

Faculty Profile

Name: **Dr. Vaibhav Shekhar**
Designation: Professor & PhD Program Coordinator

Teaching Areas: Research Methodology
Digital Marketing
Retail Management

Research interest: Technology in Services Marketing
Customer Centricity
Omnichannel Retailing

Education: PhD, Icfai University, Dehradun (2014)
MBA, Icfai University, Dehradun (2006)
B.Com, Vidyant Hindu Degree College, Lucknow
University (2004)



Research/Selected Publications

1. Roy, S. K., Shekhar, V., Quazi, A., & Quaddus, M. (2020). Consumer engagement behaviors: Do service convenience and organizational characteristics matter? *Journal of Service Theory and Practice*, 30(2), 195-232. <https://doi.org/10.1108/JSTP-03-2018-0049>
2. Shaheen, M., Zeba, F., Shekhar, V., and Krishnankutty, R., (2019). "Linking home-work interface, work engagement and psychological capital to customer advocacy", *Journal of Global Operations and Strategic Sourcing*, 12 (2), 268-287. <https://doi.org/10.1108/JGOSS-08-2017-0033>
3. Roy, S. K., Shekhar, V., Lassar, W. M., and Chen, T., (2018), "Customer engagement behaviors: The role of service convenience, fairness and quality", *Journal of Retailing and Consumer Services*, 44, 293-304. <https://doi.org/10.1016/j.jretconser.2018.07.018>
4. Roy, S.K., Lassar, W.M. and Shekhar, V., (2016), "Convenience and satisfaction: mediation of fairness and quality", *The Service Industries Journal*, 36(5-6), 239-260. <https://doi.org/10.1080/02642069.2016.1186657>
5. Roy, S.K. and Shekhar, V., (2010), "Dimensional hierarchy of trustworthiness of financial service providers". *International Journal of Bank Marketing*, 28(1), 47-64. <https://doi.org/10.1108/02652321011013580>.