

Faculty Profile

Name: Dr. Vikram Sharma

Designation: Associate Professor

Teaching Areas: Marketing Management
Marketing Research
Consumer Behavior
Business to Business Marketing
Sales and Distribution Management



Research Interests: Agricultural Extension Education

Education: PhD, CCS Haryana Agricultural University, 2001
M.B.A, IGNOU, 2015

Research/Selected Publication:

1. Gautam, V, & Sharma, V. (2021). Customers' Perceptions of Online Retailing Service Quality and their Loyalty. *Academy of Marketing Studies Journal*, 25(3)
2. Gautam, V, & Sharma, V. (2020). Online Young Consumer Self-Efficacy: An Indian Exploration. *Asia Pacific Journal of Information Systems*, 30(3), 532-546
3. Gautam, V, & Sharma, V. (2019). Mediating Role of Company Information in the Relationship among Perceived Risks and Purchase Intentions in Online Retailing Context. *Journal of Relationship Marketing*, 18 (1), 1-16.
4. Gautam, V, & Sharma, V. (2018). Materialism, Fashion Involvement, Fashion Innovativeness and Use Innovativeness: Exploring Direct and Indirect Relationships. *Theoretical Economics Letters*, 8, 2444-2459
5. Sharma, V, & Gautam, V. (2018). An Empirical Analysis to Study the Impact of Marketing Mix Elements on Overall Quality of Water Purifiers: Evidence from India. *Int. J. Business Forecasting and Marketing Intelligence*, 4 (1), 86-98.