Durga V. Nagarajan, Ph.D., FHEA

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Durga Nagarajan is an Assistant Professor of Global and International Marketing at the University of Glasgow's Adam Smith Business School. Prior to joining the Adam Smith Business School, she worked at the University of Southampton as an Assistant Professor of Marketing where she was a Senior Tutor for the Undergraduate Marketing Program and has been nominated and won various teaching and rising star awards. She has a PhD in Marketing from Middlesex University, UK. She holds a BA (Hons) in Advertising, PR, and Media from Middlesex University, Dubai, and an MA in Marketing Communications from Middlesex University, UK. Prior to her academic career, she ran a digital marketing consultancy in Dubai, UAE and Chennai. Her research interests are consumer behaviour, behavioural economics, and technology-driven innovation for strategic marketing with an emphasis on the healthcare and wellness sector. Her research and publications are diverse. She specifically focuses on consumer psychology, artificial intelligence, data analytics, and the dynamism of technology, crisis, and DEI in strategic marketing and organizational behaviour. Her research focuses on bringing about appropriate technovation in a variety of eco-systems, enhancing reliability and usage for all stakeholders. She is also a member of the Academy of Marketing and The British Academy of Management. She is a Fellow of the Higher Education Academy (FHEA), UK.

EDUCATION

2019 - 2022   **Ph.D. in Marketing, Middlesex University, Hendon**

Thesis Topic: Cognitive Dissonance Shaping Consumer Behaviour within Generation Z: A Case Study of the Indian Healthcare Industry.

2014 - 2015   **MA in Marketing Communications, Middlesex University, Hendon**

Subjects covered included: Digital Marketing & Advertising, Creative Communication Strategies, Consumer Behaviour, Integrated Brand Communications

Thesis: New Product Development - Dove Unilclean a cleansing liquid and full body sanitizer. Developed a new product for a niche unisex market with a full marketing plan around it with novel ideas and a budget in place.

2011- 2014   **BA(Hons) in Advertising, PR and Media, Middlesex University, Dubai, UAE**

Subjects covered included: Semiotics in Advertising, Issues & Challenges in PR and Media, Journalism & Communication

Thesis: Marketing a brand through the use of Fantasy, concentrated on Luxury Brand Marketing - a case study on Audi A8.

OTHER QUALIFICATIONS

2024-	GRI Certified Sustainability Professional (University of Southampton GRI Sustainability Reporting)
2023-	PGCAP in Education: Fellow of the Higher Education Academy of the UK
2019-2020	Qualitative Research Methods (University College London): 6 months detailed course
Nov 2019	Teaching and Assessment (Middlesex University, UK): 40 hours intensive course
Jan 2020	Quantitative Research Methods and Statistics (University College London): 6 months detailed course focusing on R, Stata, Regression Analysis, Chi, SPSS
April 2020	Neural Networks and Deep Learning (Deep Learning AI): 6 months detailed course
Oct 2020	Big Data Analytics (University of California San Diego): 6 months detailed course
Nov 2019	Pharmaceuticals and Medical Device Innovations (University of Minnesota- Carlson School of Management): 6 months detailed course

ACADEMIC EXPERIENCE

Nov 24-	**Assistant Professor of Global & International Marketing**
	Adam Smith Business School
	University of Glasgow, Scotland, UK

- Course Lead: AI in Business Intelligence for Practice
- Taught Courses: AI in Business Intelligence for Practice (Executive MBA)
  - Market Research (Masters)
  - Digital User Experience Design (Executive MBA)

Sept 22 – Nov 24	**Assistant Professor of Marketing**
	Department of Digital and Data-Driven Marketing
	University of Southampton Business School, Highfield Campus, UK

- Senior Tutor (Undergrad Cohort) – deal with special considerations and Chair the Board of Examiners
- Course Lead for MSc Digital Analytics
- Course Lead for BSc Introduction to Marketing (Largest Module in SBS)
- *Taught Courses*: MSc Digital Marketing Strategy
  - Digital Analytics and Strategy
  - Research Methods in Marketing
  - Contemporary Marketing: Innovation, Sustainability and Ethics
  - Introduction to Marketing and Principles of Marketing.

- Work on consulting projects for SMEs and MNCs as part of the Southampton Business School Enterprise Programme.
- On the board working on the Athena Swan Charter Accreditation for the Southampton Business School.
- Developing a new module on utilizing Generative and Transformative AI in Marketing Strategy
- Developing faculty-level Generative AI manual for the business school.

June 22- Aug22 **Research Assistant**

Department of Digital and Data Driven Marketing

University of Southampton, Business School, Highfield Campus, UK

- Worked on a project on Consumer Trust and Autonomous Vehicles

Oct 21- Jan22 **Associate Lecturer (Instructor) in Services Marketing Management**

Middlesex University Business School, Hendon Campus, UK

- Taught seminars for BA in Marketing Management final year students
- Developed and taught the module on Cloud Computing with Amazon Web Services (AWS), both lecture and simulation workshops. Specifically, how to leverage cloud solutions for business efficiency, data analytics, and customer relationship management. – Tools: Azure, SQL, GCP in addition to AWS.
- Provided constructive feedback on Assessments and Draft Submissions Graded Submissions
- Developed Novel Seminar Exercise Activities for the Masters course (MA in Innovation-driven Marketing) and Bachelors course (BA in Marketing Management).

Sep19-Sep20 **University Services – Role of Student Voice Leader**

Middlesex University Business School, Hendon Campus, UK

- Dealt with DEI-issues and approaches among students
- Created an online system of recording the issues that students had and acted on them, by informing the appropriate faculty for the specific matter at hand
- Sat at two Board of Studies meetings, to discuss specific concerns as well as inter colleague disputes in a bid to resolve them
- Took part in building specific training programmes for the business department's Post Graduate Researcher Development Programmes
- Not only voiced the concerns of my colleagues to the faculty but provided adequate implementable solutions to the faculty during these meetings
- Initiated and developed a hands-on step by step detailed session regarding how to fill up the MORE form (Middlesex Online Research Ethics) form with a computer workshop on it

- Took part in scheduling of all the sessions in the Researcher Development
- Programme at Middlesex University to allow more students and more disciplines to partake such that it was an ongoing mechanism without the need to reschedule due to changes in student numbers.

HONORS AND AWARDS

2023-24   Winner of the **Vice Chancellor Teaching Excellence Award** (UG and PG)

2023-24   Winner of the **Student-led Award for the Most Engaging Instructor** (E-MBA program)

2022-23   Winner of the **Vice Chancellor Award** for the Best Teacher (UG),

2022-23   Winner of the **Vice Chancellor Award** for the Best Teacher (PG)

2022-23   Winner of the **Vice Chancellor's Rising Star Award** – awarded for achieving the Triple Helix (excellence in teaching, research and enterprise : working to bridge academia and managerial impact)

2022-23   Winner of the **Vice Chancellor Award** for Best Supervisor (PG and UG)

2023-24   **Student-Led** Best Learning Environment Award (UG – Introduction to Marketing)

2023-24   **Student-Led** Best Learning Environment Award (PG – Contemporary Marketing: Ethics, Innovation and Social Responsibility)

PROFESSIONAL EXPERIENCE

2015-2018   Founder & CEO

Yatra Digital Solutions, Dubai, UAE & Chennai, INDIA

Roles: Managing a workforce, Business development,

Strategic client and workforce advice, Forging strategic partnerships

Addressing social challenges for clients pertaining to consumers

Setting up clients' marketing departments and undertook training their departments

Clients included: Star Health Insurance, Fitness First, DOCIB Healthcare, Shri Ramchandra College of Engineering, Puravankara Real Estate

Developing Expertise

Developed bespoke Artificial Intelligence (AI)-powered and Big Data Analytics

Cloud Computing Market and Business Research, and Infrastructure setup, Networking

Applications specifically for market research later acquired by a top consulting firm

Developed mobile and website applications for clients, including handling their digital marketing campaign strategy and execution.

Consultation Focus

Provided strategic marketing consultation and strategic advice based on big data analysis.

Professional Affiliations

The British Academy of Management

Academy of Marketing

Fellow of the Higher Education Academy UK

GRI affiliate

Market Research and Big Data Softwares Known:

R, Stata, NVivo, SPSS, AI (Neural Networks and Deep Learning), Big Data Analytics (Neo4j, Mongodb, Apache Spark, Apache Hadoop, MapReduce, Cloudera, Data Model, Data Modeling, Data Management, Splunk, Machine Learning Concepts). AWS, Microsoft Azure, GCP, SQL, VMWare.

Professional Competence:

Developing modules & curriculum based on research, Leadership training, Public speaking training, Conducting innovative classes in design and structure both seminars and lectures

Research Output in Peer-Reviewed Journals

Lyu, J., Lang, D. & Nagarajan, D. V. (2024). Optimizing live streaming engagement through store atmospheric cues: Exploring prosocial behavior and social comparison—insights from streamers and viewers, **Internet Research**, (accepted for publication)

Nagarajan, D. V. (2024), "Zoomers and healthcare choices: A study of mental processes of consumer decision-making in the digital age", **Journal of Consumer Behaviour** (Accepted - forthcoming August issue).

Balasundaram, R., Karthick, G., Nagarajan, D. V., Arivazhagan, R., Pradeep, E., and Dutta, S., (2024). "Social Media Monitoring of Airbnb Reviews Using AI: A Sentiment Analysis Approach for Immigrant Perspectives In The UK", **Migration Letters**, 21(S7), 1146-1153. (doi:10.59670/ml.v21iS7.8919).

Priporas, C.-V., Nagarajan, D.V. And Kamenidou, I.(E). (2023). "A Technology-People-Integrated Toolkit for Retail Care Management During an On-Going Pandemic". **Journal of Retailing and Consumer Services,** Vol. 73

Priporas, C.-V., Nagarajan, D.V. And Kamenidou, I.(E). (2022). Stressful Eating Indulgence by Generation Z: A Cognitive Conceptual Framework of New Age Consumers' Obesity. **European Journal of Marketing**, 56(11), 2978-3006.. https://doi.org/10.1108/ejm-06-2021-0386

Priporas, C. V., & Nagarajan, D.V. (2022). New-normal Market Entry Mode for Pharmaceuticals: an Internet of Things (IoT) market entry framework stemming from COVID-19. **International Marketing Review**, 40(5), 906-935.

Peer-Reviewed Journals Publications: Research in Progress

Jiaming, W., Balasubramanian, S., and Nagarajan, D. V. Embedding Influencers Marketing into Overall Marketing Strategy: A Conceptual Framework and Managerial Toolkit (***Revise and resubmit received from Journal of Marketing***)

Balasubramanian, S., Nagarajan, D.V. & Tian, L. Communication Rules: A Theoretical Framework for Rethinking Organizational Communications in the New Era (targeted journal - **Organization Science**)

Balasubramanian, S., Nagarajan D.V. GreenMark: Designing Environmentally Sustainable Strategy through the Lens of a Customer- and Market-Focus: A Conceptual Framework (targeted journal - **Journal of Marketing**)

Books/Book Chapter Contributions

Nagarajan, D.V., Priporas, C-V & McPherson, M. (2021). Sustainable Branding in Healthcare within Generation Z in a Developing Economy. In P. Foroudi & M. Palazzo (Eds.), *Sustainable Branding: Ethical, Social, and Environmental Cases and Perspectives*, (1st edition), London: **Routledge** DOI: 10.4324/9780367855703-21, pp. 324-343.

Conference Presentations

Nagarajan, D. V. (2024), Harnessing Real-Time Netnography and AI for Sustainable Marketing Strategies and Crisis Management: A Conceptual Framework. (to be presented at the **International Netnographic Research Conference** – Netnocon 2024 – May 29th to May 31st, Milan, Italy).

Jing, L., Liang, D. & Nagarajan, D. V. (2023). Will typical store atmospheric cues trigger more online engagement and sales performance? A preliminary investigation of streamers and users' insights in live streaming marketing. In **Proceedings of the 29th International Conference on Recent Advances in Retailing and Consumer Science, (**July 24 – 27, 2023, Lyon, France).

Nagarajan, D. V. (2023). Mechanism of Pre-Decisional Cognitive Dissonance States within Zoomers - A Study of Mental Processes of Consumer Decision-Making in The Digital Age. **INFORMS, Marketing Science** Conference (Miami, FL, USA – 7th to 11th June 2023).

Nagarajan, D.V., Priporas, C-V & McPherson, M. (2021). Pre-Decisional Cognitive Dissonance Shaping Consumer Behaviour Within Generation Z: Preliminary Evidence, In **Proceedings of the 14th International EuroMed Academy of Business Conference**, (September 22nd – 24th, 2021).

Languages Known: English, French, Arabic, Hindi, Tamil