



Ashwin BALIGA

Ph.D in B2B Marketing

**Assistant Professor, International Negotiation and Sales
Management**

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EDUCATION

- 2022** Ph.D in B2B Marketing, Indian Institute of Technology, Madras, India
- 2015** Masters of Technology in Engineering Management, Manipal Institute of Technology, India
- 2011** Bachelors in Mechanical Engineering, National Institute of Engineering (NIE), Mysore, India

RESEARCH INTERESTS

B2B Marketing, Key Account Management, Mental Health and Well Being of B2B Salespeople, Sales Management and

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2022 - Present** Assistant Professor of Sales, IÉSEG School of Management, France
- 2021 - 2022** Co-Instructor, Indian Institute of Technology, Madras, Chennai, India
- 2015 - 2016** Research Associate, National Institute of Technology, Surathkal, Karnataka, Mangalore, India

PROFESSIONAL:

- 2011 - 2013** Engineer- Production Planning and Control, Welspun Corp Ltd, Anjar (Gujarat) and Mandya (Karnataka), India

COURSES TAUGHT

- Services marketing, Grande ecole (master cycle)
- Sales management, Grande ecole (master cycle)
- Selling techniques, Grande ecole (bachelor cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Baliga A. J., Chawla V., Sunder M V., Ganesh L. S., Sivakumaran B., (2021), Service Failure and Recovery in B2B Markets – A Morphological Analysis, *Journal of Business Research*, 131(2021), pp. 763-781

Baliga A. J., Chawla V., Sunder M V., Kumar R., (2021), Barriers to service recovery in B2B markets: a TISM approach in the context of IT-based services, *Journal of Business & Industrial Marketing*, 36(8), pp. 1452-1473

Ram Chandar K., Deo S. N., Baliga A. J., (2016), Prediction of Bond's work index from field measurable rock properties, *International Journal of Mineral Processing*, 157(2021), pp. 134-144

Forthcoming

Baliga A. J., Goel A., Fletcher-Chen C., Guda S., Kumar R., (2025), Mental health among B2B salespeople: A morphological analysis, *Journal of Business Research*, 188(C), pp. 115093

Goel A., Baliga A. J., Rangarajan D., Lussier B., (2024), Technology use in B2B sales: examining the extant literature and identifying future research opportunities using morphological analysis, *Journal of Personal Selling and Sales Management*, NA(NA), pp. NA

Case studies

Baliga A. J., Navaneetha Krishnan S N., Mohit Maurya M., Sunder M V., (2023), *Wat-a-Burger: Aiming for Growth in a Volatile, Uncertain, Complex, and Ambiguous (VUCA) Environment*, Harvard Business Publishing, case study ISB391-PDF-ENG, teaching note ISB392-PDF-ENG, teaching note supplement ISB393-PPT-ENG

GRANTS AND HONORS

Award

- 2024 Outstanding Reviewer Award, Marketing Intelligence & Planning, United Kingdom
- 2022 Received the Sri N Kannan Prize for the Best PhD Thesis in Marketing at the 59th Convocation of IIT Madras on 13th July 2022., Indian Institute of Technology, Madras, India
- 2021 Recipient of Institute Research Award (2020-21) at IIT Madras, in recognition of the quality and quantity of the research work done., Indian Institute of Technology, Madras, India
- 2021 Secured the Second Place in Sheth Conscious Capitalism Competition conducted by Marketplace Simulations, USA as a part of Sheth Foundation Doctoral Consortium in June 2021, Jagdish Sheth School of Management , India
- 2017 Proposal titled "Need for Continuous Improvement in Supplier Performance: The Mediating Effect of Commitment Constructs", was adjudged as one of the best at the NASMEI Conference held at Great Lakes Institute of Management, Chennai in December 2017., Great Lakes Institute of Management, India
- 2015 Gold Medal- Masters in Engineering Management, Manipal Institute of Technology, India
- 2011 Gold Medal- Bachelors in Mechanical Engineering, National Institute of Engineering (NIE), Mysore, India

EDITORIAL ACTIVITY

Reviewer in an academic journal

Journal of Business & Industrial Marketing

Marketing Intelligence & Planning

Journal of Hospitality and Tourism Management

Journal of International Marketing

International Journal of Consumer Studies

Industrial Marketing Management

Australian Journal of Management

European Journal of Marketing