

Dr. Mukta Ramchandani

Contact Details

Email : muktaramchandani@gmail.com
Website: www.muktaramchandani.com
Address and phone: Available on request



Education

- 01/2023-03/2023 **Oxford Blockchain Strategy Programme**, Said Business School. University of Oxford. Online certification course on Blockchain, DLT and Web3 technology.
- 11/2012- 08/2019 **PhD in management**, Neoma Business School, Reims, France.
Specialization: marketing , consumer Behavior and embodied cognition

Dissertation Topic: “Embodied Cognition: Research directions in persuasion, consumer behavior and retailing.”
- 10/2015 -11/2015 **Visiting Scholar**, Northwestern University, Chicago, USA.
- 2010 -2011 **Master of Science Luxury & Fashion Management**, Skema Business School, Nice, France.
Thesis Topic: Asymmetry in Multi-Cultural Luxury Communication: A Comparative Analysis on Luxury Brand Communication in India and China.
- 2007-2010 **Bachelor’s Degree in Computer Aided Management**, Guru Nanak Dev University, Amritsar, India.
- 2007-2010 **Graduate Diploma IT Management**, Jagannath Institute of Management Sciences, New Delhi, India.
- 2008 -2010 **Diploma course Spanish**, St. Stephen’s College, University of Delhi, New Delhi, India.

Work Experience

- 09/2020-present **External Professor**, Luxury & Fashion Management, Skema Business School, Nice, France
- 10/2017-present **Owner**, Mukta Ramchandani Trading & Consulting, Olten, Switzerland.
- 10/2017-present **Founder & CEO**, Moraltive, Olten, Switzerland.
- 03/2020-07/2020 **Visiting Professor Marketing**, United International Business School, Campus Netherlands, Belgium & Spain.
- 10/2016-10/2020 **Professor Marketing**, United International Business School, Zürich, Switzerland.
- 02/2013 -07/2015 **Lecturer**, Luxury Management, Neoma Business School, Reims, France.
- 10/2012-10/2015 **Research Assistant**, Persuasion & Behavioral Lab, Neoma Business School, Reims, France.
- 04/2011-08/2011 **Intern** “Junior international brand developer”, BerSanti Srl, Milan, Italy.

- 09/2010-12/2010 **Fashion Consultant**, Comité Régional Olympique et Sportif, Cannes, France.
 05/2010-07/2010 **Intern**, Export Assistant, Atlas Cycles LTD, New Delhi, India.

Courses Taught

Masters (Graduate) courses

Brand management, product management, luxury & retail analytics in the current context , luxury marketing & retailing , fashion management in practice.

Undergraduate courses

Retail management, business communication, marketing communication, psychology, communication skills, business writing, digital marketing, organizational behavior.

Language Proficiency Skills

English - Bilingual,
 Hindi - Mother tongue,
 German -B1,
 French - B1,
 Spanish - B1

Software analytical & IT skills

Statistical data analysis software: SPSS and SAS JMP.

Others: Microsoft Office, HTML, C, Adobe Photoshop, Google Ads, Google Analytics, SEO, Digital marketing e-commerce management softwares and social media.

Publications

Books

- Muthu S.S & **Ramchandani M.**(2024). “Vegan alternatives for leather.” Springer Nature Switzerland. <https://doi.org/10.1007/978-3-031-65365-0>

Peer Reviewed Journals

- **Ramchandani, M.**, Bhattacharya, S. and Coste-Maniere, I. (2024), "Effects of bimanual vs unimanual motor actions on consumer behavior intention and attitude", Journal of Consumer Marketing, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JCM-04-2023-5980>
- **Ramchandani M.** & Bhattacharya S. (2024, under review). “When posturing the body, postures the mind”. Journal of Cognitive Engineering and Decision Making.
- **Ramchandani M.**, Holt JV, Ivan CM (2017) “What Drives Sustainable Luxury Consumption in a Status Driven Society Like India?” Journal of Textile Engineering Fashion Technology, 2(4):00065. DOI: 10.15406/jteft.2017.02.00065
- **Ramchandani, M.** & Coste-Manière, I. (2012). “Asymmetry in multi-cultural luxury communication: A comparative analysis on luxury brand communication in India and China.” Journal of Global Fashion Marketing, 3(2), 89-97
- Coste-Manière, I., Garçon, N., Pradère, C. & **Ramchandani, M.** (in press). “Paris as a gleaming catalyst for luxury brands.” Journal of Global fashion Marketing

Book Chapters Peer Reviewed

- **Ramchandani, M.**, & Muthu, S.S. (2024). “Sustaining the Vegan Leather Industry: A Product-Type Assessment.” In: Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_7
- **Ramchandani, M.**, & Muthu, S.S. (2024). “Reconciling the Sustainable Consumer Behavior Dimensions: The Lack Luster of Vegan Leather in the Luxury and Fashion Industry.” In: Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_6

- **Ramchandani, M.** & Muthu, S.S., (2024). “Producers’ Dilemma: Craftsmanship, Credibility, and Pricing Substrates of Vegan Versus Traditional Animal-Based Leather.” In: *Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_5
- **Ramchandani, M.** & Muthu, S.S. (2024). “Natural/Agro-derived Versus Artificial Vegan Leather: How Leather Alternatives Influence the Sustainable Luxury and Fashion Industry.” In: *Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_4
- Muthu, S.S., & **Ramchandani, M.** (2024). “Environmental Footprint, Toxicity, and Life Cycle Assessment Within the Vegan Leather Industry.” In: *Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_3
- Muthu, S.S., & **Ramchandani, M.** (2024). “Environmental Issues of Traditional Leather and Need for Vegan Leather.” In: *Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_2
- Muthu, S.S., & **Ramchandani, M.** (2024). “Definitions, Government Regulations, and Norms Within the “Vegan/Vegetarian Leather” Industry.” In: *Vegan Alternatives for Leather. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Cham. https://doi.org/10.1007/978-3-031-65365-0_1
- **Ramchandani, M.**, Coste-Manière, I., Walia, I., Wang, J., Yang, S. (2022). Global Textiles and Its Alignment with Sustainability. In: Muthu, S.S. (eds) *Sustainable Approaches in Textiles and Fashion. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Singapore. https://doi.org/10.1007/978-981-19-0874-3_1
- Dubois Athenor, PH., Hintzen, N., Igarashi, N., **Ramchandani, M.**, Coste-Manière, I. (2022). Traditional Textiles Going Local and Global. In: Muthu, S.S. (eds) *Sustainable Approaches in Textiles and Fashion. Sustainable Textiles: Production, Processing, Manufacturing & Chemistry*. Springer, Singapore. https://doi.org/10.1007/978-981-19-0874-3_7
- **Ramchandani M.** & Coste-Maniere I. (2020) Leather in the Age of Sustainability: A Norm or Merely a Cherry on Top? In: Muthu S. (eds) *Leather and Footwear Sustainability. Textile Science and Clothing Technology*. Springer, Singapore.
- Caroline Tornaire Alice Brenot, Cecile Chuffart, Ivan Coste Maniere, Manon Deroche, Eva Godat, Laura Lemoine, **Mukta Ramchandani**, Eleonora Sette (2019). “Water Footprint in Fashion & Luxury Industry.” In: *Water in Textiles and Fashion: Consumption, Footprint, and Life Cycle Assessment*. edited by Subramanian Senthilkannan Muthu. Vol 1, 95-112. Elsevier, Woodhead Publishing
- Faustine Binet, Ivan Coste-Manière, Clément Decombes, Yan Grasselli, Dortmolk Ouederni, **Mukta Ramchandani** (2018). “Fast Fashion & Sustainable Consumption.” In Subramanian Senthilkannan Muthu Editor, *Fast Fashion brands and sustainable consumption, Collection Textile Science and Clothing Technology*, Springer Nature, Singapore Pte Ltd, p19-37
- **Ramchandani M.**, Coste-Maniere I. (2018) “Eco-conspicuous Versus Eco-conscious Consumption: Co-creating a New Definition of Luxury and Fashion.” In: Muthu S. (eds) *Models for Sustainable Framework in Luxury Fashion. Textile Science and Clothing Technology*. Springer, Singapore
- Ivan Coste-Manière, Hamdi Guezguez, **Mukta Ramchandani**, Marie Reault and Julia van Holt (2017). “Detoxifying Luxury and Fashion Industry: Case of Market Driving Brands” In: *Detox Fashion, Textile Science and Clothing Technology*. Springer Singapore DOI 10.1007/978-981-10-4777-0_2
- **Ramchandani, M.** & Coste-Manière, I. (2016). “To Fur or not to Fur: Sustainable Production and Consumption Within Animal-Based Luxury and Fashion Products.” In *Textiles and Clothing Sustainability*. Springer Science+Business Media Singapore.
- Coste-Manière, I., **Ramchandani, M.**, Sudeep, C. & Burak, C.(2015). “Long-Term Sustainable Sustainability in Luxury. Where Else?” In “*Handbook of Sustainable Luxury Textiles and Fashion*, volume 2. Springer Science+Business Media Singapore 2016
- **Ramchandani, M.** (2013). “Mimesis and the Nexus of luxury industry in India.” In Hoffmann, J. and Coste-Manière, I. *Global Luxury Trends: Innovative Strategies for Emerging Markets*, London: Palgrave Macmillan, 280 p

Conference proceedings

- **Ramchandani, M.** & Borges, A. (2015). “How does posture affect the behavior of customers and salespeople in a retail store?” Conference proceedings: Association for Consumer Research, Volume:

in NA - Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN

- **Ramchandani, M** & Coste-Manière, I. (2015). “What drives sustainable luxury consumption in a status driven society like India?” International Conference on Advances in Management and Technology in a Global World, ICAMT-15

Media features

- Interview (2022) by BBC news. The vegan leather made from India’s waste flowers.
- Interview (2021) by Study International.
- Interviewed by the Happy Monday Online Magazine (2019): Winning customers for a lifetime.
- Featured by the Swiss Air Magazine (2019): Simply Effective. Going Green.
- Featured in the St. Gallen Tagblatt Newspaper (2019): Ein kostenloser Stand an der Offa für faire Taschen aus Kalkutta.
- Media Article mentioning research work (2018): Faux fur makes inroads in high fashion.
- Media mention (2018): Vegan Fashion Craze Lifestyle Or Just A New Trend?

Awards & honors

- | | |
|-----------|---|
| 2019 | Winner , Best start-up of the year by XPOSE Your Startup OFFA, OLMA Messen St. Gallen, Switzerland. |
| 2015 | Scholarship awarded for the Doctoral Consortium, Academy of Marketing Science Conference, Denver, USA. |
| 2012-2015 | Research Scholarship grant by Regional Council , Champagne Ardenne France. |
| 2009 | Best research thesis award , by Jagannath Institute of Management Sciences, New |
| 2008 | University topper , Jagannath Institute of Management Sciences, New Delhi, India. |
| 2008 | Winner , Chess Championship (inter-college competition), Jagannath Institute of Management Sciences, New Delhi, India. |

Activities & Services

- | | |
|--------------|--|
| 2024-present | Supervisor Master Thesis , Skema Business School, Nice, France.
Students- <ul style="list-style-type: none"> • Pin-Chi Hsiao • Chih-Chi Yeh & Lu Chenyu. |
| 2023 | Guest Lecturer , MSC in Sustainable Technology and Management, HEC and IMD Lausanne, Switzerland. |
| 2023 | Supervisor Master Thesis , Skema Business School, Nice, France.
Students and title- <ul style="list-style-type: none"> • Julie Barrère & Mélanie Jouette. To what extent European luxury fashion brands should develop their second-hand business in China? • Li Wenwen & Li Dongyue. Sustainable Luxury: Luxury Brands' Journey into the Vintage Market. • Wang Yi-Ting. Understanding and realizing the luxury customer implicit needs to forecast consumer behavior. |

2022	Jury committee member PhD thesis , Indian Institute of Technology IIT, Department of Design, Kanpur, India. Student and title: Eshan Sadasivan. Social Entrepreneurship through product design. Supervisor Master Thesis , Skema Business School, Nice, France.
2022	Students and title- <ul style="list-style-type: none"> • Tang Ke & Zhao Bingcong. How luxury retains its unique attributes in fashion industry in the digital era. • Yin Yue & Wu Hongbo. How can luxury garments maintain their continued appeal to Chinese consumers?
2021	Supervisor Master Thesis , Skema Business School, Nice, France. Students and title- <ul style="list-style-type: none"> • Eva Soulie & Laurène Rico. How the fashion industry is managing the circular economy • Chloé Coulon & Eliane Shi. Sustainability & Transparence, the tomorrow of the fashion, cosmetic & luxury industry? • Ma Tonghui & Ma Minghui. Retail Management in the Era of Digitalization -- Omni-channel Retailing in Luxury Industry. • Alessia Di Falco & Carla Di Pierro. Phygital: the future of Retail? • Mélissa Desix & Elia Marchetti. How this past year has shaped the expectancies, needs and behaviours of consumers?A comprehensive approach on fashion, cosmetics and luxury.
2020-2021	Reviewer , Journal of retailing & consumer services.
2020 - present	Reviewer , Journal of sustainability research.
2020	Jury member Master thesis , United International Business School, Zurich, Switzerland. Students- Sonome Venali, Samajic Ena, Carl Pitchford
2019	Participant Startup coaching , SEIF Impact Academy, Zurich, Switzerland.
2019	Guest Lecturer digital marketing , Jagran Institute of Management, Kanpur, India.
2018-2019	Moderator Project Femme Tisch , Rotes Kreuz, Olten , Switzerland.
2017	Social Media Communication Manager , CULTIBO, Olten, Switzerland.
2016	Attended , Consumer behavior courses by Dr. Miguel Brendl, University of Basel, Switzerland.
2016	Reviewer , Association of Consumer Research Conference, Berlin, Germany.
2016	Reviewer , Academy of Marketing Science World Market Conference, Paris, France.
2015	Master Thesis co-evaluator , Neoma Business School, Reims, France. Student- Maureen Louis
2015	Reviewer , Association of Consumer Research Conference, New Orleans, USA.
2014	Key Note Speaker , Luxury industry in India, Essec Business School, Paris ,France.
2011	Guest Lecturer State of Art in luxury & fashion management, Skema Business School, Nice, France.

Hobbies

Meditation, reading, chess, cooking.