

# Shalini Bahl

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Facebook: <https://www.facebook.com/MindfulUniverse>

Website: <http://mfactor.org/>

## SUMMARY

Innovative thinker, researcher, and educator committed to developing new programs and curricula that inspire and empower students and professionals to develop meaningful and successful careers based on latest research and practices in mindfulness, emotional intelligence, and management

## SKILLS

- Mindfulness trainer
- MBSR teacher
- Search Inside Yourself training
- Entrepreneurship
- Empowering and motivating students to be leaders
- Marketing & social media
- Stress management and resilience
- New course development
- Qualitative research methods
- Writing
- Effective Public Speaker
- Effective use of multi-media & online teaching tools
- Personal branding
- Innovative use of technology

## ACCOMPLISHMENTS

One of the thirty people at the intersection of neuroscience, mindfulness, and leadership selected to be trained in and promote the Search Inside Yourself program started at Google ~ 2013

Developed and taught innovative course in mindfulness and personal branding for Online MBAs ~ 2013 to present

Taught Mindfulness-Based Stress Reduction program ~ 2012 to present

Developed and taught innovative social media strategy course for Online MBAs ~ 2011 to present

Published in top marketing and public policy journals ~ 2004 to present

Developed and taught a qualitative research class for PhD students ~ 2006-2007

Contributing author to books edited by leading researchers in the area ~ 2006-2010

Pioneering the introduction of mindfulness culture to create resilient organizations ~ 2011 to present

Created the first social networking site for people and professionals interested in mindfulness with over 450 members from around the world ~ 2012 to present

TEDx speaker at Elon University ~ 2010 and Shelburne Falls ~ 2012

Top Ten Business Women in The Pioneer Valley award by Women Business Owners Alliance ~ 2011

Event coordinator for public lecture by world humanitarian, Sri Sri Ravi Shankar, attended by over 600 people including University of Utah President and Governor of Utah ~ 2007

Streamlined accounting and operations at trading company in Kuwait including installation of new automated and fully integrated accounting software to replace manual accounting ~ 1999 - 2001

Founder of export business with annual sales of \$1 Million in 5 years ~ 1993-1998

Organized fashion shows to launch new fashions in the Middle East with top international models ~ 1994-1997

## EDUCATION

PhD in Marketing, 2005

Isenberg School of Management, University of Massachusetts, Amherst.

Dissertation: Developed new methodology comprising Multidimensional Scaling, Cluster Analysis, Metaphors, and In-depth Interviews to study the dialogical nature of consumers' selves in navigating conflicting decisions in the marketplace. Dissertation published in top tier marketing journal and the subject of three chapters in leading books on identity and innovative methodologies.

Certified Chartered Accountant, 1999

The Institute of Chartered Accountants of India, Delhi, India.

Bachelor of Commerce Honors, 1990

Lady Shri Ram College, Delhi University, India.

### **ADDITIONAL TRAINING**

Practicum in Mindfulness-Based Stress Reduction, 2011  
Center For Mindfulness, UMass Medical School, Worcester.

Mindfulness-Based Stress Reduction in Mind-Body Medicine: A 7-Day Professional Training, 2013  
With Dr. Jon Kabat-Zinn and Dr. Saki Santorelli, Omega New York

Teacher Development Intensive, 2013  
Center For Mindfulness, UMass Medical School, Worcester.

Search Inside Yourself, 2014  
Search Inside Yourself Leadership Institute, California

### **ACADEMIC APPOINTMENTS**

Online Instructor | Isenberg School of Business Management,  
UMass, Amherst MA  
September 2011 - Present

Assistant Professor of Marketing | David Eccles School of  
Business, University of Utah, Salt Lake City, UT  
September 2005 – July 2008

### **TEACHING EXPERIENCE**

Online MBA Social Media Strategy  
Online MBA Mindfulness-Based Personal Branding  
PhD Qualitative Research Methods  
Undergrad Marketing Principles  
Undergrad Consumer Behavior  
Undergrad Retailing

### **OTHER TEACHING INTERESTS**

Mindfulness in Business  
Mindfulness in Education  
Ethics in Business

## RESEARCH INTERESTS

Mindfulness-based interventions to enhance consumer health and inform public policy and marketers

Pedagogy and impact of introducing mindfulness in schools as a foundation for existing curricula

The impact of mindfulness in organizations on factors like resilience, effectiveness and stress-management in high stress sales jobs, problem-solving and adoption of new technology

Public Policy with a focus on ethical and mindful use of social media and new technologies in marketing

## PUBLICATIONS

“The Role of Mindfulness and Subjective Well-being on College Campuses” AMHCR conference proceedings, 2015 (with George R Milne, Spencer Ross, and Kunal Swani)

“The Use of Social Media for Mindful Healthy Eating Over the Holidays: Theory and Empirical Results, 2014, pp. 38-46, Association of Marketing and Healthcare Research, (with George R. Milne and Spencer Ross)

“Mindfulness: A Long-term Solution for Mindless Eating by College Students,” Journal of Public Policy & Marketing, 2013, Vol. 32, No. 2, 173-184 (with George R. Milne and Spencer Ross)

“The Multiphrenic Consumer Self,” Identity and Consumption, eds. Russ Belk and Ayalla Ruvio, Routledge, 2012

“Navigating Inconsistent Consumption Preferences At Multiple Levels Of The Dialogical Self,” Handbook on The Dialogical Self, eds. Hubert J.M. Hermans and Throstein Gieser, Cambridge University Press, 2012.

“Transforming Consumer Health,” Journal of Public Policy & Marketing, Vol. 30:1, 2011, 14-22 (with Debra Scammon, Punam A. Keller, et al)

“The Impact of Mindfulness on Consumer Behaviors,” 2011 Marketing & Public Policy Conference, Emerging Concerns in Increasingly Interconnected World, AMA, eds. Elizabeth Howlett, John Kozup, & Jeremy Kees (with G. R. Milne, Spencer Ross, and Kwong Chang)

“Are There Differences Among Consumers’ and Marketers’ Privacy Expectations? A Segment and Technology Level Analysis,” Journal of Public Policy and Marketing, Vol. 29:1, 2010, 138-49 (with G.R. Milne).

“Talking to Ourselves: A Dialogical Exploration of Consumption,” Journal of Consumer Research, Vol. 37:1, 2010, 176-95 (with G.R. Milne)

“If It’s Legal, Is It Acceptable?: Consumer Reactions to Online Covert Marketing,” Journal of Advertising, Vol. 38:4, 107-22 (with G.R. Milne and A. Rohm)

“Evaluating the Impact of Covert Marketing: A Multi-Stage Exchange Perspective,” Journal of Public Policy and Marketing 2008, 57-62 (with G.R. Milne and A. Rohm).

“Skin Lightening and Beauty in Four Asian Cultures,” Advances in Consumer Research Volume 35, 2008, 444-49 (with Eric P. H. Li, H. J. Min, R. Belk, and J. Kimura)

“Mixed Methods In Interpretive Research: An Application To The Study Of Self-Concept,” Handbook Of Qualitative Marketing Research, Ed. Russell W. Belk, London: Edward Elgar, 2007 (with G.R. Milne)

“Consumption of Nothing: An Exploratory Study of Meditation,” Advances in Healthcare Research, J.Hair Joe and R. Hoverstad, Eds., Madison, WI: Omnipress, 2006 (with G.R. Milne)

“One or Many? Examining Consumption Experiences from the lens of Multiple Selves,” Advances in Consumer Research Volume 34, 2006, 709-10 (with G. R. Milne), eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL : Association for Consumer Research

“Consumers’ Protection of Online Privacy and Identity,” Journal of Consumer Affairs, Vol. 38:2, 2004, 467-85 (with G. R. Milne and A. Rohm).

## **PRESENTATIONS AT CONFERENCES**

“The Role of Mindfulness in Moderating the Effects of Stress on Consumer Behavior and Well-Being,” presented at the Second Transformative Consumer Research Conference, 2009

“Consuming Whiteness in Asia,” with Russell Belk, Junko Kimura, Hyun Jeong Min, and Eric P. H. Li, presented at the Consumer Culture Theory Conference, 2007

“To Consume Or Not to Consume: Exploring Ambivalence in Multiple Selves,”

presented at the Consumer Culture Theory Conference, 2006

“Understanding Marketer and Consumer Attitudinal Differences in Regulating Privacy Boundaries Amidst Changing Technologies,” with George R. Milne, presented at the Public Policy and Marketing Conference, 2006

“Toward a Multidimensional Understanding of Privacy and the Paradoxes of Technology,” with George R. Milne, presented at the Public Policy and Marketing Conference, 2005

“Looking Deeper: The Role of Privacy in Consumer Behavior,” with George R. Milne, presented at the Public Policy and Marketing Conference, 2004

## OTHER EXPERIENCE

Founder | Mindful Universe  
2011 - Present

Creator of global social networking site to engage and inform people interested in mindfulness

Strategic plan and branding of social network site

Writing Blog posts and starting group discussions

Inviting new members on other social media channels

Founder | The M Factor  
2011 - Present

Development of programs for corporate wellness based on mindfulness

Teaching public programs including Mindfulness-Based Stress Reduction program

Development of mindfulness-based curriculum for young adults at Job Corps

Public speaking and workshops related to mindfulness, technology, and business

Writing Blog posts on mindfulness in business and education

Strategic plan and branding

Marketing the services

Founder | iAM Business Consulting  
2008 - 2011

Strategic plan and branding

Mindful marketing and social media consultancy

Public speaking and workshops

Writing Blog posts

Marketing the services

Accounting & Operations Director | COMATCO, Kuwait

1998 - 2000

Streamlined the flow of operations for efficiency and safety of company assets

Installation of automated accounting software to replace manual accounting

Oversaw accounting and budgeting for the company

Development of policies and procedures related to employees engagement and productivity

Co-Founder | Gromax International, India

1993-1998

Strategic plan for exporting branded commodities and high fashion garments from India

New product development and branding of commodities

Developing and overseeing the design team for fashion garments

Pricing and promotions

Client relationships

Coordinating fashion shows to launch new fashions in the Middle East

### **OTHER INTERESTS**

Daily mindfulness meditation practice

Creative vegetarian and healthy cooking

Chanting

Zumba and dancing

Hiking in nature

Family time

Research

Creative endeavors like designing websites, blogging, and interior design

### **SAMPLE PRESENTATIONS**

TedX Talk at Elon University, NC ~ [What They Don't Teach You in Business Schools: Mind & Mindfulness in Marketing](#)

TedX Talk at Shelburne Falls, MA ~ [A Movement To Live Mindfully: A Foundation For](#)

[Sustainable Change](#)

Workshop For Job Corps Students ~ [Can Mindfulness Help Creativity](#)

Workshop for Corporate Clients ~ [Stress Management in A Fast Paced Workplace](#)