

## **CV OF Dr.DEEPAK CHAWLA**



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**DATE OF BIRTH** : November 30, 1950

**AREAS OF INTEREST** :

- Marketing Research
- Research Methods
- Business Statistics
- Business Forecasting
- Management Applications of Econometrics &
- Managerial Economics

### **PRESENT POSITION HELD**

*Emeritus Professor at the **International Management Institute (IMI)**, New Delhi, since February, 2021.*

### **PROFESSIONAL EXPERIENCE**

**April 2012 -January-2021**

*Distinguished Professor at the **International Management Institute (IMI)**, New Delhi.*

**1991-2012**

*Professor at the **International Management Institute (IMI)**, New Delhi.*

**1989-91**

*Consultant at the School of Management Studies of the **Indira Gandhi National Open University**, New Delhi.*

**1981-89**

*Faculty Member at the **University of Calabar**, Calabar, Nigeria.*

**1980-81**

*Faculty Member with the **Management Development Institute, Gurgaon.***

**1977 (Summer)**

*Worked as a Summer Trainee with **M M Rubber Company Ltd, Madras.***

**1974-76**

*Was a member of Research Staff at the **Indian Institute of Management, Ahmedabad.***

## **EDUCATION**

*Fellow of the **Indian Institute of Management, Ahmedabad (1980).** This programme is recognized as equivalent to Ph.D. in Management by the Association of Indian Universities.*

*Passed M.Stat examination of the **Indian Statistical Institute, Calcutta** in 1972 and was placed in the First Division.*

*Passed B. Stat. (Hons) from **Indian Statistical Institute, Calcutta** in 1971 and obtained First Division.*

***Ph.D Thesis Supervisor:Dr. C Rangarajan, Former Governor, Reserve Bank of India***

## **RESEARCH CARRIED OUT IN VARIOUS AREAS**

- I. *Marketing – Perception of Cyber Café users, E-lifestyle of Indian Online consumer- Scale Validation, Online Shopper segmentation, Impulse buying behavior, changing consumer life style & Web-site quality on online satisfaction & loyalty, Local vs Global brand of Chocolates, Segmenting Chocolate Consumer, Scale Development & Validation, the case pf impulse buying tendency, Qualitative research for establishing content validity of e-lifestyle and web-site quality constructs, Segmentation of Impulse buyers, Attribute and consumption pattern of chocolates, E-life style and web-site quality on consumer loyalty, Segmentation Analysis of mobile banking adoption, Ecologically conscious consumer behavior, Mobile banking Adoption- high as low cons, segmentation on perception for generic and branded medicines, Qualitative Research on Impulse buying behaviors, Online consumer experience in clothing e-retail impact on satisfaction & loyalty moderating effect of Demographics variables on mobile banking adoption, Segmentation of online clothing behavior, M-commerce adopting in Delhi, Scale development & validation for mobile wallet, Scale development & Val for perception towards branded & generic medicine marketing effect of lenders & age towards mobile wallet, cause related marketing, exploring difference between Gen & Z, factor of Adoption for M-Commerce. Adoption of Mobile App qualitative study, qualitative research – Materialistic consumption. Also*
- I. *Technology Acceptance Model, Mobile Banking, Mobile Wallet*
- II. *Segmentation – Impulse buying, Online purchase, Knowledge Management, Mobile Banking, Mobile Wallet, branded US generic medicine, E-life style, Chocolate,*

- III. *Scale Development – Online purchase, Impulse buying, KM, Mobile Banking, Branded & Generic medicine, Mobile Wallet*
  - IV. *Purchase Intention & Attitude – High vs Low, Mobile Banking & Mobile Wallet*
  - V. *Qualitative Research – Impulse buying, Online purchase, chocolate buying, KM,*
    - i. *E - Wom*
  - VI. *Social Marketing – E – Wom, Bloggs*
  - VII. *Mobile Apps – FDA, Smart Watches etc.*
  - VIII. *Moderation & Mediation – Online Consumer purchase, Mobile Banking, Mobile Wallet, branded & generic medicine,*
  - IX. *Consumer Insights – Various aspects.*
  - X. *Cause Related Marketing*
  - XI. *Perceptions – Mutual Funds, Cause Related Marketing, Bloggs.*
2. *Knowledge Management - Study of knowledge management Assessment, Knowledge management practices in Indian Industries, knowledge management initiatives in Indian Public & Private sector organization, impact of knowledge management dimensions on learning organizations, knowledge management across various hierarchical levels in Indian Organizations.*
- A Comparative study of knowledge management assessment in business excellence awarded and non- awarded organization, impact of knowledge management on learning organization in India, Knowledge management implementations in Indian manufacturing & service sector organization: An Exploratory study. Segmenting knowledge management practitioners & its relationship to performance. Use of knowledge management for competitive advantage, knowledge management & performance in Indian organization, knowledge management & its impact on performance on manufacturing & services industries.*
3. *Finance – Security prices and Monetary Variables, Dividend & Retention, Weak form Efficiency, Stability of Beta in Stock Market, Predicting bond Rating, Asset Return & Inflation, Stability of Alpha & Beta over Bull and Bear Market, Random walk hypothesis, Corporate Merger Acquisition, Testing CAPM, Three Factor Model, Arbitrage Price Theory, Factor Influencing Investment in Mutual Funds, Capital Structure, Financial Literacy of Parents, Impact of Country Level Corporate governance on analyst boldness and performance with target price forecast.*
4. *OB/HR – Role Conflict, Tension & Job Satisfaction, Predicting Academic Performance, Job Aspiration of Students, Work Exhaustion, Role of Organizational and personal factors in predicting turnover intentions, Work life balance among women professionals, Segmenting Indian Women Professionals, Antecedents of Organizational Identification of PG students & Its*

*impact on Institutions, Multigenerational differences in work Attitude and Motivation, Multigenerational preferences in career preferences, Reward Preferences & Work engagement.*

5. *Econometrics, Economics- Industrial Economics Demand Estimation & Forecasting, Production Functions, Economics of Scale, Structure of Industry, Vertical Integration, Diversification, Profitability of industry, Economics Liberalization. A number of paper on Econometric theory.*
6. *E-Learning - Readiness for online Learning in B-Schools, Management education through E-learning in India, E-learning perception & relationship with demographic Variables, E-learning – Segmentation on Perception.*

#### **RECENT AWARDS AND HONOURS**

*Best Teacher Award from the **International Management Institute** (Based on quality of teaching and research for the last five years)*

*Distinguished Educator Award from the **Discovery Education.***

#### **ADMINISTRATIVE EXPERIENCE**

<i>Dean (Research &amp; Fellow Programme)</i>	-	<i>From April 2013 to November, 2015</i>
<i>Chairman (Accreditation Committee)</i>	-	<i>From May 2011 to October, 2014</i>
<i>Chairman (Business School Ranking Survey Committee)</i>	-	<i>From May 2011 to March 2014.</i>
<i>Registrar</i>	-	<i>From May 2010 to March 2011.</i>
<i>Dean (Academic)</i>	-	<i>From July 2004 to June 18, 2007.</i>
<i>Programme Director (PGPM)</i>	-	<i>Form May 2003 to December 2005.</i>
<i>Dean (Research)</i>	-	<i>1<sup>st</sup> January 2001 to 31<sup>st</sup> April 2002.</i>
<i>Chairman</i>	-	<i>Library Committee (June 2001 to May 2010)</i>
<i>Registrar</i>	-	<i>1<sup>st</sup> October 1998 to 31<sup>st</sup> December 2000</i>
<i>Programme Director (PGP)</i>	-	<i>Post Graduate Programme (1998-1999)</i>
<i>Programme Director (PGP)</i>	-	<i>Post Graduate Programme (1994-1995)</i>

<i>Chairman (Admission)</i>	-	<i>1994 – 1995</i>
<i>Coordinator</i>	-	<i>Library Committee (1991 - 1994)</i>
<i>Coordinator</i>	-	<i>Placement Committee (1993-1994)</i>
<i>Member</i>	-	<i>Placement Committee (1994-1995)</i>
<i>Chairman</i>	-	<i>Departmental Graduate Committee (1986-1987)</i>
<i>Member</i>	-	<i>Department Graduate Committee (1982-1986)</i>
<i>Coordinator</i>	-	<i>Final Year Students' Project (1984-1986)</i>
<i>Staff Advisor</i>	-	<i>Nigerian Economic Students' Association - Calabar Chapter (1987-1988)</i>

#### **COURSES TAUGHT AT POST GRADUATE LEVEL AND AT EXECUTIVE DEVELOPMENT PROGRAMMES**

- a) *Conducted and taught various Executive Development Programmes for both private & public sector in India and Nigeria in the area of Research Methods, Business Forecasting, Marketing Research, Statistical Methods for Decision Making and Econometrics.*
- b) *Business Mathematics & Statistics, Marketing Research, Business Forecasting, Applied Econometrics, Research Methods in Management, Managerial Economics, Macro Economic Theory & Policy and Actuarial Science etc. at the International Management Institute and University of Calabar.*

#### **MANAGEMENT DEVELOPMENT PROGRAMMES**

1. *Conducted series of Programmes on “Enhancing General Management Skills” for ITEC participants along with Prof. Himanshu Joshi.*
2. *Conducted series of Management Development Programmes for the participants from CIS countries on “General Management Skills” along with Prof. Ramesh Behl.*
3. *Conducted over ten Management Development Programmes for the executives of Cyber Media Group on “Soft Skills and General Management” along with Prof. Ramesh Behl.*
4. *Conducted three Management Development Programmes on “General Management Skills” of six weeks duration for the participants from ITEC countries along with Prof. Ramesh Behl.*
5. *Conducted two-day workshop for the executives of Escorts Ltd on “Research Methods” along with Prof. Ramesh Behl.*
6. *Conducted a programme for the executives of Indian Oil on “Decision Making”.*
7. *Conducted a programme for the executives of SAIL on “Research Methodology”.*

8. Conducted several programmes for the executives of Tata Economic Services, Mumbai on Business Forecasting, Applied Econometrics, Marketing Research and Statistical Methods for Decision Making.

### **SOME RECENT RESEARCH PROJECTS**

The following projects were completed with Prof. Himanshu Joshi.

<i>Title of Proposal</i>	<i>Funding /Sponsoring Agency</i>	<i>Date of Submission of proposal</i>	<i>Starting Date</i>	<i>Expected date of completion</i>
<i>Developing an instrument to assess the state of Knowledge Management (KM) implementation in Indian manufacturing and service sector organizations</i>	<i>Ministry of Communications and Information Technology, GoI</i>	<i>April 2011</i>	<i>June 2011</i>	<i>Sept-12 (Report Submitted)</i>
<i>Identification of factors influencing Knowledge Management and Knowledge Management Assessment in Indian Manufacturing and Service Organizations</i>	<i>Ministry of Communications and Information Technology, GoI</i>	<i>Dec 2010</i>	<i>Jan 2011</i>	<i>Mar-11 (Report submitted)</i>
<i>Knowledge management Initiative and Practice for Moving towards Learning Organization in Select Indian Companies</i>	<i>Ministry of Communications and Information Technology, GoI</i>	<i>Aug 2006</i>	<i>Jan 2007</i>	<i>4/1/2009 (Report submitted)</i>
<i>A Survey of Knowledge Management Practices in Select Indian Companies using the Knowledge Management Assessment Tool (KMAT)</i>	<i>Ministry of Communications and Information Technology, GoI</i>	<i>Aug 2006</i>	<i>Jan 2007</i>	<i>12/1/2009 (Report submitted)</i>

- “Usage and Perception of Knowledge Economy on Small & Medium Enterprises in India” – Prof. Deepak Chawla & Prof. Ramesh Behl, sponsored by Department of Information Technology, Ministry of Communication & Information Technology, Government of India, 2011.
- “Management of Cyber Cafés in Delhi” – Prof. Deepak Chawla & Prof. Ramesh Behl, sponsored by International Management Institute, 2004

### **DEVELOPMENT OF COURSE MATERIAL**

- a) Developed a course on **Research Methodology** for the Management Programme of IGNOU.

- b) Have written six units for a course on **Marketing Research** for the Management Programme of IGNOU.
- c) Editor for the course on **Operations Research** for the Management Programme of IGNOU.

#### **GUIDANCE OF DOCTORAL STUDENTS**

- a) Four students awarded Ph.D/FPM.
- b) Currently four students are working on Ph.D/FPM.

#### **PUBLICATIONS:**

##### **Book:**

"Research Methodology – Concepts and Cases", Vikas Publishing House Pvt Ltd. New Delhi 2011, (with Neena Sondhi).

"Operations Research" for SMU in Distance Learning format (in Press).

##### **Technical Note:**

"Time Series Analysis - Decomposition of a Time Series with particular reference to Money Supply" Mimeograph (with G.S. Gupta (c) 1973 I.I.M., Ahmedabad).

##### **Some Recent Book Review:**

- *Designing and Managing a Research Project – A Business Student's Guide*, by Michael Jay Polonsky and David S Waller, New Delhi: Response Books, a division of Sage Publications India Pvt. Ltd, 2005, 232 pp., *Global Business Review*, Vol.7, No.2 (2006).
- *100 Statistical Tests (3<sup>rd</sup> Edition)* by Gopal K. Kanji, New Delhi: Vistaar Publications (A division of Sage Publications), 242 pp., (2006).
- *Statistical Methods for Practice and Research – A guide to data analysis using SPSS* by Ajai S. Gaur & Sanjaya S. Gaur, New Delhi, India : Response Books, A division of Sage Publications, 173 pp., (2006).

##### **Research Papers and Articles in Refereed Journals (National and International):**

1. "Estimation Procedure when Disturbance is Auto-correlated" VISHLESHAN, 1, 4 December 1975 (with G S Gupta).
2. "Estimation Procedure when Variables are subject to Measurement Errors" VISHLESHAN II, 1, March 1976 (with G S Gupta).
3. "An Econometric Approach to Evolve Viable Cattle Development Financing Schemes" INDIAN ECONOMIC REVIEW XI 1, April 1976 (with P N Misra & U K Srivastava).
4. "Demand for Tea in India" DYNAMIC MANAGEMENT 2, 2 September, 1977 (with G S Gupta).
5. "Production Function and Sources of Output Variation in Indian Food Manufacturing Industry" VIKALPA 3, 1 January 1978 (with G S Gupta).
6. "Role Conflict Tension and Job Satisfaction. A study of Medical Representatives" INDIAN MANAGEMENT October 1978 (with S C Mehta, A M Pandya & S Roy).

7. "Lagged Variables Models and their Estimation" VISHLESHAN 5, 1 March 1979 (with G S Gupta).
8. "Predicting the Academic Performance - a study of Management Students", INDIAN MANAGEMENT, 19, 8 August 1979, (with U Jain, A Pandya and G Srinivasan).
9. "Statistical Techniques Applied to Intra Industry Analysis - A Rejoinder", DECISION 6, 3, July 1979 (with G Srinivasan).
10. "Security Prices & Monetary Variables" THE CHARTERED ACCOUNTANT XXIX, 1 July 1980, (with G Srinivasan).
11. "Demand for Man Made Fibres - the case of India" DECISION Vol. 12 No.3 July - September, 1985.
12. "An Empirical Analysis of the Profitability of the Indian Man Made Fibres Industry" DECISION Vol. 13 No.2 April - June, 1986.
13. "Job Aspirations of Students in Institutions of Higher Learning in Nigeria" (with A K Saha), INDIAN JOURNAL OF PUBLIC ADMINISTRATION, Vol. XXXII, No. 4, October-December, 1986, pp. 956-963.
14. "Trends in Indian Man-Made Fibre Industry", PRODUCTIVITY Vol.28 No.1, April - June, 1987.
15. "Impact of Dividend and Retention on Share Price - An Econometric Study", DECISION, Vol.14, No.3, July - September, 1987 (with G Srinivasan).
16. "Weak Form Efficiency in Indian Stock Market – An Empirical Investigation", MANAGEMENT & ACCOUNTING RESEARCH, October-December 2000 (with Munish Makkad).
17. "Relative Strength Hypothesis of Weak Form Efficiency in Indian Stock Market – An Empirical Study", PARADIGM, Vol. 5, No.1, Jan – June 2001. (with Munish Makkad).
18. "Testing Stability of Beta in the Indian Stock Market", DECISION, Vol.28, No.2, July – December 2001.
19. "Forecast of Indian Readymade Garments Exports using the ARIMA Model", GLOBAL BUSINESS REVIEW, Vol.3, No.1, Jan – June 2002 (with Prof. Ramesh Behl).
20. "A Logit Model to Predict Bond Ratings in India", PARADIGM, Vol.6, No.1, Jan – June 2002 (with Amit Sharma).
21. "An Empirical Analysis of Asset Returns & Inflation". PARADIGM, Vol.7, No.1, Jan – June 2003 (with Amit Sharma).
22. "Stability of Alpha and Beta over Bull and Bear Market – An Empirical Examination", VISION – THE JOURNAL OF BUSINESS PERSPECTIVE, Vol.7, No.2, Jul–Dec 2003.
23. "Random Walk Hypothesis and Integration among the India Stock Market vis-à-vis some Developed Markets", PRAJNAN, Vol.XXXIV, No.2, Jul–Sep. 2005, (with P K Mohanty & Sameer Bhardwaj) .
24. "Perception Study of Cyber Café Users", GLOBAL BUSINESS REVIEW, Vol.7, No.1, Jan-June 2006 (with Prof. Ramesh Behl).
25. "Impact of Economic Liberalization on Manufacturer's Services – Case Study of an Indian Automobile Company", REVIEW OF BUSINESS RESEARCH, Vol.6, No.2, 2006, pp.16 - 28. (with Prof. P K Bhaumik)
26. "Outsourcing and Manufacturing Strategies for Business Process Outsourcing – A Conceptual Study", PRODUCTIVITY, Vol .47, April-September, 2006, No. 1-2, pp. 34-44. (Issue published in February 2007) (with Prof. Vidhu Shekhar Jha)



27. "Readiness for Online Learning in Business Schools in India", INDERSCINECE JOURNALS, Vol. 1, No.1, pp. 16 – 27.( with Ramesh Behl & Himanshu Joshi).
28. "Work-Exhaustion – A Consequential Framework-Validating the model in the Indian context", THE INDIAN JOURNAL OF INDUSTRIAL RELATIONS, Vol.43, No.4, April 2008, pp.547 - 573. (with Neena Sondhi, Prachi Jain & Monika Kashyap)
29. "Corporate Mergers and Acquisitions in India: Discriminating Between Bidders and Targets", GLOBAL BUSINESS REVIEW, Vol. 9, No. 2, July-December 2008, (with Debarati Basu & Somashree Ghosh Dastidar).
30. "Learning Organization and Business Excellence Strategy Implementation in the Indian Context", EUROPEAN JOURNAL OF MANAGEMENT, Vol.8, No.1, 2008, pp. 66 - 76. (with Vidhu Shekhar Jha)
31. "Study of Knowledge Management Assessment – Research in Indian Companies", GLOBAL JOURNAL OF e-BUSINESS & KNOWLEDGE MANAGEMENT, Vol. 4, No.1, pp. 6 – 13, 2008. (with Vidhu Shekhar Jha & Himanshu Joshi).
32. "Forecasting Production of Natural Rubber in India", PARADIGM, Vol. 13, No 1, Jan-June 2009, pp. 39 - 55. (with Vidhu Shekhar Jha).
33. "An Empirical Test of CAPM – The Case of Indian Stock Market", GLOBAL BUSINESS REVIEW, Vol.11, No 2, June 2010, pp. 209 - 220. (with Debarati Basu).
34. "Knowledge Management Practices in Indian Industries – A Comparative Study", JOURNAL OF KNOWLEDGE MANAGEMENT, Vol.1 4, No.5, pp.708 – 725, 2010. (with Himanshu Joshi).
35. "Knowledge Management Initiatives in Indian Public and Private Sector Organizations", JOURNAL OF KNOWLEDGE MANAGEMENT, Vol.14, No.6,pp. 811 – 827, 2010 (Special Issue). (with Himanshu Joshi).
36. "Impact of Knowledge Management Dimensions on Learning Organization: Comparison Across Business Excellence Awarded and Non-Awarded Indian Organizations", INTERNATIONAL JOURNAL OF KNOWLEDGE MANAGEMENT, Vol. 7, No. 2, pp. 68 – 85. 2011. (with Himanshu Joshi).
37. "Knowledge Management across Various Hierarchical Levels in Indian Organization – A Comparative Study", ABHIGYAN, Vol. 29, No. 1, pp. 6 – 18, (2011). (with Himanshu Joshi).
38. "A Comparative Study of Knowledge Management Assessment in Business Excellence Awarded and Non-awarded Organizations in India", GLOBAL BUSINESS REVIEW, Vol. 12, No.2, pp. 258 – 279, (June 2011). (with Himanshu Joshi).
39. "Impact of Knowledge Management Dimensions on Learning Organization Across Hierarchies in India", VINE: THE JOURNAL OF INFORMATION AND KNOWLEDGE MANAGEMENT SYSTEMS, Vol. 41, No.3, pp. 334 – 357, (2011) (with Himanshu Joshi).
40. "Impact of Knowledge Management on Learning Organization Practices in India – An exploratory analysis", THE LEARNING ORGANIZATION, Vol. 18, No.6, pp.501-516 (2011) (with Himanshu Joshi).
41. "Assessing the role of organizational and personal factors in predicting turn-over intentions: A case of school teachers and BPO employees", DECISION, Vol. 38, No. 2, pp.5-33. (August 2011) (with Neena Sondhi)
42. "Assessing work life balance among Indian women professions", THE INDIAN JOURNAL OF INDUSTRIAL RELATIONS – A REVIEW OF ECONOMIC AND SOCIAL DEVELOPMENT, Vol. 47, No. 2, pp. 341-352, October 2011 (with Neena Sondhi)

43. "Impact of Knowledge Management on Learning Organization in Indian Organizations – A Comparison", KNOWLEDGE AND PROCESS MANAGEMENT, Vol. 18, No. 4, pp.266-277, 2011. (with Himanshu Joshi)
44. "An Approach to KM Implementation in Indian Manufacturing and Service Sector Organization: An Exploratory Study", VISION: The Journal of Business Perspective, Volume 16, No. 1, March 2012. (with Himanshu Joshi)
45. "An Empirical Test of the Three Factor Model – The Case of Indian Stock Market", FINANCE INDIA Vol.26, No.2, pp. 457-469, June 2012 (with Debarati Basu).
46. "An Empirical Test Of The Arbitrage Pricing Theory - The Case Of Indian Stock Market", GLOBAL BUSINESS REVIEW, Vol.13, No.3, pp.421-432, October 2012. (with Debarati Basu)
47. "Management education through e-learning in India– An empirical study", CAMPUS WIDE INFORMATION SYSTEMS, Vol.29, No.5, pp. 380-393, (2012). (with Himanshu Joshi)
48. "E-Learning Perception and its relationship with Demographic Variables: A Factor Analysis Approach", INTERNATIONAL JOURNAL OF INFORMATION AND COMMUNICATION TECHNOLOGY EDUCATION (IJICTE), IGI Global, Issue #32, (Oct-Dec 2012). (with Himanshu Joshi)
49. "E-Learning in India - Segmenting Students of a Business School based on their Perception", INTERNATIONAL JOURNAL OF ADULT VOCATIONAL EDUCATION AND TECHNOLOGY, IGI Global, 3rd Volume of 2012. (with Himanshu Joshi)
50. "A cluster analysis approach to grouping Indian women professionals", INT. J. INDIAN CULTURE AND BUSINESS MANAGEMENT, Vol. 8, No. 1, pp.35–53, (Jan-Mar 2014). (with Neena Sondhi)
51. "Segmenting knowledge management (KM) practitioners and its relationship to performance variation – some empirical evidence", JOURNAL OF KNOWLEDGE MANAGEMENT, Vol.18, No.3, (June 2014). (with Himanshu Joshi and Jamal A. Farooquie)
52. "An Empirical Analysis of Factors Influencing Investment in Mutual Funds in India", GLOBAL BUSINESS REVIEW, Vol. 15, No.3, pp.493-503, (Sept. 2014).
53. "E-lifestyles of Indian online shoppers: A scale validation", JOURNAL OF RETAILING AND CONSUMER SERVICES, Vol.21, issue 6, November 2014, pp.1068-1074. (with Shweta Pandey).
54. "Online Shopper Segmentation Based on Lifestyles: An Exploratory Study in India", JOURNAL OF INTERNET COMMERCE, Vol.14, No.1, pp.21-41, (2015). (with Shweta Pandey and Umashanker Venkatesh)
55. "Impulse buying behaviour: an emerging market perspective", INT. J. INDIAN CULTURE AND BUSINESS MANAGEMENT, Vol.11, No.1. pp.1-22, (2015), (with Sheetal Mittal and Neena Sondhi).
56. "Antecedents of Organizational Identification of Post Graduate Students and its Impact on Institutions", GLOBAL BUSINESS REVIEW, Vol.17 No.1 pp.176-190(2016), with Jaya Srivastava.
57. "Use of Knowledge Management for Competitive Advantages – The Case Study of Max Life Insurance", GLOBAL BUSINESS REVIEW, Vol. 17, No. 2, pp 1-20 (2016), with Himanshu Joshi and Jamal Farooquie.

58. "Impact of changing consumer lifestyles and website quality on online satisfaction and loyalty – an emerging market framework", *INT. J. INDIAN CULTURE AND BUSINESS MANAGEMENT*, Vol. 12, No. 1, 2016 (with Shweta Pandey).
59. "Multigenerational Differences in Work Attributes and Motivation: An Empirical Study", accepted for publication in *INDIAN JOURNAL OF INDUSTRIAL RELATIONS*, Vol. 51, No. 1, pp. 81-96, July 2015. (with Afsha Dokadia and Snigdha Rai)
60. "Segmenting Ecologically Conscious Consumers –A Cluster Analysis Approach, submitted for publication in *JOURNAL OF GLOBAL MARKETING*, (with Kavita Srivastava).
61. "Local Versus Global Brand Preferences Amongst Urban Indian Chocolate Consumers: An Empirical Study.", *INT. J. INDIAN CULTURE AND BUSINESS MANAGEMENT*, Vol. 12, No. 4, pp. 508-53, 2016 (with Neena Sondhi)
62. *Segmenting and profiling the chocolate consumer: an emerging market perspective*, 2017, *Journal of Food Products Marketing*, Vol 23 No.2, pp:123 – 143. (with Neena Sondhi)
63. *The impact of country-level corporate governance on analyst boldness and performance with target price forecasts*, in *International Journal of Indian Culture and Business Management*, Vo.14, No.2, 2017, pp:237-255 (with Samie Sayed).
64. *Impulse buying tendency of Indian consumers: Scale Development and Validation* (2016) in *Journal of Indian Business Research*, Vol.8, Issue 3, pp:205-226 (with Sheetal Mittal and Neena Sondhi)
65. *Knowledge Management Practices in Indian Organizations—A Sectoral Comparison* (2016), *Vision*, Vol. 20 No. , pp: 211 - 223(with Himanshu Joshi and Jamal A. Farooque)
66. *Using qualitative research for establishing content validity of e-lifestyle and website quality constructs* (2016), *Qualitative Market Research: An International Journal*, Vol.19, Issue.3, pp:339-356 (with Shweta Pandey)
67. *Segmentation of Impulse buyers in emerging markets: An exploratory study*( November, 2016), *Journal of Retailing and Consumer Service*, vol.33, pp. 53-6. (with Sheetal Mittal and Neena Sondhi).
68. *Attitude and Consumption Patterns of the Indian Chocolate Consumer:An Exploratory Study*, *Global Business Review*, Vo.17, No.6, December, 2016, pp: 1412-1426.
69. *A Study of Determinants of Capital Structure through Panel Data Analysis of Firms listed in NSE CNX500*, *Vision- Journal of Business Prospective*, Vol. 20(4), December, 2016, pp:267-277.(with Barnali Chaklader).
70. *Understanding Indian online consumers' loyalty: The impact of e-lifestyles and website quality*. *Journal of Internet Commerce*, 2016, 15(4),pp. 332-352 ( with Pandey, S.).
71. *Multigenerational Differences in Career Preferences, Reward Preferences and Work Engagement among Indian Employees*, February, *Global Business Review*, 2017, 18(1), pp: 181-197 (with Afsha Dokadia and Snigdha Rai).
72. *Consumer's perspective about mobile banking adoption in India – A cluster analysis*, *Journal of Bank Marketing*, 2017, Vol. 35 Issue: 4, pp. 616-636, Emerald Publishing (with Joshi, Himanshu)
73. *Demographic and psychographic antecedents of ecologically conscious consumer behaviour: an empirical investigation*, *International Journal of Indian Culture and Business Management*, 2017, Vol. 14, No. 4, pp. 480-496

74. *High Versus Low Consumer Attitude and Intention Towards Adoption of Mobile Banking in India: An Empirical Study*, *Vision*, 2017, Vol. 21, No. 4, pp. 410- 424 (with Joshi, Himanshu)
75. *Evaluating patients' perception towards generic and branded medicines: A segmentation approach*, *Journal of Generic Medicines*, 2017, Vol. 13(4) 184–192(With Md Moddassir Alam, Arun Mittal)
76. *Impulse buying Behaviour – A Qualitative Exploration (2018)*, *Global Business Review*, Vol 19 No 1, pp. 131-146 (with Sheetal Mittal and Neena Sondhi)
77. Knowledge Management and performance improvement in Indian organization (2018). *International journal of Knowledge Management Studies* Vol 9 (2), pp 164-180 (with Himanshu Joshi)
78. Online Customer Experience (OCE) in clothing e-retail, Exploring OCE dimensions and their impact on satisfaction and loyalty- Does gender matters? (2018). *International journal of Retail & Distribution Management*, Vol 46(3), pp. 323-346 (With Shweta Pandey)
79. The Moderating Effect Of Demographic Variables On Mobile Banking Adoption: An Empirical Investigation (2018). *Global Business Review* Vol 19(3), Special Issue pp:90-1113. (With Himanshu Joshi)
80. "Evolving segments of online clothing buyers: an emerging market study" (2018), *Journal of Advances in Management Research*, Vol. 15 Issue: 4, pp.536-557, (With Shweta Pandey).
81. "Engaging m-commerce adopters in India" (2019), *Journal of Enterprise Information Management*, Vol.32, Issue 1, pp 191-210 (With Shweta Pandey).
82. "Scale Development and Validation for Measuring the Adoption of Mobile Banking Services" (2019), *Global Business Review*, Vol 20 (2), pp. 434-457 (with Himanshu Joshi) (Oct-Dec 2019)
83. "How Knowledge Management Influences Performance? Evidences from Indian Manufacturing and Services Firms", *International Journal of Knowledge Management*, Vol.15, Issue 4, pp. 56-77 (with Himanshu Joshi) (Oct-Dec 2019)
84. Consumer attitude and intention to adopt mobile wallet in India – An empirical study, *International Journal of Bank Marketing*, Vol. 37, No.7, 2019, pp.1590-1618 (with Himanshu Joshi)
85. Attitude as a mediator between antecedents of mobile banking adoption and user intention, *International Journal of Business Excellence* (with Himanshu Joshi)
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4. *"Readiness for Online Learning in Business Schools in India"*, co-authored with Prof. Ramesh Behl, accepted for the 5th International Conference International Conference of "Managing Knowledge, Technology and Development in the Era of Information Revolution", Jointly organised by the World Association for Sustainable Development (WASD) and Griffith Asia Institute/Department of International Business and Asian Studies, Griffith, 29-31 October 2007, Brisbane, Australia. Paper is also published as part of referred conference proceedings, pp.16-27, ISBN (Print) 0-9551771-3-8 and ISBN (ebook) 0-9551771-2-X (CD)
5. *"Readiness for Online Learning in Business Schools in India"*, Co-authored with Prof. Ramesh Behl, published in a book "World Sustainable Development Outlook 2007 – Knowledge Management and Sustainable Development in the 21st Century", published by Greenleaf Publishing, UK, October, 2007, hardback, ISBN 978-1-906093-02-0
6. *"An Empirical Test of CAPM – The Case of Indian Stock Market"*, International Conference on Finance, Accounts & Global Investment at the International Management Institute, New Delhi, 22 - 24 August, 2008. (with Debarati Basu)
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11. “Role of demographics as moderator in mobile banking adoption”, *23<sup>rd</sup> Americas Conference on Information Systems (AMCIS), Boston, 2017 (with Prof. Himanshu Joshi)*

#### **Chapters in a Book:**

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#### **Cases**

- 1 *Bharat Sports Daily (A)*
- 2 *Bharat Sports Daily (B)*
- 3 *Effectiveness of the Delhi Prohibition of Smoking & Non-smokers Health Protection Act, 1996.*
- 4 *37 cases with Neena Sondhi published in the book on Research Methodology – Concept and Cases.*

#### **MISCELLANEOUS**

- *On the Editorial Advisory Board of “Journal of Advances in Management Research”, Emerald Publication.*
- *Reviewer of a few national and international journals.*
- *Has played a key role in setting up of a Management School for Rajiv Gandhi Institute of Petroleum Technology.*

