

Dr. Vikas Arya



Country on Passport: India

Current Location: Morocco

Age: 37⁺ Years

Language: English/ Hindi

Work Experience

Academic: 5⁺ Years

Corporate: 4⁺ Years

**Assistant Professor & Programme Manager –
Strategic & Digital Marketing**

Rabat Business School (AACSB Accredited)

International University of Rabat, Morocco, North Africa

ERASMUS⁺ EU-Scholarship – 2022

P-Ranking - 5th in Morocco (2024)

Google Citation: 1300⁺, H-Index = 13

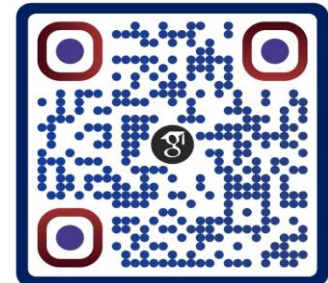
The List of Publications:

ABDC A* = 1
ABDC A = 10
ABDC B = 4
ABDC C = 8
ABS 3 = 2; ABS 2 = 11; ABS 1 = 10
In Total =30⁺ Articles

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Google Scholar



Work Experience (Work Experience 8 + Years)

- ❖ **Assistant Professor & Programme Manager:** Rabat Business School*, Morocco, '**AACSB Accredited**' (October 2021 to present*) –
Subject Teaching to IPM and Master student – Digital Marketing, Digital Communication Strategy, Marketing Management, Strategic Marketing, Social Entrepreneurship, Sales & Distribution Management, Market Research Applied to Digital Marketing, AI for Marketing.
Subject Taught to Executive MBA Course: AI & Digital Transformation during Spring 2024.
- ❖ **Assistant Professor:** Rajalakshmi School of Business, Chennai, India (July 2019 to February 2021) – *Remarks: 4.2 / 5.*
Subjects taught to MBA student – General Management, Consumer Behavior, Service Marketing, Customer Relationship Management, Sales and Distribution Management, Integrated Marketing Communication.
- ❖ **Assistant Professor:** University School of Business, Chandigarh University, Punjab, India (June 2018 to June 2019) –
Remark: 3.8 / 5.
Subjects taught to MBA student - Basics of Management, Marketing, Sales & Distribution Management, Research Methodology, Data Analysis using SPSS & Amos.
- ❖ **Teaching Associate:** Department of Management, DIT University – Dehradun, India (August 2015 to December 2017)
Subjects taught to MBA + B.Tech student: Principles of Management, Sales & Distribution Management, Marketing Management, Digital Media Marketing, Engineering Economics.

Academic Credentials

- ❖ **Ph.D. in Management (Specialization-Marketing)** - from DIT University – Dehradun, India (August 2015 – August 2019). **Topic:** Consumer Brand Attachment Behavior and Its Consequences – A study in the Context of Social Networking Sites based on Online Communities
- ❖ **Executive Education Programmes** – Strategic Management of Digital Technologies from **Indian Institute of Management (EQUIS accredited)** – Bangalore, India from 19th to 30th December 2016.
- ❖ **Master of Business Administration (Industry Integrated)** in **International Business** from Maharshi Dayanand University-Rohtak, India as a regular student from University affiliated **Institute of Management & Development (IMD-New Delhi, India)** during 2011-2013.
- ❖ **Diploma of Post Graduate Programme in International Business Management (PGPIBM)** from **Institute of Management & Development (IMD-New Delhi, India)** during 2010-2012.
- ❖ **M.Sc. in Psychology** from Tamil Nadu Open University, India during 2010-2012.

Technically Sound with:

Statistics software SPSS, AMOS Graphics, Smart PLS, Process-Macro, Adanco, Gephy, NVIVO & ANN.

Research Papers Published/Accepted in Journals

- [1]. Arya, V., Auruskeviciene, V., Agarwal, S., Kokatnur, P., Kumar, H., & Verma, R. (2024). Let us take a walk to the sustainable tourism practices: a qualitative study through the lens of tourism experts. *Environmental Science and Pollution Research*, 1-24. **Scopus**.
- [2]. Luthra A., Arya V., Dixit S., Roy H., Sasso P. (2023-In Press). Knowledge Management is no more gray-area in Tourism Industry – A Study to Explore Transformation Leadership & Executive Communication, *Journal of Knowledge Management*, Accepted for Publication, **ABDC-A & ABS-2**.
- [3]. Luthra A., Arya V., Dixit S., (2023-In Press). Evaluating the Impact of Faculty Development on Employee Engagement Practices in Higher Education: Analysing the Mediating Role of Professional Development, *The Learning Organization*, Accepted for Publication, **ABS-1, ABDC-C**
- [4]. Rawat P., Paul J., Arya V., Roy H. (2023-In Press). Does the micro become macro in developing economies? A study to trace sustainable circular replacements for emerging world's green development, *Business Strategy and the Environment*, **ABDC-A, ABS-3**.
- [5]. Arya V., Sambyal R., Sharma A., Dwivedi Y. K. (2023), *Brands are calling you in Metaverse - A study To Explore XR-based Gamification Marketing Activities & Consumer-based Brand Equity*, *Journal of Consumer Behaviour*. **ABDC-A & ABS-2**
- [6]. Kumar H., Tuli N., Singh K. R., Arya V., Srivastava R. (2023), *Exploring the role of Augmented Reality as a new brand advocate*, *Journal of Consumer Behaviour*. **ABDC-A & ABS-2**.
- [7]. Rana G., Arya V. (2021). Green Human Resource Management and Environmental Performance: Mediating Role of Green Innovation – A study from an emerging country, *Foresight*, **ABDC-C & ABS-1**.
- [8]. Sethi D., Chakraborty T., Parera V., & Arya V. (2023). Impact of Job Crafting Behavior on HRM through Leader-Member Exchange, Perceived Organizational Support, and Readiness for Change in an Emerging Market, *International Journal of Human Resource Management*, **ABDC-A & ABS-3**.
- [9]. Sharma, K., Arya, V., & Mathur, H. P. (2023). New Higher Education Policy and Strategic Plan: Commensurate India's Higher Education in Global Perspective. *FIIB Business Review*, 23197145221125351. **Scopus & ABS-1**.
- [10]. Verma R., Arya V., Thomas A., Bolohnesi E., Mueller J., (2022), Does Startup culture in the emerging country grow around societal sustainability? An empirical study through the lens of Co-creational capital and green intellect, *Journal of Intellectual Capital*, In Press, **ABDC-B & ABS-2**.
- [11]. Anand K, Arya V., Suresh S., Sharma A. (2022). *Quality Dimensions of Augmented Reality-based Mobile Apps for SMART-TOURISM and its impact on Customer Satisfaction & Reuse Intention*, *Tourism Planning & Development*, **Scopus, ABDC-B & ABS-2**.
- [12]. Bousba Y., Arya, V. (2022). Let's Connect in Metaverse. Brand's New Destination to Increase Consumers' Affective Brand Engagement & Their Satisfaction and Advocacy, *Journal of Content Community & Communication*, 14, 1-13. **Scopus**.
- [13]. Arya, V., Paul, J., & Sethi, D. (2022). Like it or not! Brand communication on social networking sites triggers consumer-based brand equity. *International Journal of Consumer Studies*, 46(4), 1381-1398. **ABDC-A & ABS-2**.
- [14]. Gupta, A., Jain, V. K., Arya, V., & Verma, H. (2022). Consumer Green Consumption Behavior: A Myth or Reality in the Information Age? A Study Based on Bibliometric Analysis Approach. *Information Resources Management Journal (IRMJ)*, 35(2), 1-19. **ABDC-C & ABS-1**.
- [15]. Arya, V. (2022). Does employee retention depend on spiritual work environment and organisational internal branding?—A study in the context of emerging market. *World Review of Science, Technology and Sustainable Development*, 18(3-4), 239-261. **Scopus, ABDC-C**.
- [16]. Kiran, Arya, V., & Dhaliwal, R. S. (2022). Tripartite relationship of ethical behaviour, job involvement, and job performance and its relevance in the IT sector in India. *International Journal of Economics and Business Research*, 24(1-2), 52-72. **Scopus, ABDC-C**.
- [17]. Sethi, D., Pereira, V., & Arya, V. (2021). Effect of Technostress on Academic Productivity: E-Engagement Through Persuasive Communication. *Journal of Global Information Management (JGIM)*, 30(5), 1-19. **Scopus, ABDC-A & ABS-2**.
- [18]. Poonia, A., Sindhu, S., Arya, V., & Panghal, A. (2021). Analysis of drivers for anti-food waste behaviour-TISM and MICMAC approach. *Journal of Indian Business Research*. **ABDC-C & ABS-1**.

- [19]. Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124, 106919. **ABDC-A & ABS-2.**
- [20]. Jhamb, D., Kampani, N., & Arya, V. (2021). Embracing the employee orientation: does customer relationship matter in brand building?. *Benchmarking: An International Journal*. **ABDC-B & ABS-1.**
- [21]. Islam, T., Pitafi, A. H., Arya, V., Wang, Y., Akhtar, N., Mubarik, S., & Xiaobei, L. (2021). Panic buying in the COVID-19 pandemic: A multi-country examination. *Journal of Retailing and Consumer Services*, 59, 102357. **ABDC-A & ABS-2.**
- [22]. Habeeb, S., Arya, V., & Ahmad, N. (2021). Home-based entrepreneuring for empowerment and sustainability of Muslim women: a study in the Indian context. *World Review of Science, Technology and Sustainable Development*, 17(4), 334-347. **Scopus, ABDC-C.**
- [23]. Jain, V. K., Arya, V., & Sharma, P. (2021). Social Media and Sustainable Behavior: A Decision Making Framework Using Interpretive Structural Modeling (ISM). *Journal of Content Community & Communication*, 14, 1-13. listed in **Scopus.**
- [24]. Sharma, S., Singh, K., & Arya, V. (2021). Innovation and employee turnover in biotechnology companies: rethinking the role of strategic human resource management. *World Review of Entrepreneurship, Management and Sustainable Development*, 17(2-3), 291-305. **Scopus, ABDC-C & ABS-1.**
- [25]. Sethi, D., & Arya, V. (2020). Legal implications governing medical negligence in India: creating awareness through six-dimensional framework of effective communication. *International Journal of Law and Management*, 62(5), 417-425. **Scopus, ABDC-C.**
- [26]. Arya, V., Sethi, D., & Paul, J. (2019). Does digital footprint act as a digital asset?—Enhancing brand experience through remarketing. *International Journal of Information Management*, 49, 142-156. listed in **Scopus, ABDC-A* & ABS-2.**
- [27]. Sharma, A., Khan, Z. A., & Arya, V. (2019). Exploring the mediating effect of responsive market orientation between the relationship of entrepreneurial orientation and firm performance. *International Journal of Engineering and Advanced Technology*, 9(1), 6766-6772. listed in **Scopus.**
- [28]. Arya, V., Verma, H., Sethi, D., & Agarwal, R. (2019). Brand authenticity and brand attachment: How online communities built on social networking vehicles moderate the consumers' brand attachment. *IIM Kozhikode Society & Management Review*, 8(2), 87-103. **ABDC-C & ABS-2.**
- [29]. Arya, V., Sharma, S., Sethi, D., Verma, H., & Shiva, A. (2018). Ties that bind tourists: embedding destination motivators to destination attachment: a study in the context of Kumbh Fair, India. *Asia Pacific Journal of Tourism Research*, 23(12), 1160-1172. **ABDC-A & ABS-1.**
- [30]. Arya, V., Sethi, D., & Verma, H. (2018). Are emojis fascinating brand value more than textual language? Mediating role of brand communication to SNS and brand attachment: An insight from India. *Corporate Communications: An International Journal*. listed in **ABDC-B & ABS-1.**
- [31]. Arya, V., & Verma, H. (2018). Social Networking Sites and Brand Attachment. *SCMS Journal of Indian Management*, 15(1), 96-109. listed in **Scopus.**

Awards & Recognition

- [1] Received **Best Paper Award** for the paper 'Arya V., Sambyal R., Sharma A., Dwivedi Y. K. (2023), *Brands are calling you in Metaverse - A study To Explore XR-based Gamification Marketing Activities & Consumer-based Brand Equity*' by *Journal of Consumer Behaviour* for the year 2023. **ABDC-A & ABS-2.**
<https://onlinelibrary.wiley.com/page/journal/14791838/homepage/bestpaperawards>
- [2] Received **Best Paper Award** for the paper 'Immersive Experience—New Dialogue to Deliver to your Customers. A Study to explore Intangible Assets Offered by Luxury Brands in the Metaverse' presented at the international conference on Marketing Innovation hosted by Indian Institute of Management Kashipur, India during 16-18 December 2023.
- [3] Received **ERASMUS+ Scholarship** to Visit *Polonia University, Częstochowa, Poland* to deliver a lecture on Metaverse – Mix method of Augmented Reality, Virtual Reality, and, Data analysis using Process-Macro & AMOS, under the scholarship granted by ERASMUS+ from 3rd July to 9th July 2022.

- [4] Received Global Education and Corporate Leadership Awards -2018 under the category of “**Best Young Researcher**” (Male, below 40 years), held at MIET, Meerut, Uttar Pradesh, India on 23rd December 2018.

Research Papers – Conference Presentation (2021-2023)

- [1]. Arya V. (2023). Immersive Experience–New Dialogue to Deliver to your Customers. A Study to explore Intangible Assets Offered by Luxury Brands in the Metaverse “ presented and received Best paper Award at the international conference on Marketing Innovation hosted by Indian Institute of Management Kashipur, India during 16-18 December 2023.
- [2]. Arya V. (2023). Hi Consumers – Lets’ meet in the Metaverse for Sustainable Business Approach, presented at International Conference on Advancing Sustainable Future organized by Abu Dhabi University at Waldorf Astoria Dubai Palm Jumeirah Hotel, DUBAI, UAE from 5th -6th December 2023.
- [3]. Arya V., Manstrly D EL., Oukhayi B. (2023). I love Travelling-in-Metaverse – Exploring the Characteristics of Destination Attachment in Metaverse, presented at SURREY 2023 conference held at the University of Surrey, UK from July 5 to July 7-2023.
- [4]. Arya V., Kumar H., Sharma A. (2023). Metaverse –A New Phenomena for Intangible Products. A Study to Explore Immersive Brand Engagement & Consumer-Brand Equity in I-commerce, presented at the 2023 AMS Annual Conference to be held in New Orleans, LA, USA from May 17 to May 19-2023.
- [5]. Rawat P., Paul J., Arya V., Roy H. (2023). Micro-Meso is a New Direction for circular bioeconomy – A Qualitative Study from two Emerging Countries, presented at the 2023 AMS Annual Conference to be held in New Orleans, LA, USA from May 17 to May 19-2023.
- [6]. Arya V. (2023). Are Brands dynamic with Metaverse Technology? Future is Realistic with AR-based Mobile Apps, presented at the 16th Global Brand Conference at the University of Bergamo, Italy from May 3 to May 5-2023
- [7]. Vikas Arya, Hiran Roy, Justin Paul, Rachita Sharma (2022), “*Hi consumers, Let’s Meet in Metaverse - A study To Explore AR/VR -Based Gamification Marketing Activities*” presented at the EMAC Regional Conference 2022 hosted by Kaunas University during September 21-23, 2022.
- [8]. Arya, V., Sethi, D., Sharma, A., Shiva, A., & Islam, T. (2022). Do You Love Open Kitchen Restaurants? Exploring Visitors’ Motivators of Restaurant Visit for Sustainable Growth of Tourism’Industry: An Abstract. In Academy of Marketing Science Annual Conference (pp. 325-326). Springer, Cham.
- [9]. Hiran Roy, Vikas Arya, Farahmandi A., (2022), “LGBTIQ+ Inclusion in the workplace and the response of foodservice industry: A study on Vancouver Visitor Destination” presented in the Travel and Tourism Research Association (TTRA) - Advancing Tourism Research Globally- Conference held at Victoria, British Columbia | June 14-16, 2022.

Editor of Special issue

- [1] International Journal of Content Community & Communication (2022), ISSN: 2395-7514; listed in Scopus, Issue on “*Customer-Technology-Communication Culture: A tripartite relationship to build Brand visibility – A Quantitative Approach*”. <https://www.amity.edu/qwalior/jccc/jun2022.html>
- [2] International Journal of Law & Management (2021-InPress), ISSN: 1754-243X; Scopus-Intellect, Issue on “*Blue Whistle for Brands – Consumers’ and Stakeholders’ perspective towards reformation in marketing legal practices*”. <https://doi.org/10.1108/IJLMA-02-2023-321>
- [3] World Review of Science, Technology and Sustainable Development (2022-In Production), ISSN: 1741-2234; Scopus-Elsevier, listed in Australian Business Dean Council (ABDC-C), Issue taken for FsCongress2020, on “*Sustainable Business Practices for Marketers in Emerging Markets*”. Available at: <https://www.inderscience.com/info/ingeneral/forthcoming.php?icode=WRSTSD>
- [4] International Journal of Economics and Business Research (2022-In Production), ISSN: 1756-9869; Scopus-Elsevier, listed in Australian Business Dean Council (ABDC-C), Issue taken for FsCongress2020, on “*Contemporary Marketing Practices for Business Sustainability*”. Available at: <https://www.inderscience.com/info/ingeneral/forthcoming.php?icode=IJEBR>

- [5] International Journal of Business and Globalisation (2021), ISSN: 1753-3635; Scopus-Elsevier, listed in Australian Business Dean Council (ABDC-C), Issue taken for ICSSB-2019 on "Sustainable Practices in the Global Business Environment". Available at:
<https://www.inderscience.com/info/inarticletoc.php?jcode=ijbg&year=2020&vol=26&issue=4>
- [6] World Review of Entrepreneurship Management and Sustainable Development (2021), ISSN: 1746-0581; Scopus-Elsevier, listed in Australian Business Dean Council (ABDC-C), Issue taken for ICSSB-2019, on "Innovation in Markets and Its Capitalisation in the Digital Scenario". Available at:
<https://www.inderscience.com/info/inarticletoc.php?jcode=wremsd&year=2021&vol=17&issue=2/3>
- [7] International Journal of Technology Transfer and commercialisation (2021), ISSN: 1741-5284; listed in Australian Business Dean Council (ABDC-C), Issue taken for ICSSB-2019, on "Sustainable Development and Social Innovation in Business". Available at:
<https://www.inderscience.com/info/inarticletoc.php?jcode=ijttc&year=2021&vol=18&issue=1>
- [8] World Review of Science, Technology and Sustainable Development (2021), ISSN: 1741-2234; Scopus-Elsevier, listed in Australian Business Dean Council (ABDC-C), Issue taken for ICSSB-2019, on "Innovative Approaches towards Sustainable Development in a Globalised World". Available at:
<https://www.inderscienceonline.com/toc/wrstd/17/4>

International Conference / Workshop (Organizer & Resource Person)

- [1] Organizing committee member to the first International Conference "International Conference Sustainable Business Practices in a VUCA World" held at Rabat Business School, Morocco during June 23-24, 2022.
- [2] As an executive committee member & Conference Chair serving the International Conference "7th FsCongress-2022 - "International Conference on Excellence in Marketing & Tourism" organizing by FsCongress International Congress on Social Science, ANKARA, Turkey & Blueforskning Research Academy, India during January 15-16, 2022 in virtual mode.
- [3] As an executive committee member & Conference Chair serving the International Conference "FsCongress2021 - "Economic, Social and Political Impacts of COVID-19 Pandemic" organizing by FsCongress International Congress on Social Science, ANKARA, Turkey during May 7-8, 2021 in virtual mode.
- [4] As a Convener organized an International Conference FsCongress2020: Recent Trend in Economy, Business, Politics, and Society in the Information Age in association with jointly organized by FsCongress International Congress on Social Science, ANKARA, Turkey, and FEAS, Osmaniye Korkut Ata University, Osmaniye, Turkey. In virtual mode during 25th – 30th May 2020, with two special issue from Inderscience & Elsevier Journals (WRSTSD, & IJEER) listed in Scopus & ABDC category.
- [5] As a workshop chair & Resource Person, organized an International workshop in virtual mode on Structural Equation Analysis using SMART-PLS in collaboration with FsCongress International Congress on Social Science, ANKARA, Turkey during 14th – 20th December 2020.
- [6] As a Co-Convener organized an International Conference on Sustainable Development & Social Innovation in Business (ICSSB), host by Chandigarh University in association with Arkansas State University, New York, USA, and Emerald Publishing, India during 25th – 26th February 2019, with Editor of special issue of five Journals listed in Scopus & ABDC category, and tie-up with one Emerald listed B-category (ABDC-B) Journal for publication of Best three papers from the conference.

Session Delivered in Workshops / Seminar

- [1] Delivered a session on "Emerging Trends in Marketing: AI, ML & Metaverse" at the G L Bajaj Institute of Management, New Delhi, India on 4th January 2024.
- [2] Delivered a session on "Metaverse Marketing – Future of Immersive Communication" at the International Congress on Management and Marketing Research Gates MMRG 2023, organized by Moulay Ismail University, Meknes, Morocco on 24th November 2023.
- [3] Delivered a session on "Metaverse- Consumer Prospective" at Metaverse & Management Action Conference organize by IGMA-Dubai, UAE on 16th December 2022.

- [4] Deliver a session on “Metaverse- Economy, Ethics, Values and Implication” at 1337 Metaverse Day organized by META (Facebook), OCP, Moh. Vi University, Morocco, and 1337 on 14th December 2022.
- [5] Delivered a session on “Metaverse- A Sustainable Tourism Management” at International Conference on Business Sustainability & Management organized by REVA University, Bangalore, India on 10th December 2022.
- [6] Delivered a session on “Let’s Hunt the Research from an Innovative Perspective – Mapping the Research Agenda from Reliability Context” for Master Students at Fairleigh Dickinson University, Vancouver Campus, Canada, on 16th November 2022.
- [7] Delivered a session on “I Love 3-D Immersion in Metaverse” for Master Student at FIIB Business School, New Delhi India on 9th November 2022.
- [8] Delivered a session on “Research Framework & Questionnaire Development” in an online lecture web series “Research Mentoring Workshop” organized by Emerald Publications on 8th October 2022.
- [9] Delivered a pre-conference workshop on “Mediation & Moderation Analysis using Process-Macro” in an International Conference Sustainable Business Practices in a VUCA World” held at Rabat Business School, Morocco during June 23-24, 2022.
- [10] Delivered a pre-conference workshop on “Mediation & Moderation Analysis using Process-Macro” in an International Conference "Fostering Resilient Business Growth Ecosystem & Economic Growth - Towards the Next Normal" organized by Dr. D.Y. Patil B-School, Pune, India during 27th April 2022.
- [11] Delivered a session on “Impact of Articles alignment as per Journals’ Requirement”, in virtual mode.” organized by Shaheed Bhagatsingh College, Delhi University, India in virtual mode on 20th January 2022.
- [12] Delivered a session on “How to Publish Research Papers in the Reputed Journals”, in virtual mode.” organized by MIT World Peace University, Pune, India in virtual mode on 27th November 2021.
- [13] Delivered a session on “Research Process with Special Emphasis on Problem Identification”, in virtual mode.” organized by Doctoral Research Centre, Chitkara Business School, Chitkara University, India in virtual mode on 26th September 2021.
- [14] Delivered a session on “Leadership challenges to achieve sustainability in Hospitality and Tourism”, in virtual mode.” organized by Faculty of Hospitality and Tourism, Amity University, Noida during 17th Online Amity International Tourism & Hospitality Conference 2021 - World Tourism Day in virtual mode on 24th September 2021.
- [15] Delivered a session on “LinkedIn – A New Normal to Cultivate a Strong Virtual Networking for Future Growth.” organized by Shyam Lal College, University of Delhi, India in virtual mode on 3rd September 2021.
- [16] Delivered a session on “Mirror Image or Illusion? A Way to Discover Your Best Version.” organized by Chandigarh University, India in virtual mode on 31st August 2021.
- [17] Delivered a session on “How to Plan Your 2-4 Years of Graduation Journey in A Most Memorable Way?.” organized by Chandigarh University, India in virtual mode on 31st August 2021.
- [18] Delivered a session on “How Important is LinkedIn for Professional Branding - Virtual Presence Matters a lot.” organized by Jindal Business School, O.P. Jindal University, India in virtual mode on 31st August 2021.
- [19] Delivered a session on “Destination Tourism & Consumers’ Sustainable Consumption Behaviour” at International Conference on Responsible Tourism & Hospitality (ICRTH2021).” organized by UCSI University, Malaysia in virtual mode on 27th May 2021.
- [20] Delivered a session on “How Relevant is the Innovate approach in Research" at Writing Impactful Research" being organized by Emerald Publishing in association with Sabaragamuwa University of Srilanka and, Gulf Medical University, UAE in virtual mode on 29th April 2021.
- [21] Delivered 7 days of sessions in a 7-days workshop Program on “Advance Level of Data Analysis using AMOS software” organized by Blueforskning Research Academy, India and, FsCongress Society, Turkey in virtual mode during 12th – 18st April 2021.
- [22] Delivered a 2-days workshop Program on “e-Workshop on Modelling using Process Macro v3.3” organized by Research Smith, India in virtual mode during 11th -12th March 2021.
- [23] Delivered a 3-days workshop Program on “Structural Equation Analysis using AMOS & Process-Macro” organized by Koch Scholar-New Delhi in virtual mode during 21st – 23rd January 2021.
- [24] Delivered 3 sessions on scale development, exploratory factor analysis in a Workshop on “Research Methodology” Organized by the Department of Commerce, University of Jammu on virtual mode during 15th -19th December 2020.

- [25]** Delivered 2 days of sessions on EFA & CFA and, structuring papers for high index journal in workshop two-week “online faculty development programme on advanced techniques and tools in social science research” organized by the Department of Management and Business Administration, Aliah University, Kolkata, West Bengal, India in a virtual mode during 24th November to 7th December 2020.
- [26]** Delivered a 5-days workshop Program on “Structural Equation Analysis using SMART-PLS” organized by FsCongress Society, Turkey & Blue-Forskning Research Academy in virtual mode during 14th – 20th December 2020.
- [27]** Delivered 3 days of sessions in a 7-days workshop Program on “Emerging Data Analysis for High-Quality Publication using SMART-PLS, ANN, Process-Macro” organized by FsCongress Society, Turkey in virtual mode during 15th – 21st June 2020.
- [28]** Delivered 4 days sessions in a 7-days workshop Program on “Advanced level of Data Analysis Using AMOS & ADANCO” organized by FsCongress Society, Turkey in virtual mode during 8th – 14th June 2020.
- [29]** Delivered a 7-days workshop Program on “Basics of Data Analysis Using SPSS” organized by FsCongress Society, Turkey in virtual mode during 1st – 7th June 2020.
- [30]** Delivered a session in a workshop on “Impactful Research Writing” by Emerald Publishing, India in an International Conference on Sustainable Development & Social Innovation in Business, organized by Chandigarh University in association with Arkansas State University, New York, USA during 25th – 26th February 2019.
- [31]** Delivered a session on “Mediation and Moderation using Process (by A. Hayes 2015)” during Faculty Development Programme (FDP) on “Data Analysis using SPSS and Structural Equation Modelling using AMOS 24.0”, Process and NodeXL at DIT University, Dehradun, India during 18th – 24th December 2017.



Short Bio of VIKAS ARYA

Dr. Vikas Arya – Morocco

Dr. Vikas Arya, is a doctorate in Digital Brand Management, and is currently associated with Rabat Business School, Morocco, as an Assistant Professor (Marketing) & Programme Manager (Strategic & Digital Marketing – Master Course). He is a Founder of BlueForskning Research Academy. Prof Arya received European Scholarship “ERASMUS+ - 2022” to visit Poland to deliver academic sessions on Metaverse, AR/VR. As a research scholar, he has presented his research work at reputed conferences, including EGOS at Copenhagen Business School-Denmark, American Marketing Science Conference (AMS-USA), and American Marketing Academy – Italy, EMAC – Conference – Lithuania, etc. Prof. Dr. Arya was the guest editor for number of special issues from reputed Journals listed in the Scopus &/or ABDC category. He has published papers in reputed journals such as the Business Strategy and the Environment, journal of Knowledge Management, Journal of Consumer Behaviour, International Journal of Consumer Studies, International Journal of Information Management,



Computers in Human Behavior, Journal of Retailing and Consumer Studies, Journal of Global Information Management, etc. He is an expert in quantitative data analysis and has imparted various training sessions/workshops on Metaverse/ AR-VR, Research and data Analysis. His core consultancy, research, and teaching interests are in Metaverse, Web 3.0, AR & AI, Consumer Behaviour, Brand Management, Marketing Communication, Destination Branding, Digital Mobile Apps marketing, Brand Building using virtual platforms, etc.

Thanks & Regards

Dr Vikas Arya

Assistant Professor & Programme Manager – Marketing
Rabat Business School (AACSB Accredited)
International University of Rabat, Morocco

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LinkedIn: <https://www.linkedin.com/in/vikas-aryaa/>

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