

Faculty Profile

Name: **Dr. Kanishka Pathak**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Research Interests: Artificial Intelligence
Consumer Psychology
Metaverse,
Gen AI
Mixed Reality



Education: Ph.D., Dayalbagh Educational Institute Agra (UP) (2021)
M.B.A, Indian Institute of Technology Dhanbad (2013)
B.B.A., Management, C.C.S University Meerut (UP)
(2010)

Research/Selected Publications

1. Pathak, K., Prakash, G., Samadhiya, A., Kumar, A., & Luthra, S. (2024). Impact of Gen-AI chatbots on consumer services experiences and behaviors: Focusing on the sensation of awe and usage intentions through a cybernetic lens. *Journal of Retailing and Consumer Services*, 82, 104120. <https://doi.org/10.1016/j.jretconser.2024.104120>. {A listed paper in the ABDC List, Q1}
2. Pathak, K., Prakash, G., Jain, M., Agarwal, R., & Attri, R. (2024). Do eco labels matter for green business strategy and sustainable consumption? A mixed method investigation on green products. *Business Strategy and the Environment*, 33(5), 4271-4291. <https://doi.org/10.1002/bse.3687>. {A listed paper in the ABDC List, Q1}
3. Pathak, K., Prakash, G., Shukla, A., Mishra, A., Probing reluctance to green consumerism in an emerging economy: an empirical evidence, *Gurukul Business Review*, ahead-of-print (2023), Web of Science listed.
4. Pathak, K., & Prakash, G. (2023). Exploring the role of augmented reality in purchase intention: Through flow and immersive experience. *Technological Forecasting and Social Change*, 196, 122833. {A listed paper in the ABDC List, Q1}
5. Pathak, K., Sharma, V., Yadav, A. (2022), "Role of peer influences on young consumers' green apparel perceptions", *Global Business Review*, Sage Publication (Accepted for Publication) ABDC Listed (C), Scopus Indexed, Quartile 2.
6. Kumar, V., Preeti, P., Saheb, S. S., Kumari, S., Pathak, K., Chandel, J. K., & Kumar, A. (2023). A PLS-SEM Based Approach: Analyzing Generation Z Purchase Intention through Facebook's Big Data. *Big Data Mining and Analytics*. (Scopus, Web of Science Indexed)
7. Pathak, K., Yadav, A., Sharma, S. and Bhardwaj, R. (2022), "Young residents' household waste recycling intentions: extending TPB through place attachment", *Rajagiri Management Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/RAMJ-12-2021-0088>, Emerald Publications, (UGC CARE LISTED).
8. Pathak, K., & Sharma, V. (2022). Urban 'Prosumers' of Solar Energy: Exploring the Mediating Role of Government Initiatives. *Vision*, 09722629221130610) ABDC Listed (C), Scopus Indexed