

226, Patliputra Colony,
Patna – 800 013, Bihar,
mallika_nawal@yahoo.com
Contact No – +91-9852410881
+91-9668124801

Prof. Mallika Nawal

Courses: **Effective Communication, Grooming & Etiquette**

Marketing (Basic Marketing, Brand Management, Advertising, International Marketing, Cross-Cultural Marketing, and Marketing Communication),

Other Courses Taught:

Perception, Change Management, Time Management, Motivation, Performance Management, Leadership and Team Building

Certifications

Certified NLP Trainer - Advanced

WORK EXPERIENCE

PRESENT POSITIONS

- **Columnist**, Swarajya Magazine (estd. 1956 under the auspices of Shri. C. Rajagopalachari, the last Governor-General of India)
- **Features Writer**, FHM Magazine, UK
- **Features Writer**, Indian Youth Network
- **Research Scholar**, IIT Kharagpur
- **Panelist**, WHO Panel of Experts (*for Psycho-Social Working Conditions in Developing Countries*)
- **Visiting Faculty**, Gopabandhu Das Academy of Administration (Orissa Administrative Services, Govt. of Orissa)
- **Executive Assistant**, Shri Jayant Das, Sr. Supreme Court lawyer and former Attorney General, Orissa.

TEACHING EXPERIENCE

- **Xavier Institute of Management, Bhubaneswar**
(March 2010 – November 2011)
Other Responsibilities: [1. Associate Editor, Vilakshan Journal, 2. Member, Student Disciplinary Committee, 3. Member, AACSB Accreditation Team, 4. Member, Anti-Ragging Squad, and 5. Secretary, Complaints Committee Against Sexual Harassment]
- **S. P. Jain Center of Management, Dubai/Singapore**
(June 2009 – November 2009)
- **Indian Institute of Technology, Kharagpur**
(August 2006 – May 2009)
- **Indian Institute of Business Management/Dr. Zakim Hussain Institute, Patna.**
(March 2006 – July 2006)

- **Indian Institute of Planning & Management, Mumbai.**
(May 2005 – February 2006)

EDUCATIONAL QUALIFICATIONS

Professional:

- L.L.B. (IIIrd year)
Magadh University
- Ph.D.* (Thesis submitted)
Indian Institute of Technology, Kharagpur
Thesis Title: ‘The Impact of Religious Affiliation and Religious Commitment on Consumer Decision-Making Styles’
- MBA (HR & Marketing : Dual Specialization) – 67.04%
Indian Institute of Planning and Management, New Delhi.
Batch: June 2003 - May 2005
**Topped Marketing in my batch*
**Have a Master’s degree from IMI, Europe*
- Bachelors in Computer Application – 70%
Patna Women’s College, Patna University
Batch: April 1999-March 2002

Academic:

- ‘X+2’ – 64.25%
Notre Dame Academy, Patna
- ‘X’ – 73.25%
Notre Dame Academy, Patna

PUBLICATIONS

- Nawal, M. (2016), Case Studies - Business Communication, Tata McGraw Hill. [In Process]
- Nawal, M. (2016), *Business Communication and Etiquette*, Cengage Learning, India for **Narsee Monjee Institute of Management Studies (NMIMS)**, Bombay
- Nawal, M. (2013), *I’m a Woman & I’m on SALE*. Good Times Books Pvt. Ltd. (Literary Fiction). [Nominated for ‘**The Hindu Best Fiction for 2014**’]
- Nawal, M. (2011), *Business Communication*. Cengage Learning, India. [**Prescribed in several universities/institutes – such as DU, JNTU, GTU, Petroleum University etc.**]
- Nawal, M. (2011), *Religionary – The A-Z of Religion*. VDM-Verlag, UK/USA.
- Nawal, M. (2009), *The Eleventh Commandment – An Introduction to Religio-Marketing*. VDM-Verlag, UK/USA.

FORTHCOMING TITLES

- Nawal, M. (2016), *Case Studies - Marketing*, Tata McGraw Hill. [Forthcoming]
- Nawal, M. (2016), *Case Studies - Advertising*, Tata McGraw Hill [Forthcoming]
- Nawal, M. (2016), *Case Studies - Consumer Behaviour*, Tata McGraw Hill [Forthcoming]
- Nawal, M. (2016), *Brand Management*, PHI, India. [Work-In-Progress]
- Nawal, M. (2017), *Marketing Management*. Cengage Learning, India [Work-In-Progress]
- Nawal, M. (2017), *I'm a Woman & I'm the NEMESIS*. Good Times Books Pvt. Ltd. (Literary Fiction) [Work-In-Progress]
- Nawal, M. (2018), *I'm a Woman & I'm the PHOENIX*. Good Times Books Pvt. Ltd. (Literary Fiction) [Work-In-Progress]

LIST OF ARTICLES PUBLISHED

SWARAJYA MAGAZINE

- “Mard Bachao Andolan”: September, 2016
- “*The Prodigal Scientists*”: July, 2016
- “*Drink Less, Kill More*”: June, 2016
- “*Code Name: Madeliene*”: May, 2016
- “*Theory of Relative-ity*”: April, 2016
- “*My Freedom Rests in My Mind, Safe and Sound*”: March, 2016
- “*The Secret Spell of the Stiletto*”: February, 2016
- “*Think Indian When You Kiss*”: January, 2016
- “*Let's Orange the World*”: December, 2015
- “*Disposable Doctorates*”: November, 2015
- “*How We Killed the Kaoboy*”: October, 2015
- “*Lalu Prasad's Jungle Raj*”: September, 2015
- “*Mirror, Mirror...on the Wall*”: August, 2015
- “*A Sparrow Face and A Teapot*”: July, 2015
- “*Beauty's Bizarre Baboonery*”: June, 2015
- “*Hera's Exiled Daughters*”: May, 2015
- “*Let's Get Into Medusa's Head*”: April, 2015
- “*Let's Tie Cinderella Up!*”: March, 2015
- “*Warranty Void If Seal Broken!*”: February, 2015 [Launch Issue]
- “*The Image Rises, The Word Falls*”: December, 2014 [Pre-Launch Issue]

SWARAJYA WEBSITE

- “*Dirty Dancing at Laluwood*”: November 23, 2015
- “*Lalu - Return of the Jungle Raj*”: November 15, 2015
- “*The Total Absurdity of This Online P*** Ban*”: August 9, 2015
- “*I'm a Bihari and I'm a Cheater!*”: April 1, 2015
- “*Keeping Up With The Ms. Joneses*”: December 18, 2014

LIST OF MDPs/FDPs ORGANIZED/CONDUCTED

MDPs Negotiated/Coordinated/Organised/Conducted:

- MDP organised, directed and conducted for Geological Survey of India (GSI), Government of India.
- MDP organised and conducted for Department of Science & Technology (DST), Government of India.

MDPs Conducted:

- MDP conducted for Central Institute of Freshwater Aquaculture (CIFA), Government of India.
- MDP conducted for West Bengal State Electricity Distribution Company Ltd. (WBSEDCL).
- MDP conducted for Boyanika, Textile & Handloom Department, Government of Orissa.
- MDP conducted for Rural Water Supply and Sanitation (RWSS), Government of Orissa.
- MDP conducted for Indian Farmers Fertiliser Cooperative Limited (IFFCO).
- MDP conducted for NTPC, a maharatna-company.
- MDP conducted for Watershed programme, Government of Orissa.
- MDP conducted for Axis Bank.
- MDP conducted for Boyanika.
- FDP conducted for AICTE-sponsored teachers at IIT, Kharagpur.
- 1-year Training Programme conducted for Tehri Hydro Development Corporation (THDC).
- EDP conducted for Orissa Financial Services (OFS) officers.
- Training workshop conducted at Indian Institute of Technology (IIT), Patna

CONSULTING ASSIGNMENTS

- Brand Consultant for fashion magazines, FHM and L'Officiel.
- Communication Consultant for *Just Another Fashion Week* [2014]
- Communication Consultant for DAGMAR, global luxury jewellery brand.
- Developed Business Plan for *Sabbatica luxury villas*.
- Developed Marketing Campaign for *Piece of Cake*.
- Provided Editorial Services for *Patliputra Film and Television Academy*.

SPECIAL ACHIEVEMENTS

- Reviewer for Prentice Hall, India.
- Proctor for UMass Lowell University, Massachusetts, USA.
- Reviewer for Vilakshan Journal, XIMB.
- Reviewer for Case Study Journal, XIMB.
- Made recommendations to the Ministry of HRD on management education for the 11th Five year Plan.
- Panellist on the 'Panel of Experts: Occupational Health' for WHO.
- Advisory Board Member on Sahoo Foundation for Global Development.
- Chief Guest at Institute of Minerals & Materials Technology (IMMT), Bhubaneswar on the occasion of 'Hindi Day' (14th September, 2010).

SCHOLASTIC ACHIEVEMENTS

- Presented a paper on ‘Strategic Marketing in Islamic Countries: A look at the 8P’s’ at the 10th International SMF Convention at IIT, Bombay.
- Published paper on hospitality management in Muslim countries @ IMI Kohinoor.
- Paper titled ‘From tip-of-the-tongue to top-of-the-mind’ accepted at Institute of Public Enterprise, Hyderabad.
- Paper on Educational Leadership accepted at IIM Bangalore.
- Attended Faculty Development Programme at IIM, Indore on Research Methodology & SPSS.
- Attended NHRD conference at Kolkata (2007) & Delhi (2010).
- Editor of Horizon**, Infosys in-house Magazine from May 2007- Apr 2009.

EXTRA-CURRICULAR ACTIVITIES

- Won first prizes in “Debate” and “The Best Manager” at IIPM.
- Represented IIPM at IIT, Delhi for “The Best CEO Contest”.
- Held the Convenor’s office for AIMSAs (All India Missionary School’s Alumnus).
- Performed at a charity function for The Cancer Society of India.
- Won a number of prizes in debates and elocutions at school- and college-level.
- Published and recorded poems internationally.
- Partnered with ‘Taru Mitra’ (an environmental club) and ‘AASRA’ (NGO dedicated towards AIDS awareness).
- Managed events for INTEL, ICICI bank, and sales promotions for Dabur, and Haryana Tourism.

HOBBIES AND INTERESTS

- Reading
- Writing
- Playing the Piano

LINGUISTIC PROFICIENCY

- English – Excellent command over the language (both verbal and written).
 - Columnist at Swarajya Magazine and Features Writer at FHM, UK.
 - Taught corporate communications to management graduates and corporate executives for nearly 11 years.
 - Served as Editor of the Infosys BBSR DC Magazine, *Horizon*.
 - Served as Associate Editor for Vilakshan, XIMB bi-annual journal.
 - Nominated for ‘The Hindu...Best Fiction for 2014’ in the literary fiction category.
- Hindi – Excellent command over the language (both verbal and written).