

ASWATHY ASOKAN AJITHA

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[Google Scholar](#) [Scopus](#) [ResearchGate](#)

Aswathy Asokan Ajitha is currently working as an Assistant Professor at the Indian Institute of Management Amritsar. She completed her PhD jointly from the Indian Institute of Technology Madras, India, and Curtin University, Australia, in July 2020. She specialises in marketing, and her current work focuses on service encounters, technology interface encounters, service quality, customer experience, and customer well-being.

Academic Qualifications

Dec2020-Now **Assistant Professor, Indian Institute of Management Amritsar**

2016 – 2020 **PhD (Marketing), Joint Doctoral Programme at Indian Institute of Technology Madras, India and Curtin University, Australia.**

Title: Mediating role of task-related affective well-being in the influence of customer participation via self-service technologies on service outcomes.

2011 – 2013 **MBA (Marketing & Finance), Rajagiri Centre for Business Studies, India**

2006 – 2008 **Master of Science (Bioinformatics), Amrita University, India**

2002 – 2006 **Bachelor of Technology (Biotechnology and Biochemical Engineering), Kerala University, India**

Research Interests

- Services marketing (customer participation, customer experience, consumer well-being, luxury brands/services, service quality, cocreation intention)
- Consumer behaviour (information seeking, functions of attitude, cross-cultural differences, multicultural marketing, online impulse buying)
- Marketing Strategy (pay what you want pricing)

Teaching Interests

- Marketing research, Research methodology, Theory construction for marketing
- Marketing management, Services marketing, Digital marketing
- Transformative services research, Data-driven marketing, Cross-cultural interactions

Publications (Categories in ABDC - 5A, 3B, 3C).

1. Rejikumar, G., Jose, A., Sonia, M, Chacko, D., Aswathy, A.A. (2021) Towards a theory of well-being in digital sports viewing behaviour, *Journal of Services Marketing*. (ABDC ranking – A, Impact factor 2020 – 4.46, Citescore 2020 – 5.59) [Accepted]

2. Rejikumar, G., Kumar, V.G., Dinesh, S., Asokan, A. A. and Jose, A. (2021) Privacy Breach Perceptions and Litigation Intentions: An Evidence from Indian E-Commerce Customers, *IIMB Management Review*. (ABDC ranking – B, Impact factor 2018 – 1.07, Citescore 2020 – 2.9) [Accepted]
3. Rejikumar, G., Aswathy, A.-A., Jose, A. and Sonia, M. (2021). A collaborative application of design thinking and Taguchi approach in restaurant service design for food well-being, *Journal of Services Theory and Practice*. (ABDC ranking - A, Impact factor 2020 – 3.41, Citescore 2020 – 7.4)
4. Rejikumar, G., Aswathy, A.A., Jose, A. and Sonia, M. (2021). Strategic positioning of tourist destinations-analysing the role of perceived meaningfulness, *Journal of Hospitality and Tourism Management*. (ABDC ranking – A, Impact factor 2020 – 5.95, Citescore 2020 – 5.3)
5. Rejikumar, G., Asokan-Ajitha, A., Dinesh, S., & Jose, A. (2021). The role of cognitive complexity and risk aversion in online herd behaviour. *Electronic Commerce Research*. (ABDC ranking – A, Impact factor 2020 – 3.74)
6. Rejikumar, G. and Asokan, A.A. (2020). Role of Impulsiveness in Online Purchase Completions: An Empirical Study among Indian Customers, *Journal of Indian Business Research*. (ABDC ranking– C, Citescore 2018 – 1.08)
7. Asokan, A.A., Sharma, P., Kingshott, R.P., Maurya, U.K. and Kaur, A. (2019). Customer participation and service outcomes: Towards a conceptual framework. *Journal of Services Marketing*, 33(1), 16-30. (ABDC ranking – A, Impact factor 2018 – 2.421, Citescore 2018 – 3.65)
8. Rejikumar G., Aswathy Asokan Ajitha, Malavika S. Nair, Raja Sreedharan V. (2019). Healthcare service quality: A methodology for servicescape re-design using Taguchi approach. *The TQM Journal*, 31(4), 279-296. (ABDC ranking – B, Citescore 2018 – 2.51)
9. Geetha, M. and Asokan, A.A. (2019). Organ donation in India – A social marketing perspective. *International Journal of Nonprofit and Voluntary Sector Marketing*, 24(2), e1637. (ABDC ranking – B, Citescore 2018 – 0.89)
10. Rejikumar, G., Aswathy Asokan, A. and Sreedharan, V.R. (2020). Impact of data-driven decision-making in Lean Six Sigma: an empirical analysis. *Total Quality Management & Business Excellence*, 31(3-4), 279-296. (ABDC ranking – C, Citescore 2018 – 2.44)
11. Rejikumar, G. and Asokan, A.A. (2017). Information seeking behaviour causing satisfaction modification intentions: An empirical study to address emerging challenges in a service context. *Journal of Indian Business Research*, 9(4), 304-328. (ABDC ranking – C, Citescore 2018 – 1.08)

Manuscript Under Review/Revision (Categories in ABDC - 2A)

1. Work-from-home (WFH) during COVID-19 Pandemic – A netnographic investigation using

Twitter data, *Information Technology & People*. (ABDC ranking – A, Impact factor 2018 – 1.26, Citescore 2020 – 4.40) [First revision submitted]

2. Business customer experience in B2B2C service settings: A scale development, *Journal of Business and Industrial Marketing*. (ABDC ranking – A, Impact factor 2020 – 3.46, Citescore 2020 – 4.4) [First revision to be submitted]

Work in Progress

1. Mediating role of affective well-being in the influence of customer participation on service outcomes: An experimental approach, with Sharma, P., Kingshott, R.P. and Kaur, A.
2. A decision-making model for CSR strategy formulation: A two-tuple fuzzy logic approach, with Rejikumar, G.
3. Generic drugs: Towards sustainable healthcare ecosystems, with Rejikumar, G.
4. Pay what you want (PWYW) pricing: Towards an integrative conceptual framework, with Potdar, V., Sharma, P. and Kaur, K.
5. Customer expectation from luxury services: Towards a conceptual framework, with Daneshfar, Z. and Sharma, P.

Conferences (International – 5, National – 4)

1. Daneshfar, Z., Asokan-Ajitha, A., Sharma, P. and Kingshott, R.P., 2021. Organisational frontline participation – Towards an extended framework. In *ANZMAC 2021 Conference*, Nov 29 – Dec 1, 2021, Melbourne, Australia: ANZMAC. [Accepted]
2. Asokan-Ajitha, A. and Rejikumar, G. (2021). Strategy formulation for corporate social responsibility: Towards a decision-making model using fuzzy approach. In *AMA Summer Academic Conference*, Aug 4 – 6, 2021, Virtual: American Marketing Association.
3. Rejikumar, G. and Asokan-Ajitha, A. (2021). Business customer experience in B2B2C: A scale development. In *AMA Summer Academic Conference*, Aug 4 – 6, 2021, Virtual: American Marketing Association.
4. Asokan, A. A., Sharma, P. and Daneshfar, Z., 2020. Customer expectations from luxury services–Towards a conceptual framework. In *11th SERVSIG Conference*, Jul 9 – 12, 2020, Brisbane, Australia: Service SIG by American Marketing Association.
5. Asokan, A.A., Sharma, P., Kingshott, R.P. and Kaur, A., 2020. Is affective well-being important for self-service encounters? An empirical study considering the role of task complexity and knowledge. In *49th EMAC Annual Conference*, May 27 – 29, 2020, Budapest, Hungary: The European Marketing Academy.
6. Asokan, A.A., Sharma, P., Kingshott, R.P. and Kaur, A., 2020. Role of task-related affective well-being in customer participation. In *4th International Conference on Marketing, Technology, and Society*, Apr 17 – 19, 2020, Kozhikode, India: Indian Institute of Management Kozhikode.

7. Asokan, A.A., Sharma, P., Kingshott, R.P., Maurya, U.K. and Kaur, A., 2019. To do or not to do? Exploring the focal role of affective well-being in customer participation. In *AMA Summer Academic Conference*, Aug 9 – 11, 2019, Chicago, IL, USA: American Marketing Association.
8. Asokan, A.A., Sharma, P., Kingshott, R.P., Maurya, U.K. and Kaur, A., 2018. Mediating role of task-related affective well-being in the influence of customer participation on service outcomes. In *12th Great Lakes NASMEI International Marketing Conference*, Dec 20 – 21, 2018, Chennai, India: Great Lakes Institute of Management.
9. Daneshfar, Z., Asokan, A.A. and Sharma, P., 2018. The nature and determinants of customer expectations of luxury services. In *12th Great Lakes NASMEI International Marketing Conference*, Dec 20 – 21, 2018, Chennai, India: Great Lakes Institute of Management.
10. Asokan, A.A. and Edward, M., 2015. Intention to use social networking sites: A study with reference to Generation Y. In *International Conference on Current Trends of Management Research*, Nov 20, 2015, Ernakulam, India: Sree Narayana Gurukulam College of Engineering.

Project Handled

Title: “Kerala State Export Competitiveness” for Federation of Indian Exports Organisation

Role: Data Analyst

Duration: Oct 2015 – Jan 2016

The study was based on the application of measures of competitive performance and analysis of competitiveness issues. The study used export data of Kerala state for the last five years provided by the Directorate General of Commercial Intelligence and Statistics and foreign trade data of India and the world retrieved from the UN Comtrade (World Integrated Trade Solution) database. The analysis included compounded annual growth rates, revealed comparative advantage, sector-wise performance analyses, skill, technology content classification, etc., to portray the present status of Kerala’s exports. This study offered a new direction in formulating policies to achieve competitiveness and proposed actionable strategic initiatives to address the diagnosed lacunae in Kerala’s exports.

Workshops Conducted

1. A two-day workshop on “Soft-Skills” for MA Entrepreneurship students at Madras School of Social Work, Chennai, February 2020.
2. A two-day workshop on “Research Methodology and SPSS” for MBA students at Union Christian College, Ernakulam, March 2017.
3. A two-day workshop on “Basic Research Methodology” for research aspirants at the Institute of Quantitative Techniques and Research, August 2015.
4. A two-day workshop on “Data Analysis using SPSS” for PhD Scholars at School of Management Studies, Cochin University of Science and Technology, April 2015.

5. One- day workshop on “Structural Equation Modelling using AMOS” for Researchers and Faculty members at TKM Institute of Management, Kollam, March 2015.
6. Six-day workshop on “Advanced Excel on Business Decisions” for MBA students at FISAT Business School, March 2015.
7. Two-day National Workshop on “Structural Equation Modelling – Using Amos and PLS software” for Department of Commerce and Management, University of Calicut, January 2015.
8. Two-day Faculty Development Programme on “Training on the Basics of SPSS” for Department of Commerce at Naipunnya Institute of Management and Information Technology, Thrissur, November 2014.