

Curriculum Vitae

Dr. Kanika N. Meshram
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Academic Qualifications

2009- PhD in Marketing, The University of Newcastle, Australia.

Dissertation: Meshram, K (2009) 'The Role of Third Places: Investigating Social Capital, Loyalty and Value Co-creation for seniors, University of Newcastle.

2001 - Master of Commerce (M.com.), University of Mumbai

2004 – Bachelor of Law (LL.B), Dr. Ambedkar College of Law, Mumbai

1999- Bachelor of Commerce (B.com), Shri Chinai College of Commerce and Economics, Mumbai

Teaching Experience

Teaching Area: International Marketing, Marketing Management, Brand Development and Marketing and Research Methodology

Current: Department of Marketing and Management, Macquarie University, Australia

Designation: Lecturer

Profile

- Organising the unit, teaching and management of tutorial staff
- Preparing and marking essays, assignments and examinations
- Advising students on academic and related matters
- Attending departmental and faculty meetings, conferences and seminars
- Supervising honours and higher degree research students
- Participating in setting course, curriculum revision and academic planning

July 2010 to February 2011, Alkesh Dinesh Modi Institute for Financial and Management Studies, University of Mumbai, India

Designation: Casual Lecturer

Profile

- Unit Convenor and Lecturer for Applied Business Research Methods
- Unit development and student material for Applied Business Research Methods
- Conduct lab sessions for SPSS and QSR NVivo classes
- Student administration and assessments
- Supervise student field projects

February 2006 to 2009, Newcastle Business School, University of Newcastle, Australia

Designation: Unit Convenor / Lecturer/ Tutor

Profile

- Unit Convenor and Lecturer for Brand Development and Marketing.
- Tutor for Services Marketing, Foundation Marketing, Consumer Behaviour and Human Resource Management.
- Student administration and consultation.

January 2004 –April 2005, Rai Business School, Rai University, India

Designation: Lecturer

Profile

- Lecturer in Services Marketing, Business Law and Business Environment.
- Online teaching for Marketing Foundations
- Committee member for Curriculum and Academic Skills Development

November 2003 –April 2004, SIWS College of Science Arts and Commerce, India

Designation: Casual Lecturer

Profile

- Coordinator and Lecturer for Business Environment
- Lecturer in Marketing and International Marketing.
- Student assessment and administration.

August 2001- July 2003, Siddharth College of Commerce & Economics, India

Designation: Casual Lecturer

Profile

- Lecturing in Business Communication, Special Studies in Marketing, Cooperative Management and Service Sector Management.
- Organise workshops and seminars.

Research Assistance (September 2005-December 2008)

Assisted in several research projects for staff of School of Marketing, University of

Newcastle involving:

- Literature searches for articles, notes, information; summarizing journal articles and analysing key themes.
- Online searches for possible research priorities and funding opportunities in the Marketing discipline
- Conducted focus groups with respondents.
- Analysis of qualitative data using QSR NVivo software.
- Liaise with research institutes in India and find research opportunities.
- Online survey based secondary data collection.
- Analyses of information in SPSS software and making short reports from the analysis.

RESEARCH

Research Interest: Value Creation, Micro Business Entrepreneurship, Consumer Empowerment, Customer Community and Social Capital

Publications

Journal Articles

- Meshram, K and O’Cass, A. (2013) ‘Empowering Senior Citizens Via Third Places: Research Driven Model Development of Seniors Empowerment and Social Engagement in Social Places’, *Journal of Services Marketing* Vol., 27, Issue, 2 pp141-154. (cited as the top 10 most downloaded paper for 2013 by emerald search engine)
- Meshram, K and O’Cass, A. (2013) ‘Exploring Civic Engagement Through Seniors’ Good Citizenship Behaviour Within Clubs’, *Non Profit and Public Sector Marketing Journal*, Vol 25, Issue 3, pp 256-238.

Journal Articles under Review

- Meshram, K and O’Cass, A., ‘Examining Third Place Value Propositions Through Seniors’ Consumption Experiences’, *Journal of Business Research* (First level acceptance, Paper ID: JBR-D-13-00179)

Peer-Reviewed Proceedings

- Meshram, K and Voola, R. (2012) ‘Fast Food and Fast Talks: Exploration into the Purchase Behaviour of Fast Food over Healthy Food Options by Indian Teenagers’, 5th IIMA International Marketing Conference, John Stanton & Jabir Ali (Editor), IIM Noida Campus, India, 12th January-14th January, 2012
- Meshram, K and O’Cass, A. (2010) ‘Can Giants and Dwarfs be on a Level Playing Field? Using Hierarchical Linear Regression to Illustrate the Capabilities and Competitive Advantages of Street Food Vendors against Local Restaurant Owners in Mumbai, India’, 4th IIMA Conference on Marketing in Emerging Economies, Jain, A. (Editor), Ahmadabad, India, 5th January-7th January 2011.
- Meshram, K and O’Cass, A. (2010) ‘Examining the Role of Value Offering in Creating Competitive Advantages for Street Food Vendors Against Restaurant Owners in Mumbai, India’, Australia and New Zealand Marketing Academy Conference, Morrish, S. and Menguc, B. (Editors), Christchurch, New Zealand, 29th November-1st December, 2010.
- Meshram, K., Dean, A (2009). “A Preliminary Model of Value Co-Creation by Seniors in Third Places”, 8th Asian Academy of Management Conference, Ramayah, T. (Editor), Kuantan, Pahang, Malaysia, 18th – 20th December 2009.
- Meshram, K., Dean, A. and Cowley, K. (2009). ‘Role of third places: Investigating factors contributing to seniors’ place value co-creation’, Australia and New Zealand Marketing Academy Conference, Dr. Gountas, S. (Editors), Melbourne, Australia, 1st December-3rd December, 2009.
- Meshram, K., and Dean, A. (2008). ‘Exploring the Role of Social Servicescape in Expanding Seniors’ Reduced Social Networks’. Australia and New Zealand

Marketing Academy Conference, Spanjaard. D, Denize. S and Sharma. N (Editors), Sydney, Australia, ISBN: 186308 1445, 1st December-3rd December, 2008.

Non-Refereed Communications/Doctoral Consortium

- Meshram, K. (2007). 'The Role of Social Capital in Developing Seniors' Loyalty to Clubs'. Australia and New Zealand Marketing Academy Doctoral Colloquium, Dunedin, New Zealand, 29th November -30th November, 2007
- Meshram, K., and Dean, A. (2008). 'Creating Value Through Seniors' Social Networks in Third Places'. Second Great Lake-North American Society for Marketing Education in India, Chennai, India, 18th December-19th December, 2008
- Webster, C. M., and Meshram, K. (2007). 'Discovering Fun: Lessons for Seniors in Community Associations'. Fourth International Nonprofit and Social Marketing Conference, Brisbane, Australia, 27th September-28th September 2007
- Meshram, K (2001). 'De-regulation of Industry and Liberalisation in Foreign Investments'. National Seminar on Foreign Direct Investment in India, University of Mumbai, Department of Commerce, India, 30th January-31st January, 2001

Working Papers

- With Koslow, S., '*Using Associative Propositional Evaluation Model to Explore Teenagers Fast Food Purchase Behaviour*', Journal of Consumer Affairs
- With O'Cass, A., '*Improving Micro-vendors Lives through Supportive Micro-finance Practices: A study of Managers, Employees and Customer at the Bottom of the Pyramid*', Journal of Business Ethics
- With O'Cass, A., '*Using Service Innovation and Transformational Leadership to Create Value with the Bottom of the Pyramid Customers in India*', Small Business Management Journal.
- With Sit, H., '*Investigation on International Students' Experiential Learning in Marketing Courses: A Case Study Of Macquarie University, Australia*', Marketing Education Review

Research Grants

- 2013- Teaching Index Fund of AUD 4000 granted by Learning and Teaching Centre, Macquarie University for project, *A Comparative Study on Understanding Assessment Tasks by Diverse Students at Macquarie University*
- 2012-Teaching Index Fund of AUD 3,500 granted by Department of Marketing and Management, Macquarie University for project, *An initial investigation on international students' quality of experiential learning in marketing courses at Macquarie University*
- 2011-Junior Research Fellowship of INR 200,000 (equivalent to 5,000 AUD) granted by Department of Commerce, University of Mumbai, for project, *Building Competencies of Street Food Vendors in India*

Joint Research Projects

2013- Joined research project with Dr. Wandee Wanishsakpong from Kasetsart University in Thailand on, *Investigation on Thai Students' Attitude towards Shopping Malls*

2010: Co-researcher with Professor Aron O'Cass, School of Marketing, University of Tasmania, *A Cross-Country Examination of Status Consumption and Branding*

Industry Experience

Consultancy- Sole consultancy to *Arhant* Photo Retail outlet in Mumbai for business development and market research to enhance the performance of the dealer

January 2007 to December 2007, RISQ-Fraud and Security Risk Management Company, Newcastle, Australia

Designation: Business Development Manager

Profile

- Employment screening on behalf of clients in Australia and overseas.
- Contacted organizations and represented the company for business development.
- Communicated with potential clients to improve the company's business to business networks.
- Participation in trade exhibitions and seminars.

April 2005-July2005, Sutherland Global Services, Mumbai, India

Designation: Senior Trainer

Profile

- I was involved in training new hired employees in their customer service skills, assessing their performance and making reports for the managing authorities.
- Conduct research on, Employee Performance. The data was obtained through observation of employee performance, telephone interviews and focus groups. The findings from the study were used to develop the strategic decisions of the company.

May 1999 – July 1999, Vision Marketing and Information Services Pvt. Ltd, Mumbai, India

Designation: Social Media Manager

Profile:

- Media Marketing for ANZ Grindlays credit cards.
- Project Leader for Satyam Infoways Pvt. Ltd.
- Represented the company at British Physical Laboratories (BPL) Ltd. and Zee Telefilms.

April 1998- September 1998, Shoppers' Stop Pvt. Ltd, Mumbai, India

Designation: Customer Care and Sales Representative

Profile

- Sales and promotion of Celsius and Simili Cosmetic Products.
- Promotion of First Citizenship Card membership.

Training and Workshops Attended

Teaching, Learning and Supervision Skill Enhancement Workshop (2012-2013)

Centre for Teaching and Learning, Macquarie University

- Foundations in Learning and Teaching (FILT) training program.
- Higher Degree Research Supervision Enhancement Workshop Program

PhD Workshops (2007-2009)

University of Newcastle

- Thinking, Writing and Presenting your Thesis
- Structuring your Research
- The Literature Review

Data Analysis Workshops (2006-2010)

Australian Consortium for Social and Political Research International

- Applied Structural Equation Modeling using AMOS software
- Factory Analysis
- Applied Multiple Regression Analysis
- Introduction to QSR NVivo 7,
- Structural Equation Modeling using Smart PLS software

Membership of Scientific Community

- Australian and New Zealand Marketing Academy
- American Marketing Association
- Academy of Indian Marketing

Reviewer

2010-Reviewer for Journal of Services marketing's special issue on service branding

Governance

2012-2013, Student Academic Mentor, Faculty of Business and Economics, Macquarie University

2010-2011, Curriculum Development Committee, Alkesh Dinesh Modi Institute, University of
Mumbai, India

2008-2009, Faculty Research Committee, Faculty of Business and Law, University of Newcastle

2003-2004, International Organisation for Standardisation (ISO) Audit Committee, Rai University,
Mumbai, India

Community Service

Active Volunteer of *Bandhan* a Women's Micro-Credit Non-Profit Organisation