

Faculty Profile

Name: **Dr. Vikas Chauhan**

Designation: Assistant Professor

Teaching Area: Marketing Management

Service Marketing

Research Methodology

Principles of Management

Research Interest: Technology Adoption

Consumer Psychology in Digital Domain

Green Products

Education: Ph.D., DAVV, Indore, MP, 2019

MBA, Prestige Institute of Management and Research, Indore, 2011

B.Sc., DAVV, Indore, MP, 2008



Research Publication

1. Vikas Chauhan (2024) Understanding users' protective behavior and its suppressor effect on the perceived risk in M-wallet/banking use: An Indian urban-rural comparison. Technological Forecasting and Social Change, 201, 123255. DOI- <https://doi.org/10.1016/j.techfore.2024.123255>,
2. Vikas Chauhan and Jitendra Yadav (2024) Bibliometric review of telematics-based automobile insurance: mapping the landscape of research and knowledge. Accident Analysis and Prevention, Vol. 196. DOI- <https://doi.org/10.1016/j.aap.2023.107428>
3. Rohit Rajput, Rambalak Yadav and Vikas Chauhan (2024) CarryPro Backpacks: Creating a Niche in Backpacking. Asian Journal of Management Cases, DOI- <https://doi.org/10.1177/0972820124125>
4. Vikas Chauhan Rohit Joshi and Vipin Choudhary (2023) Understanding intention to adopt telematics-based automobile insurance in an emerging economy: a mixed-method approach. Journal of Financial Service Marketing. Available online, DOI- <https://doi.org/10.1057/s41264-023-00253-5>
5. Vikas Chauhan, Rambalak Yadav and Vipin Choudhary (2022) Adoption of electronic banking services in India: An extension of UTAUT2 model", Journal of Financial Service Marketing. Vol 27 No. 1, pp. 27-40. DOI- <https://doi.org/10.1057/s41264-021-00095-z>
6. Vikas Chauhan, Rambalak Yadav and Vipin Choudhary (2019), "Analyzing the impact of consumer innovativeness and perceived risk in internet banking adoption: A study of Indian consumers", International Journal of Bank Marketing. VOL 37 NO 1. DOI- <https://doi.org/10.1108/IJBM-02-2018-0028>