


Zillur Rahman

 <https://orcid.org/0000-0003-2785-0200>

Also known as

Z Rahman

Websites

IIT Roorkee, DoMS (<https://www.iitr.ac.in/departments/DM/pages/People+Faculty+yusuffdm.html>)

Mendeley profile (<https://www.mendeley.com/profiles/zillur-rahman3/>)

ResearchGate (https://www.researchgate.net/profile/Zillur_Rahman4)

Kudos (<https://www.growkudos.com/profiles/51020>)

Academia (<https://iitr-in.academia.edu/ZillurRahman>)

Publons (<https://publons.com/author/603554/zillur-rahman#profile>)

Keywords

Strategy, Marketing

Other IDs

Scopus Author ID: 15760954200 (<http://www.scopus.com/inward/authorDetails.url?authorID=15760954200&partnerID=MN8TOARS>)

ResearcherID: J-9339-2014 (<http://www.researcherid.com/rid/J-9339-2014>)

Biography

AWARDS and HONORS

1. Emerald Literati Club 2004 Highly Commended Award for the paper “Why Large Local Conglomerates may not work in Emerging Markets “published in European Business Review, Vol.15 No. 2, 2003.
2. The paper titled “Internet-based supply chain management: using the Internet to revolutionize your business”, International Journal of Information Management, Volume 23, Issue 6, 2004 was The SCIEDIRECT TOP 25 HOTTEST ARTICLE within the journal for the period Oct-Dec,2004.<http://top25.sciencedirect.com/subject/business-management-and-accounting/4/journal/international-journal-of-information-management/02684012/archive/2/>
3. Highly Commended Award winner of the 2009 Emerald/AIMA Indian Management Research Fund Award for Rahman, Z., Kumar, I., Garg, R, and Agnihotri, A., “Investigating whether microcredit can improve the utilization of private sector health services among Indian women”.
{http://info.emeraldinsight.com/research/awards/2009_aima.htm}.
4. Highly Commended Runners Up for 2012 Emerald/IAM South Asia Management Research Fund Award for Kumar, D., Rahman, Z., Qureshi M.N., and Katiyar, R.. “Problems and Prospects of Compost Marketing in Uttarakhand, India”. {<http://www.emeraldinsight.com/research/awards/indianmgmt.htm>}.
5. Certificate of Honour and Appreciation for Outstanding Contribution as Delivering the Keynote Address at Eighth International Conference on eLearning for Knowledge-Based Society held in Bangkok, Thailand in February 23-24, 2012.

6. 1st Position in the team event of 10th Uttarakhand State open Squash Rackets Championship 2013, held at Squash Courts, Dayanand Stadium, Haridwar from Nov 23-24, 2013.
7. IVth Position, Veteran's Championship, IInd Haridwar District Squash Championship 2013, held at Dayanand Stadium, GKV, Haridwar from Nov 16-17, 2013 and organized by HDSA.
8. Highly Commended Paper in the 2016 Emerald Literati Network Awards for Excellence for Goyal, P., Rahman, Z., and Kazmi, A.A., (2015), "Identification and prioritization of corporate sustainability practices using analytical hierarchy process", Journal of Modelling in Management, Vol 10, Iss. 1, pp. 23-49.
{<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2016>}
9. Highly Commended Paper in 2017 Emerald Literati Network Awards for Excellence for Joshi, Y., Rahman, Z. (2016), "Predictors of Young Consumer's Green Purchase Behaviour", Management of Environmental Quality: An International Journal, Vol. 27, No.4, pp.452-472.
{www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2017}
10. Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence for Kumar, V., Rahman, Z., and Kazmi, A.A., (2016), "Stakeholder Identification and Classification: A Sustainability Marketing Perspective", Management Research Review, Vol. 39, No. 1, pp. 35-61.
{www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2017}
11. Commendable Faculty Award, Faculty Research Award by Careers 360. Second most productive author in the field of Business, Management and Accounting. The award carries a cash prize of Rs.20,000 and a citation. Hon' Union Minister of HRD Shri. Prakash Javadekar gave the awards on the 20th of March 2018 at New Delhi.
12. High Scholarly Impact Award, 2018 for the paper "Islam, Jamidul and Rahman, Zillur (2016)," Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands", Journal of Global Fashion Marketing, 7:1, 45-59.
13. Highly Commended Paper Award in the Emerald Literati Awards for Excellence- 2018 for the paper Islam, Jamidul., and Rahman, Zillur, (2017), "Awareness and willingness towards Islamic banking among Muslims: An Indian perspective", International Journal of Islamic and Middle Eastern Finance and Management, Vol. 10 Issue: 1, pp.92-101,
<http://www.emeraldgrouppublishing.com/authors/literati/awards.htm?year=2018&journal=imefm>
14. Letter of appreciation (May 17, 2019) from Asian Journal of Management Cases (Sage Publishing) for reviewing for the journal.
15. Elsevier Reviewer Recognition Award 2018. Journal of Retailing and Consumer Services- Certificate for Outstanding Contribution in Reviewing Nov 2018

Employment (6)

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

2018-12-22 to present | Professor (Department of Management Studies)

Employment

Source: Zillur Rahman

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

2016-03-01 to 2019-03-31 | Head of the Department (Department of Management Studies)

Employment

Source: Zillur Rahman

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

2009-09-04 to 2018-12-21 | Associate Professor (Management Studies)

Employment

Source: Zillur Rahman

Indian Institute of Technology Roorkee: Roorkee, Uttarakhand, IN

1999-12-19 to 2009-09-04 | Assistant Professor (Management Studies)

Employment

Source: Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1996-04-24 to 1999-12-16 | Lecturer (Business Administration)

Employment

Source: Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1995-03-14 to 1995-06-13 | Lecturer (Department of Business Administration)

Employment

Source: Zillur Rahman

Education and qualifications (6)

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1992 to 1996 | Ph.D. (Business Administration)

Education

Source: Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1990 to 1992 | MBA (Business Administration)

Education

Source: Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1989-08 to 1990-06 | M.Sc. (Mathematics)

Previous (Department of Mathematics)

Education

Source: Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

1985-08 to 1989-05 | B.Sc.

(Hons:Mathematics) (Department of Mathematics)

Education

Source: Zillur Rahman

Central Board of Secondary Education: Delhi, Delhi, IN

1981-07 to 1983-04 | SSCE (St. Gabriel's Academy,

Roorkee, Now APS-2)

Education

Source: Zillur Rahman

Central Board of Secondary Education: Delhi, Delhi, IN

1980-06 to 1981-04 | AISSCE (St. Gabriel's Academy, Now

APS-2)

Education

Source: Zillur Rahman

Membership and service (5)

**Ministry of Urban Development, Gol in collaboration
with Japan International Cooperation Agency: New
Delhi, IN**

| Member, Expert Committee (Preparation of the Manual on
Sewerage and Sewage Treatment-Part C)

Membership

Source: Zillur Rahman

**Islamic University of Science and Technology:
Pulwama, Jammu and Kashmir, IN**

2018-09 to present | Member, Board of Studies (Department
of Management Studies)

Membership

Source: Zillur Rahman

**Indian Institute of Technology Mandi: Mandi, Himachal
Pradesh, IN**

2010 to 2019 | Member, Selection Committee for Faculty
Recruitment (School of Humanities and Social Sciences)

Membership

Source: Zillur Rahman

**Indian Institute of Technology Mandi: Mandi, Himachal
Pradesh, IN**

2010 to 2019 | Special Invitee (Selection Committees for
Faculty Recruitment)

Membership

Source: Zillur Rahman

Aligarh Muslim University: Aligarh, Uttar Pradesh, IN

2016-10 to 2018-10 | Board of Studies (Department of
Business Administration)

Membership

Source: Zillur Rahman

Funding (15)

FDP for faculty members of IUOST, Srinagar

TEQIP III (IUOST, Srinagar)

2018-08 to 2018-08|Contract

Source: Zillur Rahman**Use of Information and Communication Technologies for Entrepreneurship Development Among Semi-Skilled Workers**

Indian Council of Social Science Research (New Delhi)

2018-04 to 2020|Grant

GRANT_NUMBER: F.No. G-5/2017-18/ICSSR/RP ; Dated: March 27, 2018

Source: Zillur Rahman**Orientation Programmes on Corporate Governance**

National Foundation for Corporate Governance (NFCG) C/o

Confederation of Indian Industry (CII) (Delhi)

2017-11 to 2018-10|Contract

GRANT_NUMBER: CONF-59-MSD

Source: Zillur Rahman**Vetting of Technical Reports, Data Analysis Reports, Survey Findings Reports for Disaster Risk Assessment Study**

Program Manager, Project Implementation Unit TA &

CBDRM, Uttarakhand Disaster Recover Project (UDRP),

Dehradun (DehraDun)

2017-07 to 2021-03|Contract

GRANT_NUMBER: EQD-604/17-18

Source: Zillur Rahman**Preparation of Vision Document of Dal and Nageen Lake**

VC, LAWDA, Srinagar (SRINAGAR, J&K)

2016-01 to 2017-12|Contract

GRANT_NUMBER: CED-6030 /2016-17

Source: Zillur Rahman

Study of environmental awareness and practices among the employees of the companies in select Industrial Estate in Uttarakhand

ICSSR (New Delhi)

2014-05 to 2016-05|Grant

GRANT_NUMBER: ICS-786-MSD

GRANT_NUMBER: 02/49/2014-15 Dated 22-04-2014

Source: Zillur Rahman

Seven Habits of an Effective Marketing Professional

Individual Participant (Roorkee, Roorkee)

2013-11 to 2013-12|Contract

GRANT_NUMBER: CO-1331/13-14

Source: Zillur Rahman

How to pursue Research in Management

CEC, IIT Roorkee (Rorkee)

2013-04 to 2013-04|Contract

GRANT_NUMBER: CO-1297/13-14

Source: Zillur Rahman

Management of Traditional Handloom Cluster in and around Roorkee

MHRD (New Delhi)

2012-04 to 2014-03|Grant

GRANT_NUMBER: MHR04-31-412-112

Source: Zillur Rahman

Evaluation of Plan scheme "R&D programme in Water Sector"

CWC, MoWR, Gol (New Delhi)

2012-04 to 2013-10|Contract

GRANT_NUMBER: CED-6252 /2012-2013

Source: Zillur Rahman

Vetting of Design and DPR of 12, 15, &20 MLD STP's

Chief Engineer, Noida Development Authority, Noida (Greater Noida, UP)

2011-04 to 2012-03|Contract

GRANT_NUMBER: CED-1148/11-12

Source: Zillur Rahman

Rapid EIA studies for IIE Sitarganj: Modeling, Report and Other Studies

DGM SIDCUL (Dehradun, Uttarakhand)

2010-04 to 2010-10|Contract

GRANT_NUMBER: CED-1005 /2010-2011

Source: Zillur Rahman**Rapid EIA studies for IIE Sitarganj: Environmental Monitoring**

DGM SIDCUL (Dehradun, Uttarakhand)

2010-03 to 2011-12|Contract

GRANT_NUMBER: CED-1006 /2010-2011

Source: Zillur Rahman**Technical Feasibility of Diversion of Shahadra Drain**

Chief Conservation Engineer (Water), NOIDA (Noida, UP)

2008-04 to 2009-03|Contract

GRANT_NUMBER: CED-1137/08-09

Source: Zillur Rahman**Short Term Courses on Strategic Management**

Damodar Valley Corporation (DVC Training Institute, Chandrapura, Bokaro, Jharkhand)

2006-02 to 2006-03|Contract

GRANT_NUMBER: CO-1052/06-07

Source: Zillur Rahman**Works (193 of 193)**

Measuring the Influence of Social Marketing on Consumer Behavior Intention*Ph.D. Thesis (IIT Roorkee), Vivek Vyas*

2019-12-05 | other

Source: Zillur Rahman**Linking Employee Engagement and Customer Engagement to drive Customer Loyalty: Reorienting Service Profit Chain***Ph.D. Thesis (IIT Roorkee), Shumaila Chandni*

2019-12-02 | other

Source: Zillur Rahman

Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences

Journal of Retailing and Consumer Services

2019-12 | journal-article

DOI: 10.1016/j.jretconser.2019.05.018

Source: Zillur Rahman

Developing a Place Branding Model: An Empirical Analysis based on Stakeholders

Ph.D. Thesis (IIT Roorkee), Alok K. Acharya

2019-12 | other

Source: Zillur Rahman

Social Marketing: Connecting the P's and the C's

Creating Inclusive Organizations: Spirituality Innovation and Sustainability. Organized by Academy of Value Based Management at Said Business School, University of Oxford

2019-06-07 | conference-paper

Source: Zillur Rahman

CCV Scale: Development and Validation of Customer Co-Created Value Scale in E-Services

Current Psychology

2019 | journal-article

DOI: 10.1007/s12144-017-9639-z

EID: 2-s2.0-85025455375

Source: Zillur Rahman

Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors

Ecological Economics

2019 | journal-article

DOI: 10.1016/j.ecolecon.2019.01.025

Source: Zillur Rahman

The role of consumer engagement in recovering online service failures: An application of Service-Dominant Logic

Handbook of Customer Engagement Research

2019 | book-chapter

Source: Zillur Rahman

Modelling and Measuring of Customer Participative Service Innovation Behavior

Ph.D. Thesis (IIT Roorkee), Bijoylaxmi Sarmah

2018-05-25 | other

Source: Zillur Rahman

Investigating the Effect of Online Brand Community Characteristics on Customer Engagement

Ph.D. Thesis (IIT Roorkee), Jamidul Islam

2018-04-24 | other

Source: Zillur Rahman

Modelling and Measuring of Customer Participation in Social Media Brand Communities

Ph.D. Thesis (IIT Roorkee), Shampy Kamboj

2018-04-24 | other

Source: Zillur Rahman

Effect of Social Media Marketing Activities on Customer Loyalty in E-Commerce Industry

Ph.D. Thesis (IIT Roorkee), Mayank Yadav

2018-04-20 | other

Source: Zillur Rahman

Role of Consumer Ethical Beliefs in Determining Consumer Purchase Intention towards Green Buying

24th EBES Conference Jointly organized with The Faculty of Business Administration, Kasetsart University held in Bangkok, Thailand from January 10-12, 2018

2018-01-18 | conference-paper

Source: Zillur Rahman

Antecedents of co-creation intention and their role in developing technology-based new services via customer involvement: A conceptual analysis

International Journal of Business Excellence

2018 | journal-article

DOI: 10.1504/IJBEX.2018.091921

Source: Zillur Rahman

Consumer engagement in online brand communities: a solicitation of congruity theory

Internet Research

2018 | journal-article

DOI: 10.1108/IntR-09-2016-0279

Source: Zillur Rahman

CSR and consumer behavioral responses: the role of customer-company identification

Asia Pacific Journal of Marketing and Logistics

2018 | journal-article

DOI: 10.1108/APJML-01-2017-0017

Source: Zillur Rahman

Customer co-creation in hotel service innovation: An interpretive structural modeling and MICMAC analysis approach

Benchmarking

2018 | journal-article

DOI: 10.1108/BIJ-09-2016-0145

Source: Zillur Rahman

Customer participation in brand communities on social media: A systematic literature review

International Journal of Web Based Communities

2018 | journal-article

EID: 2-s2.0-85042187973

Source: Scopus - Elsevier

Customer participation in brand communities on social media: A systematic literature review

International Journal of Web Based Communities

2018 | journal-article

Source: Zillur Rahman

Examining consumer-brand relationships on social media platforms

Marketing Intelligence and Planning

2018 | journal-article

DOI: 10.1108/MIP-05-2017-0088

EID: 2-s2.0-85037373483

Source: Scopus - Elsevier

Impact of social media and customer-centric technology on performance outcomes: The mediating role of social CRM capabilities

International Journal of Electronic Marketing and Retailing

2018 | journal-article

DOI: 10.1504/IJEMR.2018.090888

EID: 2-s2.0-85045399624

Source: Scopus - Elsevier

Reconceptualising service firm marketing capability: Scale development and validation

International Journal of Business Information Systems

2018 | journal-article

DOI: 10.1504/IJBIS.2018.096035

Source: Zillur Rahman

Striving for legitimacy through CSR: an exploration of employees responses in controversial industry sector

Social Responsibility Journal

2018 | journal-article

DOI: 10.1108/SRJ-07-2017-0116

EID: 2-s2.0-85057585345

Source: Scopus - Elsevier

The influence of social media marketing activities on customer loyalty: A study of e-commerce industry

Benchmarking

2018 | journal-article

DOI: 10.1108/BIJ-05-2017-0092

Source: Zillur Rahman

Modelling the Predictors of consumers' green purchase intention

Ph.D. Thesis (IIT Roorkee), Yatish Joshi

2017-11-02 | other

Source: Zillur Rahman

Consumer Behavior 10e

Cengage

2017-09 | other

ISBN: 978-93-866-5087-0

Source: Zillur Rahman

A fuzzy AHP and fuzzy multi-objective linear programming model for order allocation in a sustainable supply chain: A case study

International Journal of Computer Integrated Manufacturing

2017 | journal-article

DOI: 10.1080/0951192X.2016.1145813

EID: 2-s2.0-84959042934

Source: Scopus - Elsevier

An empirical investigation of tourist's choice of service delivery options: SSTs vs service employees

International Journal of Contemporary Hospitality Management

2017 | journal-article

DOI: 10.1108/IJCHM-08-2015-0438

Source: Zillur Rahman

An integrated framework to understand how consumer-perceived ethicality influences consumer hotel brand loyalty

Service Science

2017 | journal-article

DOI: 10.1287/serv.2016.0166

EID: 2-s2.0-85029355482

Source: Scopus - Elsevier

An ISM approach for modelling the enablers of sustainability in market-oriented firms

International Journal of Business Excellence

2017 | journal-article

DOI: 10.1504/IJBEX.2017.083331

Source: Zillur Rahman

Analyzing enablers of sustainable supply chain: ISM and fuzzy AHP approach

Journal of Modelling in Management

2017 | journal-article

DOI: 10.1108/JM2-02-2016-0013

EID: 2-s2.0-85028762386

Source: Scopus - Elsevier

Assessing the impact of information technology capability on firm profitability and market value in emerging economies: A study from India

International Journal of Business Information Systems

2017 | journal-article

DOI: 10.1504/IJBIS.2017.10004401

EID: 2-s2.0-85018424787

Source: Scopus - Elsevier

Awareness and willingness towards Islamic banking among Muslims: An Indian perspective

International Journal of Islamic and Middle Eastern Finance and Management

2017 | journal-article

DOI: 10.1108/IMEFM-01-2016-0017

Source: Zillur Rahman

Bharat to India: A case of connecting IFFCO brand with generation y

International Journal of Business Excellence

2017 | journal-article

DOI: 10.1504/IJBEX.2017.087752

Source: Zillur Rahman

Brand Experience Anatomy in Hotels: An Interpretive Structural Modeling Approach

Cornell Hospitality Quarterly

2017 | journal-article

DOI: 10.1177/1938965516649055

EID: 2-s2.0-85018722774

Source: Scopus - Elsevier

Brand experience and emotional attachment in services: The moderating role of gender

Service Science

2017 | journal-article

DOI: 10.1287/serv.2016.0169

Source: Zillur Rahman

Co-creation in hotel service innovation using smart phone apps: an empirical study

International Journal of Contemporary Hospitality Management

2017 | journal-article

DOI: 10.1108/IJCHM-12-2015-0681

EID: 2-s2.0-85031102224

Source: Scopus - Elsevier

Customer co-creation and adoption intention towards newly developed services: an empirical study

International Journal of Culture, Tourism, and Hospitality Research

2017 | journal-article

DOI: 10.1108/IJCTHR-07-2016-0070

Source: Zillur Rahman

Determinants of sustainable consumption behaviour: Review and conceptual framework

Green Initiatives for Business Sustainability and Value Creation

2017 | book

DOI: 10.4018/978-1-5225-2662-9.ch011

Source: Zillur Rahman

Development of a scale to measure hotel brand experiences

International Journal of Contemporary Hospitality Management

2017 | journal-article

DOI: 10.1108/IJCHM-08-2015-0439

EID: 2-s2.0-85010058303

Source: Scopus - Elsevier

Information technology capability as competitive advantage in emerging markets: Evidence from India

International Journal of Emerging Markets

2017 | journal-article

DOI: 10.1108/IJoEM-07-2015-0127

Source: Zillur Rahman

Investigating the determinants of consumers' sustainable purchase behaviour

Sustainable Production and Consumption

2017 | journal-article

DOI: 10.1016/j.spc.2017.02.002

Source: Zillur Rahman

Investigating the influence of information technology capability on risk and returns: A firm-level empirical analysis

International Journal of Business Excellence

2017 | journal-article

DOI: 10.1504/IJBEX.2017.085797

Source: Zillur Rahman

Investigating the influence of IT capability on sustainable competitive advantage

Ph.D. Thesis (IIT Roorkee) Bharat Arora

2017 | other

Source: Zillur Rahman

Market orientation, marketing capabilities and sustainable innovation: The mediating role of sustainable consumption and competitive advantage

Management Research Review

2017 | journal-article

DOI: 10.1108/MRR-09-2014-0225

Source: Zillur Rahman

Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation

Telematics and Informatics

2017 | journal-article

DOI: 10.1016/j.tele.2017.06.001

Source: Zillur Rahman

Measuring customer social participation in online travel communities: Scale development and validation

Journal of Hospitality and Tourism Technology

2017 | journal-article

DOI: 10.1108/JHTT-08-2016-0041

Source: Zillur Rahman

Modeling the barriers of Indian telecom services using ISM and MICMAC approach

Journal of Asia Business Studies

2017 | journal-article

DOI: 10.1108/JABS-11-2015-0196

Source: Zillur Rahman

Personality factors as predictors of online consumer engagement: an empirical investigation

Marketing Intelligence and Planning

2017 | journal-article

DOI: 10.1108/MIP-10-2016-0193

Source: Zillur Rahman

Social media marketing: Literature review and future research directions

International Journal of Business Information Systems

2017 | journal-article

DOI: 10.1504/IJBIS.2017.10004406

Source: Zillur Rahman

Social media usage and firm performance: the mediating role of social capital

Social Network Analysis and Mining

2017 | journal-article

DOI: 10.1007/s13278-017-0468-8

Source: Zillur Rahman

The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm

Telematics and Informatics

2017 | journal-article

DOI: 10.1016/j.tele.2017.01.004

EID: 2-s2.0-85010469543

Source: Scopus - Elsevier

Transforming Jewellery Designing: Empowering Customers through Crowdsourcing in India

Global Business Review

2017 | journal-article

DOI: 10.1177/0972150917710123

Source: Zillur Rahman

Understanding customer participation in online brand communities: Literature review and future research agenda

Qualitative Market Research

2017 | journal-article

DOI: 10.1108/QMR-08-2016-0069

Source: Zillur Rahman

A Model for Measuring the Influence of Brand Experience on Consumer Behavior

Ph.D. Thesis (IIT Roorkee) Imran Khan

2016-12-22 | other

Source: Zillur Rahman

Zee Zindagi: Offering Value through distinct approach

South Asian Journal of Business and Management

2016-12 | journal-article

DOI: 10.1177/2277977916665976

Source: Zillur Rahman

Modelling and Measuring of Consumers' Co-Created Value in Services

Ph.D. Thesis (IIT Roorkee) Amit K Agarwal

2016-09-17 | other

Source: Zillur Rahman

Measuring Consumer Innovativeness towards Self-service Technology in Service Industry

Ph.D. Thesis (IIT Roorkee) Arun K Kaushik

2016-07-09 | other

Source: Zillur Rahman

Sustainable Green Energy Adoption in Emerging Economies: An Empirical Examination of Indian Consumers

in International Conference on Tourism, Hospitality and Marketing (IC16 Mauritius Conference), held in Port Louis, Mauritius during Jan 21-23, 2016.

2016-01-21 | conference-paper

Source: Zillur Rahman

Using Big Data Analytics for Competitive Advantage

International Journal of Innovative Research and Development

2016-01 | journal-article

Source: Zillur Rahman

Are Street Vendors Really Innovative Toward Self-service Technology?

Information Technology for Development

2016 | journal-article

DOI: 10.1080/02681102.2015.1052359

EID: 2-s2.0-84931003242

Source: Scopus - Elsevier

Assessing the Influence of Stakeholders on Sustainability Marketing Strategy of Indian Companies

SAGE Open

2016 | journal-article

DOI: 10.1177/2158244016667991

EID: 2-s2.0-84989856393

Source: Scopus - Elsevier

Buyer supplier relationship and supply chain sustainability: Empirical study of Indian automobile industry

Journal of Cleaner Production

2016 | journal-article

DOI: 10.1016/j.jclepro.2016.04.007

EID: 2-s2.0-84969568023

Source: Scopus - Elsevier

Consumer responses to CSR in Indian banking sector

International Review on Public and Nonprofit Marketing

2016 | journal-article

DOI: 10.1007/s12208-015-0146-3

EID: 2-s2.0-84948946890

Source: Scopus - Elsevier

Customer co-creation through social media: The case of 'Crash the Pepsi IPL 2015'*Journal of Direct, Data and Digital Marketing Practice*

2016 | journal-article

DOI: 10.1057/dddmp.2016.4

EID: 2-s2.0-84992650880

Source: Scopus - Elsevier**E-tail brand experience's influence on e-brand trust and e-brand loyalty: The moderating role of gender***International Journal of Retail and Distribution Management*

2016 | journal-article

DOI: 10.1108/IJRDM-09-2015-0143

EID: 2-s2.0-84982902915

Source: Scopus - Elsevier**Erratum to: The influence of user participation in social media-based brand communities on brand loyalty: age and gender as moderators***Journal of Brand Management*

2016 | journal-article

DOI: 10.1057/s41262-016-0018-0

EID: 2-s2.0-85011649920

Source: Scopus - Elsevier**Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands***Journal of Global Fashion Marketing*

2016 | journal-article

DOI: 10.1080/20932685.2015.1110041

EID: 2-s2.0-84954341901

Source: Scopus - Elsevier**How does corporate association influence consumer brand loyalty? Mediating role of brand identification***Journal of Product and Brand Management*

2016 | journal-article

DOI: 10.1108/JPBM-07-2015-0932

EID: 2-s2.0-85001908152

Source: Scopus - Elsevier

**Impact of social CRM capabilities on firm performance:
Examining the mediating role of co-created customer
experience**

*International Journal of Information Systems in the Service
Sector*

2016 | journal-article

DOI: 10.4018/IJISSS.2016100101

EID: 2-s2.0-84981333342

Source: Scopus - Elsevier

**Information technology investment strategies: a review
and synthesis of the literature**

Technology Analysis and Strategic Management

2016 | journal-article

DOI: 10.1080/09537325.2016.1181742

EID: 2-s2.0-84966715245

Source: Scopus - Elsevier

**Linking Customer Engagement to Trust and Word-of-
Mouth on Facebook Brand Communities: An Empirical
Study**

Journal of Internet Commerce

2016 | journal-article

DOI: 10.1080/15332861.2015.1124008

EID: 2-s2.0-84958977279

Source: Scopus - Elsevier

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