

## Research Publications

1. Gautam, Vikas. 2022. Examining Relationships among Festival Satisfaction, Place Attachment, Emotional Experience, and Destination Loyalty. *Leisure Sciences: An Interdisciplinary Journal*, Scopus listed (Q1) & ABDC "A", Impact Factor = 2.750, Cite Score = 3.7.
2. Gautam, Vikas. 2022. Why Local Residents Support Sustainable Tourism Development? *Journal of Sustainable Tourism*, 1-17. Scopus listed (Q1) & ABDC "A\*", Impact Factor = 7.968, Cite Score = 8.3.
3. Mishra, V., Walsh, I., & Srivastava, A. (2022). Merchants' Adoption of Mobile Payment in Emerging Economies: The Case of Unorganised Retailers in India. *European Journal of Information Systems*, 31(1), 74-90. [ABDC-A\*]
4. Ansari, Z., Bashir, M. & Pradhan, S. (2022) Impact of Corona Virus Outbreak on Travellers' Behaviour: Scale Development and Validation. *International Journal of Tourism Cities*, Scopus.
5. Bose, S., Pradhan, S., Bashir, M. & Roy, S.K (2022) Customer based place brand equity (CBPBE) and tourism: A regional identity perspective, *Journal of Travel Research*. 61-3), 511-527 ABDC A\*, ABS 4, Scopus.
6. V. V. Gopal, H Muralidharan, Rao Venu Gopal and Jyothi Ch (2022), "Zyne: Growth Pangs in a Commoditized Market", *Asian Journal of Management Cases*, April, pp 1-14. (Scopus)
7. Debajani Sahoo, Sidhartha Harichandan, Sanjay Kumar Kar, S Sreejesh (Jan 2022)," An Empirical Study on Consumer Motives and Attitude towards Adoption of Electric Vehicles in India: Policy Implications for Stakeholders" *Energy Policy*, 165 (ABDC-A), Vol. 165, pp.112941.
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9. Agrawal, S.R. and Mittal, D. (2022), "Optimizing Customer Engagement Content Strategy in Retail and E-tail: Available on Online Product Review Videos", *Journal of Retailing and Consumer Services*, Elsevier Publications, 67, 102966, (ABDC-A/Scopus).
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11. Radhakrishna, B., Mohanty, P. K., Gupta, M., & Acharya, A. (2021). Interactive App-based Services: Recovery Evaluations and Mediating Role of Satisfaction between Customer-Brand Engagement and e-WoM. *Australasian Journal of Information Systems*, 25, 1-25. [ABDC-A]
12. Mittal, D. and Agrawal, S.R. (2022), "Determining Banking Service Attributes from Online Reviews: Text Mining and Sentiment Analysis", *International Journal of Bank Marketing*, Emerald Publications, 40(3), 558-577, (ABDC-A/Scopus).
13. Agrawal, S.R. (2021), "Adoption of WhatsApp for Strengthening Internal CRM through Social Network Analysis", *Journal of Relationship Marketing*, Taylor & Francis Group, 20(4), 261-281, (ABDC-B/Scopus).
14. Yousaf, A., Mishra, A., Taheri, B., & Kesgin, M. (2022). A Cross-country Analysis of the Determinants of Customer Recommendation intentions for over-the-top (OTT) platforms. *Information & Management*, 52(8), 1-12 (Elsevier; ABS = 3; A\* category as per ABDC list - Indexed in Thomson Reuters & Scopus; H index = 162).
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16. Yousaf, A., Mishra, A., & Gupta, A. (2021). 'From Technology Adoption to Consumption': Effect of Pre-adoption Expectations from Fitness Applications on Usage Satisfaction, Continual Usage, and Health Satisfaction. *Journal of Retailing and Consumer Services*, 62 (September). (Elsevier; ABS = 2; A category as per ABDC list - Indexed in ABS, Thomson Reuters & Scopus; H index = 89).
17. Yousaf, A., Mishra, A. & Amin, I. (2021). Autonomous/Controlled Travel Motivations & Their Effect on Travel Intentions of Indian Millennials: A Mixed Method Approach. *Tourism Recreation Research (T&R)*, ABS = 2; A category as per ABDC list - Indexed in Scopus; H-index = 44).
18. Yousaf, A., Amin, I., Jaziri, D., & Mishra, A. (2021). The Effect of Message Orientation/Vividness on Consumer Engagement for Travel Brands on Social-Media. *Journal of Product & Brand Management*,

- 31(1), 44-57 (Emerald; ABS = 1; A category as per ABDC list - Indexed in Thomson Reuters & Scopus; H index = 81).
18. V. V. Gopal, Rao Venu Gopal (2021), "Insider vs Outsider – Who is better? The case of Zyne Furnishings", Emerald Emerging Markets Case Studies, December, pp 1-19. (Scopus)
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  26. Roy, Souvik, Ankit Kesharwani, and Ashish Gupta. "Demystifying user's Attachment of Smartphone Apps: A Value Orientation Perspective." Journal of Internet Commerce (2021), 1-29. [ABDC-B, Scopus & ABS Grade-B].
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  32. Bhimavarapu, R., Mohanty, P. K., Acharya, A., & Gupta, M. (2021). Interactive App-based Services: Recovery Evaluations and the Mediating Role of Satisfaction in the Relationship between Customer -Brand Engagement and Electronic Word of Mouth. Australasian Journal of Information Systems, 25. [SCOPUS]
  33. Singh, Ramendra P., Singh, Ramendra., & Mishra, Prashant (2021). "Does Managing Customer Accounts Receivable Impact Customer Relationships, and Sales Performance? An Empirical Investigation". Journal of Retailing & Consumer Services - Elsevier Publication (ABDC-A & ABS-2 listed Journal). Vol.60 (3). ISSN: 0969-6989; DOI: 10.1016/j.jretconser.2021.102460.
  34. Singh, Ramendra P, & Banerjee, Neelotpaul. (2021). "The Mediating Role of Brand Credibility on Celebrity Credibility in Building Brand Equity and Immutable Customer Relationship". IIMB Management Review- Elsevier Publication (ABDC-B listed Journal). Vol.33 (2), pp. 119-132. Print ISSN: 0970-3896; Online ISSN: 2212-4446. DOI: 10.1016/j.iimb.2021.03.010.
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