

Values and Personality Types of Market Mavens and Opinion Leaders in the E-World

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Abstract

In this paper we give interesting hypotheses on personality of market mavens, opinion leaders. We identify cultures that are conducive to the flourishing of market maven in society. We identify 'values' of market mavens. We relate strategy of organization to type of mavens required, namely, price and product mavens. We also give interesting hypotheses about analytics required to help price maven and product maven.

Keywords

Personality of Mavens, Culture that Encourages Mavens, Strategy of Firm and Type of Mavens

Biographies

RRK Sharma: He is B.E. (mechanical engineering) from VNIT Nagpur India, and PhD in management from I.I.M., Ahmedabad, INDIA. He has nearly three years of experience in automotive companies in India (Tata Motors and TVS-Suzuki). He has 32 years of teaching and research experience at the Department of Industrial and Management Engineering, I.I.T., Kanpur, 208016 INDIA. To date he has written 1176 papers (peer-reviewed (376) /under review (24) / working papers 776 (not referred)). He has developed over ten software products. To date, he has guided 62 M TECH and 21 Ph D theses at I.I.T. Kanpur. He has been Sanjay Mittal Chair Professor at IIT KANPUR (15.09.2015 to 14.09.2018) and is currently a H.A.G. scale professor at I.I.T. Kanpur. In 2015, he received "Membership Award" given by IABE USA (International Academy of Business and Economics). In 2016 he received the "Distinguished Educator Award" from IEOM (Industrial Engineering and Operations Management) Society, U.S.A. In 2019 and 2020, he was invited by the Ministry of Human Resources Department, India, to participate in the NIRF rankings survey for management schools in India. In 2019 and 2020 he was invited to participate in the Q.S. ranking exercise for ranking management schools in South Asia.

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