

Juhi Gahlot Sarkar



AREA: Marketing

Educational Qualifications

Degree	Name of the University/ Institute
Ph.D.	IBS, Hyderabad(AACSB accredited)
MBA	IBS, Hyderabad(AACSB accredited)
B.Tech	U.P. Technical University
XII th	CBSE
X th	CBSE

Title of PhD Thesis: Comprehending Brands as Sacred Entities: Development of a Psychometric Scale to Capture the Phenomenon

Teaching Experience:

Name of the Organisation	At the level of/Designation	From	To	Subjects Taught at UG/PG/PhD level (indicate level also):
IMT, Ghaziabad (AACSB accredited)	Assistant Professor	September 2018	Till date	Marketing Analytics, Business Research Methods, Marketing Management I, New Age Marketing
IMI, Delhi	Assistant Professor	June 2018	September, 2018	Marketing Management I
IBS, Hyderabad(a constituent of IFHE University)	Assistant Professor	September 2017	April, 2018	1. Marketing Management for MBA, 2. Marketing Management, Principles of Management, Business Ethics and Corporate Governance and Business Strategy for BBA
IBS Hyderabad (a constituent of IFHE University), India.	Research Scholar	June 2014	September, 2017	Marketing Management, Entrepreneurship and Family Business Management, Principles of Management, Business Ethics and Corporate Governance and Business Strategy.

Corporate Experience:

Name of the Organisation	At the level of/ Designation	From	To
HDFC Standard Life Insurance	Management Trainee	June 2011	June 2012
Infosys Technologies Limited	Software Engineer	January 2007	April 2009

List of Publications

ABDC-A* categorized publication:

- 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 (5-year impact factor 2.545).
Link: <https://www.emeraldinsight.com/doi/full/10.1108/EJM-08-2017-0551>

ABDC-A categorized publications:

- Sarkar, J.G., Sarkar, A. and Balaji, M.S. (Forthcoming). "The "right to refuse service paradox": Other customers; perception of discretionary service denial", *Journal of Business Research* (Elsevier, Impact factor: 4.028)
- S., Sreejesh, Sarkar, J.G. and Sarkar, A. (Forthcoming), "Consumers' Responses to Tie-in Brand Purchase Intention in Event Sponsorships", *Event Management: An International Journal*.
- Bhatt, G., Sarkar, A. and Sarkar, J. G. (Forthcoming), "Attractive and Facilitating Store Atmospheric Stimuli: Validating the Scales", *International Journal of Retail and Distribution Management* (Impact factor: 2.391).
- Sarkar, A., Sarkar, J. G., Sreejesh, S., Anusree, M. R. and Rishi, B. (Forthcoming), "You Are So Embarrassing, Still, I Hate You Less! Investigating Consumers' Brand Embarrassment and Brand Hate", *Journal of Brand Management* (Palgrave, Impact factor-1.82).
- Sreejesh, S., Sarkar, J. G. and Sarkar, A. (Forthcoming), "CSR through Social Media: Examining the Intervening Factors", *Marketing Intelligence and Planning* (Emerald; Impact factor: 1.585).
- Sarkar, J. G. and Sarkar, A. (Forthcoming), "Young Adult Consumers' Involvement in Branded Smartphone based Service Apps: Investigating the Roles of Relevant Moderators", *Information Technology & People* (Emerald publisher; 5 years' impact factor: 2.138).
Link: <https://www.emeraldinsight.com/doi/full/10.1108/ITP-04-2017-0128>

- 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 (Emerald publisher; Impact factor: 1.421).
Link: <https://www.emeraldinsight.com/doi/pdfplus/10.1108/MIP-05-2018-0148>.
- 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 (Emerald publisher; Impact factor: 3.19).
Link: <https://www.emeraldinsight.com/doi/pdfplus/10.1108/IJCHM-07-2017-0394>.
- 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 (Wiley, Impact factor: 1.5).
Link: <http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12430/full>
- 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 (Emerald publisher; Impact factor: 1.421).
Link: <https://www.emeraldinsight.com/doi/full/10.1108/MIP-09-2017-0198>
- 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 (5 year Impact factor: 2.485; Emerald publisher).
Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/JSTP-11-2016-0207>
- 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 (Emerald publisher; Impact factor: 1.421).
Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/MIP-11-2016-0213>
- Sarkar, J. G. and Sarkar, A. (2017), “Investigating young consumers’ retail purchase embarrassment”, *Marketing Intelligence and Planning*, Vol. 35 No. 1, pp. 111-129 (Emerald publisher; Impact factor: 1.421). Print ISSN: 0263-4503.
Link: <http://www.emeraldinsight.com/doi/full/10.1108/MIP-03-2016-0057>
- 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 (Emerald publisher; Impact factor: 1.204) ISSN: 1355-5855
Link: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/APJML-06-2015-0095>

ABDC-B categorized publications:

- Sarkar, J. G., Sarkar, A. and Yadav, R. (Forthcoming), “Brand it green: Young consumers’ brand attitudes and purchase intentions towards green brand advertising appeals”, *Young Consumers*
- 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 (Emerald publisher). Print ISSN: 1352-2752
Link: <http://www.emeraldinsight.com/doi/full/10.1108/QMR-03-2016-0032>

- 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 (Emerald publisher). ISSN: 1361-2026.

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

- 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 (Emerald publisher). ISSN: 1746-5680

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

- 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 (Emerald publisher). ISSN: 1746-5680

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

- 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 (Emerald publisher). Print ISSN: 1747-3616.

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

- 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 (Emerald publisher). [Print ISSN: 1747-3616].

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

ABDC-C categorized publications:

- 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 (Emerald publisher). Print ISSN: 1558-7894.

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

- 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 (Westburn publisher). Print ISSN: 1469-347X; Online ISSN: 1472-1384.

Link:

<http://www.ingentaconnect.com/content/westburn/tmr/2015/00000015/00000002/art0004>

Service to the field

1. Conducted an FDP on ‘Developing Psychometric measures for Social Science Constructs’ along with Dr. Abhigyan Sarkar and Dr. Amit Shankar at IMT, Ghaziabad on 6th and 7th December, 2018
2. I serve as ad-hoc reviewer for *Journal of Business Research*, *European Journal of Marketing*, *Journal of Strategic Marketing*, *Journal of Marketing Management*, *Journal of Product and Brand Management*, *Asia Pacific Journal of Business Administration*,

Qualitative Market Research: An International Journal, International Journal of Sociology and Social Policy, International Journal of Emerging Markets, International Journal of Business and Globalization, Paradigm and Journal of Asia Business Studies.