

**Name: Dr. Anupriya Kaur**

**Designation:** Associate Professor

**Department:** Humanities and Social Sciences

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## **Education**

Ph.D; MBA (Gold Medalist), UGC- NET

## **EXPERIENCE**

Worked in the Industry around four years and about twenty years of teaching to post graduate and graduate students.

**COURSES TAUGHT (Recent):** Project management, Entrepreneurship Development, Presentation and Communication skills, Internet marketing, Consumer behavior and Research Methods, Service design and marketing, Social and legal issues.

## **Interest Area(s)**

Service Marketing, Consumer Behavior, Internet marketing

## **ADMINISTRATIVE RESPONSIBILITIES**

1. Head- Department of Humanities and Social Sciences ( Jan 2017 to date)
2. Member secretary- HoD Committee
3. Chairperson-Grievance Redressal Committee
4. Chairperson- Committee for Need for Differently Abled Persons
5. Chairperson – Department level Committee- HSS
6. Chairperson – UGC CARE Committee (JUIT)
7. Chairperson- Community Club JUIT
8. Chairperson- Sexual Harassment Committee (2016,2017,2018)
9. Chairperson- Gender champion club –JUIT

10. Chairperson- Board of Studies, HSS
11. Member- Gsuite committee
12. Member -Covid Committee
13. Member- Research – Advisory and project monitoring Committee
14. Member sub committee- University Anti-Ragging Committee
15. Member – Equal Oppurtunity Committee
16. Member- University Anti-Ragging Committee
17. Art Club Coordinator – JUIT ( 2years)

### **ADDITIONAL INSTITUTE SPECIFIC ACTIVITIES**

1. Chief Coordinator (2019) – Course structure and Syllabus Compilation (JUIT)
2. Chief coordinator (2019- Survey and Report on Mid Day meal scheme for Department of Higher education, Shimla Himachal Government
3. Coordinator (2020)- Research and report on Spanish Flu (UGC Compliance)
4. Resource person (2020) –NEP policy presentation and discussion
5. Resource person (2020)- Framework for Implementation report on NEP (JUIT)
6. Chief convener(2018)- Gandhi Jayanti celebration (HSS)
7. Co-organizer – Diksha (2017)

### **RESEARCH**

#### **REVIEWER**

1. Asia Pacific Journal of Marketing and Logistics (Emerald publishing House)
2. Contemporary Management Research (AITSR)
3. Educational research (Hong Kong Educational Research Association)
4. International Research Journal of Management and Business Studies (International Research Journals)
5. Amity Journal of Management Research

### **Ph.D SUPERVISION**

Ph.D supervisor: Abhilasha Chauhan (Department of Humanities and Social Sciences -JUIT)  
Title - Destination Image: Measurement, Analysis and Implications

Preeti Thakur (Department of Humanities and Social Sciences -JUIT)  
Title – Digital Consumer In Tier 2 Cities Of North India- Analysing And Discerning Online Behaviour

Amit Kumar (Department of Humanities and Social Sciences -JUIT)  
Title –Complaint Management (ongoing)

Pragya Thakur (Department of Humanities and Social Sciences -JUIT)  
Title –Online Marketing (ongoing)

## Work citation in Handbook

1. **Handbook of Research on Consumerism and Buying Behavior in Developing Nations**  
edited by Gbadamosi, Ayantunji

2. **Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications**  
edited by Management Association, Information Resources

3. **Transcultural Marketing for Incremental and Radical Innovation**  
edited by Christiansen, Bryan

4. **Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations**  
edited by Haryanto, Jony, Moutinho, Luiz

## PUBLICATIONS

Citations	204
h-index	6
i10-index	4

## International Journals

S.No	Publication title	Journal	Publisher & Indexing	Citation
<b>SSCI/ESCI/SCOPUS/ABDC Ranking</b>				

1	Kaur, A. & Thakur, P (2019) Determinants of Tier 2 Indian Consumer's Online Shopping Attitude: A SEM Approach	Asia Pacific Journal of Marketing and Logistics	Emerald Publishing SSCI, Scopus Indexed Ranked 'A' ABDC Ranking	8
2	Thakur, P. and Kaur, A. (2020), "Using Correspondence Analysis to Map Online Purchase Criteria of Different Product Categories",	International Journal of Electronic Commerce Studies.	Scopus, UGC CARE	
3	Kaur, A. & Thakur, P (2018) Online shopping Attitude of Indian Tier 2 Consumers : Some Qualitative Insights	International Journal of Online Marketing, Volume 9, Issue 2.	IGI Global Web of Science Emerging Sources Citation Index (ESCI)	5
4	Complaint Management- Review And Additional Insights (2020)	International Journal of Scientific & Technology Research  Volume 9- Issue 2, February 2020	Scopus	
5	Kaur, A., Chauhan, A., & Medury, Y. (2016). Destination image of Indian tourism destinations: An evaluation using correspondence analysis.	Asia Pacific Journal of Marketing and Logistics, 28(3), 499-524.	Emerald Publishing SSCI, Scopus Indexed Ranked 'A' ABDC Ranking  Cabell's Directory etc.	43
6	Chauhan, A., Kaur, A., & Medury, Y. (2014). Information sources and perceived destination image: Insights from an empirical	International Journal of Tourism Policy, 5(4), 327-349	Inderscience Publishers  Scopus Indexed Ranked 'C' ABDC Ranking	12

	study in India.			
7	Kaur, A. and Medury, Y. Impact of the internet on teenagers' influence on family purchases. (2011).	Young Consumers: Insight and Ideas for Responsible Marketers, Vol. 12 No: 1, pp.27 – 38.	Emerald Publishing  Scopus Indexed Ranked 'B' ABDC Ranking	81
8	Khan, A.N., Kaur, A., Khar, R.K., Khanam, S. (2015) Medicine Prescribing Preference and Patient Adherence: Perspectives of Indian Medical Practitioners	Journal of Young Pharmacists, 7(4), 446.	Scopus Indexed	2
9	Kaur, A., Kaushal, M., Sisodia, J. and Chopra, S. Future Technocrats Perception on Dissemination of Technology.(2013)	Pertanika Journal of Social Sciences & Humanities. 21 (1): 361 – 372.	Pertanika journals (UPM)  Scopus Indexed	
10	Kaur, A.,Mittal, N. and Agarwal, S (2013). Financial Literacy of New Job Entrants.(2013)	Pertanika Journal of Social Sciences & Humanities. 21 (2): 725 - 736	Pertanika journals (UPM)  Scopus Indexed	2
11	Kaur,A., Goel.,N. & Vaidya., M. Indian Youth Inclination towards Unethical Practices in the use of Information and Communication Technology. (2012)	Pertanika Journal of Social Sciences & Humanities. 20 (4), 1311 – 1326.	Pertanika journals (UPM)  Scopus Indexed	
12.	Kaur, A. and Medury, Y. SEM Approach to Teen Influence in Family Decision Making. (2013).	Contemporary Management Research. Vol. 9, No. 3, pp. 323-342.  <i>*Earlier presented in an international conference</i>	AITSR Scopus (on journal site) EBSCO host, ProQuest ABI/INFORM, Ulrich's periodicals directory and Cabell's Directory	26
13.	Kaur, A. and Medury, Y. Impact of familial characteristics on Indian children's influence in FDM. (2011)	International Journal of Indian Culture and Business Management. Vol 4, No 1, pp. 104 - 122.	Inderscience Publishers  Web of Science Emerging Sources Citation Index (ESCI)  Ranked 'C' ABDC Ranking	7

<b>PEER REVIEWED</b>				
1	Kaur, A., Chauhan, A., & Medury, Y. (2016). Destination image: scale validation and measurement invariance analysis.	International Journal of Leisure and Tourism Marketing, 5(1), 4-25.	Inderscience Publishers UGC Academic OneFile (Gale) Asian Digital Library	1
2	Thakur, P. and Kaur, A. (2019), "Tier 2 Consumers' Online Segmentation- Insights from an Empirical Study in India,"	ELK's International Journal of Marketing and Retailing, Vol. 10 No.1, pp. 74-95.-	UGC CARE	
3	Thakur, P. & Kaur, A. "Online Consumer Attitude Formation and Change", . (2017).	International Journal of Science Technology and Management, Vol.06, Issue 01, pp.150-157, (ISSN:2394-1529)	Cabell's Directory Google scholar Ebsco	
4	Chauhan A., Kaur A. and Medury Y. (2016). Measuring the impact of socio-demographic variables for propensity of WOM and E-WOM: A study on selective destinations in India,	International Journal of Knowledge and Research Management & E-commerce Vol 5, No 4 (2015)	Google scholar	
5	Chauhan, A., Kaur, A. and Medury, Y. Evaluating Domestic Tourists' Importance for Information Sources across Selected Destinations in India. (2014)	The international Journal of Business & management. ISSN 2321 –8916	Prerequisite	
6	Bansal, A., Kaur, A., and Aggarwal, A. (2014) Big data explosion: insight for new age managers	International Journal of Scientific & Engineering Research, Volume	Google scholar Ebsco	Cited by 2

		5, Issue 5, May-2014 ISSN 2229-5518		
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#### International conferences (outside India)

S.no	Publication Title	Conference	Citation
1.	Kaur, A. and Medury, Y. (2012). SEM approach to teen influence in family decision making	ICMS 2012, Bangkok, Thailand. International Conference on Marketing Studies, (17-19 august) 2012, Bangkok, <b>Thailand.</b>	
2.	Kaur, A. and Medury, Y. (2010). Children's influence on family purchases: some new insights.	Global Marketing Conference, Tokyo, Japan September 2010. GMC, <b>Japan.</b> pp-172-184	cited by 3
3.	Kaur, A. and Medury, Y. (2010). Traditional and contemporary influences on consumer socialization: results from an exploratory in India	Global Marketing Conference, Tokyo, Japan September 2010. GMC, <b>Japan.</b> (pp. 2383-2395).	cited by 3
4.	Kaur, A. and Medury, Y. (2009). Shopping as a major influence on consumer socialization among urban Indian adolescents	3rd Asia Pacific Marketing Conference, December 2009, Universiti Malaysia Sarawak, <b>Malaysia.</b>	

#### International conferences (India)

S.no	Publication Title	Conference
1.	Kaur, A. Critical Antecedents to SIP Adoption: Some Evidences and Implications (2017)	International Conference on Evidence Based Management (ICEBM 2017), Department of Management, Birla Institute of Technology and Science (BITS) Pilani, Pilani Campus, Rajasthan: March 17-18, 2017
2.	Thakur, P and Kaur, A. Impact	International Conference on Evidence

	of Demonetization: Insights For Online Retail. (2017)	Based Management (ICEBM 2017), Department of Management, Birla Institute of Technology and Science (BITS) Pilani, Pilani Campus, Rajasthan: March 17-18, 2017
3.	Thakur, P and Kaur, A. Online Consumer Attitude Formation and Change. (2017)	International Conference on Recent Trends in Engineering, Science & Management, National Institute of Technical Teachers Training & Research (NITTTR), Chandigarh: January 8, 2017
4.	Thakur, P and Kaur, A. Review & Critique of Online Consumer Attitude Models” in proceedings of International Conference on Marketing, Technology and Society. (2016)	<b>Indian Institute of Management Kozhikode</b> , Kerala: Sep 29- Oct 1, 2016.
5.	Digital technology and E-Commerce” (2016)	1st International Conference on Technology Management (ICTM-2016), Department of Management Studies, National Institute of Technology Hamirpur (H.P): July 14-15, 2016.
6.	E-Commerce Landscape in India and the Road Ahead” (2016)	19th Nirma International Conference on Management, Institute of Management, Nirma University Ahmedabad: Jan 7-9, 2016
7.	Chauhan, A. and Kaur, A. Tourists’ Propensity for WOM and e-WOM across Selective Destinations of India.	12 th AIMS International Conference on Management. <b>IIM Kozikhode</b> . Jan, 2-5, 2015. (Accepted)
8.	Chauhan, A. and Kaur, A. Destination Branding and Architecture: Review and Critique .	12 th AIMS International Conference on Management. <b>IIM Kozikhode</b> . Jan, 2-5, 2015. (Accepted)
9.	Kaur, A. (2014). Insights on E-Tail Service Attributes and User Response Using an E-Squal Approach	Annual Conference of the Emerging Markets Conference Board, <b>IIM Lucknow</b> . Jan 9-11, 2014.
10.	Kaur A., Kahatri, P. and Takkar, S. (2013). An empirical study on e-buyer traits in tier two cities.	AIMS International Conference, <b>IIM Bangalore</b> , Jan 6-9, 2013. (pp. 2660 -2665).
11.	Chauhan, A., Kaur, A., &	International Conference on Facets of



	Medury, Y. (2012). Destination image: Insights for Indian tourism.	Business Excellence, <b>IMT Ghaziabad</b> on Nov 29 –Dec 2, 2012. (pp. 113-126)
12.	Kaur, A. and Medury, Y. (2008). “No Longer the Passive Recipients ! The Active Informational Role of Children in Diffusion of Innovations”.	International Conference on Technology and Innovation in marketing, <b>IMT Ghaziabad</b> , India. Conference proceedings- Technology and Innovation in Marketing. Allied publishers. pp.149-58.
.13.	Kaur, A. and Medury, Y. (2008).	
14.	Kaur, A., Ankit Dabda and Mukul Jain (2009).	“Is it a hit...An Exploratory Study on Viewership of IPL” NICOM 2009, <b>Nirma University, Ahmedabad</b> , Jan 2009. (pp 563-73).
15.	Kaur, A., Ravish Jain, Swati Gautam and Manavi Aggarwal (2008). “Entrepreneurial Quotient – Is it there in the Young Indian Women?”	IIRB 2008, <b>IMT Ghaziabad</b> Dec 2008. (pp 577-86)
16.	Kaur, A., Ankit Dabda and Mukul Jain (2008)	An Empirical Investigation on IPL-Viewership and Popularity” IIRB 2008, <b>IMT Ghaziabad</b> Dec 2008. (pp 26-33)
17.	Kaur, A. (2005). Service Excellence in Organized Retailing Through Internal Marketing	NICOM 2005 at <b>NIM, Ahmedabad</b> Jan 2005. Published in conference proceedings
18.	Bodla, B.S. and Kaur, A. (2002). Empowering Customer Contact Employee – A Synoptic View”, International Conference on Vedic Values and Corporate Excellence	Empowering Customer Contact Employee – A Synoptic View”, International Conference on Vedic Values and Corporate Excellence” at Gurukul Kangri University, Haridwar in held during February 22-24, 2002. Published in conference proceedings

## Other Research Activities

Session Chair at ICMS 2012, Bangkok, Thailand. International Conference on Marketing Studies, (17-19 august) 2012, Bangkok, Thailand.

Session chair for the 2nd International Conference on Evidence Based Management (ICEBM), BITS Pilani, March, 2017

## **WORKSHOPS/CONFERENCES/TRAINING PROGRAMMES ORGANIZED:**

1. Resource person for workshop on “Tools and techniques for data analysis”, JUIT, June, 2014, 2015,2016,2017,2018,2019.
2. Gender webinar – national Webinar on Gender issues and Challenges (August 2020)
3. Legal awareness camp - Nov 2019 on Gender laws
4. Member of organizing committee of a two-days International Conference on “Consultation and Experience Sharing on Role of Humanities and Social Sciences in Holistic Development of Future Technocrats-Looking Ahead”, JUIT, September 23-24, 2011.
5. Member of organizing committee of a three-days training program me for the employees of “READ India”, JUIT, April 4-6, 2011.
6. Member of organizing committee of a one-day workshop on “Rejuvenating Women Workforce in 21st Century: Issues and Challenges”, in collaboration with IIT-Roorkee, on October 4, JUIT, 2010.
7. Member of organizing committee Springboard program, JUIT, July –October 2011.
8. Co- Organizer, Training Program on Basic Bookbinding, JUIT, Jan2012.