

**Dr. Ashis Mishra**

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Ashis Mishra is a member of the Marketing area at IIM Bangalore since 2004. Prior to this, he worked as faculty in marketing at XLRI Jamshedpur and TAPMI Manipal. A pure educationist by choice, he has been involved with teaching and research in marketing field all his professional life. Ashis has been developing cases based on retail business and marketing scenario in India, some of which are listed on Harvard Business Publishing for Educators. His research interests are in retail strategy, retail consumer behaviour, retail atmospherics, merchandising and category management in emerging economies.

**Education**

- Ph.D in Business Administration from Utkal University (2000) Awarded

**The topic on “ Cross-Cultural Marketing Decision System in Fuzzy Environment”**

- M.B.A. from Utkal University (1992)

**RESEARCH**

Dr Mishra’s research interest are in the retail domain. He is actively pursuing “redefining retail strategy in emerging economies”. He is also interested in the “retail business in rural India” which poses a significant challenge to industry and academia alike. He uses optimization modelling, experimental design and qualitative methods in his research activities.

**Significant publications**

- Mishra, A., & Vishvas, R. (2016) “Retail shopper empowerment: A consumer centric measure for store performance”. *IIMB Management Review (Accepted for publication)*
- Mishra, A., & Ansari, J. (2013). A conceptual model for retail productivity. *International Journal of Retail & Distribution Management*, 41(5), 348-379.
- Mishra A, (2013). Business Model for Indian Retail Sector, *IIMB Management Review*, Vol 25, No 3. pp 160 - 170.
- Prabhu Ganesh N., Mishra Ashis (2010, Spring). Multi-brand retail Failures in India. *Retail Digest (Oxford)*.

- Mishra A., Mangaraj B. K., Aparajita Upali (2003). Media Selection Decision in Social Systems : A Fuzzy Goal Programming approach, *Journal of Academy of Business and Economics* 1(2).
- Mangaraj B. K, Mishra A., Aparajita Upali (2000). Fuzzy Set in Product Planning Decision. *Journal of Discrete Mathematical Science and Cryptography*, 3 (3) (Apr – Dec)

### **Conference proceedings**

- Ashis Mishra, “Store atmospherics in emerging markets” published in proceedings of 7th Oxford Asia Retail conference, NUS Singapore, Sept 24 – 26, 2014.
- Ashis Mishra, Sujoy Roychowdhury, “Store Interiors productivity: analysis for organized retail formats”, published in proceedings of Listening to consumers of emerging markets conference, IIM Lucknow (Noida campus), Jan 8 -11, 2014
- Ashis Mishra, Radhika Vishvas, “Classification and store affiliation of Indian retail consumers: A case study with Bangalore women” published in Proceedings of 5th Conference on Retailing in Asia Pacific: Hong Kong - Aug 25 to 27, 2009
- Ashis Mishra, Ganesh N. Prabhu, “Development of Indian lifestyle sector: A strategic analysis” published in Proceedings of 5th Conference on Retailing in Asia Pacific: Hong Kong - Aug 25 to 27, 2009
- Ganesh N. Prabhu, Ashis Mishra, “Multi-Brand Retailing Failures in India” published in Proceedings of 5th Conference on Retailing in Asia Pacific: Hong Kong - Aug 25 to 27, 2009
- B. K. Mangaraj, Ashis Mishra, Upali Aparajita, “Product portfolio planning by fuzzy multi-criteria stochastic 0-1 linear programming” published in proceeding of Stochastic programming for implementation and advanced application conference in Neringa, Lithuania July 3-6, 2012.
- Mishra A. “Fuzzy Multi-Objective Programming in Cross Cultural Media Selection Decision System”. Published in Sankalpa a journal for Management Development by Dept. of Business Administration, Utkal University, Orissa, 1997.

### **Cases**

- Mishra A., Ghosh P, “Retail strategy at Spencer’s” (2018), Harvard Business School Publishing for Educators