

Faculty Profile

Name: **Dr. Vikas Gautam**
Designation: Professor & Associate Dean – ACC
Teaching Areas: Customer Relationship Management

Marketing Research
Digital Marketing
Marketing Theory
Services Marketing

Research Interests: Consumer Psychology
Service Quality
Tourism Services
Social Media Marketing
Sustainable Consumption

Education: Ph.D. (Marketing), The ICFAI University, Dehradun, 2013
UGC NET (Management) 2012
MPhil (Marketing) 2009
MBA (Marketing), 2008



Research/Selected Publications

1. Gautam, Vikas. 2024. Understanding Roles of Institution Based Trust and Social Interactions in Social Commerce Environment Journal of Organizational Computing and Electronic Commerce. Journal of Organizational Computing and Electronic Commerce, Online Published, Scopus
2. Gautam, Vikas. 2023. Why Local Residents Support Sustainable Tourism Development? Journal of Sustainable Tourism, Vol. 31, Issue 3, 877-893.
3. Gautam, Vikas, 2023. Understanding Interplay between Destination Psychological Ownership and Community Citizenship Behavior to Support for Sustainable Tourism Development. Asia Pacific Journal of Tourism Research (APJTR), Volume 28, Issue 12, pp. 1345-1362,
4. Gautam, Vikas. 2022. Examining Relationships among Festival Satisfaction, Place Attachment, Emotional Experience, and Destination Loyalty. Leisure Sciences: An Interdisciplinary Journal
5. Gautam, Vikas. 2012. An empirical investigation of consumers' preferences about tourism services in Indian context with special reference to state of Himachal Pradesh. Tourism Management, Vol. 33, Issue 6, 1591-1592.