

## **Shweta Pandey**

I am a research and marketing oriented academician with a Fellowship from the International Management Institute, New Delhi, India. My areas of interest include Marketing, Quantitative techniques and Statistics. Prior to moving full time into academics, I worked for 11+ years in the financial services industry with GE-Capital.

I have a keen sense of acquiring new knowledge as exemplified by my varied publications across journals and publishers of international repute and multi-functional stints (credit processing, customer service, quality, insurance product management, credit card operations). I have a Bachelor's degree in Statistics and am also a certified Six Sigma Quality Black-belt from GE-Capital.

### **Teaching experience:**

*Jul'17 onwards:*

Research consultant with AIM Basant and Sarala Professorial Chair in Asian Family corporations in Manila, Philippines.

*Jan'17-May'17*

Visiting faculty at Loyola Institute of Business Administration, Chennai

### **Publications:**

1. Pandey, S. and Chawla, D. (2014). E-lifestyles of Indian online shoppers: A scale validation. *Journal of Retailing and Consumer Services*, 21(6), pp.1068-1074.
2. Pandey, S., Chawla, D. and Venkatesh, U. (2015). Online Shopper Segmentation Based on Lifestyles: An Exploratory Study in India. *Journal of Internet Commerce*, 14(1), pp.21-41.
3. Pandey, S. and Chawla, D. (2016). Impact of changing consumer lifestyles and website quality on online satisfaction and loyalty-an emerging market framework. *International Journal of Indian Culture and Business Management*, 12(1), pp.50-71.
4. Pandey, S. and Chawla, D. (2016). Using qualitative research for establishing content validity of e-lifestyle and website quality constructs. *Qualitative Market Research: an International Journal*, 19(3), pp. 339-356
5. Pandey, S. and Chawla, D. (2016). Understanding Indian online consumers' loyalty: The impact of e-lifestyles and website quality. *Journal of Internet Commerce*, 15(4), pp. 332-352.

### **Chapter- In process of publication**

1. Pandey, S. and Chawla, D. (Nov, 2017). Driving Green marketing in a developing country: reducing the attitude behaviour gap. In Quoquab, Farzana, Thurasamy, Ramayah and Mohammad, Jihad. *Driving Green Consumerism through Strategic Sustainability Marketing*. IGI Global