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Press release

**Professor MN Vora Chair at IIMA**

**11 January 2017, Ahmedabad:** Professor Arvind Sahay was named the Professor MN Vora Chair in Marketing and Entrepreneurship at IIMA today. Upon assuming the chair, Professor Arvind Sahay, delivered a talk, “Psychology and Neuroscience in Decision Making, Pricing and Branding: A Survey.”

The Chair has been established by Mr. Deep Kalra, and IIMA alumnus and Founder, Chairman and Group CEO of MakeMyTrip. The Chair has been named in honor of Professor MN Vora, IIMA faculty member in the Marketing Area from 1963 to 1993.

**Professor Arvind Sahay said, “It is indeed a privilege and honor to be the holder of a Chair named after a teacher of mine that I hold in great regard - Professor MN Vora. My own research takes off a lot on his propensity on research by observation. I extend that process into looking at the underlying processes that drive behavior using ideas from psychology and neuroscience - both these areas have lots of applications in decision making, pricing and branding from a marketing context and more generally, have implications for behavior change of people. The latter aspect, therefore, also has implications for leadership and behavior change of people from a public policy perspective. I look forward with eagerness to utilize the resources made available by the Chair to advance research and understanding in these areas.”**

**“IIMA is grateful to Mr. Deep Kalra, PGP ’92, for establishing the Chair and naming it in memory of Professor MN Vora, a legendary IIMA faculty member. His students remember even decades later how his Marketing classes helped develop critical thinking skills and hone research and practice through observation. The intersection of the two fields – marketing and entrepreneurship – offers enormous opportunities for meaningful research and teaching. I am delighted that Professor Arvind Sahay, who is an accomplished researcher and teacher, has assumed the chair,” said Professor Nanda, Director, IIMA.**

With this chair, IIMA has named four professors to chaired positions: Professor Vasant Gandhi as NABARD Chair in Agri-business, Professor Abhiman Das as RBI Chair in Economics and Finance, Professor Rakesh Basant as JSW chair in Innovation and Public Policy, and Professor Arvind Sahay as Prof. MN Vora chair in Marketing and Entrepreneurship.

**“Chaired positions help the Institute honor and recruit faculty doing path-breaking work in research, teaching and course development, and interaction with practice and policy. These chairs afford faculty time and resources so that they can invest even more in their work. We look forward to recognizing additional existing and potential faculty members with chairs in coming months,” said Professor Nanda.**

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