

Faculty Profile

Name: **Dr. Gaurav Bhatt**
Designation: Associate Professor
Teaching Areas: Marketing Management
Services Marketing
Brand Management
Research Interests: Services marketing
Retail Atmospherics
Education: Ph.D. (2018), [The ICFAI Foundation for Higher Education]
MBA, IBS, Icfai University, 2009.



Research/ Selected Publications

1. Bhatt, G., Sarkar, A., & Sarkar, J. G. (2020). Attractive and facilitating store atmospheric stimuli: validating the scales. *International Journal of Retail & Distribution Management*, 48(4), pp. 363-379. [Emerald Publishers: ABDC 'A' - Scopus]
2. Sarkar, A., Sarkar, J. G., & Bhatt, G. (2019). Store love in single brand retailing: the roles of relevant moderators. *Marketing Intelligence & Planning*, 37(2), pp.168-181 [Emerald Publishers: ABDC 'A' - Scopus]
3. Telang, Achyut, Bhatt, Gaurav, and Srivastava, Ankur (2013), "Export Intensity: A Study of the Indian Manufacturing Industry," *iManager's Journal of Management*, 8(1), pp. 34-40.
4. Telang, Achyut, Bhatt, Gaurav, and Srivastava, Ankur (2013), "Export Intensity: A Study of the Indian Manufacturing Industry," *iManager's Journal of Management*, 8(1), pp. 34-40.
5. Nanda, Sibabrata, Telang, Achyut and Bhatt, Gaurav (2012), "Hospital Advertising: A Literature Review," *International Journal of Healthcare Management*. 5(1), pp. 28-31. (SCOPUS)