

Faculty Profile

Name: **Dr. Rakesh Sharma**
Designation: Assistant Professor
Teaching Areas: Service Marketing, Marketing Management, Business Ethics, Entrepreneurship.
Research Interest: Sustainability, Tourism Marketing, Eco-friendly Behaviour, Travel and Tourist Behaviour, Community Based tourism.
Education: Ph.D., University of Jammu, 2022
MBA, University of Jammu , 2011
UGC-NET JRF, 2012, 2014



Professional Experience (3 Yrs)

1. Sept 2021- till date: IBS-Hyderabad
2. 2014(Aug) - 2016(July): Central University of Jammu
3. 2013(Sept)–2014(May): University of Jammu

Research/Selected Publications:

1. Gupta, A., Arora, N., **Sharma, R.**, & Mishra, A. (2022). Determinants of tourists' site-specific environmentally responsible behavior: an eco-sensitive zone perspective. *Journal of Travel Research*, 61(6), 1267-1286. **(ABDC A* and Scopus Indexed)**.
2. **Sharma, R.**, & Gupta, A. (2020). Pro-environmental behaviour among tourists visiting national parks: Application of value-belief-norm theory in an emerging economy context. *Asia Pacific Journal of Tourism Research*, 25(8), 829-840. **(ABDC A and Scopus Indexed)**.
3. Gupta, A., & **Sharma, R.** (2019). Pro-environmental behaviour of adventure tourists: an applicability of value belief norm theory. *Tourism: An International Interdisciplinary Journal*, 67(3), 253-267. **(ABDC C and Scopus indexed)**
4. Dhiman, N., & **Sharma, R.** (2019). E-learning continuance usage intentions: An expectation confirmation theory perspective" published *MANTHAN: Journal of Commerce and Management*, Volume 6, special issue 2019, ISSN: 2347-4440.
5. **Sharma, R.**, & Gupta, A. (2018). Examining adoption and barriers to pro-environmental practices of hotels. *Pacific Hospitality Review* an Bi-annual Refereed Journal of Pacific Institute of Hotel Management, 6 (11), ISSN 2320-1398.