

ANAND JHAWAR
FPM (PhD.) - MARKETING AREA

Correspondence address: XLRI Jamshedpur, C.H. Area, Jamshedpur, East Singhbhum, 831001 INDIA
e-mail/Tel.: fb20003@astra.xlri.ac.in, 16pgp192.anand@iimrpralumni.ac.in, +91-7840897422 (INDIA)
LinkedIn: <https://www.linkedin.com/in/anand-jhawar-629719a0>
Google Scholar profile: <https://scholar.google.com/citations?hl=en&user=WCWXsxcAAAAJ>
Scopus ID: 58166598100; Web of Science ResearcherID: JEZ-7952-2023



EDUCATION

| | |
|--|-----------|
| XLRI Jamshedpur, India FELLOW PROGRAMME in MANAGEMENT (equivalent to PHD) | 2020-2024 |
| Indian Institute of Management Raipur, India MASTER OF BUSINESS ADMINISTRATION | 2016-2018 |
| M. S. Ramaiah Institute of Technology BACHELOR OF ENGINEERING (ELECTRICAL & ELECTRONICS ENGINEERING) | 2009-2013 |

RESEARCH INTERESTS

| | |
|--------------------|---|
| Substantive | Social media and Influencer marketing, Sustainable Consumption Behavior, Brand Management, Anti-consumption, Green marketing, Tourism research |
| Method | Quantitative analysis (SPSS, Smart PLS, AMOS, R), Qualitative analysis (NVivo) Structural Equation Modeling, Citation/Co-citation/Bibliometric Analysis (VOSviewer) |

THESIS TITLE

- *Sponsorship disclosures in social media: the grey side of influencer marketing*

RESREARCH PUBLICATIONS

- Jhawar, A., Varshney, S. & Kumar, P. (2023). The grey side of influencer marketing: Content, contexts, and consequences. Journal of Consumer Behaviour. DOI: <http://doi.org/10.1002/cb.2349> (Scopus-Q1, ABDC-A)
- Jhawar, A., Kumar, P., & Israel, D. (2023). Impact of materialism on tourists' green purchase behavior: Extended norm activation model perspective. Journal of Vacation Marketing, 0(0). DOI: <https://doi.org/10.1177/13567667231178328> (Scopus-Q1, ABDC-A)
- Jhawar, A., Varshney, S. & Kumar, P. (2023). Sponsorship Disclosure on social media: literature review and future research agenda. Management Review Quarterly. DOI: <https://doi.org/10.1007/s11301-023-00342-8> (Scopus-Q1, ABDC-B)
- Jhawar, A., Kumar, P. & Varshney, S. (2023). The emergence of virtual influencers: a shift in the influencer marketing paradigm. Young Consumers, 24(4), 468-484. DOI: <https://doi.org/10.1108/YC-05-2022-1529> (Scopus-Q1, ABDC-B)
- Jhawar, A., Kumar, P., & Israel, D. (2023). Subduing effects of personal norms on materialism fostering green purchase behavior: modified Norm Activation Model perspective. Journal of Global Scholars of Marketing Science, 33(4), 602-625. DOI: <https://doi.org/10.1080/21639159.2023.2238722> (Scopus-Q2, ABDC-B)

CONFERENCE PARTICIPATIONS

- Sponsorship disclosure: A Literature Review (ANZMAC, 2022 held at University of Western Australia, Perth, Australia)

- Subduing effect of moral norms on tourists' materialistic behaviour: an extended Norm Activation Model (ICRTH 2023, Bogor, Indonesia)
- Does my dark side and personal norms affect my attitude towards climate change-Indian managers' perspective (International Conference on "Enabling Social and Business Responsibility in Our Globalised World", XLRI Jamshedpur, India)

UNDER REVIEW AND WORKING PAPRES

- Effects of sponsorship disclosures on social media influencer-user psychological contract violation: moderated-mediation effects through the Expectancy Violations Lens (under review in European Journal of Marketing: Scopus-Q1, ABDC-A*)
- Avatar-Human interactions: a bibliometric review and future research agenda using the TCCM framework lens (under review in Computers in Human Behavior: Scopus-Q1, ABDC-A)
- Green ad stories' characteristics and green brand trust: pre-and amidst-pandemic contexts (under review in Journal of Marketing Communications: Scopus-Q1, ABDC-B)
- What if I shy away from cash payments? The changing dynamics of intentions to use digital payment systems post-COVID-19 (under review in Behaviour and Information Technology: Scopus-Q1, ABDC-A)
- Virtual influencers: the next generation of influencer marketing in the Uncanny valley (work in progress, to be submitted to Computers in Human Behavior: Scopus-Q1, ABDC-A)

REVIEWER ACTIVITIES

- Served as ad-hoc reviewer for international conferences such as ANZMAC, 2022 and ICRTH, 2023
- Served as ad-hoc reviewer for international peer-reviewed journals such as:
International Journal of Consumer Studies, Journal of Consumer Behaviour, Journal of Global Scholars of Marketing Science, Marketing Intelligence & Planning, Management Review Quarterly, Journal of Vacation Marketing, Journal of Marketing Theory and Practice

TEACHING EXPERIENCE

- | | |
|--|----------------|
| • Worked satisfactorily as a Research and Teaching Assistant in Marketing Planning and Implementation Course at XLRI, Jamshedpur | Sep-Dec, 2022 |
| • Worked satisfactorily as a Research and Teaching Assistant in Advances in Consumer Behaviour Course at XLRI, Jamshedpur | Apr-June, 2023 |
| • Worked satisfactorily as a Research and Teaching Assistant in Consumer Behaviour Course at XLRI, Jamshedpur | July-Sep, 2023 |

CORPORATE WORK EXPERIENCE (45 MONTHS)

- | | |
|--|----------------------|
| <ul style="list-style-type: none"> • Senior Associate: I-PAC Led a team of 20 Core Team Members and 54 Fellows as Zonal Lead-North Bengal forming mass outreach (9.5 Cr population) and Unorganized Sector (3.5 Cr population) campaigns in 8 districts in West Bengal, India | Sep, 2019-July, 2020 |
| <ul style="list-style-type: none"> • Relationship Manager: ICICI Bank Ltd Strengthened and maintained relations with existing 240 HNI clients | Feb, 2019-June, 2019 |
| <ul style="list-style-type: none"> • Territory Sales Manager: Birla Gold Cement Led a team of 3 Sales officers and 2 Technical officers generating sales (INR 4.5 Cr monthly revenue) achieving 120% of P&B in Sikkim and Darjeeling Hills region Managed Channel partner network (32 Dealers and 91 Retailers) | Apr, 2018-Jan, 2019 |
| <ul style="list-style-type: none"> • Assistant Manager Business Excellence: Godrej & Boyce Mfg. Co. Ltd. Prepared Business Excellence Position Report for CII EXIM Bank Award Implemented Lean and Process Improvement projects (Dynamos run 106 critical machines) Coordinated Kaizen and Green projects (Solar, water and diesel saving, | July, 2013-Apr, 2015 |

waste management projects)

- **Summer Intern (BlueStar Limited)**

Conducted Market Research on market size, awareness, usage of Medical Refrigeration Products in East India

Apr, 2017-May, 2017

PROJECTS

- | | |
|---|--------------------|
| • Bata Corporation (Bata India) Compiled a report on the drivers of consumer behaviour for Bata Sneakers In Indian Youth Segment | Oct,2020-Nov,2020 |
| • Himalaya Wellness Limited Developed the process flow and SOPs for organizational restructuring from Category based to Branch based structure | Apr, 2023-Oct,2023 |

POSITION OF RESPONSIBILITY

- | | |
|--|-----------|
| • Senior Executive Member, Cultural Club, IIM Raipur | 2017-2018 |
| • VP Membership Toastmasters Club, IIM Raipur | 2017-2018 |

AWARDS & ACHIEVEMENTS

- National Finalists in HR Case Study Competition-Regnant Populi, Prabandhan'17 conducted by DIME, IIT Kanpur
- National Finalists in Marketing Case Study Competition-MarketVilla, Techkriti'17 conducted by IIT Kanpur
- Secured Highest Kaizen Points Award in Management Category at Godrej Process Equipment Division in 2015
- Awarded Certificate of Excellence for participation in United Nations World Humanitarian Summit, RIO+23 India in 2016

OTHER SKILLS

- Software: Data Analysis software (R, SPSS, AMOS, Smart PLS, MPlus), VOSviewer, MS Word, MS Excel, Baan-ERP, SOFI-Sustainability Reporting
- Languages: English, Hindi, Bengali, Assamese, Haryanvi, Rajasthani

REFERENCES

1. Dr. Sanjeev Varshney (Professor, Marketing Area, XLRI Jamshedpur, sanjeevvarshney@xlri.ac.in)
XLRI - Xavier Institute of Management, Post Box No. 9, C H Area, Jamshedpur 831001, INDIA
2. Dr. Pingali Venugopal (Professor, Marketing Area, XLRI Jamshedpur, pingali@xlri.ac.in)
XLRI - Xavier Institute of Management, Post Box No. 9, C H Area, Jamshedpur 831001, INDIA
3. Dr. D Israel (Professor, Marketing Area, XLRI Jamshedpur, disrael@xlri.ac.in)
XLRI - Xavier Institute of Management, Post Box No. 9, C H Area, Jamshedpur 831001, INDIA
4. Dr. Prashant Kumar (Associate Prof., Marketing Area, XLRI Jamshedpur, prashant.kumar@xlri.ac.in)
XLRI - Xavier Institute of Management, Post Box No. 9, C H Area, Jamshedpur 831001, INDIA
5. Dr. Ajith Kumar J. (Associate Dean, FPM, XLRI Jamshedpur, akm@xlri.ac.in)
XLRI - Xavier Institute of Management, Post Box No. 9, C H Area, Jamshedpur 831001, INDIA
6. Dr. Salman Ali (Associate Professor, Strategy Area, IIM Kozhikode, salman@iimk.ac.in)

DECLARATION

This is hereby declared that all the information provided in this resume is correct to the best of my knowledge.

(ANAND JHAWAR)