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

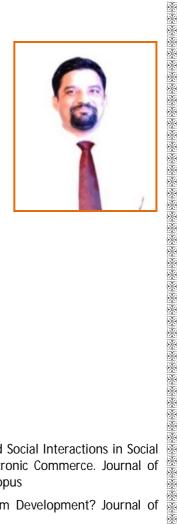
Service Quality
Tourism Services

Social Media Marketing
Sustainable Consumption

Education: Ph.D. (Marketing), The ICFAI University, Dehradun, 2013

UGC NET (Management) 2012 MPhill (Marketing) 2009

MBA (Marketing), 2008



Research/Selected Publications

- 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.