



Dr. Ashish Bollimbala

Assistant Professor

[Marketing]

Teaching

- HS304, Organizational Management, Aug 2022 (Currently)
- Integrated Marketing Communication, March 2022
- Innovation and Entrepreneurship, Dec 2022
- Services Marketing, Aug 2021

Research

- Creativity and Innovation Management: Antecedents and consequences of the individual, team and organizational creativity. Measurement of creativity, and innovative behaviour.
- Marketing: Consumer Behaviour, neuromarketing, and advertising.

Publications

- Bollimbala, A., James, P. S., & Ganguli, S. (2022). Grooving, moving, and stretching out of the box! The role of recovery experiences in the relation between physical activity and creativity. *Personality and Individual Differences*, 196, 111757. (ABDC- A)
- Bollimbala, A., James, P. S., & Ganguli, S. (2021). Impact of physical activity on an individual's creativity: a day-level analysis. *The American Journal of Psychology*, 134(1), 93-105. (ABDC- B)
- Bollimbala, A., James, P. S., & Ganguli, S. (2020). The effect of Hatha yoga intervention on students' creative ability. *Acta Psychologica*, 209, 103121. (ABDC- A)
- Bollimbala, A., James, P. S., & Ganguli, S. (2019). Impact of acute physical activity on children's divergent and convergent thinking: the mediating role of a low body mass index. *Perceptual and motor skills*, 126(4), 603-622.



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Education

- 2021 PhD, Management Science, T A Pai Management Institute, Manipal Academy of Higher Education, Manipal, Karnataka
- 2011 MBA, Marketing, Mangalore University, Karnataka
- 2008 B.Sc, Mangalore University, Karnataka

Work experience

- Assistant Professor (Sr.Gr.)- Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore (June 2021-May 2022).
 - Assistant Marketing Manager in Indian Overseas Bank (Sept 2011 to Nov 2012).
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