

Dr. Vikas Kumar

Post-doctoral Fellow

Indian Institute of Management, Amritsar (Punjab)

Email: vikas.pdf01@iimamritsar.ac.in; vikaskumarpu@gmail.com

Contact No.: +91 97803-51895



Education Details

Ph.D.: *Guru Nanak Dev University, Amritsar, Punjab, India (2019)*

Thesis Topic: *"Farmers' Attitude towards Solar Energy Products: A Study of Rural Punjab"*

Supervisor: **Dr. Bikramjit Singh Hundal**, Professor, University Business School, Guru Nanak Dev University, Amritsar, Punjab, India

UGC (NET): Qualified University Grants Commission National Eligibility Test in (Management)

MBA: (Marketing, Retail, and Operations Mgt) UIAMS, Panjab University, Chandigarh, India (2011)

Major Projects: *"Increase walk-in at the store of Tanishq,"* Mohali, Punjab, India

"Retail Store Operations at Reliance Retail Ltd," Chandigarh, India

B.A: D. M. College, Moga, Panjab University, Chandigarh, India (2008)

Research Interests

Solar Energy, Sustainable Development, Marketing Management, and Services Marketing

International Peer-Reviewed Journal Publications:

1. Kaur, K., **Vikas Kumar**, Syan, A. S., Parmar, Y. (2021) Role of green advertisement authenticity in determining customers' pro-environmental behavior, *Business and Society Review*, <https://doi.org/10.1111/basr.12232>. (UGC care, SCOPUS, and ABDC listed)
2. **Vikas Kumar.**, Syan, A., & Kaur, K. (2020). "A structural equation modeling analysis of factors driving customer purchase intention towards solar water heater, *Smart and Sustainable Built Environment*, Emerald Publication, DOI: SASBE-05-2020-0069 (EBSCO, ABDC, Scopus, UGC care listed)
3. **Vikas Kumar.**, Syan, A.S., Kaur, A. and Hundal, B.S. (2020), "Determinants of farmers' decision to adopt solar-powered pumps," *International Journal of Energy Sector Management*, Vol. 14 No. 4, pp. 707-727. <https://doi.org/10.1108/IJESM-04-2019-0022> (EBSCO, ABDC, SCOPUS and UGC care)
4. **Vikas Kumar.**, Hundal, B. S., & Syan, A. (2020). "Factors affecting customers' attitude towards solar energy products" *International Journal of Business Innovation and Research*, Inderscience Publication. Vol.21 No.2, pp.271 - 293, DOI: 10.1504/IJBIR.2020.104819 (SCOPUS and UGC care listed) ISSN: 1751-0260
5. **Vikas Kumar.**, Hundal, B. S., & Kaur, K. (2019). "Factor affecting consumer buying behaviour of solar water pumping system, *Smart and Sustainable Built Environment*, Emerald Publication, 8 (4), 351-364. ISSN: 2046-6099, <https://doi.org/10.1108/SASBE-10-2018-0052> (EBSCO, ABDC, Scopus, UGC care listed)
6. **Vikas Kumar.**, & Hundal, B. S. (2019). "Evaluating the service quality of solar product companies using SERVQUAL model" *International Journal of Energy Sector Management*, Emerald Publication, England, 13 (3) pp-670-693. <https://doi.org/10.1108/IJESM-07-2017-0007> (EBSCO, ABDC, Scopus and UGC care) ISBN-17506220
7. Syan, A., **Vikas Kumar.**, Sandhu, V. & Hundal, B. S. (2019). "Empirical analysis of farmers' intention to adopt sustainable agricultural practices" *Asia-Pacific Journal of Management Research and Innovation*, Sage Publication, Vol 15, Issue (1-2) pp 39-52. <https://doi.org/10.1177/2319510X19848857> (UGC listed)
8. **Vikas Kumar.**, Hundal, B. S., & Kaur, K. (2019) "Exploring the service quality determinants of solar product dealers," *Asia-Pacific Journal of Management Research and Innovation*, Sage Publication, Vol 15, Issue (1-2) pp 27-38. <https://doi.org/10.1177/2319510X19829339> (UGC listed)

9. Hundal, S. K., & **Vikas Kumar.** (2017). "Customer relationship management-a study of public & private hospitals in punjab" *Pacific Business Review International*, Vol 9, Issue 8, 19-30, ISSN 0974-438x (Web of Science and UGC care listed)
10. **Vikas Kumar.,** & Hundal, B. S. (2015) "Customer perception towards celebrity endorsement," *Pacific Business Review International*, Vol 8, Issue 5, 46-53 (Web of Science and UGC care listed)
11. Hundal, B.S., & **Vikas Kumar.,** (2015). "Consumer perception towards green products: a factor analytic approach" *Pacific Business Review International*, Vol 7, Issue 10, 1-7, April 2015 (Web of Science and UGC care listed)
12. Hundal, B.S., & **Vikas Kumar.,** (2015). "Assessing the service quality of northern railway by using SERVQUAL Model" *Pacific Business Review International*, Vol 8, Issue 2, 82-88 (Web of Science and UGC care listed)

Book Publication:

1. **Vikas Kumar** (2019) "Farmers' Attitude towards Solar Energy Products," book published by LAP Lambert Academic Publishing Co. Saarbrucken, Germany ISBN- 978-620-0-00138-2

Research paper publication in Edited Book:

1. **Vikas Kumar,** Chandra, V., & Sharma, L.K (2020) Consumer Preference towards Eco-Friendly Products: A Study of University Students. *The Psychology of Marketing*, Asian Press Books, Kolkata pp. 100-106. ISBN: 978-93-90238-59-0
2. **Vikas Kumar.,** Kaur., & Syan, A. (2020), "Prospects and challenges of solar energy in India, innovation corporate practices and challenges, Vol. 2 pp 153-169. Edu Boulevard Private Limited, New Delhi ISBN 978-81-8412-241-1
3. **Vikas Kumar.,** & Syan, A. (2018). "Consumer decision making of solar water heaters: an empirical analysis," Edited book on Dimensions of Consumer Decision-Making, pp 1-19. Excel India Publication, ISBN E-789388237314.

Publications in Conference Proceedings:

1. **Vikas Kumar.,** Hundal, B. S., & Kaur, A. (2021), A Study to Explore Farmers' Awareness Level of Solar Energy Products with Reference to Punjab State, *Contemporary Issues in Punjab Economy-A Roadmap Ahead*, Vol 2, Kalpaz Publication ISBN: 9789353246143.
2. **Vikas Kumar.,** & Syan, A. (2018). "An Empirical Study on Gender Perception towards Solar Energy Products" *4th International Multi-Track Conference on Sciences, Engineering & Technical Innovations*, held on October 5-6, 2018 pp- 285-289, ISBN: 978-81-929077-9-6
3. **Vikas Kumar.,** & Hundal, B. S. (2014) "Impact of Celebrity Endorsement on Consumer Buying Behaviour: A factor analytic approach" published in ICMI 3rd International Conference proceeding on Management innovations. McGraw Hill Education (India) Private Limited, New Delhi, pp 478-487. ISBN (13) 978-93-392-0324-5.

International and National Conferences attended, and paper presented:

1. Presented article titled "Green Marketing Initiatives: A Selected Strategic Study of Corporate" at National Workshop cum Conference Organised by Global institutes, Amritsar held on September 16-18, 2013
2. Presented article titled "Factor Influencing Consumer online Buying Behaviour and Attitude" during National Conference on Emerging Trends in Computer Science and its Applications in 21st century sponsored by PTU at Swami Satyanand College of Management and Technology, Amritsar held on 10th -11th Jan 2014
3. Presented article titled "Opportunities and Challenges under Green Marketing" during the International Conference on Contemporary Issues in Leadership and Management organized by P.G. Department of Commerce and Management, H.M.V. College, Jalandhar, Punjab held on January 17-18, 2014
4. Presented article titled "Impact of Celebrity Endorsement on Consumer Buying Behaviour: A Factor Analytic Approach" during ICMI 3rd International Conference on Management Innovations

- organized by Faculty of Management Study, Gurukul Kangari University, Haridwar, Uttarakhand held on 10-12th February 2014
5. Presented article titled "Consumer Perception towards Environment-Friendly Product: A Factor Analytic Approach" during UGC sponsored National Seminar on Economic Reforms and Social Sector Development: Agenda for Inclusive Growth" organized by Punjab School of Economics, Guru Nanak Dev University, Amritsar, Punjab held on March 14-15, 2014
 6. Presented article titled "Feminine Leadership- a Platform for Woman Empowerment" at Regional Seminar in association with National Commission for Woman, New Delhi at Punjab School of Economics, Guru Nanak Dev University, Amritsar, Punjab held on February 28- March 01, 2014
 7. Presented article titled "Dimensions and Challenges of Sustainable Development: An Environmental Perspective" on UGC funded National Seminar on "Socio-Economic Impact of Green Economy and Sustainable Development" held at Department of Economics, GGSDS College Chandigarh on February 12, 2015
 8. Presented article titled "Prospects and Challenges of Agro-Processing Industries in Punjab" during the 5th International Conference on "Poverty Alleviation and Rural Development: Agenda for Sustainable Economic Development" held on February 25, 2015, at Cordial Group Educational Institutes, Sanghol, Punjab, India
 9. Presented article titled "Issues and Challenges under Sustainable Development: An Environmental Perspective" during ICSSR North-West Region Sponsored one-day Seminar on "Contemporary Business and Economic Opportunities in North-Western Region – Issues and Challenges" held on March 06, 2015, at Shri Mata Vaishno Devi University organized by School of Business, Faculty of Management., Katra, Jammu.
 10. Presented article titled "E-Tourism: Affected or Affecting Tourist Attitude" during (UGC SAP-DRS-II) Sponsored one day National Conference on "Integrated Strategies for Marketing Tourism and Allied Services" held on 24th, March 2015 at The Business School, University of Jammu, Jammu
 11. Presented article titled "A Study of Factors Responsible for Consumer's Online Buying Behaviour" during International Multi-Stream Conference on "Technology & Life" organized by CKD Institute of Management & Technology, Tarn Taran on November 08, 2015
 12. Presented article titled "Farmer's perception towards service quality of solar product companies: a study of rural Punjab" during UGC National Seminar on "Agricultural and Rural Diversification in Punjab" held on Feb 17-18, 2017 at Punjab School of Economics, Guru Nanak Dev University, Amritsar, Punjab, India
 13. Presented article titled "Factor affecting consumer online purchasing decision: a study of E-Marketing" during National Seminar on Computer-Based Accountancy held on March 24, 2017, at Shahzada Nand College, affiliated to Guru Nanak Dev University, Amritsar, Punjab, India
 14. Presented article titled "Gender perception towards solar energy products in Punjab: an empirical study" during UGC SAP Sponsored National seminar on "Sustainable Development" held on March 27, 2017, at University Business School, Guru Nanak Dev University, Amritsar, Punjab, India.
 15. Presented article titled "Evaluating the Service quality of Solar Submersible Pumps in Punjab using the SERVQUAL Model" in "International Seminar on Human Resource Management and Development in the Digital Age" during 23-24 June 2017 at North-Eastern Hill University, Tura Campus, Meghalaya
 16. Presented article titled "Farmers' perception towards solar energy products" during UGC SAP Sponsored 2nd National Seminar on "Social Responsibility in Practice with reference to Business in India," held on March 21, 2018, at University Business School, Guru Nanak Dev University, Amritsar, Punjab, India.
 17. Presented article titled "Women entrepreneurship: selected case studies in India" during UGC SAP Sponsored 2nd National Seminar on "Social Responsibility in Practice with reference to Business in

India" held on March 21, 2018, at University Business School, Guru Nanak Dev University, Amritsar, Punjab, India.

18. Presented article titled "An Empirical Study on Gender Perception towards Solar Energy Products" 4th International Multi-Track Conference on Sciences, Engineering & Technical Innovations, Organized by CT Institute of Engineering and Management & Technology, Jalandhar (Punjab) held on October 5-6, 2018
19. Presented article titled "Factor influencing farmer's intention to purchase solar water pumping systems" during UGC National Seminar under SAP on "Transforming Punjab Economy through Rural Agricultural Diversification" held on March 1-2, 2019 at Punjab School of Economics, Guru Nanak Dev University, Amritsar, Punjab, India
20. Presented article titled "A study to explore farmers' awareness level of solar energy products with reference to Punjab state" during UGC National Seminar under SAP on "Contemporary Issues in Punjab Economy-A Roadmap Ahead" held on February 21-22, 2020 at Punjab School of Economics, Guru Nanak Dev University, Amritsar, Punjab, India
21. Participated in the international webinar on the theme of "Valuing Our Communities and Cities to Celebrate the World Cities Day 2020" Organised by Centre for Sustainable Habitat, Guru Nanak Dev University, Amritsar (Punjab) on 29.10.2020.
22. Presented article titled "Solar Energy: Challenges, Potential, and Future Prospects" during International Conference organized by Mittal School of Business, Lovely Professional University held on December 19, 2020.
23. Participated in the webinar on 'Sustainable Urban Environment in the Post-COVID World with focus on Ecosystem Restoration' Organised by Centre for Sustainable Habitat and UGC-HRDC, Guru Nanak Dev University, Amritsar (Punjab) on June 05, 2021.

Short Term Courses Attended:

1. Attended a one day workshop on "Data Dissemination Workshop" Organised by Directorate of Census Operations, Punjab, At Guru Nanak Dev University, Amritsar, on March 06, 2014
2. Attended seven days' workshop on "Basic Research Methodology and Research Ethics" at Academics Staff College, Guru Nanak Dev University, Amritsar, Punjab, organized by UGC from 06-08-2014 to 12-08-2014
3. Attended seven days' workshop on "Advanced Research Methodology, Statistics, and Patents" at Academics Staff College, Guru Nanak Dev University, Amritsar, Punjab, organized by UGC from 23-09-2014 to 29-09-2014
4. Attended seven days' workshop on "Research Methodology for Ph.D./Post-Doctoral Scholars/Teaching Faculty" at UGC - Human Resource Development Centre, Guru Nanak Dev University, Amritsar, Punjab, from 15-10-2015 to 21-10-2015
5. Attended seven days' short term course/workshop on "E-Learning Technologies for effective Teaching and Research for Ph.D./Post-Doctoral Scholars/Teaching Faculty" at UGC - Human Resource Development Centre, Guru Nanak Dev University, Amritsar, Punjab, from 17-08-2016 to 23-08-2016
6. Attended three days' short term course/workshop in "Business Management" at UGC - Human Resource Development Centre, Guru Nanak Dev University, Amritsar, Punjab, from 14-03-2017 to 16-03-2017
7. Attended seven days' Faculty Development Programme/workshop on "Research Methods for Data Analysis for Engineers and Researchers" at Punjab Institute of Technical Teachers Training & Research (PITTTR), IK Gujral Punjab Technical University, Jalandhar, Punjab, India from 22-04-2017 to 28-04-2017
8. Attended two weeks interdisciplinary national workshop on "Quantitative Methods in Social Sciences" at Teaching Learning Centre, Central University Punjab, Bathinda Sponsored by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme, Ministry of Human Resource Management, Government of India from 27-05-2019 to 07-05-2019
9. Attended Seven days National Workshop on "Qualitative Research: Application for Teachers" organized by UGC-Human Resource Development Centre, Panjab University, Chandigarh Sponsored

by Centre for Academic Leadership & Education Management (CALEM), under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme, Ministry of Human Resource Management, Government of India from 14-06-2019 to 20-06-2019

Professional Experience

- **Assistant Professor**, Lovely Professional University, Phagwara, Punjab, India (Sept 2020 to June 07, 2021)
- **Assistant Professor**, University Business School, Guru Nanak Dev University, Amritsar, Punjab, India (Sept 2018 to April 2020)
- **Research Scholar**, University Business School, Guru Nanak Dev University, Amritsar, Punjab, India (August 16, 2013 – August 06, 2018)
- **Assistant Manager**, Axis Bank Limited, Amritsar, Punjab, India (June 2011 – June 2012)

Activities & Honours

- Got first prize in poster making (fine arts) in Panjab University youth festival (2007)
- Got second prize in poster making (fine arts) in Panjab University youth festival (2006)

Extra-Curricular Activities

1. Member, Organizing Committee of PRAZNIK Fest of UIAMS, Punjab University, Chandigarh
2. Member, Organizing Committee of one week "Physical activity Program" for Ph.D. fellows held on March 01, 2017, to March 07, 2017, at Guru Nanak Dev University, Amritsar, Punjab, India
3. Member, Organizing Committee of one week "Physical activity Program" for Ph.D. fellows held on September 11, 2017, to September 17, 2017, organized by Department of Psychology & Physical Education at Guru Nanak Dev University, Amritsar, Punjab, India

Software Skills

- SPSS, AMOS, and Plsmart software (Social Science Data Analysis Software)
- Finacle 10, Finware, Flexecube (Banking Software)
- Operating System: Windows
- Basics of the computer

UG/PG Courses Taught

- **At PG Level:** Marketing Management, Services Marketing, Customer Relationship Management, Managerial Economics, Entrepreneurship Development and MSME's, Case Study in Marketing, and Contemporary Issues in Marketing Management
- **At PG Level:** Fundamentals of Marketing Management; Entrepreneurship Development; Fundamentals of Promotion management.

Reviewer of the journals

- Journal of Indian Business Research, Emerald Publication, England
- Business and Society Review, Wiley Publication
- Sustainable Energy Technologies and Assessments, Elsevier Publication, Amsterdam
- Solar Energy, Elsevier Publication, Amsterdam, The Netherlands
- International Journal of Energy Sector Management, Emerald Publication, England
- International Journal of Renewable Energy Research (IJRER), Inderscience Publication, UK
- Journal of Entrepreneurship and Business Innovation (JEBI), Macrothink Institute, USA
- Global Journal of Management and Business Research, Framingham, USA