



**Dr. Kavaldeep Dixit**

**Scholarly Interests and Research Areas:**

Marketing Management, Integrated marketing Communication, Product and Brand Management, Rural marketing, Retail Management, Sales and Distribution Management, Strategic Marketing, International Marketing.

**Education:**

**Ph.D.** – University of Rajasthan, 2003. Topic- “Marketing of Fast Moving Consumer Goods in Rural India with specific reference to Eastern Rajasthan.”

**MBA** – First Division from FMS-RA Podar Institute of Management, University of Rajasthan, 1994.

**B.Sc.** – First Division from Maharani’s Girls College, University of Rajasthan, 1992.

**S.H.S.E.** – St. Angela Sophia Higher Secondary School, Jaipur, 1989.

**Academic Positions:**

Professor, Vice Principal, HOD (Management) and Controller of Examinations- International School of Informatics and Management Technical Campus, Jaipur., September 1999-Present.

Assistant Professor & Coordinator, Indian Institute of Rural Management (IIRM), Jaipur, January 1998 - September 1999.

**Previous Position:**

Assistant Manager (Exports), Punsumi India Ltd., Jaipur, July 1994 - December 1998.

**Awards:**

- Merit Position holder in graduation.
- Runners-Up in ‘Teaching Case’ category at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on September 17, 2022 for the case study titled “De Fruta Café: Reinvigorating Health and Wellness in the ‘New Normal’”. Won a cash prize of Rs. Twenty Thousand.
- Second Runners-Up at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018 for the case study titled “Kid’s Fashion: A Serious Business, Not Child’s

- Game, The Case of PinkBlueIndia.com”. Won a cash prize of Rs. Ten Thousand.
- Case titled “Nibs Choco Café: Redefining Chocolate Consumption” selected among Top eight finalists at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018. Received a cash prize of Rs. Five Thousand.
  - “Best paper Award” for the research paper titled “*Home Away from Home – A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India,*” presented at the International Conference organized by Poornima University in collaboration with Northumbria University, South Korea, on February 23-24, 2018.
  - First Runners-Up at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on 24<sup>th</sup> June 2017 for the case study titled “Promoting Out-of-Home consumption of Tea in a funky café format: Tapri-The Tea House”. Won a cash prize of Rs. Twenty thousand.
  - “Best paper Award” for the research paper titled “*Customer Engagement and Business Model Innovation: The case of Brown Sugar, Bakers, Café and Lounge, Jaipur, India*” presented at the International Conference organized by Poornima School of Management & Poornima University in collaboration with Hangyang University, South Korea, and Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, on February 24-25, 2017.
  - “Best Paper Award” for the paper titled “*Promoting Sustainable Livelihood for Poverty Alleviation: A Case Study of BASIX Social Enterprise Group*” Presented in the International Conference organized by JK Lakshmipat University, Jaipur in collaboration with St. Cloud University, USA, Cambridge Central Asia Forum and ISTD on 3-5, February, 2017.
  - Felicitated with the “Best Teacher Award”. The award was conferred in the category ‘Teacher’ at 5th Principal & Teachers Award -2016” in education, organized by Simply Inside, Jaipur held on 3<sup>rd</sup> September, 2016 at Birla Auditorium, Jaipur.

## Research Guidance:

### Ph. D’s Supervised:

- Supervised PhD work of Priyanka Sharma on the Topic “*Marketing of Consumer Durables in Rural India with special reference to Eastern Rajasthan*”, Degree awarded by The IIS University, December, 2013.
- Supervised PhD work of Neha Porwal on the Topic “*Marketing Strategies of Telecom Industry: A Comparative Analysis of Bharti Airtel and Idea Cellular with Special Reference to Eastern Rajasthan*”, Degree awarded by The IIS University, December, 2014. May 30, 2011
- Supervised PhD work of Davis Lazarus on the Topic “*A study of consumers and employees for understanding ‘Value Co-creation’, with special reference*”

*to selected cities in Indian market*”, Degree awarded by The IIS University, January, 2016.

- Supervised PhD work of Geeti Sharma on the Topic “*Impact of Financial Literacy on Investment Products and Decisions of Retail Investors*”, Degree awarded by The IIS University, December, 2018.
- Supervised PhD work of Abhishek Dadhich on the Topic “*Marketing Strategies of Over-the-Counter (OTC) Brands of major Pharmaceutical companies with special reference to Rajasthan*”, Degree awarded by Rajasthan Technical University, April, 2019.
- Supervised PhD work of Shweta Mishra on the Topic “*Interactive Marketing Strategies of the Mid-size banks-A comparative study of Yes Bank and Indusind Bank*”, Degree awarded by Rajasthan Technical University, December 2021.
- Supervised PhD work of Deepti Singh on the Topic “*Patient Satisfaction and Perceived Service Quality Dimensions of Government Multi-specialty Hospitals in Rajasthan: An Empirical Assessment*”, Degree awarded by Rajasthan Technical University, April 2022.

### ***Ph. D's under supervision:***

03 Research scholars of The IIS University, Jaipur.

02 Research scholars of Rajasthan technical University, Kota, Research Centre.

## **Publications:**

### **Books**

1. Book on “**Information Technology for Management**”, Allied Informatics, April 2008.
2. Book on “**Communication & Soft Skills**”, University Book House, March 2009. ISBN: 978-81-8198-236-0.

### **Unit/ Chapter Writing**

- 4 Units for Course *MP-603 Product & Brand Management* - Managing Brand, Brand Building, Branding Strategies and Brand Extension and for *MP-605 Sales and*

*Logistics Management- a Unit on Quotas and territory for Vardhaman Mahaveer Open university, Kota, February 2014.*

- Chapter on “Comparative Analysis of marketing Communication Tools Adopted by Telecommunication service firms: Bharti Airtel and Idea Cellular with special reference to Eastern Rajasthan, India in *Handbook of research on Promotional Strategies and Consumer Influence in the Service Sector*, Published by IGI Global book Series Advances in Marketing, USA, ISSN: 2327-5502; eISSN: 2327-5529.
- **Dixit, Kavaldeep, Saxena Tanjul, Vyas Sandeep** (2017) ‘Exploring Places, Creating Unique Tourism Experiences-Case of Incredible Indian Moments Private Limited’, Book Titled- *Green, Growth, Globalization and Governance: Challenges and Opportunities*, Cambridge Scientific Publishers, UK, ISBN 978-1-908106-62-9.
- Paper on “Reinventing Linkage between Management Education, Employment, Entrepreneurship in India: The need of the hour” in Book titled *Women and Sustainable Development* published by RBSA Publishers, Jaipur, First Edition, 2018, ISBN No. 978-81-7611-771-5.
- Case on “HR Transformed as a Strategic Business Partner: The Ram Ashray Case” in Book titled *HR-IR Unison: A Treatise* published by META AIDE-Versatile Thinkers Associates, Jaipur, First Edition, 2021, ISBN No. 978-81-952615-0-5.

## Papers

1. Shanmugapriya. J, **Dixit Kavaldeep**, Goswami Geetika, Mehta Seema, Saxena Tanjul, Sharma Rishi, “*Knowledge Attitude and Practices of Covid Appropriate Behavior- A Cross Sectional Dipstick Study of People in Jaipur, Rajasthan*”, Indian Journal of Natural Sciences, Volume 14/ Issue 79, August 2023, ISSN: 0976-0997,(Clarivate Analytics and Web of Science indexed).
2. Saxena Tanjul, Mehta Seema, **Dixit Kavaldeep**, Shanmugapriya. J, Goswami Geetika, Sharma Rishi, “*Readability and Speed of Multispecialty Private Hospitals Websites in India: an Assessment Study*”, *TELEMATIQUE* Volume 22 Issue 1, June 2023, ISSN: 1856-4194, (ESCI-Web of Science indexed & ABDC- C category)
3. Sharma Rani and **Dixit, Kavaldeep** (2022) “Facebook: Most used Engagement tool by Heritage Hotels in Rajasthan”, *Industrial Engineering Journal* Volume 15 Issue 12 December 2022, ISSN: 0970-2555 pp 151-161.
4. Singh, Deepti. & **Dixit, Kavaldeep** (2021). “Examining Behavioral Intention of inpatients in Indian Government Hospitals” *International Journal of Health Care Quality Assurance*, Emerald Publishing, Volume 26, Issue 1, December 2021, ISSN: 0973-9335, pp 45-56, (Scopus indexed & ABDC- C category)
5. Sharma Rani and **Dixit, Kavaldeep** (2021) “Analyzing the role of social media in hotels of Rajasthan”, *Kala Sarovar*, Volume 24, Issue 02, April-June 2021, ISSN: 0975-4520 pp 28-34, UGC Care List –I Journal.
6. Mishra Shweta and **Dixit, Kavaldeep** (2021) “Customer Satisfaction from Interactive Marketing Channels –A Comparative Study of Yes Bank and Indusind Bank” *Wesleyan Journal of Research*, March 2021, Volume 13, ISSN: 0975-1386, UGC CARE Journal.
7. Singh, Deepti. & **Dixit, Kavaldeep** (2021). Impact of Service Quality Dimensions on Patient Satisfaction and Behavioral Intentions: A Study of Indian Public Hospitals. *The Journal of Indian Management & Strategy*,

- Volume 26, Issue 1, January-March, 2021, ISSN: 0973-9335, pp 45-56, (ESCI indexed & UGC care list II)
8. Singh, Deepti & **Dixit, Kavaldeep** (2021). Dimensions of Patient-Perceived Healthcare Service Quality: A Conceptual Framework. *Pacific Business Review International*, Volume 13, Issue 7, January 2021, ISSN: 0974-438X pp129-141. (ESCI, Web of Science Journals & UGC care list II)
  9. Singh Deepti and **Dixit, Kavaldeep** (2020) “Measuring Perceived Service Quality in Healthcare Setting in Developing Countries: A Review for Enhancing Managerial Decision-Making”, *Journal of Health Management*, September 2020, Volume 22, number 3, ISSN: 09720634, Scopus Indexed & UGC Care List II, Published and Marketed by SAGE Publications.
  10. Sharma Rani and **Dixit, Kavaldeep** (2020) “Travel and Tourism Marketing in India: A literature review of published research work”, *International Journal of Scientific Research in Engineering and Management (IJSREM)* Volume 04, Issue 06, June 2020, e- ISSN: 2582-3930 pp 1-8, UGC Approved Journal.
  11. Mishra Shweta and **Dixit, Kavaldeep** (2020) “Customer satisfaction from Internet Banking in Indian Mid-Size Banks”, *Tathapi*, February 2020, Volume 19, Issue 2, ISSN: 2320-0693 pp 127-133, UGC CARE Journal.
  12. Mishra Shweta and **Dixit, Kavaldeep** (2019) “Impact of SERVQUAL Dimensions on customer satisfaction from Mobile Banking in Mid-Size Banks of India”, *Asian Resonance Journal*, April 2019, Volume 8, Issue 2, ISSN: 0976-8602(P), 2349-9443 (E), pp 118-122, UGC Approved, Impact Factor 5.70.
  13. Mishra Shweta and **Dixit, Kavaldeep** (2019) “Impact of Interactive Marketing Strategies of Yes Bank and Indusind Bank on customer satisfaction”, *Journal of Emerging Technologies and Innovative Research (JETIR International Journa)*, April 2019, Volume 6, Issue 4, ISSN: 2349-5162, pp 248-252, UGC Approved, Impact Factor 5.87.
  14. Dadhich Abhishek and **Dixit, Kavaldeep** (2017) “Consumer Perception and Brand Loyalty towards over the counter Brand medicines of Major Pharmaceutical Companies with special reference to Rajasthan”, *International Journal of Engineering Technologies and Management Research*, Volume 4, Issue 9, September 2017, ISSN – 2454-1907, pp 27-38.
  15. Sharma Geeti and **Dixit, Kavaldeep** (2017) “An Empirical Study on the Relationship between demographic variables and Financial Literacy with Specific Reference to Mumbai City”, *International Journal of Emerging research in Management and Technology*, Volume 6, Issue 9, July 2017, Impact Factor: 3.969, pp 132-137.
  16. Sharma Geeti and **Dixit, Kavaldeep** (2017) “Study of Factors Affecting Financial Decision Making of Young Investors in Jaipur City”, *International Journal of Advanced Research*, UGC Approved Journal (UGC Journal No.: 47231), Volume 5, Issue 7, July 2017, ISSN – 2320-5407, Impact Factor: 6.118.
  17. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti (2017) “Happily Building a world for all beyond the structures”-A case of Coral Group, Real estate & Infrastructure Project developers, India, *International Journal of Advanced Research*, UGC Approved Journal (UGC Journal No.: 47231), Volume 5, Issue 7, July 2017, ISSN – 2320-5407, Impact Factor: 6.118.

18. Saiwal Praveen and **Dixit, Kavaldeep** (2017) “Brand Cognizance and Customer Preferences for FMCG products in Rural market: A speculative study on the rural market of Jaipur region”, *International Journal of Advanced Research*, UGC Approved Journal (UGC Journal No.: 47231), Volume 5, Issue 5, May 2017, ISSN – 2320-5407, Impact Factor: 6.118.
19. Dadhich Abhishek and **Dixit, Kavaldeep** (2017) “Consumer Selection and Buying Behaviour Towards Over the Counter (OTC) Medicine in Jaipur City”, *Apeejay Journal of Management Sciences and Technology*, Volume 4, Issue 2, February 2017, ISSN – 2347-5005 pp 73-82.
20. Dadhich Abhishek and **Dixit, Kavaldeep** (2015) “Trends in OTC Drug Marketing strategies by Indian Pharmaceutical Companies”, *World Journal of Pharmaceutical Research*, Volume 4, Issue 10, 2015, ISSN – 2277-7105, SJIF Impact Factor 5.990 pp 2899-2905.
21. **Dixit, Kavaldeep** and Saxena, Tanjul (2015) “Global Commitment to Consumer Health and wellness through Business Model Innovation for Snack market: A study of Just My Favourite Foods Pvt. Ltd., Jaipur, Rajasthan”, *International Journal of Research in Management & Social Science*, Volume 3, Issue 1(VI) : January – March 2015, ISSN – 2322 – 0899, Journal Impact Factor 1.142.
22. **Dixit, Kavaldeep** and Jain, Neha (2015) “Analysis of Impact of Price Reduction on Bharti Airtel and Idea Cellular Customers with special reference to Eastern Rajasthan, India”, *International Journal of Research in Management & Social Science*, Volume 3, Issue 1(II) : January – March 2015, ISSN – 2322 – 0899, Journal Impact Factor 1.142.
23. **Dixit, Kavaldeep** and Jain, Neha (2014) “A Study on Comparative Analysis of Price Reduction on Bharti Airtel and Idea Cellular Customers with Special Reference to Eastern Rajasthan, India”, *International Journal of Engineering Research & Management Technology (IJERMT)*, Volume 1 Issue 4, July 2014, ISSN: 2348-4039, Journal Impact Factor: 1.125.
24. **Dixit, Kavaldeep** and Sharma, Priyanka (2014) “Brand Awareness of Consumer Durables in Rural India with special reference to Eastern Rajasthan”, *EXCEL International Journal of Multidisciplinary Management Studies*, ISSN : 2249-8834(O), Volume 4 Issue 7, July, Scientific Journal Impact Factor of journal EIJMMS is 3.89
25. **Dixit, Kavaldeep** and Jain, Neha (2014). “Analysis of Marketing Strategies of Idea Cellular as Perceived by its Employees”, *International Journal of Advance Research in Computer Science and Management Studies*, Volume 2 Issue 3, April 2014, ISSN: 2321-7782(O), 2347-1778(P), Journal Impact Factor: 1.125.
26. **Dixit, Kavaldeep** and Jain, Neha (2014). “Comparative analysis of marketing strategies of Bharti Airtel and Idea Cellular in Eastern Rajasthan”, *International Journal of Marketing, Financial Services & Management Research*, ISSN 2277-3622 Vol.3 (4) April.
27. **Dixit, Kavaldeep** and Jain, Neha (2013). “A study of Customer Satisfaction for Idea Cellular in Eastern Rajasthan”, *International Journal of Research in Commerce & Management*, ISSN: 0976 – 2183- A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories, Vol. 4 (7), July.
28. **Dixit, Kavaldeep** (2012) “Implementation of Innovative marketing strategies by MNCs for exploring vast Indian Rural Potential”, *International Journal of Management Research and Review*, ISSN 2249 –7196, IJMRR is indexed in



Google scholar, Ulrich's web, index copernicus and Open J gate, May 2012, Volume 2/Issue 5, ISSN: 2249-7196

29. **Dixit, Kavaldeep** (2012), "Futuristic Organized Retailing Practices in India", *Zenith: International Journal of Business Economics & Management Research*, ISSN (O): 2249-8826, Vol. 2, Issue 9, September.
30. **Dixit, Kavaldeep** (2011), "Competitive and Innovative Marketing Strategies for Tapping vast Rural potential in India", *Zenith: International Journal of Multidisciplinary Research*, ISSN: 2231-5780, A Journal Internationally indexed and listed at Cabell's Directory of Publishing Opportunities, Texas Ulrich's Periodicals Directory, U.S.A., Vol.1, Issue 7.

### Magazines Articles

1. **Dixit, Kavaldeep**, "Retail marketing in India-Key Issues and challenges", Cover Story, *Marketing Mastermind*, February, 2008.
2. **Dixit, Kavaldeep**, "First Deserve then Desire", *Business Manager*, August 2007.
3. **Dixit, Kavaldeep**, "Rural Marketing-Issues and Strategies", *Marketing Mastermind*, August 2007.

### Cases

1. Dixit  
Kavaldeep, Saini Kavya, Saxena Tanjul, Dixit Omisha De Fruta Café: Redefining healthy products consumption through Business Model Innovation in Indian Retail Sector presented at 12<sup>th</sup> Virtual International Conference on Management Cases 2022 (ICMC 2022), Birla Institute of Management Technology, Greater Noida (India) with University of Eastern Finland, on December 1-4, 2022.
2. Dixit,  
**Kavaldeep**, Saini Kavya, Saxena Tanjul, Dixit Omisha, "De Fruta Café: Reinvigorating Health and Wellness in the 'New Normal'" presented at "Anubhav Management Case Contest" organized by National HRD Network-Ranchi Chapter and SAIL on September 17, 2022. Published in "A Book of Selected Cases= Vol.XXII", by Management Training Institute, Steel Authority of India Ltd. June 2018 (pp 40-57).
3. Saini, K., **Dixit, K.** and Dixit, O. (2022)Survival and Revival Strategy for Travel and Tourism Brand-Travel On Cards.In P.Pankaj, L.Vijayvargy, S. Johri & U. Badhera(Eds.), on "*Envisioning India's Future: (Growth, Innovation, Sustainability, Happiness & Wellbeing)*", Pg 424-437, Bloomsbury, February 2022, ISBN-10: 9354358063.
4. Saxena Tanjul, **Dixit Kavaldeep**, , Mehta Seema, "Competencies of Farmers and Extension Workers in India: A PRISMA Compliant Systematic Review", presented at National Conference on Agricultural Sciences titled *Increasing Farmers Income, Prosperity and Food Security in India*, October 29-30, 2021.

5. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti, Shekhawat Geetanjali “Surviving and Thriving in wake of Competition- A Case of Umaid Hotel & Resorts, Rajasthan, India”, presented at *International Conference on Management Cases 2018 (ICMC 2018)*. Case published in edited version of book titled *Evolving Business Models in Ecosystem of Disruptive Technologies and Social Media* published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-88630-07-8.
6. **Dixit Kavaldeep**, Saxena Tanjul, Tiwari Prateek, Teaching Case titled ‘Ease, Finesse and Free of Disease: Living Greens Organics Pvt Ltd.’ Presented at FLAME International Conference on Research and Teaching Cases conducted by the FLAME Centre for Case Development held on 2<sup>1st</sup> and 2<sup>2nd</sup> June 2018 at FLAME University , Pune. Published in *Case Studies on Entrepreneurship and Strategy*, pp 49-64, ET Cases, Times Professional Learning ISBN: 978-81-931001-9-6, Mumbai 2019.
7. Sharma Bharti, Saxena Tanjul, **Dixit Kavaldeep**, Teaching Case titled “Promoting Sustainable Livelihood for Poverty Alleviation: A case study of BASIX Social Enterprise Group Presented at FLAME International Conference on Research and Teaching Cases conducted by the FLAME Centre for Case Development held on 21<sup>st</sup> and 22<sup>nd</sup> June 2018 at FLAME University , Pune. Published in *Case Studies on Entrepreneurship and Strategy*, pp 35-48, ET Cases, Times Professional Learning ISBN: 978-81-931001-9-6, Mumbai 2019.
8. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti, “Kid’s Fashion: A Serious Business, Not Child’s Game, The Case of PinkBlueIndia.com” presented at “Anubhav Management Case Contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018. Published in “A Book of Selected Cases= Vol.XXII”, by Management Training Institute, Steel Authority of India Ltd. June 2018 (pp 40-57).
9. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti, “Nibs Choco Café: Redefining Chocolate Consumption” presented at “Anubhav Management Case Contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018. Published in “A Book of Selected Cases= Vol.XXII”, by Management Training Institute, Steel Authority of India Ltd. June 2018 (pp 58-70).
10. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti “*Home Away from Home – A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India,*” presented at the International Conference organized by Poornima University in collaboration with Northumbria University South Korea, on February 23-24, 2018.
11. Saxena Tanjul, **Dixit, Kavaldeep**, Sharma Bharti, ‘Elephant Prints Heavier than the Elephant-The case of Jaipur Elephant Paper’, Published in *THRIVE: A Handbook of Family Business Case Studies*, Bloomsbury Publishing India Pvt. Ltd., ISBN: 978-93-87146-16-7, 2018
12. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti “Share of Pie: The case of Brown Sugar-Baakers, Café and Longe’ Published in *THRIVE: A Handbook of Family Business Case Studies*, Bloomsbury Publishing India Pvt. Ltd., ISBN: 978-93-87146-16-7, 2018.



13. **Dixit, Kavaldeep**, Saxena Tanjul, Tiwari Prateek, "Offering Lifestyle of Ease, Finesse and Free of Disease-Living Greens Organics Pvt. Ltd." 6<sup>th</sup> International Conference on Green, Growth, Globalization, Governance and GST: Challenges and Opportunities, organized by JK Lakshmipat University, Jaipur, February 2-4, 2018.

14. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti, "Intercity One Way Cabs for hire" Business Case HippoCabs –The Transportation Catalyst Published in *Management cases in the Indian Context*, ET Cases, Times Professional Learning ISBN: 978-81-931001-8-9, 2018, available in soft format also (<http://www.etcases.com/intercity-one-way-cabs-for-hire.html>).

Case also presented at FLAME International Conference on Cases and Pedagogical Innovations 2017 organized by Flame Centre for Case Development FLAME University, Pune and ET cases, 29-30 June, 2017.

15. Saxena Tanjul, **Dixit, Kavaldeep**, Sharma Bharti, "Hello English-Language Learning for the Next Billion", Published in *Management cases in the Indian Context*, ET Cases, Times Professional Learning ISBN: 978-81-931001-8-9, 2018, available in soft format also (<http://www.etcases.com/intercity-one-way-cabs-for-hire.html>). Case also presented at FLAME International Conference on Cases and Pedagogical Innovations 2017 organized by Flame Centre for Case Development FLAME University, Pune and ET cases, 29-30 June, 2017.

16. **Dixit, Kavaldeep**, Saxena Tanjul, Vyas Sandeep, "Exploring Places, Creating Unique Tourism Experiences-Case of Incredible Indian Moments Private Limited" presented at the International Conference on the theme "*Green, Growth, Globalization and Governance: Challenges and Opportunities (4G)*" organized by JK Lakshmipat University, Jaipur in collaboration with St. Cloud University, USA, Cambridge Central Asia Forum and ISTD. Case published in edited version of book titled *Green, Growth, Globalization and Governance: Challenges and Opportunities (4G)* published by Cambridge Scientific Publishers, UK, ISBN 978-1-908106-62-9 (paperback)

17. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti, "Promoting Out-of-Home consumption of Tea in a funky café format: Tapri-The Tea House" presented at "Anubhav Management Case Contest" organized by National HRD Network-Ranchi Chapter and SAIL on 24<sup>th</sup> June 2017. Published in "A Book of Selected Cases= Vol.XXII", by Steel Authority of India Ltd. June 2017.

18. **Dixit, Kavaldeep**, Saxena Tanjul, Sharma Bharti, "Customer Engagement and Business Model Innovation: The case of Brown Sugar, Bakers, Café and Lounge, Jaipur, India" presented at International Conference on "*Trinity of MUDRA, Start-up India and Stand-up India Schemes: Prospects and Challenges*" organized by Poornima School of Management & Poornima

University in collaboration with Hangyang University, South Korea, and Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, on February 24-25, 2017.

19. Sharma Bharti, **Dixit, Kavaldeep**, Saxena Tanjul, “Promoting Sustainable Livelihood for Poverty Alleviation: A Case Study of BASIX Social Enterprise Group” presented at the 5<sup>th</sup> International Conference on the theme “*Green, Growth, Globalization and Governance: Challenges and Opportunities (4G)*” organized by JK Lakshmipat University, Jaipur in collaboration with St. Cloud University, USA, Cambridge Central Asia Forum and ISTD on 3-5, February, 2017.
20. Sharma Bharti, **Dixit, Kavaldeep**, Saxena Tanjul, “The Non-profit Brand Idea for NGO Pradan, India”, presented at *International Conference on Management Cases 2016 (ICMC 2016)*, Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 1-2, 2016 at BIMTECH Campus, Greater Noida, (India). Case published in edited version of book titled *Organization Development through Strategic Management* published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-84052-82-9.
21. Sharma Bharti, **Dixit, Kavaldeep**, Saxena Tanjul “The Nonprofit Brand IDEA for CECOEDECON, Jaipur, India”, presented at *Conference on Brand Management (CBM 2016)* organized by Indian Institute of Technology (IIT), Delhi, April 16-17, 2016.
22. Saxena Tanjul, **Dixit, Kavaldeep**, Sharma Bharti “Jaipur Elephant Paper: Elephant Prints Larger than the Elephant”, presented at *Conference on Brand Management (CBM 2016)* organized by Indian Institute of Technology (IIT), Delhi, April 16-17, 2016.
23. **Dixit, Kavaldeep**, Saxena Tanjul “Tantalizing taste Buds “A study of Kanha: The Chain of Multi Cuisine restaurant & Sweets, Jaipur, Rajasthan”, presented at *International Conference on Growth, Globalization and Governance: Promises and Challenges 2025 and Beyond* organized by JK Lakshmipat University, Jaipur in association with St. Cloud State University (USA) and Szechenyi Istvan University (Hungary), January, 22-24, 2016. Case published in edited version of book titled *Growth, Globalization & Governance: Promises and Challenges* published by Emerald Group Publishing (India) Private Limited, New Delhi, ISBN: 978-0-9926800-6-0.(Scopus Indexed).
24. Principal Author Case Titled “A Sustainable Business Model of Living Greens Organics Pvt Ltd” presented in Conference on “*Sustainable Business Models: Breaking New Grounds*” held at India Habitat Centre, New Delhi on 29 May, 2015. Selected under ‘Best of the Class Cases’ as well as for Publication in book on ‘Sustainable Business Models’ organized and published by The SBM Forum, an Initiative by MART and GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and supported by CII-ITC

Center of Excellence for Sustainable Development. (Publication Expected by June 2016).

25. **Dixit, Kavaldeep**, Saxena, Tanjul, Jain, Rishabh, “Creating Structures, Spreading Smiles-A Case of Coral Group, Real Estate & Infrastructure Project Developers, India”, presented at *International Conference on Management Cases 2015 (ICMC 2015)*, Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 3-4, 2015 at BIMTECH Campus, Greater Noida, (India). Case published in edited version of book titled *Optimizing Business growth-Strategies for Scaling up* published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-85436-78-9.
26. Saxena, Tanjul, **Dixit, Kavaldeep** , Goyal Ashish, “Home away from Home – A Case of Budget Hotel Safari, Rajasthan, India”, presented at *International Conference on Management Cases 2015 (ICMC 2015)*, Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 3-4, 2015 at BIMTECH Campus, Greater Noida (India). Case published in edited version of book titled *Optimizing Business growth-Strategies for Scaling up* published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-85436-78-9.
27. **Dixit, Kavaldeep**, Porwal Neha, “A Case Study on Comparative Analysis of Price-Based and Non-price Based factors for Bharti Airtel and Idea Cellular with Special Reference to Eastern Rajasthan, India”, presented at *International Conference on Management Cases 2014 (ICMC 2014)*, Birla Institute of Management Technology, Greater Noida (India) and George Mason University, Virginia (USA) , December 4-5, 2014. Case published in edited version of book titled *Understanding Work Experiences from Multiple Perspectives: New Paradigms for Organizational Excellence* published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-84898-58-8.
28. **Dixit, Kavaldeep**, Saxena Tanjul “Entrepreneurship and Business Model Innovation for Indian Retail Sector: Tapri-The Tea House Case”, published in book titled *Growth, Globalization and Governance: Promises and Challenges* published by Excel Books, ISBN: 978-93-83842-98-8.
29. **Dixit, Kavaldeep**, Tiwari Prateek, Tiwari Preeti, “Infusing Health and Nature in Customer’s Lives through Innovative Organic Initiatives - A case study of the Living Greens Organics Pvt. Ltd.”, *International Conference on Management Cases 2013 (ICMC 2013)*, BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), INDIA and The School of Public Policy, George Mason University, Arlington, Virginia (USA), December 5-6, 2013. Case published in edited

version of book titled *Strategic Initiatives for Competitive Advantage in the Knowledge Society* published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-82951-43-8.

30. **Dixit, Kavaldeep**, Saxena Tanjul, Mathur V.P. "HR transformed as a strategic business partner: The BKT case", *International Conference on Business Cases (ICBC 2010)*, Institute of Management Studies, Ghaziabad & George Mason University, USA, December 1-2, 2010.
31. **Dixit, Kavaldeep**, Thakur, Richa, Shandilya, Sumedha "Tab India Case", *International Conference on Business Cases (ICBC 2008)*, Institute of Management Technology, Ghaziabad & George Mason University, USA, December 1-2, 2008.

### Book Reviews

1. **Dixit, Kavaldeep** (2014), Book Review- "Professional Ethics," authored by R. Subramanian, *International Journal of Research in Management & Social Science*, ISSN: 2322 – 0899, Impact Factor 1.142.
2. **Dixit, Kavaldeep** (2012), Book Review-"Dare to Lead-The Transformation of Bank of Baroda" authored by Dr. Anil Khandelwal, *AIMA e-Journal of Management & Research*, ISSN: 0974-9497, Vol. 6 || Issue-2/4.

### Conferences

- a. Sharma Rani, **Dixit, Kavaldeep** and Dixit Omisha, "Engaging with Customers Using Social Media Platforms: A Case Study of Rajasthan's Heritage Hotels" presented at the International Research Conference organized by Jammalal Bajaj Institute of Management Studies, Mumbai, 8-9 April 2022.
- b. **Kavaldeep Dixit, Kavya Saini, Tanjul Saxena, Omisha Dixit** De Fruta Café: Redefining healthy shakes consumption through Business Model Innovation in Indian Retail Sector
- c. Saxen a Tanjul, **Dixit Kavaldeep**, , Mehta Seema, "Competencies of Farmers

and Extension Workers in India: A PRISMA Compliant Systematic Review”, presented at National Conference on Agricultural Sciences titled *Increasing Farmers Income, Prosperity and Food Security in India*, October 29-30, 2021.

- d. **Dixit, Kavaldeep**, “*Reinventing Linkage between Management Education, Employment, Entrepreneurship in India: The need of the hour*” presented at National Seminar on “Women’s Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society” organized by Centre for Research, Innovation and Training (CRIT), The IIS University, Jaipur sponsored by ICSSR, New Delhi, January 30-31, 2017.
- e. **Dixit, Kavaldeep**, and Sharma Geeti, “An assessment of financial literacy amongst Management Students in Jaipur city”, Presented at the International conference on *Demystifying Strategic Finance in Volatile Times*, at Allana Institute of Management Sciences, Pune, February 15-16, 2013.
- f. **Dixit, Kavaldeep** and Sharma Priyanka, “Frugal Innovative Rural marketing Strategies- Creating Paradigm Shift in India” presented at the National Conference on *Entrepreneurship and Innovation: Catalysts & Effects*, organized by International School of Informatics and Management & FMS-The IIS University, Jaipur April 12-13, 2013.
- g. **Dixit, Kavaldeep** and Sharma Priyanka, “Holistic Marketing strategies inclusive of Corporate Social Responsibility initiatives adopted by rural marketers in India” presented at the National Conference on *Managing India’s Rural Transformation*, organized by Indian Institute of Health Management & Research, Jaipur February 26-27, 2013.
- h. **Dixit, Kavaldeep**, “Reengineering, Reinvigorating, Redefining, Reinventing Management Education in India: The need of the hour” presented at Global Annual Convention on *Benchmarking Management Education in India: A Paradigm Shift towards Globalization*, organized by Vivekanand Institute of Technology and MTC, September 01, 2012.
- i. **Dixit, Kavaldeep**, “Innovative Marketing Strategies adopted by MNC’s for tapping Rural potential in India”, presented at the International Conference on *Contemporary Innovative Practices in Management*, organized by Pacific University, Udaipur, April 13-14, 2012.
- j. **Dixit, Kavaldeep**, “Futuristic Sustainable Organized Retailing Practices in India”, presented at UGC sponsored International Conference on *Sustainable Management Practices: Developments & Dimensions*, Faculty of Management Studies-Mohanlal Sukhadia University, Udaipur, March 30-31, 2012.
- k. **Dixit, Kavaldeep**, Saxena, Tanjul, and Mathur, Vrijesh “Reinvigorating, Redefining, Reinventing Management Education in India”, presented in-absentia at International Conference on *Management Education in 2020* organized by AIMS International and IIM Ahmedabad at IIM Ahmedabad campus, January 1- 4, 2011.
- l. **Dixit, Kavaldeep**, Saxena, Tanjul, and Mathur, Vrijesh, “Retail Marketing : From Mémoires to Memetics”, presented at International Conference on *Restructuring of the Global Economy (ROGE)* organized by Academy of Business & Retail Management (ABRM), UK, Journal of Business and Retail Management Research (JBRMR),

London College of Management Studies (LCMS) held in Pune, February 1-2, 2011.

- m. **Dixit, Kavaldeep**, “Competitive and Innovative Marketing Strategies for Tapping Rural potential in India”, Presented at the National Conference on *Restructuring Global Economy: Challenges Ahead* organized by International School of Informatics and Management & FMS-The IIS University, April 22-23, 2011.
- n. **Dixit, Kavaldeep**, “Innovative Marketing Strategies for tapping Rural India”, presented at National Conference on *Emerging Business Trends in India*, organized by Dept. of Management Studies, Swami Keshvanand Institute of Technology, Management & Gramothan, October 25-27, 2010.
- o. **Dixit, Kavaldeep**, “Communicating in the Rural Market Landscape and Rural market Channel Strategy”, presented at International Conference on *Rural, Retail and Revolution*, organized by FMS-Institute of Rural Management, Jaipur, September 26-27, 2008.
- p. **Dixit, Kavaldeep**, “Marketing Strategies in Tapping Vast Rural India” Presented at National Conference on *Emerging marketing Strategies in the Business world*, organized by Biyani Group of Colleges, August 29-30, 2008.
- q. **Dixit, Kavaldeep**, “India’s Retail marketing Strategies in the Emerging Global Economy”, presented at National Conference on *Managing Customer Loyalty*, organized by MM Institute of Management, MM University, Ambala, April 25-26, 2008.
- r. **Dixit, Kavaldeep**, “Recent Trends in Marketing”, presented at the National Conference on *Retail & Rural Marketing* organized by Management Development Academy in collaboration with AICTE, Jaipur, March 26, 2008.
- s. **Dixit, Kavaldeep**, “Emerging Trends in Retailing”, presented at National Conference on *Changing Paradigms in Management Practices*, organized by Apeejay School of Management, New Delhi, May 15, 2008.
- t. **Dixit, Kavaldeep**, “Retail Marketing”, presented at the National Conference on *Designing & Implementing Marketing Strategies* organized by All India Management Association(Centre For Management Education), New Delhi, May 2007.
- u. **Dixit, Kavaldeep**, “Retail Boom”, presented at the National Conference on *Changing Scenario of Retailing in India* organized by School of Management Sciences, Varanasi, March 2005.
- v. **Dixit, Kavaldeep**, “Management Education In India”, presented at the National Conference on *Changing Perspectives in Management Education* organized by University Commerce College, University of Rajasthan, February, 2004.

## Invitations

Invited speaker on topic “4A’s of *Rural Marketing*” at IIHMR University in January, 2019.

Invited speaker on topic “*STP strategies in Marketing*” at IIHMR University in January ,2018.

Invited speaker on topic “4A’s of *Rural Marketing*” at IIHMR University in March, 2017.



Invited speaker on topic “*Personality Development*” at Training programme organized by IIT, Kota in MNIT, Jaipur campus on, February 18, 2017.

Invited resource person at National Seminar on “Women’s Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society” organized by Centre for Research, Innovation and Training (CRIT), The IIS University, Jaipur and sponsored by ICSSR, New Delhi, January 30-31, 2017.

Invited speaker on topic “*Advertising Creativity and Media Planning*” at workshop organized by Poornima Group of Colleges, Jaipur, April 8, 2015.

Invited speaker on “Marketing and Negotiating Skills” at MDP for SBBJ regional heads organized by Poornima Group of Colleges, Jaipur, August 26, 2014.

Invited speaker on topic “*Store Design, Layout & Visual Merchandising*” at workshop on Retail Management organized by Poornima Group of Colleges, Jaipur, February 11, 2013.

Invited speaker on topic “*Innovative Practices in Marketing*” at Refreshers Course organized by University of Rajasthan, December 10, 2013.

Invited speaker on theme “*Marketing Cases Discussion & Analysis*” at case-study workshop organized by SKIT-Department of Management, Jaipur, October 04, 2013.

Invited speaker on theme “Using Case Method for teaching Management Concepts” for Faculty Development Programme organized by Poornima Group of Colleges, Jaipur, July 3, 2013.

Invited speaker on topic “*CRM in Retail and Retail shopper behaviour*” at workshop on Retail Management organized by Poornima Group of Colleges, Jaipur, January 16, 2013.

Invited speaker on topic “*Recent Trends in Marketing*” at workshop on *Trends in Management* organized by Karni Institute of Science and Management, December, 2011.

Invited speaker on topic “*Recent Trends in Marketing*” at National Conference on Commerce and Management organized by Subodh Group of Institutions, November, 2011.

Invited speaker on topic “*Brand Management Strategies with specific reference to Pharma Branding*” at Brand Management workshop organized by Indian Institute of Health, Management and Research, Jaipur, August, 2011.

Invited speaker on theme “*Success Abilities*” for Faculty Development Programme organized by Arya Group of Institutions, Jaipur, June, 2011.

Invited speaker on topic “*Experience of Indian Companies excelling with foreign collaboration*” at National Conference on *Management in Global Perspective* organized by AICTE & Biyani Institute of Science and Management, February, 2011.

Invited speaker on topic “*Consultancy Services in the Changing Scenario*” at National Conference on *Consultancy & Services Sector: Challenges and Prospects* organized by Consultancy Development Centre, New Delhi & Rajasthan Consultancy Organization Ltd., Jaipur, January, 2006.

Invited speaker on topic “*Recent Trends in Marketing*” at National Conference on *Excellence in Management Education : Trends and Transformations* organized by Management Development Academy, Jaipur & ICSSR, Delhi, December, 2004.

Invited speaker on Topic “Internet:Boon or Curse?” at International Symposium on *Globalisation of Media & Accountability* organized by Department of Mass Communication, University of Rajasthan & Friedrich Ebert Stiftung, Germany, March, 2004.

## **Management Development Programmes**

Conducted MDP’s for Management Development Academy, ONS Group (Foresta Eco-Green Homes), Small Industries Service Institute, Componence Portal Services Pvt. Ltd., BOSCH, NEI-NBC, etc.

## **Consulting**

Rajasthan Chamber of Commerce and Industry- Agro-Processing Potential in Rajasthan.

Kinu Baba Gems and Jewellery- Recruitment and Selection of Retail Sales Personnel

## **Association/ Memberships**

- Vice-President, BOD, Rotary Jaipur Gurukul
- Co-Chairperson in the technical session-‘*Empirical Researches in the area of Marketing*’ for 70<sup>th</sup> All India Commerce Conference held on 12-14 October 2017.
- Life Member, Indian Commerce Association of India
- Member of Academic Council, The IIS University, Jaipur (2011-14).
- Registered Ph.D guide with Rajasthan Technical University (RTU), Kota
- Registered Ph.D Guide with The IIS University, Jaipur.
- Academic Counselor and approved project guide for IGNOU- MBA course.
- Member, Board of Studies, FMS-RA Podar Institute of Management, University of Rajasthan.
- Member, Advisory Council, Biyani Institute of Science & Management (BIMSA), Jaipur(2012).

- Editor, OORJA- International Journal of Management & IT, International School of Informatics and Management, Jaipur.
- Paper Reviewer for the International Conference organized by Poornima Group of Colleges, 2014.
- Paper Reviewer for *International Conference on Management Cases 2015 (ICMC 2015)* organized by Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA)
- Paper-Setter, External Examiner & Inspection Committee member for Rajasthan Technical, University, Kota, University of Rajasthan.
- Paper-Setter, External Examiner for University of Rajasthan and Rajasthan Technical University, Kota.
- Member, National HRD Network.

### **Seminars/ Workshops Attended**

Attended prestigious workshops organized by IIM Ahmedabad, AIMA, Delhi, BIMTECH, Delhi, Management Development Academy, Jaipur, etc.

Attended ‘Kaushal Sanvad (Director’s Conclave)’ at Bhartiya Skill Development University on 2 May 2018 jointly organized by Rajasthan Technical University, Kota, Employer’s Association of Rajasthan, MSME, Government of India, Bhardwaj Foundation and Bhartiya Skill Development University, Jaipur.

### ***Personal Details***

Date of Birth – 17 October 1971.

Contact Address – 12, Ganga-Path, Suraj- Nagar (West),  
Civil-Lines, Jaipur, 302006

E-Mail Id – [kavaldixit@yahoo.com](mailto:kavaldixit@yahoo.com)

Phone No. – 0141-2225336 @, 97833-00008 (M)

Marital Status – Married

Languages – English, Hindi, Punjabi