

Velmurugan PALANICHAMY

701, 12 Rue Pierre Semard,

Grenoble, France, 38000

vel.iimb@gmail.com / velmurugan.palanichamy@grenoble-em.com

Academic Conferences

1. Selected for Doctoral Consortium and Competitive paper at the American Marketing Association (AMA) Global Marketing SIG's conference in Verona, Italy, May 2024 and presented the paper "Majority or Minority Framing: Should brands attack the majority or defend the minority view when framing messages in the context of brand activism?"
2. Selected for Competitive paper presentation at the European Academy of Management (EURAM) in Bath, UK, June 2024.

Research Awards

1. Received **IRSSM – 2023 Young Service Researcher Award** sponsored by the **Journal of Service Management and Emerald Publishing** for the being the best researcher.
2. Received **IRSSM – 2021 Global Graduate Researcher Award**, sponsored by the **Journal of Service Management and Emerald Publishing** for the best research work.

Working Papers

"Cause congruence in a divided world: How does political ideology influence social media engagement in brand activism?" with Fiona SCHWEITZER (Grenoble Ecole de Management).

Teaching

1. Fundamentals of Marketing, Program Grande Ecole, Grenoble Ecole de Management, Fall 2023 & Spring 2024.
2. Leadership and Followership, Bachelor's in International Business, Grenoble Ecole de Management, Spring 2024.

Research Methods

Experiments

Work Experience (May 2016 – August 2022)

Product Manager – DMS & Mobility (September 2021 – August 2022)

Area Sales and Customer Manager – Personal Care Division (Mar 2021 – Aug 2021)

Area Sales and Customer Manager – Ice-cream Products (May 2017 – September 2020)

Unilever Future Leadership Trainee (May 2016 - April 2017)

Education

Post Graduate Diploma in Management (March 2016)

Indian Institute of Management Bangalore (IIMB), Bangalore, India (CGPA: 2.63/4)

Bachelor of Civil Engineering (April 2014)

College of Engineering Guindy (CEG), Anna University, Chennai, India (CGPA: 8.87/10)

Global Programs

Commonwealth Youth Leadership Program (Valletta, Malta, 2015)

Represented India and collaborated with **100+ delegates** from **40+ common-wealth nations** to identify challenges faced by refugees. Crafted self-learning vocational website model and **presented to Commonwealth Secretariat panel** to upskill 2nd generation African refugees.

Technical Partnership between India and Israel (Tel Aviv, Israel, 2015)

Conducted in-depth primary and secondary studies of the socio-economic landscape of Israel with a student group of **50+** Indian members and **10+ Israeli entrepreneurs**. **Liaised** with division heads of **Israeli firm**, Sisense & Indian firm Flipkart in business intelligence sector **to facilitate partnerships**.