



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 Service Failure & Recovery, Buyer- Supplier Relationships, Mental Health in B2B Sales, Tech in B2B Sales

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

Goel A., Baliga A. J., Rangarajan D., Lussier B., (2025), Technology use in B2B sales: examining the extant literature and identifying future research opportunities using morphological analysis, *Journal of Personal Selling and Sales Management*, 45(1), pp. 82-98

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

Case studies

Fletcher-Chen C., Baliga A. J., (2025), *Navigating Complexity: The Challenges of B2B Salesperson Mental Health Issues*, *The Case Centre*, case study 525-0026-1, teaching note 525-0026-8

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

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|------|---|
| 2025 | Best Reviewer Award- JHTM, Australia |
| 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

IIM Kozhikode Society & Management Review