

CURRICULUM VITAE

PRADEEP KAUTISH



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PERMANENT ADDRESS

House No. E-366, Hari Bhau Updhyay
Nagar, Pushkar Road, Ajmer-305008,
Rajasthan

PRESENT ADDRESS

Roop Kund, Ground Floor,
Eleventh Street, Mody University Campus,
NH-11, Lakshmangarh, Sikar-332311, Rajasthan

PROFESSIONAL PROFILE / OBJECTIVE

- ✓ Accomplished marketing management faculty with comprehensive blend of hands-on professional and academic experience.
- ✓ Published author with scholarly contributions and interests in the field of management.
- ✓ A consummate facilitator who is passionate about the potential and impact of teaching and learning in the management domains.

EDUCATION / SCHOLASTIC

- **Doctor of Philosophy (PhD)**, Faculty of Management Studies, Maharshi Dayanand Saraswati University, Ajmer, Rajasthan (NAAC Accredited State Government University) in Management in the year 2010.
 - ✓ **Core Area- Marketing Management**
 - ✓ **Title of the Thesis:** “An Analytical Study on Perspectives of Brand Awareness and Its Impact Upon Consumer Buying Behavior with a View to Facilitate Managerial Decision Making in Organizations”
- **Master of Business Administration (MBA)**, Management and Commerce Institute of Global Synergy, Ajmer, Rajasthan, Erstwhile Affiliated to Maharshi Dayanand Saraswati University, Ajmer, Rajasthan (NAAC Accredited State Government University) in the year 2003 with aggregate 67% scores.
 - ✓ **Core Area- Marketing Management**
- **Bachelor of Science (BSc)**, Government College, Ajmer, Rajasthan, Affiliated to Maharshi Dayanand Saraswati University, Ajmer, Rajasthan (NAAC Accredited State Government University) in the year 2000 with aggregate 60% scores.
 - ✓ **Core Area: Life Sciences**
- **Secondary School Examination (10th)**, St. Paul's Senior Secondary School, Ajmer, Rajasthan, Affiliated to Rajasthan Board of Secondary Education, Ajmer, Rajasthan in the year 1994 with aggregate 69% scores and distinction marks (75%) in English and Hindi language.

ACADEMIC CERTIFICATES

- Qualified **National Eligibility Test (NET)** for Lectureship in Management in first attempt erstwhile conducted by the National Educational Testing Bureau (NET Bureau), University Grants Commission (UGC), New Delhi, vides UGC Registration No. 1841 (NET - June) and Roll No. P620668 in the year 2004.
- Conferred **Accredited Management Teacher (AMT)** by the Centre for Management Services (CMS), All India Management Association (AIMA), New Delhi, in Marketing Management Area vides Registration No. AMT4/12/08 in the year 2008.

- Qualified online course certificate on **Marketing Analytics** conducted by the Darden School of Business, University of Virginia, USA in association with Coursera Inc. vides License No. BPT5Z7AVH7DD in the year 2017.
- Qualified online course certificate on **An Introduction to Consumer Neuroscience and Neuromarketing** conducted by Copenhagen Business School, Denmark in association with Coursera Inc. vides License No. GSA4D5Y32YHD in the year 2017.
- Qualified online course certificate on **Digital Business Models** conducted by Lund University, Sweden in association with Coursera Inc. vides License No. AH4Q3TQLMVJZ in the year 2017.

ACADEMIC / TEACHING EXPERIENCE

- June 23, 2014 to till date working as Associate Professor in **School of Management Studies**, erstwhile Faculty of Management Studies, **Mody University of Science and Technology**, (State Private University Under Section 2(f) of UGC Act, 1956), Lakshmangarh, District Sikar, Rajasthan, Master of Business Administration (MBA) program is accredited by the National Board of Accreditation (NBA), New Delhi.
- October 1, 2010 to June 21, 2014 worked as Assistant Professor - II in **Jaipuria Institute of Management, Jaipur**, Rajasthan, An Autonomous Management Institute with Equivalence Certification from Association of Indian Universities (AIU), Accredited by National Board of Accreditation (NBA), Approved by Ministry of Human Resources Development, New Delhi, and A.I.C.T.E, New Delhi.
- July 1, 2009 to September 30, 2010 worked as Assistant Professor - I in **Jaipuria Institute of Management, Jaipur**, Rajasthan, An Autonomous Management Institute with Equivalence Certification from Association of Indian Universities (AIU), Accredited by National Board of Accreditation (NBA), Approved by Ministry of Human Resources Development, New Delhi, and A.I.C.T.E, New Delhi.
- June 21, 2008 to June 30, 2009 worked as Lecturer (Senior Scale) in **Jaipuria Institute of Management, Jaipur**, Rajasthan, An Autonomous Management Institute with Equivalence Certification from Association of Indian Universities (AIU), Accredited by National Board of Accreditation (NBA), Approved by Ministry of Human Resources Development, New Delhi, and A.I.C.T.E, New Delhi.
- March 1, 2006 to June 20, 2008 worked as Senior Lecturer in **Department of Management Studies, Rajasthan Institute of Engineering and Technology, Jaipur**, Rajasthan Erstwhile Affiliated to University of Rajasthan, Jaipur, Rajasthan, Approved by Government of Rajasthan and A.I.C.T.E, New Delhi.
- July 1, 2005 to February 25, 2006 worked as Lecturer in **Department of Management Studies, Sobhasaria Engineering College, Sikar**, Rajasthan, Erstwhile affiliated to University of Rajasthan, Jaipur, Rajasthan, Approved by Government of Rajasthan and A.I.C.T.E, New Delhi.
- March 11, 2003 to June 28, 2005 worked as Lecturer in **Department of Management Studies, Institute of Technology & Management, Bhilwara**, Rajasthan, Erstwhile affiliated to University of Rajasthan, Jaipur, Rajasthan Approved by Government of Rajasthan and A.I.C.T.E, New Delhi.
- Academic Session 2003-2004 worked as Guest Faculty in **Department of Management Studies, Maharshi Dayanand Saraswati University, Ajmer**, Rajasthan.

ACADEMIC HONOR / ACCOLADE / SERVICE

- Supervisor for **Doctor of Philosophy (PhD)** with Bhagwant University, Sikar Road, Ajmer, Rajasthan, academic council of the university approved it vides registration letter no. BU/ACD/PhD/Sup/407/B6/Mgmt./123.08 in the year 2012.

- ✓ **Mrs. Shalini Bhandari Gulecha - PhD Candidate Enrolled in June 2012 and got awarded PhD Degree in October, 2015.**
- Doctor of Philosophy (PhD) Thesis evaluated for Pacific Academy of Higher Education and Research University, Debari, Udaipur, Rajasthan, PhD thesis supervised by Dr. Sudhir Rajguru for Mr. Ashok Kumar in January 2017.
- ✓ ***“An analysis of the impact of in store marketing factors on urban shoppers buying behavior in organized food and grocery retail store”***
- External Faculty Member – Board of Studies, TAPMI School of Business, Manipal University, Jaipur, Rajasthan during academic session 2013-2014.
- External Faculty Member – Board of Studies, Department of Management, Pratap University, Jaipur, Rajasthan during academic session 2014-2015.
- Editorial Board Member – Research in Economics and Management, Open access, peer reviewed official journal of schooling, USA since March 2016.
- Adhoc Reviewer–
 - ✓ International Business Review (Elsevier);
 - ✓ Young Consumers (Emerald);
 - ✓ Journal of Fashion Marketing and Management (Emerald);
 - ✓ Journal of Research in Interactive Marketing (Emerald);
 - ✓ Management Decision (Emerald);
 - ✓ International Journal of Emerging Markets (Emerald);
 - ✓ International Journal of Productivity and Performance Management (Emerald);
 - ✓ International Journal of Social Economics (Emerald);
 - ✓ International Journal of Electronic Marketing and Retailing (Inderscience);
 - ✓ International Journal of Indian Culture and Business Management (Inderscience);
 - ✓ Sage Open.
- Adhoc Reviewer – Marketing books from McGraw Hill Education, Prentice Hall of India, Oxford University Press.
- External Examiner–
 - ✓ Amity University, Jaipur, Rajasthan;
 - ✓ Jaipur National University, Jaipur, Rajasthan;
 - ✓ Ansal University, Gurgaon;
 - ✓ Maharshi Dayanand Saraswati University, Ajmer, Rajasthan;
 - ✓ Academy of Higher Learning, Institute of Integrated Learning in Management, Jaipur, Rajasthan;
 - ✓ Mahatma Jyoti Rao Phule University, Jaipur, Rajasthan.
- Approved External Supervisor for Doctor of Philosophy (PhD)–
 - ✓ Poornima University, Sitapura Extension, Jaipur, Rajasthan, academic council of the university approved it vides registration no. PU/REG/2012/PhD/015 in the year 2013;
 - ✓ Dr. K. N. Modi University, Newai, District Tonk, Rajasthan, academic council approved it in the year 2013;
 - ✓ ICFAI University, Ranchi, Jharkhand, academic council of the university approved it in the year 2013.

PROFESSIONAL / INDUSTRY EXPERIENCE

- Worked as Management Trainee in Dr. Reddy's Laboratories Limited, Hyderabad from February 2, 2003 to November 28, 2003.
 - ✓ Job Profile: Conducting market research for new and existing products, customer liaison and all marketing fields related communication with the company. Responsible for sales and distribution of medicines through over 15 distributors and dealers across Jodhpur, Jalore and Nagaur districts in Rajasthan.

- Worked as Marketing Executive in Dainik Bhasker, Ajmer, Rajasthan from April 8, 2000 to June 30, 2001 immediately after graduation.
- ✓ Job Profile: Developing & maintaining relations with HNI clients for regular services according to the company's requirements. Managing primary sales for the company and revenue generation through the space selling.

ACADEMIC ADMINISTRATIVE EXPERIENCE

- School of Management Studies, Mody University of Science and Technology, Lakshmangarh
 - ✓ Coordinator - MBA Program from June 2017 to till date.
- College of Business Management, Economics and Commerce, Mody University of Science and Technology, Lakshmangarh
 - ✓ Area Chair – Marketing and International Business Management since 2014 to till date.
- College of Business Management, Economics and Commerce, Mody University of Science and Technology, Lakshmangarh
 - ✓ Coordinator - Placements for MBA program since October 2016 to till date.
- College of Business Management, Economics and Commerce, Mody University of Science and Technology, Lakshmangarh
 - ✓ Coordinator - MBA Program since June 2017 to May 2018.
- College of Business Management, Economics and Commerce, Mody University of Science and Technology, Lakshmangarh
 - ✓ Coordinator - Admissions for MBA program since October 2014 to July 2017.
- College of Business Management, Economics and Commerce, Mody University of Science and Technology, Lakshmangarh
 - ✓ Co-convener – National Conference on New Paradigm in Business Management, Economics and Commerce (NCNPBMEC-2016) organized on March 11-12, 2016.
- Jaipuria Institute of Management, Jaipur
 - ✓ Program Director for PGDM Program for batch 2012-2014
- Jaipuria Institute of Management, Jaipur
 - ✓ Chairman - Admissions Committee for PGDM Program for batch 2011-2013
- Jaipuria Institute of Management, Jaipur
 - ✓ Chairman - Admissions for PGDM / PGDM - Retail Program for batch 2009-2011
- Jaipuria Institute of Management, Jaipur
 - ✓ Chairman - Examinations for PGDM / PGDM - Retail Program for batch 2007-2009 and 2008-2010
- Rajasthan Institute of Engineering and Technology, Jaipur
 - ✓ Head - Department of Management for MBA batch 2006-2007 and 2007-2008
- Sobhasaria Engineering College, Sikar
 - ✓ Faculty-In-Charge Student Affairs and Cultural Activities for MBA batch 2005-2006

COURSES TAUGHT / TEACHING INTEREST POST GRADUATE LEVEL (PGDM / MBA)

Marketing Management
Understanding Marketing
Sales and Distribution Management
Integrated Marketing Communication

Strategic Marketing
Product and Brand Management
Consumer Behavior
Marketing of Services

MarkStrat, MixPro, and BrandPro simulations designed and developed by Stratx Simulations, Paris, France.

- **Kautish, P.** and Sharma, R. (2019), “*Managing online product assortment and order fulfillment for superior E-tailing service experience: An empirical investigation*”, **Asia Pacific Journal of Marketing and Logistics**, Vol.31, No.3/4 (in press) ISSN 1355-5855 (print), ISSN 1758-4248 (online), WoS, ABDC ‘B’, Scopus and UGC Approved Journal Number 8717, Emerald Group Publishing Limited.
- **Kautish, P.** and Sharma, R. (2019), “*Study on relationships among terminal and instrumental values, environmental consciousness and behavioral intentions for green products*”, **Journal of Indian Business Research**, Vol.11, No.2 (in press) ISSN 1755-4195 (print), ISSN 1755-4209 (online), WoS, ABDC ‘C’, Scopus and UGC Approved Journal Number 28600, Emerald Group Publishing Limited.
- Sharma, R. and **Kautish, P.** (2019), “*Dynamism between selected macroeconomic determinants and electricity consumption in India: An NARDL approach*”, **International Journal of Social Economics**, Vol.46, No.8, (in press) ISSN 0306-8293 (print), ISSN 1758-6712 (online), WoS, ABDC ‘B’, Scopus and UGC Approved Journal Number 23519, Emerald Group Publishing Limited.
- Sharma, R. and **Kautish, P.** (2019), “*Determinants of pro-environmental behavior and environmentally conscious consumer behavior: An empirical investigation from emerging market*”, **Business Strategy & Development**, Vol., No.2, (in press) ISSN 2572-3170 (online), Scopus, John Wiley & Sons.
- **Kautish, P.** and Rai, S.K. (2019), “*Fashion portals and Indian consumers: An exploratory study on online apparel retail marketing*”, **International Journal of Electronic Marketing and Retailing**, Vol.10, No.3, pp.309-331, ISSN 1741-1025 (print), ISSN 1741-1033 (online), WoS, ABDC ‘C’, Scopus and UGC Approved Journal Number 2942, Inderscience Enterprises.
- **Kautish, P.**, Paul, J. and Sharma, R. (2019), “*The moderating influence of environmental consciousness and recycling intentions on green purchase behavior*”, **Journal of Cleaner Production**, Vol. 228, pp.1425-1436, ISSN 0959-6526 (print), ISSN 1879-1786 (online), WoS, Scopus and UGC Approved Journal Number 21920, Elsevier Limited.
- **Kautish, P.** and Sharma, R. (2018), “*Consumer values, fashion consciousness and behavioural intentions in the online fashion retail sector*”, **International Journal of Retail & Distribution Management**, Vol.46, No.10, pp.894-914, ISSN 0959-0552 (print), ISSN 1758-6690 (online), WoS, ABDC ‘B’ Scopus and UGC Approved Journal Number 23468, Emerald Group Publishing Limited.
- Kumar, D.S., Sharma, R. and **Kautish, P.** (2018), “*Foreign Tourists Arrival in India: An Analytical Study on Seasonal Variations of Tourist Arrival and its Impact on the Growth of Foreign Exchange Earnings*”, **African Journal of Hospitality, Tourism and Leisure**, Vol.7, No.2, pp.1-10, ISSN 2223-814X, Scopus and UGC Approved Journal Number 48559.
- **Kautish, P.** and Dash, G. (2017), “*Environmentally Concerned Consumer Behavior: Evidence from Consumers in Rajasthan*”, **Journal of Modelling in Management**, Vol.12, No.4, pp.712-738, ISSN 1746-5664 (print), ISSN 1746-5672 (online), WOS, ABDC ‘C’, Scopus and UGC Approved Journal Number 24659, Emerald Group Publishing Limited.
- **Kautish, P.** and Soni, S. (2012), “*The Determinants of Consumer Willingness to Search for Environmental Friendly Products: A Survey*”, **International Journal of Management**, Vol.29, No.2, Part.2, pp.696-711, ISSN 0813-0183 (print), ISSN 0813-0183 (online), ABDC ‘C’ Journal.
- **Kautish, P.** (2010), “*Study on Impact of Environmental Change on Selected Public Sector Enterprises in India*”, **Romanian Economic and Business Review**, Vol.5, No.2, pp.68-88, ISSN 1842-2497, ABDC ‘C’ Journal.

- **Kautish, P.** (2010), “*Empirical Study on Influence of Extraversion on Consumer Passion and Brand Evangelism with Word-of-Mouth Communication*”, **Review of Economic and Business Studies**, Vol.3, No.2, pp.187-197, ISSN 1843-763X (print), ISSN 2068-7249 (online), ABDC ‘C’ Journal.
- **Kautish, P.** (2010), “*Covert Marketing: A Virtual Media Communication Vehicle*”, **Romanian Economic Journal**, Vol.13, No.35, pp.35-54, ISSN 1454-4296 (print), ISSN 2286-2056 (online), (UGC Approved Journal Number 48551).

NATIONAL JOURNAL (WoS / ABDC / SCOPUS / UGC LISTED)

- Sharma, R. and **Kautish, P.** (2019), “*Aid-Growth Association and Role of Economic Policies: New Evidence from South and Southeast Asian Countries*”, **Global Business Review**, Vol.20, No.5, pp.1-15, ISSN 0972-1509 (print), ISSN 0973-0664 (online), WoS, ABDC ‘C’, Scopus and UGC Approved Journal Number 27951, Sage Publications.
- Sharma, R., **Kautish, P.** and Kumar, D.S. (2019), “*Assessing Dynamism of Crude Oil Demand in Middle-Income Countries of South Asia: A Panel Data Investigation*”, **Global Business Review**, Vol.20, No.1, pp.1-15, ISSN 0972-1509 (print), ISSN 0973-0664 (online), WoS, ABDC ‘C’, Scopus and UGC Approved Journal Number 27951, Sage Publications.
- Sharma, R., **Kautish, P.** and Kumar, D.S. (2019), “*The Impact of External and Internal Market Forces on Inflation in India: An Empirical Investigation*”, **The IUP Journal of Applied Economics**, Vol.18, No.2, pp.33-51, ISSN 0972-6861, ABDC ‘C’ and UGC Approved Journal Number 42476, ICFAI University Press.
- Sharma, R., **Kautish, P.** and Kumar, D.S. (2018), “*Impact of Selected Macroeconomic Determinants on Economic Growth in India: An Empirical Study*”, **Vision: The Journal of Business Perspective**, Vol.22, No.4, pp. 405-415, ISSN 0972-2629 (print), ISSN 2249-5304 (online), Scopus and UGC Approved Journal Number 44716, Sage Publications.
- Soni, S.; Upadhyay, M. and **Kautish, P.** (2011), “*Generational differences in Work Commitment of Software Professionals: Myth or Reality?*”, **Abhigyan – Quest for Excellence**, Vol.28, No.4, pp.30-42, ISSN 0970-2385 (UGC Approved Journal Number 161).
- **Kautish, P.** (2010), “*Emotional Intelligence and Business Education: An Analysis*”, **Journal of All India Association for Educational Research**, Vol.22, No.1, pp.89-100, ISSN 0970-9827, (UGC Approved Journal Number 41312).
- **Kautish, P.** and Rastogi, M. (2008), “*Health Care and Service Quality: Does the Twain Meet?*”, **Indian Journal of Public Enterprise**, Vol.23, No.44, pp.104-117, ISSN 0974-4886, (UGC Approved Journal Number 43883).

CASE STUDY / CHAPTER IN EDITED BOOK (SCOPUS LISTED)

- **Kautish, P.** (2018), “*Environmentally Conscious Consumer Behavior and Green Marketing: An Analytical Study of the Indian Market*”, In Dr. Ruchika Singh Malyan and Dr. Punita Duhan (Eds.), “**Green Consumerism: Perspectives, Sustainability, and Behavior**”, Apple Academic Press Inc. CRC Press, Taylor & Francis Group, USA, pp.119-142, ISBN 978-1-77188-694-9 (Hardcover), ISBN 978-1-351-13804-8 (eBook), (Scopus Listed).
- **Kautish, P.** and Rai, S.K. (2018), “*Fashion portals and generation Y consumers in India: An exploratory study*”, In Dr. Swati Soni and Dr. Vandana Sharma (Eds.), “**Marketing Magic for Millennials: Rise of Gen YO!**”, Bloomsbury India, New Delhi, pp.125-150, ISBN 978-93-86826-86-2, (Scopus Listed).
- Soni, S., **Kautish, P.** and Upadhyay, M. (2018), “*Generational differences in work commitment of software professionals: Myth or reality?*”, In Dr. Swati Soni and Dr. Vandana Sharma (Eds.), “**Marketing Magic for Millennials: Rise of Gen YO!**”, Bloomsbury India, New Delhi, pp.227-249, ISBN 978-93-86826-86-2, (Scopus Listed).
- **Kautish, P.** (2016), “*Digital and Internet Marketing: Crucial Business Management Landscape*”, In Dr. P. Gupta, Dr. R. Sharma and Dr. U. Kaushal (Eds.) “**E-Governance in India: Problems,**

Prototypes and Prospects", Nova Science Publishing, USA, pp.91-118, ISBN 978-1-63484-830-5, (Scopus Listed).

- **Kautish, P.** (2014), "Niche Marketing Strategies for Business Growth: An Experiential Journey", In Dr. V. Jham and Dr. S. Puri (Eds.), **"Case Book on Consumer Centric Marketing Management"**, IGI Global, USA, pp.167-186, ISBN 978-14-6664-357-4, EISBN 978-14-666-4358-1, (Scopus Listed).
- **Kautish, P.** (2011), "Strategic Human Resource Management and Service Organizations: A Case Study", In Dr. S. Srivastava and Dr. P. Jhaharia (Eds.), **"Cases in Management"**, Prentice Hall of India Learning Private Limited, New Delhi, pp. 129-142, ISBN 978-81-203-4158-6, (Scopus Listed).

RESEARCH IN NATIONAL JOURNAL (WITH ISSN)

- **Kautish, P.** (2016), "Volkswagen AG: Defeat Device or Device Defeat?", **IMT Case Journal**, Vol.7, No.1, pp.19-30, ISSN 2229-6743.
- **Kautish, P.** (2015), "Empirical Study on Understanding of Consumer Behavioral Factors for Marketing of Environmental Friendly Products", **IMR Management Speak**, Vol.8, No.2, pp. 1-12, ISSN 2231-1467.
- Chaudhary, L.; Sharma, A. and **Kautish, P.** (2014), "A Comparative Study of US, India and China on Orientation towards Advertisements, Market Competence and Brand Contemplations", **Pragyaa - Journal of Management**, Vol.5, No.1, pp.50-59, ISSN 0975-9603.
- Gulecha, S. and **Kautish, P.** (2014), "An insight into the Indian cosmetic sector", **SIES Journal of Pharma-Bio Management**, Vol.2, No.1, pp.118-125, ISSN 2321-9688.
- **Kautish, P.** (2012), "Paradigms of Workforce Cultural Diversity and Human Resource Management", **'Vidwat' - The Indian Journal of Management**, Vol.5, No.1, pp.37-40, ISSN 0975-055X.
- **Kautish, P.** (2011), "Empirical Study on Consumer Adoption of Local and Global Brands", **Journal of Asian Business Management**, Vol.3, No.1, pp.13-24, ISSN 0974-8636, Serial Publications.
- **Kautish, P.** (2011), "Consumer Satisfaction and Internet Shopping: A Literature Review", **International Journal of Marketing and Management Research**, Vol.2, No.5, pp.40-61, ISSN 2229-6883.
- **Kautish, P.** and Raizada, A. (2011), "A Study on Dynamics of Standardization and Adaptation Phenomenon in Retail Formats", **Apeejay Journal of Management and Technology**, Vol.6, No.1&2, pp.9-22, ISSN 0974-3294.
- **Kautish, P.** (2011), "An Empirical Study on Sales Promotion Effectiveness Tools with Special Reference to Low Involvement Category in Rajasthan", **'Vidwat' - The Indian Journal of Management**, Vol.4, No.2, pp.14-22, ISSN 0975-055X.
- Soni, S.; Dwivedi, H.; **Kautish, P.** and Upadhyay, M. (2010), "Projective Techniques and Brand Image Research: An Exploration of Personification", **Academy of Taiwan Business Management Review**, Vol.6, No.3, pp. 54-61, ISSN 1813-0534.
- **Kautish, P.** (2010), "An Integrative Approach to Brand Personality, Self-Concept and Consumer Personality Orientations", **'Nirnay' - Journal of Decision Science**, Vol.4, No.1, pp.29-34, ISSN 0973-8002.
- **Kautish, P.** and Raizada, A. (2010), "Retail Store Location: Application of Strategic Decision Model for Organized Retailers", **Vision and Quest**, Vol.1, No.1, pp.68-78, ISSN 0975-8410.
- **Kautish, P.** (2010), "Brand Attitude Formation through Emotions of Target Consumers", **MERI - Journal of Management and IT**, Vol.3, No.2, pp.78-84. ISSN 0974-2093.
- **Kautish, P.** (2010), "FDI in the Indian Retail Market- An Economic Analysis", **Oorja - Journal of Management and IT**, Vol.8, No.2, pp.16-22, ISSN 0972-7869 (print), 2395-6771 (online).
- **Kautish, P.** (2010), "An Empirical Study on Sales Executive Performance Evaluation and Relationship Marketing through Psychological Antecedent", **Journal of Asian Business Management**, Vol.2, No.1, pp.101-112, ISSN 0974-8636, Serial Publications.

- **Kautish, P.** and Kautish, S. (2010), “*Set Net Open Source: Emergence of Global Competition*”, ***Globus - International Journal of Management and IT***, Vol.1, No.2. pp.70-77, ISSN 0975-721X.
- **Kautish, P.** and Kautish, S. (2009), “*Managing Employee Absenteeism*”, ***Economic Challenger***, Vol. 44, No. 11, pp.43-47, ISSN 0975-1351.
- **Kautish, P.** (2009), “*An Empirical Study on Branding of Services with the help of Brand Associations*”, ***Journal of Technology and Management***, Vol.1, No.2, pp.229-234, ISSN 0975-1416.
- **Kautish, P.** (2009), “*An Empirical Study on Marketing Efforts and Brand Equity Dimensions with a Special Reference to Brand Awareness Perspectives*”, ***Marketing Zephyr***, Vol.2, No.1, pp.1-11, ISSN 0974-9195.
- **Kautish, P.** (2009), “*Marketing and Eye-Tracking Machines: An Unexplored Research Opportunity*”, ***Readers Shelf***, Vol.6, No.1, pp.11-15, ISSN 2321-7405.
- Kumar, B.; **Kautish, P.** and Rastogi, M. (2009), “*Critical Review on Comprehensive Framework of Strategic Decision Processes with its Managerial Implications*”, ***International Journal of Business Solutions***, Vol.1, No.2, pp.54-60, ISSN 0974-4126.

DOCTORAL THESIS / DISSERTATION PUBLISHED IN FORM OF BOOK

- **Kautish, P.** (2010), “*An Analytical Study on Perspectives of Brand Awareness and Its Impact Upon Consumer Buying Behavior with a View to Facilitate Managerial Decision Making in Organizations*”, Published by Grin Verlag Publishing, Germany, Manuscript Number – v183448, pp.1-341, ISBN 978-3-656-07954-5.

EDITED BOOK

- Didwania, M.; Sharma, R.; **Kautish, P.** and Rai, S.K. (2017), “*New Paradigms in Management, Economics and Commerce*”, Global Alliance Publishers and Distributors, Ghaziabad, pp.1-222, ISBN 978-81-92434-23-0.

CHAPTER IN EDITED BOOK

- **Kautish, P.** (2016), “*Employee Engagement: Dimension for Organizational Excellence*”, In Dr. M. Jain and Dr. P. Sarthi (Eds.) “*Annual Handbook of Human Resource Initiatives 2016 on Human Process Competencies*”, Initiatives and Interventions, New Delhi, pp.57-83, ISBN 978-81-902754-7-7.
- **Kautish, P.** (2013), “*Stealth Marketing and Communication Ethics with CSR Movement*”, In Dr. U. Makkar and Dr. A. Pahuja (Eds.), “*Corporate Social Responsibility: Conceptual Framework, Practices and Issues*”, Bharti Publications, New Delhi, pp.67-78, ISBN 978-93-81212-35-6.
- **Kautish, P.** (2011), “*Empirical Study on Purchase Behavior and Consumer Decision Making Regarding Product Attributes for Packaged Food Products*”, In Dr. M.G. Babu, Dr. G. Vani and Dr. N. Panchanatham (Eds.), “*The 21st Century Consumers: A Behavioral Perspective*”, Global Vision Publishing House, New Delhi, pp.253-268, ISBN 978-81-8220-413-3.
- **Kautish, P.** (2011), “*Emotional Intelligence: Revisit, Retrospect and Refine*”, In Dr. M. Jain and Dr. P. Sarthi (Eds.), “*Annual Handbook of Human Resource Initiatives 2011 on Human Process Competencies*”, Initiatives and Interventions, New Delhi, pp.191-209, ISBN 978-81-902754-2-2.
- **Kautish, P.** (2010), “*Emotional Intelligence: Repertoire, Reason and Repercussion*”, In Dr. M. Jain and Dr. P. Sarthi (Eds.), “*Annual Handbook of Human Resource Initiatives 2010 on Human Process Competencies (T-Group II)*”, Initiatives and Interventions, New Delhi, pp.156-186, ISBN 978-81-902754-1-5.

PROCEEDING PUBLISHED IN FORM OF EDITED BOOK

- Kautish, P. and Punyani, G. (2017), ***“Sustainable development issue and consumption pattern: Theoretical Approach”***, In Dr. S.K. Sharma (Eds.), Excellent Publishing House, New Delhi, pp.137-145, ISBN 978-93-86238-17-7.
- Kautish, P. and Dash, G. (2015), ***“Study on Environmental Friendly Products and Consumer Behavioral Issues”***, In Dr. S.K. Sharma (Eds.), Excellent Publishing House, New Delhi, pp.216-222, ISBN 978-93-84935-18-4.
- Gulecha, S. and Kautish, P. (2015), ***“An analytical study into the factors affecting brand loyalty in the mobile handset (FMDG- Fast Moving Durable Goods) market in India”***, In Compendium of Research Papers, SIES Institute of Management, Nerul, Navi Mumbai, pp.14-20, ISBN 978-81-925114-4-3.
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BOOK REVIEW

- **Kautish, P.** (2012), “*Essentials of Management: An International and Leadership Perspective*”, Ninth Edition, Harold Koontz and Heinz Weihrich, Tata McGraw Hill Education Private Limited, New Delhi, Preface, pp.XII.
- **Kautish, P.** (2010), “*Emotion and Reason in Consumer Behavior*”, Arjun Chaudhuri, Elsevier, UK, **Marketing Zephyr**, Vol.2, No.2, pp.17.

RESEARCH PAPER IN INTERNATIONAL CONFERENCE

- **Kautish, P.** and Punyani, G. (2017), “*Sustainable development issue and consumption pattern: Theoretical Approach*”, 2nd International Conference on Evidence Based Management (ICEBM 2017) Organized by Department of Management, Birla Institute of Technology and Science, Pilani, Pilani Campus, Rajasthan on March 17-18, 2017.
- **Kautish, P.** and Dash, G. (2015), “*Study on Environmental Friendly Products and Consumer Behavioral Issues*”, International Conference on Evidence Based Management (ICEBM 2015) Organized by Department of Management, Birla Institute of Technology and Science, Pilani, Pilani Campus, Rajasthan on March 20-21, 2015.
- Krishna, A. and **Kautish, P.** (2012), “*Innovation in New Service Development: The Role of Customer*”, International Conference on Trade, Tourism and Management (ICTTM - 2012) Organized by Planetary Scientific Research Center, Bangkok, Thailand on December 21-22, 2012.
- **Kautish, P.** (2012), “*Environmentally Concerned Consumer Behavior: Insights from Indian Consumers*”, International Conference on Creating a Sustainable Business: Managerial Implications and Challenges (ICSBMC - 2012) Organized by Jaipuria Institute of Management, Jaipur in collaboration with Satakunta University of Applied Sciences, Finland, Eastern Mennonite University, USA and University of Illinois at Urbana-Champaign, USA on December 7-9, 2012.
- **Kautish, P.** (2011), “*Paradigms of Work Force Cultural Diversity and HRM*”, Dhruva International Case Writing Competition - 2011, Organized by Dhruva College of Management, Hyderabad in collaboration with Global Management Center, California State University, San Bernardino, USA on December 1, 2011.

RESEARCH PAPER IN NATIONAL CONFERENCE

- Gulecha, S. and **Kautish, P.** (2015), “*An analytical study into the factors affecting brand loyalty in the mobile handset (FMDG- Fast Moving Durable Goods) market in India*”, National Research Conference on Contemporary Business Practices of New Millennium, Organized by SIES Institute of Management, Nerul, Navi Mumbai on January 31, 2015.

- **Kautish, P.** (2013), ***“Essence of People Management from Shrimad Bhagwat Gita”***, Regional Convention 2013 on Developing People for Organizational Excellence, Organized by Indian Society for Training and Development (Jaipur Chapter) in association with JK Lakshmipat University, Jaipur on September 28, 2013.
- **Kautish, P.** (2011), ***“Recruitment Advertisement: A Human Resource and Marketing Odyssey”***, National Conference on Management of Innovation in Business and Technology: New Strides, Organized by School of Management Sciences, Varanasi on February 19-20, 2011.
- **Kautish, P.** (2010), ***“An Empirical Study on Brand Commitment and Loyalty for Low Involvement Category Product in Rajasthan”***, National Conference on “Reinventing Businesses: Shifting Paradigms and Seizing Opportunities”, Organized by Institute of Marketing & Management, New Delhi on November 26th, 2010.
- **Kautish, P.** (2010), ***“Mobile Marketing and Mobile Advertising: Changing Face of Marketing”***, National Conference on Challenges for Organizations in Dynamic Business Environment, Organized by IIMT College of Management, Greater Noida on April 23rd, 2010.
- **Kautish, P.** (2010), ***“FDI in the Indian Retail Market- An Economic Analysis”***, Souvenir of National Seminar on “Retail Transition in India: Prospects and Retrospect”, Organized by Faculty of Management Studies, Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed) University, Udaipur, Rajasthan sponsored by A.I.C.T.E, New Delhi on January 29-30, 2010, pp.19.
- **Kautish, P.** (2009), ***“Professional Values and Ethics in Business Education”***, contributed paper in National Seminar on Professional Orientation of Business Education, Organized by University Commerce College, University of Rajasthan, Jaipur on December 23, 2009.
- **Kautish, P.** and Raizada, A. (2009), ***“Relationship of Marketing Efforts and Brand Equity Dimensions”***, proceedings of National Conference on “Innovative Marketing Strategies: Current Trends”, Organized by Chandigarh Business School, Chandigarh on September 11, 2009, pp.127-144.

SPONSORED PROJECT / ASSIGNMENT UNDERTAKEN

- Completed one project on Training Need Assessment (TNA) – Sponsored by Rajasthan State Industrial Development and Investment Corporation (RIICO), Government of Rajasthan
The project was more than 6 months covering the first phase of TNA done at the Regional Office of RIICO for middle level managers, April 2010 to November 2011, total sanctioned amount INR 05 Lakh.
Principal Investigator: Dr. Subhash Datta
- Completed one project on Capacity Development and Investment Program Management - Sponsored by Rajasthan Urban Infrastructure Development Project (RUIDP), Government of Rajasthan
The project was of almost one year covering 15 towns of Rajasthan, August 2009 to March 2012, total sanctioned amount INR 6 Lakh in two instalments.
Principal Investigator: Dr. Subhash Datta
- Completed one Comprehensive Market Survey-Sponsored by Daily News Analysis (DNA) News Paper with PGDM students from Marketing area.
Successfully completed two phase survey for the daily newspaper in English ‘DNA’ in Jaipur on “Satisfaction of Readers with DNA”, as member from September 2008 to December 2008, the total amount received was INR 50K.

MANAGEMENT DEVELOPMENT / TRAINING SESSION CONDUCTED

- Invited as resource person and delivered sessions on ***“Case Method Teaching and Learning”*** in Faculty Development Program organized by Faculty of Management Studies, Institute of Rural Management, Jaipur during July 20-21, 2017.

- Invited as resource person and delivered sessions on ***“Efficient Marketing Management”*** and ***“Performance Management”*** in FAI Management Development Programme for management professionals from private as well as public sector conducted by Mr. T.K. Chanda, Program Director, The Fertilizer Association of India, New Delhi in Udaipur during July 12-15, 2015.
- Invited as keynote speaker in two-day National Conference on ***“Changing Times: Reinventing the Indian Growth Story”*** by Department of Management, Swami Keshvanand Institute of Technology and Gramothan, Jaipur on November 21-22, 2014.
- Invited as key speaker in Small and Medium Business Connect™ Conference conducted for Small and Medium Business owners and service providers, an initiative by Redefine Marcom Private Limited, New Delhi on September 13, 2013 at Hotel Four Points by Sheraton, Jaipur.
- Invited as resource person and delivered session on ***“Performance Management”*** in FAI Management Development Programme for management professionals from private as well as public sector conducted by Mr. T.K. Chanda, Program Director, The Fertilizer Association of India, New Delhi in Jaipur during April 21-24, 2013.
- Delivered sessions on ***“Social Media Skills and Sales Management”*** in 2nd Two Days Management Development Programme on Skills Enhancement for Effective Sales Professionals conducted by Dr. N. Sharma, Program Director, under the aegis of Jaipuria Institute of Management, Jaipur during October 10-11, 2012.
- Delivered sessions on ***“Social Media Skills and Sales Management”*** in 1st Two Days Management Development Programme on Skills Enhancement for Effective Sales Professionals conducted by Dr. N. Sharma, Program Director, under the aegis of Jaipuria Institute of Management, Jaipur during February 17-18, 2012.
- Invited as resource person and delivered two sessions on ***“Service Marketing Management”*** in on location management development programme in Jaipur conducted by Dr. S. Srivastava, Program Director, National Institute of Bank Management, Pune in Jaipur during January 20-22, 2011.
- Delivered sessions on ***“Time Management”*** in 5 - Day Training Programme on Improving Efficiency and Effectiveness at RIICO conducted by Dr. S. Datta, Program Director, under the aegis of Jaipuria Institute of Management, Jaipur during February 9-13, 2009.
- Plenary talk delivered on ***“Stress Management: Perspectives and Repercussions”*** in Management Development Programme conducted for middle level executives, conducted by Col. Swarnkar, Program Director, ICFAI National College, Ajmer (Raj.) on November 15, 2008.
- Conducted session on ***“Marketing Paradigms for Service Sector”*** in 5-Day Training Programme on Improving Efficiency and Effectiveness at RIICO conducted by Dr. S. Datta, Program Director, under the aegis of Jaipuria Institute of Management, Jaipur during September 7-11, 2008.
- Conducted sessions on ***“Consumer Interface - Customer Service and Selling Skills”*** with reference to specific strategies for foreign and domestic customers ‘Managers and Sales Supervisors of State-owned Emporiums and Khadi Outlets’, at Jaipur conducted by Dr. A. Gupta, Program Director, at Rajasthan Small Industries Corporation Ltd, Jaipur (Raj.) on July 11-12, 2007.
- Delivered a sessions on ***“Consultancy and Services Sector: Challenges and Prospects”*** Synergies and Opportunities in Consultancy Focus on IT / BPO Sectors organized by Rajasthan Consultancy Organization Ltd , Jaipur and Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India on January 9, 2006 at Jaipur (Raj.).

WORKSHOP / SEMINAR / CONFERENCE / FDP ATTENDED

- Participated in Training Program on Statistical Techniques for Data Mining and Business Analytics (DMBA - 11) organized by Indian Statistical Institute, Bangalore on May 27-29, 2013.

- Attended 3rd Indian Management Conclave 2012 on the theme “Survival of the Fittest: Lessons from the Best” organized by www.mbauniverse.com on August 9-10, 2012.
- Participated in Case Writing Workshop organized by Jaipuria Institute of Management, Jaipur on July 20-21, 2012.
- Participated in Workshop on Enhancing Teaching Experiences and Building Competencies organized by Jaipuria Institute of Management, Jaipur on July 13, 2012.
- Participated in Faculty Development Program on Developing Teaching Skills in Management organized by Department of Management Studies, Poornima Group of Colleges, Jaipur on July 9-14, 2012.
- Participated in Workshop on Research Development and Paper Writing organized by Jaipuria Institute of Management, Jaipur on June 30, 2012.
- Attended HR Conclave 2012, Future is Here: Leveraging HR for Organizational Success organized by Confederation of Indian Industry, Jaipur and Co-sponsored by Jaipuria Institute of Management, Jaipur on February 10-11, 2012.
- Attended Workshop on “A Talent Edge: Industry-Institute Interface” organized by Jaipur Chapter, National HRD Network, New Delhi on September 24, 2011.
- Attended Workshop on “Effective Teaching through Case Study Methodology” organized by Indian Institute of Technology, New Delhi on March 14-16, 2011.
- Attended HR Conclave 2011, Creating Talent Pool: Transforming Organizations organized by Confederation of Indian Industry, Jaipur on February 11-12, 2011.
- Participated in National Workshop on “Export-Import & Forex Mechanism” organized by Jaipuria Institute of Management, Jaipur on October 19, 2010.
- Attended Two Days Workshop on “Business Integration with SAP (SAP R/3 Modules, Applications and Implementation) on August 7 & 9, 2010 jointly organized by Jaipuria Institute of Management, Jaipur and AAM Infotech, Jaipur.
- Attended One Day Faculty Development Program on “Research Methodology and Report Writing” on April 28, 2010 organized by IILM Academy of Higher Learning, Jaipur.
- Participated in the workshop on “New Leadership in the Turbulent Times”, organized by Management Development Academy in collaboration with A.I.C.T.E, New Delhi on March 19-21, 2009 at Jaipur.
- Participated in a panel discussion symposium on “Steering HR during turbulent times” jointly organized by Jaipuria Institute of Management, Jaipur, Lucknow and Noida at India Habitate Center, New Delhi on February 5, 2009.
- Attended an Induction Training Programme on “Capacity Building in Teaching-Learning and Research Techniques”, sponsored by A.I.C.T.E, New Delhi and organized by Global Institute of Technology, Jaipur (Raj.) on 7th January- 18th January, 2008.
- U.G.C. Field Visit and Case Development Workshop Feb-March 2007 organized by Department of Management Studies., Maharshi Dayanand Saraswati University, Ajmer (Raj.).
- Attended a Workshop on Research Methodology organized by Department of Economic Administration and Financial Management, University of Rajasthan, Jaipur on 19-21 December, 2006.
- National Workshop on “Measures needed to encourage women to study science and take up career in science” on 2nd Nov., 2006 at Rajasthan College of Engineering for Women, Jaipur sponsored by Department of Science and Technology, Govt. of India, New Delhi.
- Participated in the one day seminar-cum-workshop on Creative Marketing and Customer Delight organized by the Management Development Academy on February 25, 2006 at Jaipur (Raj.).
- National Seminar at Management and Commerce Institute of Global Synergy, formally affiliated college to Maharshi Dayanand Saraswati University, Ajmer (Raj.) on the topic - “New dimensions in Global business: Perspective 2010” on Jan 13 and 14, 2006.

- A sequence of two workshops of two days on “Handling and Developing Cases for Effective Management Education” conducted by Department of Management Studies, Maharshi Dayanand Saraswati University, Ajmer (Raj.) in the session 2004-05.
- One day seminar on “Sharing Corporate Experience: New Vistas of Marketing” on 29th February, 2004 organized by Department of Management Studies, Maharshi Dayanand Saraswati University, Ajmer (Raj.)

PROFESSIONAL MEMBERSHIP / ASSOCIATION

- Life Member, All India Association for Educational Research
- Life Member, Indian Society for Technical Education
- Life Member, Indian Society for Training and Development
- Life Member, Indian Commerce Association
- Life Member, Initiatives & Interventions
- Life Member, National Association for Educational Trusts

PERSONAL PROFILE / DETAIL

Date of Birth	August 29 th , 1978	Father's Name	Dr. C. H. Kautish
Marital Status	Married	Mother's Name	Mrs. Adarsh Kautish
Nationality	Indian	Wife's Name	Mrs. Tanu Sharma
Passport Number	K-5839920	Daughter's Name	Ms. Surbhi Kautish

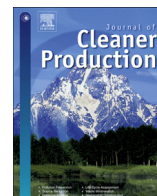
REFERENCES

- Prof. (Dr.) Karunesh Saxena
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I do hereby declare the above to be true to the best of my knowledge.

June, 2019
Lakshmangarh, Sikar

(Dr. Pradeep Kautish)



The moderating influence of environmental consciousness and recycling intentions on green purchase behavior

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ABSTRACT

This article examines the moderating influence of environmental consciousness and recycling intentions on green purchase behavior (GPB) in an emerging economy. Through this study, we attempt to significantly contribute to the existing body of knowledge on green marketing by ascertaining the role of those ethical constructs, on GPB. A hypo-deductive research design was adopted and a theoretical model was conceptualized by linking the moderating effects of environmental consciousness and recycling intentions to GPB. To collect the data for the study, a self-administered questionnaire was run with 312 consumers from India. The data were analyzed for assessment of the measurement and structural models via structural equation modeling. The findings indicate that environmental consciousness and recycling intentions significantly moderate the impact of perceived consumer effectiveness (PCE) and willingness to be environmentally friendly (WEF) on GPB. The study offers managerial insights for green marketers to operate in fast growing emerging markets. The present study is significant as it is the first of its kind which links the moderating effects of environmental consciousness and recycling intentions in light of the theory of planned behavior (TPB) on GPB in such a context.

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1. Introduction

The rapid proliferation of environmental concerns, sustainability challenges, and increased level of consumer awareness about environmental deterioration have positioned green consumption with social relevance (Barbarossa and De Pelsmacker, 2016; Johnstone and Tan, 2015; Patel et al., 2017; Seifi et al., 2012; Swim et al., 2012). Understanding green purchase behavior (GPB) and consumers' attitude toward environmentally friendly products can be useful for corporations exploring insights on sustainable marketing models for the business markets (Carrete et al., 2012; Thøgersen et al., 2015). To facilitate the sustainable movement, green consumption, and conservation, behavioral factors is being explored in emerging economies (Ali et al., 2010; Mainardes et al., 2017). These include topics such as recycling (Chu and Chiu, 2003) as well.

The population residing in urban regions increased substantially in most countries. Census of India (2011) in the year 1950, total of 30 per cent of the world's population were urbanized, and by 2050, it is projected that around 66 per cent of the world's population will be urbanized (United Nations, 2014). As per the United Nations (2018), the urban population of the world has rapidly grown from 746 million in 1950 to 4 billion in 2017. Due to urbanization of the population, increasing income levels, health hazards, and changing lifestyles have given rise to different consumption-related challenges in the country, such as packaged food items, packaged drinking water, etc. To counter these, nowadays people are gradually shifting their preferences towards organic food (Rana and Paul, 2017). The substantial growth of the organic sector is attributed to growing awareness about green products, increasing health consciousness, growth in numbers of the urban middle-class population, rising consumer disposal income, and increased spending on food products (Business World, 2018; Lee (2009)). In short, consumers are at the helm of steering the environmentally friendly product sector; they are equipped with ample knowledge, health concerns, and purchasing capacity for green products. Though not all consumers really purchase what they intend to purchase in case of green purchase decisions in particular, which led to the notion of

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Environmentally concerned consumer behavior: evidence from consumers in Rajasthan

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Abstract

Purpose – This study aims to empirically indicate that environment-friendly products may be used as a consumption strategy for improving the environmental well-being of a sizable consumer base and show that there are great possibilities and opportunities available for companies to come up with the right marketing mix for consumers in the rural market. There is a great dearth of empirical research on consumer behavior facets on environment-friendly products for rural market in India.

Design/methodology/approach – Conclusive cross-sectional descriptive research design has been used to study the environmentally concerned consumer behavior (ECCB) for environment-friendly products with the help of a survey instrument relevant for empirical research. This paper adds to the existing literature by developing one model in the Indian context for the rural market. The research study used exploratory factor analysis and confirmatory factor analysis with structural equation modeling approach to analyze the collected data from consumers.

Findings – The major finding of the study is that consumers living in rural areas are aware about the environmental movement, but marketers have probably not fully explored the potential for environment-friendly products. The study strongly argues that organizations should leverage on the rural market opportunity in India. It confirms the need to tailor marketing mix for rural markets for determining behavioral dimensions of consumer decision-making.

Research limitations/implications – This empirical research paper is developed and applied in the Indian context, with special reference to the rural market of the country. Results may change when applied to different rural locations in the same country and/or different countries depending on their demographic variables, psychosocial factors and socioeconomic conditions. The findings of this study need to be viewed within the context of certain limitations of location, social and economic issues. The study provides the initial base for further research on the theme, as there are no such studies available on environment-friendly products.

Practical implications – This research study is highly useful for the business firms deciding on marketing mix variables for environment-friendly products in rural market scenario in India, and it provides inputs for formulating major policy decisions in marketing. The study provides insights for managers, policymakers and organizations operating in rural markets and working on different facets of environmental protection issues in different forms.

Social implications – It has been investigated across global markets that human activities have altered the natural ecosystem, so to make natural resources available for the future generation, there is a greater need to achieve more sustainable forms of development. The study provides insights from the rural Indian market for better adoption of environment-friendly products and will motivate marketers to explore the rural market horizon.

Originality/value – The study has been conducted with consumers who are residents of one small town in India. So far, no study has been conducted, and it is first such attempt to analyze the rural Indian market for environment-friendly products and consumer behavior ever since such products were launched in the country. This study provides an early glimpse into the workings of marketing practitioners who work on consumer strategy formulation and rural marketing decision-making for environment-friendly products.

Keywords Marketing, Decision-making, Consumer behaviour, Modelling, Environment, Measurement

Paper type Research paper



Study on relationships among terminal and instrumental values, environmental consciousness and behavioral intentions for green products

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Received 18 January 2018

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Abstract

Purpose – The purpose of this study is to examine the functional relationships among terminal and instrumental values, environmental consciousness and behavioral intentions for green products in India in light of the value–attitude–behavior framework.

Design/methodology/approach – This study adopts a hypo-deductive research design. A conceptual model was developed to relate the terminal and instrumental values to environmental consciousness and behavioral intentions, which are substantiated with a comprehensive literature review. Covariance-based structural equation modeling was used along with Anderson and Gerbing's two-step research approach to measure the dimensions of the measurement model, as well as the specifications of the structural model.

Findings – The findings of the research indicate that terminal and instrumental values significantly influence environmental consciousness, and environmental consciousness has a significant influence on behavioral intentions. Instrumental value shows a greater influence on environmental consciousness and behavioral intentions, rather than terminal value. Furthermore, this study discloses that environmental consciousness acts as a partial mediator while establishing a link between instrumental/terminal value and behavioral intentions.

Research limitations/implications – The present research is based on two distinct forms of human values, namely, terminal values and instrumental values. The study found that consumers who favored instrumental values to terminal values revealed a tendency to frame confused and incoherent judgments on environmental issues.

Practical implications – The study will help green marketing practitioners understand the important role of values, that is, both terminal and instrumental values, in promoting environmental consciousness and behavioral intentions for green products. The findings of the study will facilitate decision-making processes in relation to marketing for green product consumers in the Indian context.

Social implications – Values are the guiding forces for human behavior, both socially and individually. Moreover, values have a long-lasting impression on consumers in varied forms. This study will pave the way forward by contributing to the societal understanding of consumer values within the realms of human values for green marketing, green consumerism and sustainable businesses.

Originality/value – The paper is the first attempt of its kind to explore the relationships among two distinct forms of values that are the foundation of human values, namely, terminal and instrumental values, and their effect on environmental consciousness and behavioral intentions for green products in the Indian market. The paper is unique in understanding factors contributing to green marketing beyond consumer values and differs from previous research in specifying the significance of human values.

Keywords Marketing, Consumer behaviour

Paper type Research paper



Managing online product assortment and order fulfillment for superior e-tailing service experience

An empirical investigation

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Superior
e-tailing
service
experience

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2 November 2018

29 November 2018

20 December 2018

Accepted 10 March 2019

Abstract

Purpose – The purpose of this paper is to bridge together seemingly disparate yet interconnected paradigmatic antecedents of e-tailing and servicescape, i.e., product assortment, order fulfillment, shopping assistance and its consequences for shopping efficiency.

Design/methodology/approach – The proposed conceptual model is well grounded in the extensive literature from e-tailing as well as retailing domain and to assess the plausibility of the model. Total 246 female online apparel shoppers were surveyed from an Indian university and the data were analyzed using structural equation modeling through SmartPLS.

Findings – The outcomes of the study indicate that the e-customer may derive a substantial share of shopping assistance and service interface through product assortment offered by e-tailing sites. Customer-perceived performance of this e-shopping process – a crucial element of e-tail servicescape – directly affects the shopping assistance, along with order fulfillment capability of retail scope.

Research limitations/implications – The study used a sample of graduate students at a north-west university in India, which limits the generalizability of the research to other consumer groups. The paper links a significant body of literature within a conceptually developed framework and identifies key research areas in the e-tailing realm.

Practical implications – By better understanding the role of product assortment as a value-added feature in online value co-creation process, the e-tail managers can leverage the proposed integrated capability to improve e-tailing performance and customer outcomes in the form of business.

Social implications – With rapid advancements in internet-led communication, we are witnessing the dawn of a new era of e-tail innovations around us which is expected to change the way people experience shopping.

Originality/value – This research is an attempt to enrich the level of understanding about online shopping environment in light of relationships among virtual and physical facets of e-tail, i.e., product assortment, order fulfillment, shopping assistance and shopping efficiency. The authors investigate customer-perceived product assortment performance in e-tailing and its significances on shopping outcomes.

Keywords Retailing, S-D logic, Order fulfillment, Product assortment, E-tail, E-consumer

Paper type Research paper

Introduction

The e-tail segment is expected to grow from 2.5 percent in 2016 to 5 percent by 2020 and the total organized retail market is likely to grow from 8 percent in 2016 to 25 percent in 2020 (AT Kearney, 2016). In India, consumer spending over the internet is expected to accelerate at world's highest annual growth rate of 51 percent and will reach to \$120bn by 2020 (ASSOCHAM, 2016). With the rapid internet-enabled technological advancements (Leeftang *et al.*, 2014), e-tailers got unprecedented opportunities beyond the physical limits of the traditional channels (Amin *et al.*, 2015) and carved a virtually competitive community (Schramm-Klein and Wagner, 2014). The way retail landscape is evolving, in the near future successful retailers will engage their customers through omni-channels (Bell *et al.*, 2014; Verhoef *et al.*, 2015), a mashup of digital and physical experiences (Reinartz, 2016). E-tailers face challenges on account of effective web



Consumer values, fashion consciousness and behavioural intentions in the online fashion retail sector

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Abstract

Purpose – The purpose of this paper is to study the underlying relationships among two distinct forms of consumer values, namely, instrumental and terminal values, fashion consciousness and behavioural intentions in the context of online fashion apparel retail sector.

Design/methodology/approach – A conceptual model and subsequent measurement scale were developed, grounded on in-depth review of the extensive literature and validated with customers engaged in online shopping of fashion apparels. The model was empirically examined, and a total of 395 responses were gathered from an online survey administered at a northeastern university in India. The model was validated using structural equation modelling, and a two-step approach suggested by Anderson and Gerbing (1988) was used to evaluate the measurement and structural models for the research.

Findings – The results of the study indicate that instrumental and terminal values significantly affect fashion consciousness, and fashion consciousness has a significant impact on behavioural intentions as well. The research brings out that fashion consciousness acts as a partial mediator between instrumental/terminal values and behavioural intentions. It is noteworthy that compared to terminal values instrumental values display a greater influence on both the variables fashion consciousness and behavioural intentions.

Research limitations/implications – The conclusion of present research will notably assist the fashion retailers, online marketing researchers and experts understand the importance of terminal and instrumental values in increasing fashion consciousness, leading to strategically design campaigns for promoting and instigate consumers' positive behavioural intentions in the best interest of the online fashion retail sector.

Practical implications – The study results provide suggestions for competitive marketing strategies for online fashion companies operating in the emerging markets like India.

Originality/value – The present study is first of its kind attempt to use Rokeach's (1973) two-dimensional measure of human values, in order to discover the terminal and instrumental values relationship and their influence on fashion consciousness and behavioural intentions in the online fashion retail industry.

Keywords Online shopping, Consumer behaviour, Values, Instrumentalism, Fashion consciousness, Fashion retailing

Paper type Research paper

1. Introduction

Across the globe, the luxury fashion consumption has grown exponentially in the last two decades (Giovannini *et al.*, 2015; Jain, 2017). India has emerged as the largest economy in the world (Paul and Mas, 2016; Wealth X, 2018) which led to rise in disposable income levels and, in turn, boosted the appetite for lifestyle oriented fashion consumption, e.g. luxury brands (Li *et al.*, 2012; Roy *et al.*, 2016; Saran *et al.*, 2016). Miller and Mills (2012) proposed the Brand Luxury Model across three specific fashion categories. Luxury is far more than just the materialistic attribution oriented possessions (Berthon *et al.*, 2009; Sanyal *et al.*, 2014). Kastanakis and Balabanis (2012) examined the relationship between interdependent self-concept and bandwagon consumption mediated by the level of a consumer's status-seeking predispositions, susceptibility to normative influence, need for uniqueness and consumers' propensity to engage in the "bandwagon" type of luxury consumption. Paul (2015) also explains the same phenomenon of marketing luxury goods to the mass by

