

Faculty Profile

Name: **Aditya Shankar Mishra**
Designation: Assistant Professor
Teaching Areas: Brand Management
Product Management
Research Interests: Celebrity Endorsement
Green Advertising
Brand Personality
Education: Ph.D., IBS Hyderabad (IFHE), 2013
MBA, IBS Bangalore, 2006



Professional Experience (8 Years)

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

Research/Selected Publications

1. Bailey, Ainsworth A.; Mishra, A. S.; and Tihamiyu, Mojisola F., "Green Advertising Receptivity: An Initial Scale Development Process," *Journal of Marketing Communications* (Forthcoming).
2. Mishra, A. S., "Match-Up on Physical Attractiveness: Effectiveness of Cartoon Spokes-character and Human Spokesperson," *Indian Journal of Marketing* (Forthcoming).
3. Mishra, A. S.; and Purkayastha, D., "Revival of Tata Nano: Can the World's Cheapest Car maintain the Momentum? IBS Center for Management Research, 2012.
4. Mishra, A. S., "Validity of Jennifer Aaker's Brand Personality Scale in India," *Romanian Journal of Marketing*, (2), 2011, pp 17-24.
5. Mishra, A. S., "Destination Branding: A Case Study of Hong Kong," *The IUP Journal of Brand Management*, (7:3), 2010, pp 49-60.