

MALIKA
Indian Institute of Management Bangalore
Office: (91) 80-26993155 Email: malika@iimb.ac.in

Academic Experience

2022- Assistant Professor, Marketing Department, Indian Institute of Management, Bangalore
2020-22 Assistant Professor/ Provost's Faculty Fellow, Marketing Department, Leonard N. Stern School of Business, New York University

Education

2020 **PhD (FPM) Marketing**, Indian School of Business, India
2011 **M.Phil. Social Psychology**, University of Cambridge, United Kingdom
2010 **M.A. Psychology**, Panjab University, India
2008 **B.A. Psychology (Honors)**, Panjab University, India

Honors and Awards

New York University Provost's Faculty Fellowship (2020-22)
Visiting Scholar, Leonard N. Stern School of Business, New York University (2018-2020)
ISB Doctoral Fellowship (2015-20)
Junior Research Fellowship (2010)
Gold medalist, M.A. Psychology (2010)
Ranked second in university, B.A. Psychology (Hons.) (2008)
All India Rank 4 in College of Art, Delhi (BFA) entrance exam (2005)

Publications

Mathur, Pragya*, Malika Malika*, Nidhi Agrawal, & Durairaj Maheswaran (*forthcoming*),
"The Context (In)Dependence of Low Fit Brand Extensions," *Journal of Marketing*
(**First two authors contributed equally.*)

Malika, Malika, Durairaj Maheswaran, & Shailendra P. Jain (2022), "Perceived Financial Constraints and Normative Influence: Discretionary Purchase Decisions across Cultures," *Journal of the Academy of Marketing Science*, 50 (2).

Book chapters

Malika, Malika, Rishtee Batra, Tanuka Ghoshal, & Durairaj Maheswaran (2018), "Make in Incredible India: Globalization and Nation Equity," *Understanding Indian Consumer*, eds.: Maheswaran D. and Puliyl, T. Oxford University Press.

Ghoshal, Tanuka, Peter Boatwright, & Malika Malika (2016), "Curvature from All Angles: A Review and Implications for Product Design," *The Psychology of Design: Creating Consumer Appeal*, eds.: Batra, R., Seifert, C., & Brei, D., Routledge/Taylor & Francis Group.

Practitioner oriented publication

Maheswaran, Durairaj & Malika Malika (2019), "Beyond the exotic: Branding India" Forbes India; ISB Insights.

Manuscripts under review

Malika, Malika & Durairaj Maheswaran, "Busy or Poor: How Time or Money Scarcity Cues Differentially impact Purchase Decisions regarding Service Firms," *Journal of the Academy of Marketing Science* (invited revision).

Malika, Malika, Tanuka Ghoshal, Pragya Mathur, & Durairaj Maheswaran, "Are you Inclined to Donate Your Time or Your Money? It Depends on your Person Thing Orientation and Relative Resource Scarcity," *Journal of the Academy of Marketing Science* (invited revision).

Research in Progress

Malika, Malika, Durairaj Maheswaran, & Tanuka Ghoshal, "The Dark Side of Generalization: The Case for Culture-Specific Research"

Malika, Malika and Durairaj Maheswaran, "Food and Culture- Consumer perceptions and consumption of plant-based food"

Malika, Malika, "Person Thing Orientation and Advertising Effectiveness"

Research Interests

Nation Equity, Financial decision making, Food and culture, Branding.

Teaching Interests

Global marketing, Brand management, Marketing communication strategy, Entertainment marketing, Consumer behavior.

Research Experience

Research Associate Tanuka Ghoshal Indian School of Business	<i>Helped in literature review, data collection and data analysis in various research projects</i>	<i>2012-2015</i>
Research Intern Jochen Menges Judge Business School	<i>Helped in literature review and data analysis</i>	<i>2011-2012</i>

Teaching Experience

Intro to Marketing Stern School of Business <i>Teacher rating: 4.8/5</i>	<i>2022</i>
Media and Entertainment Industries Teaching Fellow Stern School of Business	<i>2021-22</i>
Global Marketing Strategy Teaching Fellow Stern School of Business	<i>2019-22</i>
Globalization of Entertainment Industries Teaching Fellow Stern School of Business	<i>2019-22</i>

Brand Management
Teaching Assistant
Indian School of Business

2018

Consumer Behavior
Teaching Assistant
Indian School of Business

2017

Statistics
Demonstrator
University of Cambridge

2011-12