

# SAURABH JAIN

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## EXPERIENCE

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**Marvel Academic Studio** ([www.marvelacademic.studio](http://www.marvelacademic.studio))

Founder and Tutor, April 2024–Present

I am building an affordable academic platform offering high-quality research tutorials to PhD scholars from business schools.

**Independent Researcher**, August 2023–Present

I study consumer behavior in the digital world using quantitative techniques.

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## EDUCATION

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**FPM/PhD**: Entrepreneurship & Entrepreneurial Marketing, July 2023

Entrepreneurship Development Institute of India, Ahmedabad, Gujarat, India

**Thesis Title**: Enhancement of Customer Loyalty for YouTube Influencers Through Service Innovation and Value Creation

Thesis Advisor: Dr. Dinesh Jain (Fellow/PhD–IIM Ahmedabad)

**Master of Fashion Technology**, May 2016

National Institute of Fashion Technology, Gandhinagar, Gujarat, India

**Bachelor of Engineering**: Mechanical Engineering, June 2013

Walchand Institute of Technology, Solapur University, Solapur, Maharashtra, India

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## AREAS OF INTEREST

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Consumer Behavior, Perceived Value, Opportunity Analysis, Quantitative Techniques

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## RESEARCH OUTPUT

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- Saurabh, J., & Dinesh, J. (2025). [Star wars: customer loyalty for YouTube stars through service innovation and value co-creation](https://doi.org/10.1007/s11628-025-00582-6). *Service Business*, 19(1), 9. (ABDC–B, AJG–1)  
<https://doi.org/10.1007/s11628-025-00582-6>

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## CONFERENCE PRESENTATIONS

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- Presented– Saurabh, J. (2020, January 2-4). Determinants of opportunity identification: extending the model of entrepreneurial intentions [Paper presentation]. Indian Academy of Management Sixth Biennial Conference, IIM Trichy, Tamil Nadu, India.

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## WORKSHOPS ATTENDED

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- Mixed Methods Research Workshop, IIM Indore, April 2019.

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## TEACHING

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Entrepreneurship Development Institute of India, Ahmedabad, Gujarat

- Opportunity Analysis (PGDM)- Trimester 1, 2021

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## AWARDS

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- Best Developmental Paper Award, *Impact of Service Innovation on Social Media Entrepreneur's Performance*, online workshop by Birkbeck, University of London, UK, November 2021.

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## SOFTWARE PACKAGES EXPERIENCE

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- SPSS, AMOS, MS-Office.

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## INDUSTRY EXPERIENCE

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- Lingerie Retail Manager, Trylo, 2016-18.

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## ACADEMIC REFERENCE

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- Dr. Dinesh Jain (Fellow/PhD–IIM Ahmedabad)  
Associate Professor, Agri-Entrepreneurship and Strategy  
Indian Institute of Plantation Management (IIPM), Bengaluru, India  
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