

## Faculty Profile

**Name:** Dr. Vaibhav Shekhar

**Designation:** Professor

**Teaching Areas:** Services Marketing  
Marketing Research  
Retail management

**Research Interests:** Services Marketing

**Education:** PhD (Management), ICFAI University, Dehradun, 2014  
MBA, IBS Gurgaon, 2006  
Bachelors in Commerce, Lucknow University, 2004



### Research/Selected Publication:

1. Roy, S. K., Shekhar, V., Lassar, W. M., & Chen, T. (2018). Customer engagement behaviors: The role of service convenience, fairness and quality. *Journal of Retailing and Consumer Services*, 44, 293-304.
2. Roy, S K, Lassar, W.M. and Shekhar, V., "Convenience and satisfaction: mediation of fairness and quality," *The Service Industries Journal*, Vol. 36, no. 5-6 (2016), pp. 239-260.
3. Roy, SK., and Shekhar, V., "Dimensional Hierarchy of Trustworthiness of Financial Service Providers," *International Journal of Bank Marketing*, Vol. 28, no. 1, (2010), pp. 47-64.
4. Roy, S K., and Shekhar, V., "Alternative Models of Trustworthiness of Service Providers," *Journal of Global Marketing*, Vol. 23, no. 5 (2010), pp. 371-386.