR modules.
- Can provide training on complete certification material for SAP SD and MM module and almost 3/4th of the certification material for SAP HR and FI.
- Authorized trainer on behalf of SAP. Over the last 10 years, trained more than 200 faculty members from various universities and colleges in India in the area of 'ERP through SAP', "TERP10 certification", under the train the trainer program.
- Conducted SAP – ERP workshops at Department of Management Studies, IIT – Delhi, SRM university, Techno University, IMI, IMDR, Bhartiya vidya peeth university, XLRI, etc.

#### **Spearheaded MDP at SCMHRD:**

- 107 participants of ADANI group were trained for 24 days in the functional areas of Finance, HR and IT.
- Burckhardt Compression – 4 days change management module
- Kalpataru – 7 days module on Procurement and SCM
- P & B Metlife – 1 day training program

#### **Professional body Memberships:**

- Member of the SAP University Alliance Group for Asia Pacific Japan region
  - Member of Retailers Association of India
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#### **Research Papers Published**

1. Gandhi, A. and Shankar, R. (2016), "Strategic Resource Management Model and Data Envelopment Analysis for Benchmarking of Indian Retailers", *Benchmarking: an International Journal*, Vol. 23, no. 3, ISSN No. 1463-5777
2. Gandhi, A. and Shankar, R. (2014 ) "Efficiency measurement of Indian retailers using Data Envelopment Analysis", *International Journal of Retail & Distribution Management*, Vol. 42, no. 6, pp. 500-520
3. Shaikh, A and Gandhi, A (2016), "Small retailer's new product acceptance in emerging market: A grounded theory approach" *Asia Pacific Journal of Marketing and Logistics*, vol. 28, no. 3, pp. 547-564.
4. Gandhi, A, Shaikh, A and Sheorey, P (2017), "Impact of Supply Chain Management Practices on Firm Performance: Empirical evidence from a developing country" *International Journal of Retail & Distribution Management*, Vol. 45, No. 4, pp. 366-384.

5. Priya, R, Gandhi, A and Shaikh, A (2018), "Mobile Banking: Consumer Perception towards Adoption" Benchmarking: an International Journal.
6. Gandhi, A. (2015), "Critical Success Factors in ERP Implementation and their interrelationship using TISM and MICMAC Analysis", Indian Journal of Science and Technology, Vol. 8, no. S6, pp. 138-150
7. Gandhi, A. (2016), "Technological profile of Retailers in India", Indian Journal of Science and Technology, Vol. 9, no. 15, pp. 1-16
8. Gandhi, A. (2016), "Literature review on impact of CRM, SRM, Information sharing, and goal congruence on Retail-SCM", Indian Journal of Science and Technology, Vol. 9, no. 22, pp. 1-9
9. Gandhi, A. and Sheorey, P (2017), "Inventory Management in Turbulent Times with the Right Sourcing Strategy", International Journal of Applied Business and Economic Research, Vol. 15, no. 2, pp. 191-206
10. Gandhi, A. and Shankar, R. (2014), "Evaluating the need for FDI in Retail based on the retailers performance", Annual research journal of Symbiosis Centre for Management Studies, Pune, Vol. 1, no. 1, pp. 15-28, ISSN No. 2348-0661
11. Gandhi, A. et al. (2014), "A study of Impulse Buying Behavior and Factors Influencing it with reference to Beverage Products in Retail Stores", Bi-annual journal of Symbiosis Institute of Business Administration; SAMVAD, Vol. VIII-e, ISSN No. – 2348-5329
12. Gandhi, A. (2016), "Study to understand linkage between store image and store loyalty for apparel retailers in India", International Journal of Research in Computer Application & Management, Vol. 6, no. 12, pp. 8 – 13
13. Sharma, D., Gandhi, A. and Sharma, P. (2017), "A Global giant failed to understand local litigations: 2-minutes Nestle Noodle case", ET cases and The case Centre (International depository of cases), Ref. no. STG-1-0048, <http://www.etcases.com/2-minute-nestle-noodle-case.html>
14. Gandhi, A. and Sheorey, P (2017), "Mobile Banking Adoption in a developing country like India", Drishtikon: A Management Journal, vol. 8, no. 2, pp. 29-42
15. Gandhi, A. (2017), "Pedagogical Innovations – Experiential and participant centered learning", Drishtikon: A Management Journal, vol. 9, no. 1, pp. 1-9
16. Gandhi, A. (2018), "Factors influencing consumer acceptance of Mobile Marketing", International Journal of Applied business and economic research, Vol. 15, no. 16 (Part II), pp. 301-318.

17. Gandhi, A. & Sheorey, P (2018), “Antecedents of Green Consumer Behavior; a study of consumers in a developing country like India”, *International Journal of Public Sector Performance Management*, Vol. 15, no. 2, pp. 191-206 (ABDC, C)
  18. Gandhi, A. V., & Sharma, D. (2018). Technical efficiency of private sector hospitals in India using data envelopment analysis. *Benchmarking: An International Journal*, Vol 25, no. 9, pp. 3570-3591 (ABDC, B)
  19. Joshi, G. Y., Sheorey, P. A., & Gandhi, A. V. (2019). Analyzing the barriers to purchase intentions of energy efficient appliances from consumer perspective. *Benchmarking: An International Journal*. (ABDC, B)
  20. Bhattacharya, S., & Gandhi, A. V. (2020). Does India Want to Invest in Its Daughters: A Critical Analysis of Sukanya Samriddhi Yojana. *Business Perspectives and Research* (ABDC, C)
  21. Gandhi, A. V. (2020), Studying Green Consumer Behavior through multiple lenses in a developing country. *Smart and Sustainable Build Environment*.
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