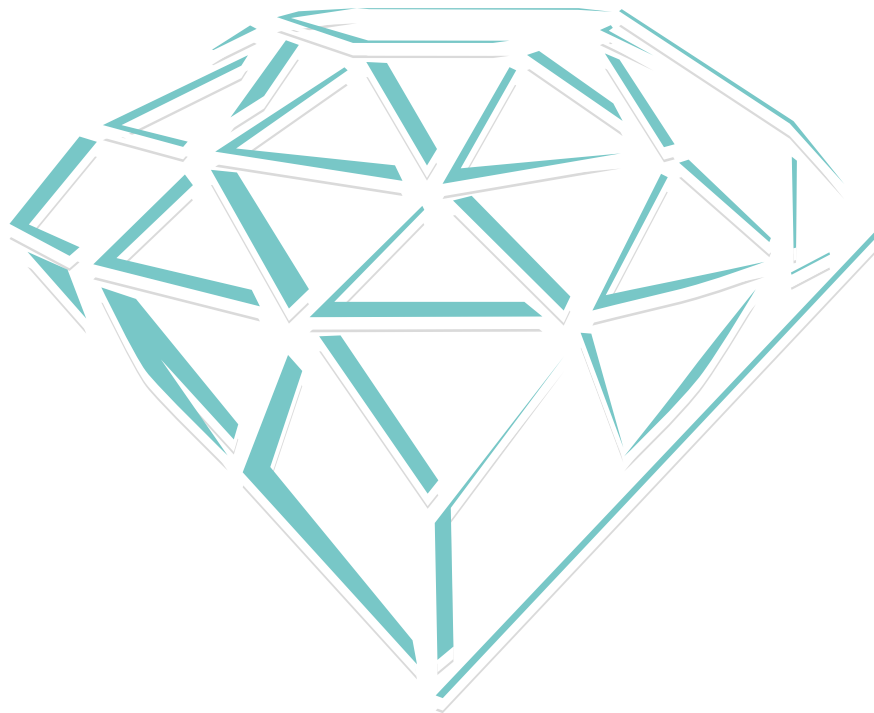


SDA **Bocconi**

ASIA CENTER



CENTER OF EXCELLENCE RETAIL & LUXURY

EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION



ABOUT SDA BOCCONI ASIA CENTER

SDA Bocconi Asia Center, formerly named MISB Bocconi, is a pan-Asian hub in Mumbai that has been delivering Executive Education and Postgraduate Programs designed by SDA Bocconi School of Management, Italy since 2012.

SDA Bocconi Asia Center strives to deploy and disseminate innovative business knowledge to contribute to the overall development of individuals and organisations. A unique approach is offered, by promoting knowledge through SDA Bocconi School of Management industry-relevant research and teaching. It spreads SDA Bocconi School of Management expertise and excellence in design, branding innovation and entrepreneurship to build soft and managerial skills and share practices across borders to empower people.

SDA Bocconi School of Management has been a leading institution in management training for over 40 years. The School's mission is to help individuals, companies, and institutions grow by promoting managerial culture, knowledge, and innovation. MBA Programs, Executive and Specialized Masters, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy. SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide.

SDA BOCCONI RANKINGS & ACCREDITATIONS



7th WORLDWIDE
CUSTOMIZED EXECUTIVE EDUCATION

9th EUROPE
GLOBAL MBA

6th EUROPE
BUSINESS SCHOOL

1th EUROPE
IN EUROPE PER PRESTIGE IN RESEARCH*



* Per number of European Research Councils (ERC) projects hosted. ERC is the first pan-European funding body for frontier research and it counts six Nobel Laureates and four Fields Medalists among its grant holders.

YASHIKA PANSARI
Alumna - Class of 2016



DR. ANJANA GREWAL (PhD)
Sr Professor & Sr Director - COEs
SDA Bocconi Asia Center



GAURAV MANE
Alumnus - Class of 2014



AMIT KAWADIWALE
Manager - COEs
SDA Bocconi Asia Center

CENTERS OF EXCELLENCE

Centers of Excellence were conceptualized at SDA Bocconi Asia Center in order to create an environment which is rich in knowledge through research. The objective: to create a **Global Knowledge Platform**. Through the creation of this platform, it is envisioned that SDA Bocconi Asia Center will foster a partnership with the corporate community which will enable it to enrich its programs and drive value across the industry and student community.

Through this initiative, SDA Bocconi Asia Center generates the setting up of best practices and management development in India through research, education and thought leadership. It will significantly bring to the front, Bocconi's strength since its foundation which has been its openness and willingness to share the knowledge and the results of its teaching and its research with different stakeholders.

The Centers of Excellence will be a platform to generate debate and discussion around relevant topics/ issues which have high industry interest in India across the target business community. Relevant research both global and local will be undertaken which will value-add to the industry in terms of current thinking, practice and direction. Centers work on self-sustainable model and is always committed to generate maximum value for its stakeholders.

CENTERS OF EXCELLENCE RUNS 4 ACTIVE CENTERS NAMELY

- Center of Excellence - **Insurance**
- Center of Excellence - **Retail & Luxury**
- Center of Excellence - **CSR**
- Center of Excellence - **India Lab**

ABOUT COE - RETAIL & LUXURY

One of the centers to be conceptualized in the year 2013 was the Center of Excellence for Retail & Luxury.

CENTER'S MISSION: Create a Global Knowledge Platform for both Retail and Luxury through deep research. An Advisory Board consisting of industry leaders in Retail and Luxury has been set up to act as a sounding board for all Projects that get initiated through the Centers Members.



From left: Mr. K. Rajgopalan, RAI
 Mr. Darshan Mehta, Reliance Brands
 Mr. Aniruddha Deshmukh, Mafatlal
 Mr. Manish Mandhana, Being Human
 Mr. Roberto Grasso, Ferrero
 Dr. Anjana Grewal, SDA Bocconi A.C.

ADVISORY BOARD & COLLABORATION

- The Retail & Luxury market in India is very dynamic.
- Therefore, our Advisory Board consists of Industry Leaders, who have very deep experience in International Retail & Luxury Markets.
- We are likely to add more members in future.
- Our International faculty very experienced. Our collaboration with them is regular & deep.

ADVISORY BOARD MEMBERS



MR DAMODAR MALL
 CEO
 Reliance Retail



MR DARSHAN MEHTA
 President & CEO
 Reliance Brands



MR STEFANO PELLE
 CEO
 Ferrero India



PROF DR ANJANA GREWAL PhD
 Senior Professor & Senior Director -
 Center of Excellence
 SDA Bocconi Asia Center

INTERNATIONAL COLLABORATION WITH SDA BOCCONI SCHOOL OF MANAGEMENT



PROF SANDRO CASTALDO PhD
 Professor of Marketing
 SDA Bocconi School of Management



PROF MONICA GROSSO PhD
 Asst. Professor of Marketing, SDA Bocconi
 School of Management, Asst. Professor
 of UPR Markets & Innovations, EMILYON
 Business School



Retail Manager Program, 2013

● YOUR RATIONALE FOR SELECTING CENTER OF EXCELLENCE IN RETAIL & LUXURY AS YOUR RESEARCH PARTNER

Leading Faculty at SDA Bocconi in Retail & Luxury - Doing research on Consumer Buyer Behavior, Customer Satisfaction & Dissatisfaction, Loyalty Programs, Privacy, Category Management, Channel Management, E-Commerce & Mobile Commerce, Experiential Marketing, Retail Innovation, Retail Distribution, Private labels vs Brands and Value Co-Creation

Director Prof. Dr Anjana Grewal, Ph.D., has several decades of experience in Retail & FMCG sectors at Senior Level in India – Expertise in Marketing, Channel Management, Service Quality & Customer Satisfaction

Bocconi has 263 Partner Schools across the world which helps us to connect with other countries to determine best practices

Experience in developing Digital Questionnaire & managing backend data

Managed Field Solutions for a Pan India study. Thereby creating a new capability for the center to undertake large studies in future

Deep Experience in Qualitative and Quantitative Research Projects



PROF. DR. ANJANA GREWAL



PROF. SANDRO CASTALDO



PROF. MONICA GROSSO



Mr Damodar Mall



Mr Stefano Pelle



Mr Darshan Mehta



Mr Mahesh Shah



ESSEC-Bocconi Company visit



● ACTIVITIES

RETAIL MANAGER

An executive education program with both Milan and India editions has been successfully executed in 2013 and 2014

RESEARCH PROJECTS

- Legal Aspects for Retail - 2014
- Pricing of SKUs in various Retail Chains - 2014
- Study of the Fragrance Market - 2015
- The Current Indian Shopper & Retail Channel Levers - 2015-2016
- The Sachet Revolution in India - WIP
- A Research Report on Ice-cream Industry in India - WIP
- Mall study for India's key cities - WIP
- Research in Luxury sector in India - WIP
- Research in Home Decor sector in India - WIP

RESEARCH PAPER

'How store attributes impact shoppers loyalty: An investigation in Indian Retail sector' - 2017-18
co-authored by Prof. Monica Grosso, Prof. Sandro Castaldo and Prof. Dr. Anjana Grewal

'Retailing Trends in India - Snapshot 2016' - Co-authored by Dr Anjana Grewal (PhD), Amit Kawadiwale. Presented at the International Research Conference 2018 organized by Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai

RETAIL FORUM

Roundtable Conference on '**Customer Centricity in Retail Industry in India**' - 2016

Roundtable Conference on '**Game Changing Levers in the Omni-channel Retail World in India**' - 2017

ALUMNI ENGAGEMENT

Sector Learnings

The Centers are supported by the Dean and the MD of SDA Bocconi Asia Center.



David Bardolet
Dean
SDA Bocconi Asia Center

Alessandro Giuliani
Managing Director
SDA Bocconi Asia Center

SDA Bocconi

ASIA CENTER

RETAIL - DETAIL, LUXURY - TIMELESS

For your Research Study requirements in Retail & Luxury,
please contact:

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