



Name: Dr. Vivek Kumar Verma

Designation: Assistant Professor in Management

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Biographical Sketch

Dr. Vivek K. Verma is an assistant professor in the Department of Commerce and Management at the St. Xavier's University, Kolkata. He completed his Ph.D. at IIT (ISM) Dhanbad and his MBA from UPTU, Lucknow. His research interest area is marketing with a special focus on sustainable consumer behavior and marketing research. He has published several research papers in reputed high impact journals and also presented various research papers on sustainable consumer behavior in the service industry such as hospitality and tourism in various national and international conferences. He also serves as a reviewer of some reputed journals published by Elsevier, Wiley, Taylor & Francis, Springer, Emerald, etc.

Areas of Specialisation and Research

His areas of specialization are Marketing Management, Consumer behavior, Business research methods, Business ethics, and Sustainable consumer behavior. His research interests include Sustainable consumer behavior, Organic food choice behavior, Environmental conservation behavior, and Brand selection behavior, etc.

Teaching Experience

He has around 2 years of working experience in the hospitality industry with brands like Radisson, Hyatt Regency, etc.

Publications

- (2019). Verma, V. K., Chandra, B., & Kumar, S., “**Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention**”. Journal of Business Research, 96 (March), 206-216, ISSN: 0148-2963. Indexing in SSCI, ABDC Journal Quality List – A, (Impact Factor: 4.874), DOI: <https://doi.org/10.1016/j.jbusres.2018.11.021>
- (2018). Verma, V. K., & Chandra, B. “**An application of the theory of planned behavior to predict young Indian consumers' green hotel visit intention**”. Journal of Cleaner Production, 172, 1152-1162, ISSN 0959-6526. ABDC Journal Quality List – A, (Impact Factor: 7.246), DOI: <https://doi.org/10.1016/j.jcle-pro.2017.10.047>
- (2018). Verma, V. K., & Chandra, B., “**Sustainability and customers' hotel choice behavior: a choice-based conjoint analysis approach**”. Environment, Development, and Sustainability, 20(3), 1347-1363, ISSN: 1573-2975, (SCIE), Scopus, (Impact Factor: 2.191), DOI: <https://doi.org/10.1007/s10668-017-9944-6>

- (2018). Verma, V. K., & Chandra, B., “**Intention to implement green hotel practices: evidence from Indian hotel industry**”. International Journal of Management Practice, 11(1), 24-41. SCOPUS indexed, (ISSN online: 1741-8143, (Impact Factor: 0.8), DOI: <https://doi.org/10.1504/IJMP.2018.10008645>)
- (2016). Verma, V.K. & Chandra, B., “**Hotel Guest’s Perception and Choice Dynamics for Green Hotel Attribute: A Mix Method Approach**”, Indian Journal of Science and Technology, 9(5), 1-9, ISSN: 0974-5645, (Impact Factor: 0.2), DOI: <https://doi.org/10.17485/ijst/2016/v9i5/77601>

Conferences (International)

- (2016). Verma, V.K. & Chandra, B., “**Strategic information and communication technology initiatives in the hospitality industry to gain a sustainable competitive advantage: A framework for evaluating the response lag perspective**”, 3rd International Conference on Recent Advances in Information Technology (RAIT), IIT(ISM) Dhanbad, held in March 2016. [*SCOPUS Indexed*].
- (2017). Verma, V.K., Chandra, B., & Kumar, “**An application of the theory of planned behavior to predict young consumers green product purchase**”, at 11th ISDSI International conference held at the Indian Institute of Management, Tiruchirappalli, on December 27-30, 2017.