

SAURABH JAIN

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EXPERIENCE

Marvel Academic Studio (www.marvelacademic.studio)

Founder and Tutor, April 2024–Present

Building an affordable online learning platform for PhD scholars from business schools.

Independent Researcher, August 2023–Present

Studying consumer behavior in the digital world using quantitative techniques.

EDUCATION

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

AREAS OF INTEREST

Consumer Behavior, Perceived Value, Creative Industries, Quantitative Techniques

RESEARCH OUTPUT

- 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>

CONFERENCE PRESENTATIONS

- 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.

WORKSHOPS ATTENDED

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

TEACHING

Entrepreneurship Development Institute of India, Ahmedabad, Gujarat

- Opportunity Analysis (PGDM)- Trimester 1, 2021

AWARDS

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

SOFTWARE PACKAGES

- SPSS, AMOS, MS-Office.

INDUSTRY EXPERIENCE

- Retail Manager (Women's Wear), Trylo, 2016-18.

ACADEMIC REFERENCE

- Dr. Dinesh Jain (Fellow/PhD–IIM Ahmedabad)
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