

Faculty Profile

Name: Dr. Mithilesh Kumar Pandey

Designation: Assistant Professor

Teaching Areas: Business Strategy
Entrepreneurship in Action
Governance & Ethics
Services Marketing
Retail Management

Research Interest: Social Marketing
Technology Intervention
Social Finance

Education: Ph.D., MGCGV, 2018
M.Phil, LPU, 2010
MBA, Pune University, 1998

Professional Certificate: UGC-NET, 2012



Research/Selected Publications:

1. Pandey, D., Kakkar, A., Pandey, M., & Farhan, M. (2024). Understanding the actual buying behaviour of organic food users in India: a PLS-SEM approach. *International Journal of Economic Policy in Emerging Economies*, 19(1), 39-55. <https://doi.org/10.1504/ijepee.2024.137950> (Scopus/ABDC-C)
2. Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*, 9, 100120. <https://doi.org/10.1016/j.clrc.2023.100120> (Scopus)
3. Poonia, R., & Pandey, M. (2023). Analysing the effect of cause-related advertisement on attitude towards brand. *World Review of Entrepreneurship Management and Sustainable Development*, 19(3/4/5), pp 230-244. <https://doi.org/10.1504/wremsd.2023.130617>. (Scopus)
4. Reddy, P. R., Pandey, M., & Gulati, S. (2022). A study on effect of eWOM information on purchase intention for electric vehicles. *International Journal of Health Sciences*, 3056-3068. <https://doi.org/10.53730/ijhs.v6ns8.12767>. (Scopus)
5. Shukla, Y., & Pandey, M. (2021). Role of the service value network in social transformation. *World Review of Entrepreneurship Management and Sustainable Development*, 17(2/3), pp 244-263. <https://doi.org/10.1504/wremsd.2021.114432>. (Scopus)

Books:

1. *Emerging Trends in Business and Economics* (2019), ISBN 978-93-5274-632-3, Laxmi Publication.