

## Faculty Profile

Name: **Aditya Shankar Mishra**

Designation: Associate Professor

Teaching Areas: Marketing Research  
Product Management  
Brand Management  
Marketing Management

Research Interests: Celebrity Endorsements  
Green Marketing  
Mobile Payments  
Social Media Marketing  
Brand Personality

Education: Ph.D. IFHE, 2013  
Visiting Research Fellow, University of Toledo, Ohio (USA)  
MBA, IBS Bangalore, 2006



### Professional Experience (11 Years)

1. Since 2009: IFHE, IBS Hyderabad
2. 2008-2009: HDFC Bank, Delhi
3. 2006-2008: ICICI Prudential, Delhi

### Research/Selected Publications

1. Bailey, A. A., Pentina, I., Mishra, A. & Benmimoun, M. (2017). 'Mobile payments adoption by US consumers: An extended TAM', *International Journal of Retail and Distribution Management, Yet-to-Print*
2. Bailey, A. A., Mishra, A., & Tiarniyu, M. F. (2016). 'GREEN consumption values and Indian consumer response to marketing communications'. *Journal of Consumer Marketing, 33, 7, 562-573.*
3. Bailey, A. A., Mishra, A., & Tiarniyu, M. F. (2016). 'Green advertising receptivity: An initial scale development process.' *Journal of Marketing Communications, 22, 3, 327-345.*
4. Mishra, A. S., Roy, S., & Bailey, A. A. (2015). 'Exploring Brand Personality–Celebrity Endorser Personality Congruence in Celebrity Endorsements in the Indian Context'. *Psychology & Marketing, 32, 12, 1158-1174.*
5. Mishra, A. S. Muthukumar, R & Gupta, V. (2011). 'Unilever's 'Power Brands' Strategy', MKTG263, IBS Center for Management Research (India), *Listed on 'The Case Centre', Ref. No. 511-015-1.*