

Dr. Vikas Kumar

Post-doctoral Fellow

Indian Institute of Management, Amritsar (Punjab) INDIA

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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)

D.C.A: Diploma in computer applications, F.C.E, New Delhi.

Research Interests

Marketing Management, Sustainable Development, Solar Energy, and Consumer Decision Making

International Peer-Reviewed Journal Publications

1. **Vikas, Kumar**, and Kaushik, A.K. (2022). Solar rooftop adoption among Indian households: a structural equation modeling analysis, *Journal of Social Marketing*, Vol. 12 No. 4, pp. 513-533. (CABS (1), ABDC (B) and SCOPUS).
2. **Vikas, Kumar**, Kaushik, A.K. and Singh, G. (2022) Modeling the Indian households' intention to adopt the solar net metering system, *Built Environment Project and Asset Management*, Vol. 12 No. 6, pp. 956-972 (ABDC (B) and SCOPUS).
3. Kaur, A., **Vikas Kumar**, and Kaur, P. (2022) Examining the impact of COVID-19 pandemic on international migrants' repatriation intention using structural equation modeling, *International Journal of Social Economics*, <https://doi.org/10.1108/IJSE-04-2022-0233>. (CABS (1), ABDC (B) and SCOPUS).
4. Kaur, A., **Vikas Kumar**, Sindhvani, R., Singh, P.L. and Behl, A. (2022) Public debt sustainability: a bibliometric co-citation visualization analysis, *International Journal of Emerging Markets*, <https://doi.org/10.1108/IJOEM-04-2022-0724>. (CABS (1), ABDC (B) and SCOPUS)
5. 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*, Vol. 126 No. 2, pp. 135-154 (ABDC (C) and SCOPUS).

Under Review Publications

1. Customers' intention toward electric vehicles in India and Australia: A cross-cultural perspective, *Journal of Consumer Marketing*, (CABS (1), ABDC (A) and SCOPUS).
2. Environmental Concern, Government Initiatives, and young Consumers' Intentions to Adopt Solar Technologies: Application of the Theory of Planned Behavior, *Social Marketing Quarterly* (CABS (1), ABDC (B) and SCOPUS).
3. Investigating the impact of online brand-based communities on customer engagement and brand loyalty, *Journal of Global Marketing*, (CABS (1), ABDC (B) and SCOPUS).
4. Vegetable and fruit growers' intention to use biopesticides in India: application of TPB and HBM models, *Journal of Environmental Planning and Management* (Taylor & Francis, ABDC: (B) and SCOPUS).

Book Publication

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

International and National Conferences attended, and paper presented

1. Presented article titles “Predicting the impact of environmental consciousness, perceived consumer effectiveness, and government initiatives on customers’ intentions to adopt the solar net metering system in India” at the International Conference on 'Shaping the Future of Management Education for Sustainable Emerging Economies' (SFME 2022) Conference held on 20-22nd November, 2022 at **DoMS, Indian Institute of Technology (IITR), Roorkee.**
2. Presented article titles “Environmental Concerns, Government Initiatives, and Young Consumers’ Intentions to Adopt Solar Technologies: Application of the Theory of Planned Behavior” at the 2nd Pritam Singh Memorial (PRISM) conference held on 17th November to 19th, 2022 at the **Indian Institute of Management (IIM), Nagpur.**
3. Presented article titled “Examining Push-Pull Mooring framework to understand Customers’ Switching Intentions towards Solar Rooftop Panels in India” at 1st International Conference on Management of MSMEs on January 22, 2022 at the **Indian Institute of Management (IIM), Amritsar.**
4. Presented article titled “Modeling Consumer Intention for Adopting Solar Net Metering System to Support Sustainable Development Goal (SDG7)” at the Environmental Social & Governance for Sustainability Conference on the 29th October 2021 at **The Victoria University Business School, Australia.**
5. Presented article titled “Applying diffusion of innovation theory to examine Indian households’ intention to adopt solar rooftops” in the First Virtual International Conference on Sustainable Finance, Economics & Accounting in the Pre- and Post- Pandemic Era on 31 July 2021 at the **Indian Institute of Management (IIMJ), Jammu.**

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 "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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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

- **Post-doctoral Fellow**, Indian Institute of Management, Amritsar (Punjab) India (July 2021- till now).
- **Assistant Professor**, Lovely Professional University, Phagwara, Punjab (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 & Honors

- Selected for Post-doctoral fellowship at Indian Institute of Management (IIM), Amritsar
- Selected for Post-doctoral fellowship at Indian Institute of Technology (IITK), Kanpur
- Got first prize in poster making (fine arts) in all over Panjab University youth festival (2007)
- Got second prize in poster making (fine arts) in all over Panjab University youth festival (2006)

Others

- Co-chaired a session in the “First Virtual International Conference on Sustainable Finance, Economics & Accounting in the Pre- and Post- Pandemic Era” on 30 July 2021 at the *Indian Institute of Management, Jammu*
- Chaired a session in the “1st International Conference on Management of MSMEs on January 23, 2022 at the *Indian Institute of Management, Amritsar*.

Software Skills

- SmartPLS
- SPSS and AMOS (Social Science Data Analysis Software)
- Finacle 10, Finware, Flexcube (Banking Software)

Professional Services

Referee Services

- Journal of Public Affairs: An international Journal, Wiley Publication.
- Journal of Global Marketing, Taylor & Francis.
- International Journal of Emerging Markets, Emerald Publication.
- Journal of Risk and Financial Management, MDPI publisher
- Journal of Indian Business Research, Emerald Publication
- Business and Society Review, Wiley Publication
- Solar Energy, Elsevier Publication

References

- **Dr. Arun Kumar Kaushik, (PDF. Supervisor)**, Assistant Professor, Indian Institute of Management, Amritsar, Email: arun.kaushik@iimamritsar.ac.in
- **Dr. Bikramjit Singh Hundal, (Ph.D. Supervisor)**, Professor, University Business School, Guru Nanak Dev University, Amritsar, Punjab, India, Email: bikramhundal@rediffmail.com