

## Faculty Profile

**Name:** Dr. Saubhagya Bhalla

**Designation:** Assistant Professor

**Teaching Areas:** Consumer Behavior  
Services Marketing  
Marketing Management  
Advertising

**Research interest:** Collaborative Consumption  
Sharing Economy  
Brand Anthropomorphism  
Sustainable Business Solutions

**Education:** PhD (Marketing), University Business School, Panjab University, Chandigarh, India  
Masters of Commerce, Panjab University, Chandigarh, India  
Bachelors of Commerce, Panjab University, Chandigarh, India



### Research/Selected Publications:

1. Bhalla, S. and Kansal, P. (2025), "Do we need harsh punishment? The effect of coercive power in collaborative consumption services", *Journal of Services Marketing*, Vol. 39 No. 2, pp. 112-137.
2. Kansal, P., & Bhalla, S. (2024). 10 years of consumer behavior in collaborative consumption: a systematic literature review of open access articles. *Journal of Marketing Theory and Practice*, 1-24.
3. Gautam, V., & Bhalla, S. (2024). "How Tourism Development Leads to Residents' Subjective Happiness through their Quality of Life: A Social Exchange Theory Perspective" *International Journal of Tourism Research*.
4. Gautam, V., & Bhalla, S. (2024). How Residents' Perceived Justice, and Emotional Solidarity Interact with their Quality of Life, and Support for Tourism Development? *International Journal of Tourism Research*.
5. Gautam, V., & Bhalla, S. (2024). Exploring the relationships among tourism involvement, residents' empowerment, quality of life and their support for sustainable tourism development. *Journal of Cleaner Production*, 434, 139770.
6. Bhalla, S., & Pathak, M. (2023). Demystifying Brand Love for Luxury Cars: Testing the Moderating Impact of Emotional Stability. *Journal of Promotion Management*, 1-31.
7. Bhalla, S. (2023). Motivations and constraints of collaborative consumption, testing the mediating role of attitude and nature of trust. *Vision*, 27(2), 189-201.