Anjana Grewal

LECTURER
Marketing Management

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Biography

Anjana Grewal is Lecturer of Marketing and Corporate Governance at SDA Bocconi Asia Center - Mumbai.

Anjana's collaboration with SDA Bocconi began in 2012. Since 2015 she is a Senior Professor in Marketing and Corporate Governance, and a Senior Director in Insurance, Retail and Luxury at SDA Bocconi Asia Centre, in Mumbai. She coordinated and led several important national and international research projects, many of which have been funded by external sources, essentially private organizations. She has been the founder senior full time faculty member for MISB Bocconi, now SDA Bocconi Asia Center since inception. IMB students and international exchange program students from Europe and Canada are her focus. She has established four centers of excellence: insurance, retail and luxury, the India Lab and CSR. The centers undertake research studies for industry and build corporate relations with companies in those industries. The centers support industry debates thru round tables, reading of research papers, guest speakers as also providing internship and placement opportunities. She has designed the program "Doing Business in India". She regularly engages and initiates discussions with the Dean and MD to internally align curricula with emerging industry trends.

Her research and advisory activities focus on Channels of Distribution, Consumer and Buyer Behavior, both in Mutual Fund Industry and in the Luxury Segment. E-Commerce, Customer Satisfaction, Indian and Asian Economy and Indian Regulations are the main topics of her several researches. Anjana's Ph.D is titled "Quantitative Approach to CRM" and deals with CLV modeling and CRM. Currently, she is deepening her research on the impact of digital disruption and new age technologies.

Anjana has published prolifically concerning marketing, advertising, communication and, services filed, both in India and internationally. Her articles are published on Economic Times, Financial Express and ANZ Scope. She gave her contribution writing a book chapter in Jagdish Sheth's book on CRM, Journal of Retailing and Consumer Services and JBIMS Spectrum Journal. Anjana has chaired several panels and been a panel member at various conference: Services Conference in Kuala Lumpur, IRC –Conferences and Bussiness World-Life Insurance Summit in India in 2017. She is also a paper reviewer for relevant academic journals.

She is also an independent Director on the Boards of Ajanta Pharma, Cheminova and Fino Group in India.

Anjana has earned a Degree in Chemical Engineering from ICT, a Post-Graduation in Business Management from Jamnlal al Bajaj Institute of Management and her Ph.D from Mumbai University.

She has extensive and deep industry experience in industry of more than thirty years. During the 80's she worked with Geoffrey Manners (American Home Products) and Colgate Palmolive India Ltd, the najor leaders in the Pharma and FMCG sectors in India. She was the responsible for Credit Card Sales and Marketing and the leader of the Direct Marketing strategy of ANZ Grindlays Bank, a globe spanning Bank into Consumer Banking. Recently, Anjana was a Founder Leadership team member of Birla Sunlife Insurance, rising from Marketing

Director to Senior VP Marketing and Head of the Health Insurance.

During her career in industry, she successfully led and launched a wide range of products, plans and channels, several of which were supported by technology solutions.

Teaching domains

B2B Marketing

Marketing Management

Retail Management

Corporate Governance

Corporate Sustainability

ARTICLES IN SCHOLARLY JOURNALS

GROSSO M., CASTALDO S., GREWAL A.
How store attributes impact shoppers' loyalty in emerging countries: An investigation in the Indian retail sector
Journal of Retailing and Consumer Services, 2018, vol.40, pp.117-124

OTHER

GREWAL A.
India: Putting Services at the Service of Growth
2013, Via Sarfatti 25, Milano, Italy