

ARUN KUMAR KAUSHIK

Assistant Professor, Marketing, IIM Amritsar
Chairperson, Marketing & Communication Area
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Government Polytechnic Campus, Polytechnic Road,
Amritsar, Punjab - 143105



TEACHING EXPERIENCE

Indian Institute of Management (IIM), Amritsar June 2017 - Present
Assistant Professor, Marketing

- Taught Marketing Management I & II, Advanced Marketing Research, Sales and Distribution Management, and Brand Management
- Developed course contents, quizzes, assignments, and projects

FLAME University, Pune April 2016 – May 2017
Assistant Professor, Marketing

- Taught Marketing Management, Business Research Methods, and Integrated Marketing Communication

Institute of Management Studies (IMS), Roorkee September 2011 – June 2012
Senior Lecturer, Marketing

Taught Marketing Management, Marketing Research, and Consumer Behavior

Babu Ram Degree College, Roorkee August 2008 – September 2011
Assistant Professor/Lecturer, Marketing

Taught Marketing Management, Marketing Research, and Consumer Behavior

EDUCATION

Ph.D. Indian Institute of Technology (IIT) Roorkee, Uttarakhand July 2016

Thesis Title: Measuring Consumer Innovativeness towards Self-service Technology in Service Industry

Supervisor: Prof. Zillur Rahman

M.Com. HNB Garhwal Central University, Srinagar, Uttarakhand July 2011

Majored in Marketing (Private)

67.08%

M.B.A. Gurukula Kangri University, Haridwar, Uttarakhand July 2007

Majored in Marketing (Full-time)

67.80%

B.Sc. Gurukula Kangri University, Haridwar, Uttarakhand June 2004

Physics, Chemistry, and Mathematics (Full-time)

71.04%

ADMINISTRATIVE EXPERIENCE

Indian Institute of Management, Amritsar

Placement Chair

June 2017 - March 2021

- Final Placements for PGP02; PGP03; PGP04; MBA05
- Summer Placements for PGP03; PGP04; MBA05; MBA06

Marketing Area Chair

April 2021 - Present

- Coordinate the area meetings
- Identify visiting faculty members
- Monitor and evaluate the course offerings
- Supervise the Academic Associates

RESEARCH EXPERIENCE

Ph.D., Indian Institute of Technology (IIT) Roorkee

2013-2016

Research scholar (Full-time, UGC Sponsored)

Title: Measuring Consumer Innovativeness towards Self-service Technology in Service Industry

SRC: Prof. Zillur Rahman (Supervisor), Dr. Rajat Agarwal (Chairperson), Dr. Vinay Sharma (Internal), Dr. Inderdeep Singh (External)

Research Abstract

Based on a systematic review of the extant literature on consumer innovativeness and TAM-based studies, followed by qualitative research, a theoretical, conceptual model of consumer SST adoption was developed and proposed. The model highlights a five-stage innovation adoption process – Awareness, Investigation, Evaluation, Trial, and Adoption – along with the details of the variables to be found as determinants of SST adoption. All these crucial determinants are divided into two main categories – (i) SST characteristics (perceived usefulness, perceived ease-of-use, complexity, and perceived risk); and (ii) user characteristics (technology anxiety, need for interaction, subjective norm, previous experience, and demographics). Consumer innovativeness mediates the relationships between SST characteristics, user characteristics, and the likelihood of adoption. Furthermore, two situational variables (wait time and crowding) were also incorporated as moderators between consumer innovativeness and the likelihood of SST adoption. Additionally, this research develops and validates a short, valid, reliable, and easy to administer self-service innovativeness (SSI) scale applicable across a variety of SSTs in different service contexts.

Keyword: Consumer innovativeness; Self-service technology; Adoption behavior; Service industry; Innovation characteristics; User's characteristics

INDUSTRY EXPERIENCE

Vision Packaging & Logistics Services (Pvt.) Ltd., Haridwar Position , Quality Controller	2004-2005
• Packaging quality controller for HUL products; Shop-floor experience	
Bharat Heavy Electricals Limited (BHEL), Haridwar Position , HR trainee; Two months	2006
CavinKare (P) Ltd. Haridwar Position , Management trainee; Six months	2007

PUBLICATIONS

Journal Publications

- Kumar, V., & Kaushik, A.K. (2020). Building consumer-brand relationships through brand experience and brand identification. *Journal of Strategic Marketing*, 28(1), 39-59. <https://doi.org/10.1080/0965254X.2018.1482945>.
- Kumar, V., & Kaushik, A.K. (2020). Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions. *Journal of Travel and Tourism Marketing*, 37(3), 332-346. <https://doi.org/10.1080/10548408.2020.1757562>.
- Kaushik, A.K., Mohan, G., & Kumar, V. (2020). Examining the Antecedents and Consequences of Customers' Trust toward Mobile Retail Apps in India. *Journal of Internet Commerce*, 19(1), 1-31. <https://doi.org/10.1080/15332861.2019.1686333>.
- Kumar, V., & Kaushik, A.K. (2018). Destination brand experience and visitor behavior: the mediating role of destination brand identification. *Journal of Travel and Tourism Marketing*, 35(5), 649-663. <https://doi.org/10.1080/10548408.2017.1401032>.
- Kaushik, A.K. & Kumar, V. (2017). Investigating Consumers' adoption of SSTs - A Case study representing India's Hospitality Industry. *Journal of Vacation Marketing*, <https://doi.org/10.1177/1356766717725560>.
- Kaushik, A.K., & Rahman, Z. (2017). An empirical investigation of tourist's choice of service delivery options – SSTs vs. Service employees. *International Journal of Contemporary Hospitality Management*, 29(7), 1892-1913. <https://doi.org/10.1108/IJCHM-08-2015-0438>.
- Kumar, V., & Kaushik, A.K. (2017). Achieving Destination Advocacy and Destination Loyalty through Destination Brand Identification. *Journal of Travel and Tourism Marketing*, 34(9), 1247-1260. <https://doi.org/10.1080/10548408.2017.1331871>.
- Kaushik, A.K., & Chakrabarti, D. (2018). Does Perceived Travel Risk Influence Tourist's Revisit Intention? *International Journal of Business Excellence*, 15(3), 352-371. [10.1504/IJBEX.2018.092575](https://doi.org/10.1504/IJBEX.2018.092575).

- Kaushik, A.K., & Rahman, Z. (2016). Are Street Vendors really Innovative towards Self-service Technology? *Information Technology for Development*, 22(2), 334-356. <https://doi.org/10.1080/02681102.2015.1052359>.
- Kaushik, A.K., & Rahman, Z. (2015). Self-service Innovativeness Scale: Introduction, Development and Validation of scale. *Service Business*, 10(4), 799-822. <https://doi.org/10.1007/s11628-015-0291-0>.
- Kaushik, A.K., & Rahman, Z. (2015). An alternative model of self-service retail technology adoption. *Journal of Services Marketing*, 29(5), 406-420. <https://doi.org/10.1108/JSM-08-2014-0276>.
- Kaushik, A.K., & Rahman, Z. (2015). Innovation Adoption across Self-service Banking Technologies in India. *International Journal of Bank Marketing*, 33(2), 96-121. <https://doi.org/10.1108/IJBM-01-2014-0006>.
- Kaushik, A.K., Agrawal, A.K., & Rahman, Z. (2015). Tourist behaviour towards self-service hotel technology adoption: Trust and subjective norm as key antecedents. *Tourism Management Perspectives*, 16, 278-289. <https://doi.org/10.1016/j.tmp.2015.09.002>.
- Kaushik, A.K., & Rahman, Z. (2014). Perspectives & Dimensions of Consumer Innovativeness: A Literature Review & Future Agenda. *Journal of International Consumer Marketing*, 26(3), 239-263. <https://doi.org/10.1080/08961530.2014.893150>.

Case Published

- Kaushik, A.K., & Mohan, G. (2020). Maruti's Nexa – enhancing customer experience beyond buying. *The CASE Journal*, 16(4), 497-512. [10.1108/TCJ-03-2019-0026](https://doi.org/10.1108/TCJ-03-2019-0026).

Book Authored

- Beri, G.C., Kaushik, A.K. & Rahman, Z. (2020). *Marketing Research (6th Edition)*. McGraw Hill Publications. <https://www.mheducation.co.in/marketing-research-9789390177530-india>.
- William L. Cron, Thomas E. DeCarlo, Kaushik, A.K., & Rahman, Z. (2020). *Sales and Distribution Management (11th Edition)*. Wiley Publication (Writing).

Journal Papers in Review

- Kumar, V., & Kaushik, A.K. (2021). Engaging customers through brand authenticity perceptions: The moderating role of self-congruence. *Journal of Business Research* (Current status: Under Review).
- Kumar, V., & Kaushik, A.K. (2021). Building a relationship orientation among travelers through destination brand authenticity. *Journal of Destination Marketing & Management* (Current status: Under Review).

Kaushik, A.K., & Singh, R. (2021). Customers' Self-Service Delight: A Multidimensional Scale Development and Validation. *Management Decision* (Current status: Under Review).

Conference Papers Publications (Peer-Reviewed)

Agrawal, A.K., Kaushik, A. K., and Rahman, Z. (2015). Co-creation of Social Value through Integration of Stakeholders in *Procedia – Social and Behavioral Sciences* (Vol. 189). Proceedings of XVIII Annual International Conference of the Society of Operations Management (SOM-14), 12-14 December 2014, pp. 442-448.

Kaushik, A. K., Agrawal, A.K., and Rahman, Z. (2016). Does perceived travel risk influence tourist's revisit intention? A case of torrential rainfall in Kedarnath, Uttarakhand, India. Proceedings of *Business Conference 2016 on Sustainability in Business*. NIDA Business School, Bangkok, Thailand, 12, March 2016, pp. 253-265.

Agrawal, A.K., Kaushik, A. K., and Rahman, Z. (2016). Consequences of consumer participation in value co-creation. Proceedings of *NIDA Business Conference 2016 on Sustainability in Business*. NIDA Business School, Bangkok, Thailand, 12, March 2016, pp. 169-175.

Agrawal, A.K., Kaushik, A. K., and Rahman, Z. (2015). An exploratory study of organizational factors required to facilitate customer learning in co-creation. Proceedings of *International Conference on Evidence Based Management 2015 (ICEBM2015)*. BITS, Pilani, Rajasthan, India on 20-21 Mar, 2015.

Kaushik, A. K., Kumar, D., and Rahman, Z. (2014). An Empirical Study of SSTs Adoption in Organized Retail Stores. Proceedings of *International Conference on Research and Sustainable Business (ICRSB14)*. IIT Roorkee, India on 6-8 Mar, 2014.

PRESENTATIONS AND INVITED LECTURES

Paper Presentation

Kaushik, A.K. (2020). Consumers Switch: An Extended Version of Push-Pull-Mooring Model. Paper presented at the *ACME (Association of Collegiate Marketing Educators) 2021 Virtual Conference* at TX, United States on March 17-20, 2021.

Kaushik, A.K. (2020). Changing Consumer Preferences Due to Technological Developments in Service Industry. Paper presented at *4TH International Marketing Conference on Marketing, Technology and Society* organized by Indian Institute of Management Kozhikode on 07-09 December 2020.

Kaushik, A.K. (2020). Developing A Measure of Customers' Self-Service Delight Towards Technology-based Service Delivery Options. Paper presented at the *3rd International Conference on Digital Economy* organized by Indian Institute of Management Raipur on 27-29, December 2020.

Does Consumers' Switch between two Service Brands due to Self-service Technologies? *14th Global Brand Conference*, Berlin, Germany, 8-10 May, 2019.

Consumers' Switch between Employee-based Services and Self-service Technologies, *6th PAN-IIM World Management Conference*, IIM Bangalore, 13-15, December 2018.

Investigating Consumer's Trust towards Select Mobile Apps in India, *PAN-IIT International Management Conference*, IIT Roorkee, 30 November-02, December 2018.

Sustainable Energy Adoption in Emerging Economies: An Empirical Examination of Indian Consumers, *International Conference on Sustainable Management (ICSM) 2018*, IIM Kashipur, 25-27, May 2018.

Does consumer brand engagement really help in nurturing consumer brand relationships? *13th Global Brand Conference 2018*, University of Northumbria, Newcastle upon Tyne, U.K., 2-4 May, 2018.

Examining Consumers' Switching Behavior towards SSTs: A Perspective of PPM Model, *International Conference on Research and Business Sustainability 2017*, IIT Roorkee, 16-17 December, 2017.

Does perceived travel risk influence tourist's revisit intention? A Case of Torrential Rainfall in Kedarnath, Uttarakhand, India. In *NIDA International Business Conference 2016*, NIDA Business School, Bangkok, Thailand, 12 March 2016.

Measuring the effects of Social media and customer centric technologies on firm performance, *National Conference on Media and Public Policy in India*, IIM Kashipur, 21-22, Jan, 2016.

Examining the Effect of Employee Ethical Conception on Work Life Balance in Hospitality Industry, *Third PAN-IIM World Management Conference*, IIM Indore, 16-18 Dec, 2015.

An exploratory study of organizational factors required to facilitate customer learning in co-creation, *International Conference on Evidence Based Management 2015*, BITS, Pilani, 20-21 Mar, 2015.

Tourist behaviors and experiences: Adoption of SSTs in hospitality industry, *Global Conference on Managing in Recovering Markets 2015*, MDI, Gurgaon, 10-12 Mar, 2015.

Self-service Innovation Adoption among Street Vendors: A Study of Emerging Markets, *MARCON 2014: International Marketing Conference*, IIM Calcutta, 19-21 Dec, 2014.

Co-creation of social value through integration of stakeholders, *XVIIIth Annual International Conference of the Society of Operations Management (SOMS14)*, IIT Roorkee, 12-14 Dec, 2014.

Impact of Torrential Rainfall in Kedarnath, Uttarakhand, India on Revisit Intentions of Tourists, *Conference on Excellence in Research and Education (CERE2014)*, IIM Indore, India, on 6-9 May, 2014.

An Empirical Study of SSTs Adoption in Organized Retail Stores, *International Conference of Research and Sustainable Business 2014*, IIT Roorkee, 6-8 Mar, 2014.

Measuring the Influence of Fear Appeal on Behavioral Intentions: A Case of AIDS Prevention in Uttarakhand, *International Conference of Research in Marketing 2013, IIT Delhi, XLRI, Xavier School of Management and Curtin University, Australia, 20-21, Dec, 2013.*

Session Chair

Consumer Behavior Track. The Seventh PAN-IIM World Management Conference, IIM Rohtak, December 12-14, 2019.

Marketing Track. 19th global conference on flexible systems management, IIT Roorkee, December 6-8, 2019.

Marketing Track, *PAN-IIT International Management Conference*, IIT Roorkee on 30 Nov-02 Dec 2018.

Marketing Track, *International Conference on Sustainable Management (ICSM) 2018*, IIM Kashipur, 25-27, May 2018.

PROFESSIONAL TRAINING AND WORKSHOP

Excel/Lead in Sankalp 2015 Three days' workshop, IIT Roorkee	2015
Challenges to Professionalism One Day QIP workshop, IIT Roorkee	2014
Qualitative Research Methods in Social Sciences and Humanities One Day QIP workshop, IIT Roorkee	2013
Data Analysis using SPSS Two Day workshop, FMS, Gurukul Kangri University Haridwar	2013

HONORS AND AWARDS

Junior/Senior Research Fellowship Fellowship from UGC, New Delhi for Full time Ph.D. at IIT Roorkee	2013-2016
National Eligibility Test Qualified NET conducted by UGC, New Delhi (India)	2011
Best Paper Award Received Best Paper Award in AICTE sponsored National Seminar on <i>Management Education in India: History & Present Scenario.</i>	2012

PROFESSIONAL SERVICE

Member, Organizing Committee
International Conference of Research and Sustainable Business 2014, IIT Roorkee, 6-8 Mar, 2014

Peer-Reviewed Articles for:

- European Journal of Marketing
- Journal of Retailing and Consumer Services

LANGUAGES

English: Listening, Speaking, Reading, and Writing

Hindi: Native Language

COMPUTER SKILLS

One-year Diploma in *Computer Programming and System Designing* from School of Computer Education, B.H.E.L., Haridwar, Uttarakhand.

Software(s): SPSS; AMOS

PERSONAL DETAILS

Father: Mr. Surendra Kumar Kaushik

Wife: Mrs. Preeti Sharma

Date of birth: 28 June 1984

Hometown: Haridwar (Uttarakhand)

Mother: Mrs. Mithlesh Kaushik

Daughters: Saachi and Aashi Kaushik

Marital status: Married (2 dependent)

Nationality: Indian

REFERENCES

Dr. Zillur Rahman, (Supervisor, Ph.D.)
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Roorkee, Uttarakhand – 247667

Dr. Vinay Sharma, (Internal, SRC)
Associate Professor
Dept. of Management Studies, IIT Roorkee
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