

Curriculum Vitae



Name: Dr. Abhigyan Sarkar

PhD (Marketing), MBA (Marketing).

My credentials in brief:

I completed full-time PhD in Marketing Management from ICFAI University Dehradun in India. My Ph.D. domain is *experiential consumer-brand relationship in the context of emerging market*. Presently I am working as Associate Professor of Marketing at Institute of Management Technology Ghaziabad (AACSB accredited). I teach courses like Integrated Marketing Communication, Consumer Behavior, Strategic Brand Management, Marketing Analytics, and Business Research Method at MBA level. My research interest includes consumer-brand emotional relationships. I have made several research publications in ABDC listed international journals which include A* and A categorized publications.

Link to my Google scholar profile:

<https://scholar.google.co.in/citations?user=C6mM7VAAAAAJ&hl=en>

Link to my organizational profile: <https://www.imt.edu/faculty/abhigyan-sarkar/>

DOB: 2nd November, 1981

Gender: Male

Nationality: Indian

E-mail: abhigyansarkar_2003@yahoo.co.in

Present employer organization:

Institute of Management Technology Ghaziabad, Raj Nagar, City: Ghaziabad, District: Ghaziabad, State: Uttar Pradesh, Country: India, Pin: 201001.

Current designation: Associate Professor of Marketing.

Educational qualifications:

Degree	Institution	Year of Passing	University/Board	% Marks/GPA/Class
PhD (Marketing Management)		2012 (Completed & Awarded)	ICFAI University Dehradun, India.	NA
Thesis title: Brand desire – Validating a Scale to Measure It				
MBA (2 yrs full-time with Marketing as specialization)	Institute of Engineering & Management (Now converted into “University of Engineering and Management”), Kolkata, India.	2005	West Bengal University of Technology (Now it is renamed as “Maulana Abul Kalam Azad University of Technology”), India.	DGPA:7.6/1 st class
BBA (3 years degree with Marketing specialization)	B.P.Poddar Institute of Management & Technology	2003	Kalyani University, India.	82.75%/1 st class
Higher Secondary	Howrah Zilla School	1999	West Bengal Council of Higher Secondary Education	61.50%/1 st class
Secondary	Rahara Ramakrishna Mission High School	1997	West Bengal Board of Secondary Education	86%/1 st class

Work Experiences:			
<i>Teaching experience(Post-Ph.D.):</i>			
Organization	Position	From (Month-Year)	To (Month-Year)
Institute of Management Technology Ghaziabad, India	Associate Professor	June-19	Till date
Institute of Management Technology Ghaziabad, India	Assistant Professor	Apr-15	May-19
IBS Hyderabad (a constituent of IFHE University)	Assistant Professor	Feb-12	Apr-15
<i>Industry experience (Pre-Ph. D.):</i>			
ICICI Prudential Life Insurance Company Limited	Financial Service Consultant	May-06	Dec-06
Bajaj Capital	Client Relationship Executive	Mar-06	Apr-06
Tata Teleservices Ltd	Sales Executive	Jun-05	Jan-06

Research Accomplishments

Research article publications in ABDC listed international journals:

ABDC-A* categorized publication:

1. Sarkar, A., Sarkar, J. G. and Sreejesh, S. (2021), “Managing Customers’ Undesirable Responses towards Hospitality Service Brands During Service Failure: The Moderating Role of Other Customer Perception”, *International Journal of Hospitality Management* (ABDC-A*; Impact Factor: 6.701).

Link: <https://www.sciencedirect.com/science/article/pii/S0278431921000165>

2. Wang, C. L., Sarkar, J. G. and Sarkar, A. (2019), “Hallowed be Thy Brand: Measuring Perceived Brand Sacredness”, *European Journal of Marketing*, Vol. 53 No 4, pp. 733-757 (ABDC-A*; 5 years impact factor 2.545).

Link: <https://www.emeraldinsight.com/doi/pdfplus/10.1108/EJM-08-2017-0551>

ABDC-A categorized publication:

3. Sarkar, J. G., Sreejesh, S., Dwivedi, Y. and Sarkar, A. (2021, advance online), “Impact of self-brand connection on willingness to pay premium: Relevant mediators and moderators”, *Psychology & Marketing*, 1-18, DOI: 10.1002/mar.21554 (ABDC-A; impact factor: 2.939).
Link: <https://onlinelibrary.wiley.com/doi/full/10.1002/mar.21554>
4. S. Sreejesh, Sarkar, J. G. and Sarkar, A. (2021, advance online), “Digital healthcare retail: Role of presence in creating patients’ experience”, *International Journal of Retail & Distribution Management* (ABDC-A; Impact factor: 2.321)
Link: <https://www.emerald.com/insight/content/doi/10.1108/IJRDM-12-2020-0514/full/html>
5. S., Sreejesh, Sarkar, A. and Sarkar, J. G. (2020, advance online), “Consumers’ Responses to Tie-in Brand Purchase Intention in Event Sponsorships”, *Event Management* (ABDC-A category journal).
Link: <https://doi.org/10.3727/152599520X15894679115574>
6. Sarkar, J. G., Sarkar, A. and Makam, S. B. (2020), “The right-to-refuse-service paradox: Other customers’ perception of discretionary service denial”, *Journal of Business Research*, Vol. 121, pp. 686-695 (Elsevier, ABDC-A, impact factor 4.028).
Link:
https://www.sciencedirect.com/science/article/pii/S0148296320301429?casa_token=raabtN-vPjsAAAAA:LbzKbXXTs_dMSVVR0v5tT33V9f7DcrWfTfEAguDtsE8ihAh-Sx8XyQwHvd1Y-pSIW7Eto9Ioj3U7
7. Bhatt, G., Sarkar, A. and Sarkar, J. G. (2020), “Attractive and Facilitating Store Atmospheric Stimuli: Validating the Scales”, *International Journal of Retail and Distribution Management*, Vol. 48 No. 4, pp. 363-379. (ABDC-A category; Impact factor: 2.93).
Link: https://www.emerald.com/insight/content/doi/10.1108/IJRDM-07-2018-0142/full/html?casa_token=ONJmPiK8hlMAAAAA:Ja7tblh6asj-rYaLxit2caW0L3eAn6aDg279rwL_bWwyc0Iww0GT4sHD032VbD_rFimm7SKh_S-PiX_7O_XVmJ9aT65ib2BiTDmnHF_Vt9cy9AKojx_I6A
8. Sarkar, A., Sarkar, J. G., Sreejesh, S., Anusree, M. R. and Rishi, B. (2020), “You Are So Embarrassing, Still, I Hate You Less! Investigating Consumers’ Brand Embarrassment and Brand Hate”, *Journal of Brand Management*, Vol. 27, pp. 93-107 (ABDC-A; Impact factor-1.82).
Link: <https://link.springer.com/article/10.1057/s41262-019-00164-8>
9. Sreejesh, S., Sarkar, J. G. and Sarkar, A. (2020), “CSR through Social Media: Examining the Intervening Factors”, *Marketing Intelligence and Planning*, Vol. 38 No. 1, pp. 103-120 (ABDC-A journal; Emerald publisher; Impact factor: 1.585).
Link: <https://www.emerald.com/insight/content/doi/10.1108/MIP-12-2018-0569/full/pdf?title=csr-through-social-media-examining-the-intervening-factors>

10. Sarkar, J. G. and Sarkar, A. (2019), “Young Adult Consumers’ Involvement in Branded Smartphone based Service Apps: Investigating the Roles of Relevant Moderators”, *Information Technology & People*, Vol. 32 No. 6, pp. 1608-1632 (ABDC-A journal; Emerald publisher; 5 years’ impact factor: 2.138).
Link: <https://www.emerald.com/insight/content/doi/10.1108/ITP-04-2017-0128/full/html>
11. Sarkar, A., Sarkar, J. G. and Bhatt, G. (2019), “Store Love in Single Brand Retailing: The Roles of Relevant Moderators”, *Marketing Intelligence and Planning*, Vol. 37 No. 2, pp. 168-181 (ABDC-A journal; Emerald publisher; Impact factor: 1.421).
Link: <https://www.emeraldinsight.com/doi/pdfplus/10.1108/MIP-05-2018-0148>
12. Sreejesh, S., Sarkar, J. G., Sarkar, A. and M. R. Anusree (2019), “Investigating the Roles of Hotel Brand Relationship Norms in Generating Relationship Satisfaction and Commitment”, *International Journal of Contemporary Hospitality Management*, Vol. 31 No 1, pp. 309-329 (ABDC-A journal; Emerald publisher; Impact factor: 3.19).
Link: <https://www.emeraldinsight.com/doi/pdfplus/10.1108/IJCHM-07-2017-0394>
13. Wang, C., Sarkar, A. and Sarkar, J. G. (2018), “Building the Holy Brand: Towards a Theoretical Model of Brand Religiosity”, *International Journal of Consumer Studies*, Vol. 42 No. 6, pp. 736-743 (ABDC-A category journal; impact factor: 1.5).
Link: <http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12430/full>
14. Sarkar, A., Sarkar, J. G., S. Sreejesh, and M. R. Anusree (2018), “A Qualitative Investigation of E-tail Brand Affect”, *Marketing Intelligence and Planning*, Vol. 36 No. 3, pp. 365-380 (ABDC-A journal; Emerald publisher; Impact factor: 1.421).
Link: <https://www.emeraldinsight.com/doi/full/10.1108/MIP-09-2017-0198>
15. Sreejesh, S., Sarkar, J. G., Sarkar, A., Eshghi, A. and M. R. Anusree (2018), “The Impact of Other Customer Perception on Consumer-Brand Relationships”, *Journal of Service Theory and Practice*, Vol. 28 No. 2, pp. 130-146 (ABDC-A journal; impact factor: 1.098; Emerald publisher).
Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/JSTP-11-2016-0207>
16. Eshghi, A., Sarkar, J. G. and Sarkar, A. (2017), “Impact of Online Advertising on Adolescent’s Brand Attitudes”, *Marketing Intelligence and Planning*, Vol. 35 No. 6, pp. 706-723 (This journal is indexed in ABDC-A; Emerald publisher; Impact factor: 1.421).
Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/MIP-11-2016-0213>
17. Sarkar, J. G. and Sarkar, A. (2017), “Investigating young consumers’ retail purchase embarrassment”, *Marketing Intelligence and Planning*, Vol. 35 No. 1, pp. 111-129 (This journal is indexed in ABDC-A; Emerald publisher; Impact factor: 1.421). Print ISSN: 0263-4503.
Link: <http://www.emeraldinsight.com/doi/full/10.1108/MIP-03-2016-0057>
18. Ghosh, T. and Sarkar, A. (2016), “To feel a place of heaven: Examining the role of sensory reference cues and capacity for imagination in destination marketing”, *Journal of Travel & Tourism Marketing*, Vol. 33 Special/supplementary issue 1, pp. 25-37 (ABDC-A/SCOPUS;

Taylor & Francis publisher; 5 years impact factor: 1.205). 1054-8408 (Print), 1540-7306 (Online).

Link: <http://www.tandfonline.com/doi/full/10.1080/10548408.2014.997962>

19. Roy, Sanjit., Eshghi, Abdolreza. and Sarkar, Abhigyan. (2013), “Antecedents and Consequences of Brand Love”, *Journal of Brand Management*, Vol. 20 No. 4, pp. 325-332 (This journal is indexed in ABDC-A category; Palgrave publisher; Impact factor: 1.564). Print ISSN: 1350-231X.

Link: <http://www.palgrave-journals.com/bm/journal/vaop/ncurrent/full/bm201224a.html>

20. Sreejesh, S., Sarkar, A. and Roy, S. (2016), “Validating a scale to measure consumer’s luxury brand aspiration”, *Journal of Product & Brand Management*, Vol. 25 No. 5, pp. 465-478 (This journal is indexed in ABDC-A; Emerald publisher; Impact factor: 2.757). Print ISSN: 1061-0421.

Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/JPBM-06-2014-0647>

21. Sarkar, A. and Sarkar, J. G. (2016), “Devoted to you my love: Brand devotion amongst young consumers in emerging Indian market”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 28 No. 2, pp. 180-197 (This journal is indexed in ABDC-A; Emerald publisher; Impact factor: 1.204) ISSN: 1355-5855

Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/APJML-06-2015-0095>

22. Sarkar, A. and S, Sreejesh. (2014), “Roles played by brand love and jealousy in shaping customer engagement”, *Journal of Product and Brand Management*, Vol. 23 No. 1, pp. 24-32 (This journal is indexed in ABDC-A category; Emerald publisher; Impact factor: 2.757). Print ISSN: 1061-0421.

Link: <http://www.emeraldinsight.com/journals.htm?issn=1061-0421&volume=23&issue=1&articleid=17108007&show=html>

ABDC-B categorized publications:

23. Dass, S., Popli, S., Sarkar, A., Sarkar, J. G. and Vinay, M. (2020), “Empirically examining the psychological mechanism of a loved and trusted business school brand”, *Journal of Marketing for Higher Education*, Vol. 31 No. 1, pp. 23-40. [ABDC-B]

Link:

https://www.tandfonline.com/doi/full/10.1080/08841241.2020.1742846?casa_token=yS9N09SNnQsAAAAA%3A9oYAz3SXREh-kSnJtkqi0T1uYgoR4pZV9z1A9AKfpFXW0ecS04o0wdDtBUFR1Xqkl0qk0ygVMbfyX3wi

24. Sarkar, J. G., Sarkar, A. and Yadav, R. (2019), “Brand it green: Young consumers’ brand attitudes and purchase intentions towards green brand advertising appeals”, *Young Consumers*, Vol. 20 No. 3, pp. 190-207 (ABDC-B journal).

Link: <https://www.emerald.com/insight/content/doi/10.1108/YC-08-2018-0840/full/html>

25. Sarkar, J. G. and Sarkar, A. (2017), “You are an Embarrassment: A Qualitative Investigation of Brand Embarrassment among Young Adolescents”, *Qualitative Market Research: An*

International Journal, Vol. 20 No. 3, pp. 289-305 (This journal is indexed in ABDC-B; Emerald publisher). Print ISSN: 1352-2752

Link: <http://www.emeraldinsight.com/doi/full/10.1108/QMR-03-2016-0032>

26. Sarkar, A. and Sarkar, J. G. (2017), "Validating fashion brand centrality scale amongst young adults", *Journal of Fashion Marketing and Management*, Vol. 21 No. 1, pp. 133-156 (This journal is indexed in ABDC-B; Emerald publisher). ISSN: 1361-2026.

Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/JFMM-05-2016-0045>

27. Sarkar, A. and Sarkar, J. G. (2017), "Sing Hosanna for the Brands: The Process of Substituting Religion with Brand", *Society and Business Review*, Vol. 12. No. 1, pp. 33-45 (This journal is indexed in ABDC-B; Emerald publisher). ISSN: 1746-5680

Link: <http://www.emeraldinsight.com/doi/full/10.1108/SBR-02-2016-0015>

28. Sarkar, J. G. and Sarkar, A. (2017), "Brand religiosity: An epistemological analysis of the formation of social anti-structure through the development of distinct brand sub-culture", *Society and Business Review*, Vol. 12. No. 1, pp. 20-32 (This journal is indexed in ABDC-B; Emerald publisher). ISSN: 1746-5680

Link: <http://www.emeraldinsight.com/doi/full/10.1108/SBR-08-2015-0035>

29. Sarkar, J. G. and Sarkar, A. (2016), "Up, Close and Intimate: Qualitative Inquiry into Brand Proximity amongst Young Adult Consumers in Emerging Market", *Young Consumers*, Vol. 17 No. 3, pp. 256-273 (This journal is indexed in ABDC-B; Emerald publisher). Print ISSN: 1747-3616.

Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/YC-04-2016-00593>

30. Sarkar, J. G., Sarkar, A. and Ponnampalath, A. (2015), "Exploration of brand sacralization among the young adult consumers in the context of emerging Asian market", *Young Consumers*, Vol. 16 No. 3, pp. 264-280 (ABDC-B journal; Emerald publisher). [Print ISSN: 1747-3616].

Link: <http://www.emeraldinsight.com/doi/full/10.1108/YC-12-2014-00499>

31. Ponnampalath, A., Sahoo, D., Sarkar, A. and Mohapatra, S. (2014), "An exploratory study on factors affecting credit card brand and category selection in India", *Journal of Financial Services Marketing*, Vol. 19 No. 3, pp. 221-233 (This journal is indexed in ABDC-B category; Palgrave publisher). Print ISSN: 1363-0539.

Link: <http://www.palgrave-journals.com/fsm/journal/v19/n3/abs/fsm201417a.html>

32. Sarkar, A. (2014), "Brand love in emerging market: A qualitative investigation", *Qualitative Market Research: An International Journal*, Vol.17 No.4, pp. 481-494 (This journal is indexed in ABDC-B category; Emerald publisher). Print ISSN: 1352-2752.

Link: <http://www.emeraldinsight.com/doi/full/10.1108/QMR-03-2013-0015>

ABDC-C categorized publications:

33. Sreejesh, S., Sarkar, A. and Pradhan, S. (2016), "Examining the roles played by store satisfaction-love framework in shaping the influence of store loyalty programmes",

Management Research Review, Vol. 39 No. 8, pp. 879-898 (This journal is indexed in ABDC-C; Emerald publisher). Print ISSN: 2040-8269

Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/MRR-06-2014-0150>

34. 28. Sarkar, A. and Sarkar, J. G. and Rao, K. S. V. G. (2016), "How to develop emotional attachment amongst patients towards hospitals? A Qualitative Investigation in the Context of Emerging Indian Market", *Journal of Asia Business Studies*, Vol. 10 No. 3, pp. 213-229 (This journal is indexed in ABDC-C; Emerald publisher). Print ISSN: 1558-7894.

Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/JABS-05-2015-0058>

35. Sarkar, A. and Sarkar, J. G. (2015), "Development of a theoretical framework for brand devotion", *The Marketing Review*, Vol. 15 No. 2, pp. 185-199 (This journal is indexed in ABDC-C category; Westburn publisher). Print ISSN: 1469-347X; Online ISSN: 1472-1384.

Link:

<http://www.ingentaconnect.com/content/westburn/tmr/2015/00000015/00000002/art00004>

36. Sarkar, Abhigyan., Rao, Venugopal. and Radhakrishna, G. (2014), "Brand love and brand jealousy: Routes to persuasion", *The Marketing Review*, Vol. 14 No. 3, pp. 265-278 (This journal is indexed in ABDC-C category; Westburn publisher). Print ISSN: 1469-347X; Online ISSN: 1472-1384.

Link:

<http://tmr.publisher.ingentaconnect.com/content/westburn/tmr/2014/00000014/00000003/art00004>

37. Sarkar, Abhigyan. (2013), "Romantic Brand Love: A Conceptual Analysis", *The Marketing Review*, Vol. 13 No.1, pp. 23-37 (This journal is indexed in ABDC-C category; Westburn publisher). Print ISSN: 1469-347X; Online ISSN: 1472-1384.

Link:

<http://tmr.publisher.ingentaconnect.com/content/westburn/tmr/2013/00000013/00000001/art00003>

38. Sarkar, Abhigyan., Ponnampalath, Abhilash. and Murthy, B Kinnera. (2012), "Understanding and Measuring Romantic Brand Love", *Journal of Customer Behavior*, Vol. 11 No.4, pp. 324-347 (This journal is indexed in ABDC-C category; Westburn publisher). Print ISSN: 1475-3928.

Link:

<http://jcb.publisher.ingentaconnect.com/content/westburn/jcb/2012/00000011/00000004;jsessionid=i7674gpqix2.victoria>

Book chapter publication:

1. Sarkar, A. and Sarkar, J. G. (2020), "Thy Kingdom Come, Thy Will Be Done": Consumer Journey From Brand Romance to Brand Fandom", Wang, C. (Ed.), *Handbook of Research on the Impact of Fandom in Society and Consumerism*, IGI Global, New York, NY, pp. 38-61.

Link: <https://www.igi-global.com/chapter/thy-kingdom-come-thy-will-be-done/237684>

2. Sarkar, A. and Sarkar, J. G. (2018), "Thy Kingdom Come, Thy Will Be Done": Attaining Divine Transcendence Through Brand Fandom, Evidence From India", in Wang. C. (Ed.), *Exploring the Rise of Fandom in Contemporary Consumer Culture*, IGI Global, New York, NY, pp. 201-223.

Link: <https://www.igi-global.com/chapter/thy-kingdom-come-thy-will-be-done/190240>

Conference research presentation:

1. Sarkar, A. (2019), "Validating a Theoretical Model for Hotel Brand Love amongst Young Indian Tourists", paper presented in *Institute for Social and Economics Research International Conference on Research Insights in Social Science Business, Economics and Management Studies*, Paris, France.
2. Sarkar, A. and Sarkar, J. G. (2018), "Hotel Brand Love: The Roles Played by Hotel Reciprocity and Consumer Attachment Styles", paper presented in *15th AIMS International Conference on Management*, IMT Ghaziabad, Ghaziabad, India.
3. Sarkar, A. and Sarkar, J. G. (2017), "Investigating The Factors Impacting Gamer's Immersion in to Branded Smartphone Based Gaming App", paper presented in MCEM Conference 2017, IMT Hyderabad, Hyderabad, India.
4. Sarkar, A. (2010), "Impact of Utilitarian and Hedonic Shopping Values on Individual's Perceived Benefits and Risks in Online Shopping", presented in the *International Conference on Marketing & Business Strategy*, IBS Hyderabad, Hyderabad, India.
5. Sarkar, A. (2009), "Hedonic and Utilitarian Sources of Consumer Attitude", paper presented in the *International Conference on Marketing & Business Strategy*, IBS Hyderabad, India.
6. Sarkar, A. (2009), "Impact of Hedonic and Utilitarian Shopping Values on the Buyer's Online Shopping Behavior", presented in the *7th AIMS International Conference on Management*, IIM Bangalore, Bangalore, India.

Reviewer for research journal:

Served as reviewer for ABDC listed journals: International Journal of Hospitality Management (ABDC-A*), Information Technology and People (Emerald publisher; ABDC-A), Qualitative Market Research: An International Journal (Emerald publisher; ABDC-B), Journal of Consumer Marketing (Emerald publisher; ABDC-B), Management Research Review (Emerald publisher; ABDC-C), Journal of Asia Business Studies (Emerald publisher; ABDC-C). The documents can be provided based on request.

Guidance of Ph.D. students:

I have played advisory role for 4 PhD candidates while working at IBS Hyderabad. I was the member of Doctoral Advisory Committee for 3 candidates out of the 4 mentioned. I acted as the convener of Doctoral Advisory Committee for the remaining 1 candidate out

of the 4 mentioned. As I left IBS Hyderabad in April 2015, I could not continue till the final thesis defense of the said candidates.

Other achievements:

1. Invited as the guest young faculty participant in the 3rd AIMA-AMA Jagadish Sheth Doctoral Consortium held in Dubai, UAE during 18 to 20th January, 2015.

Link: <http://web.imt.edu/dc15/YFP.aspx>

2. Brand jealousy scale developed by me and Dr. S. Sreejesh which is published as research article in the *Journal of Product & Brand Management* (mentioned under research accomplishment section) is included in the *Handbook of Brand Management Scales* published by Routledge in 2016 as a chapter.

Link:

<https://books.google.co.in/books?id=8Q4tCgAAQBAJ&pg=PA182&lpg=PA182&dq=handbook+of+brand+management+scales+%2B+brand+jealousy&source=bl&ots=fVlg6BOu59&sig=4AzOikVMRIAfpInSLbfSBiKiEOY&hl=en&sa=X&ved=0ahUKEwi1o5XX0JLXAhUEQ48KHc3SAQkQ6AEIMjAB#v=onepage&q=handbook%20of%20brand%20management%20scales%20%2B%20brand%20jealousy&f=false>

3. Received “AIMS International 2017 Young Management Researcher Award” from The Association of Indian Management Scholars International

Link: <http://www.aims-international.org/Awards/winners2017.pdf>