

Dr. Vikas Arya



Country Residence: Morocco

Language: Hindi/English

Marital Status: Married

Age: 34+ Years

Work Experience

Academic: 5+ Years

Corporate: 4+ Years

University Education:

Ph.D. in Marketing (2015-2019)

EEP – Strategic Management of Digital Technologies – IIM-Bangalore

Faculty Development Program - IIM-Kozhikode

MBA- Industry Integrated from MDU University-India

PGPIBM (International Business) from IMD-New Delhi

M.Sc. + B.Sc. in Psychology

The List of Publications:

ABDC A* - Star Category : One

ABDC A Category : Three

ABDC B Category : Three

ABDC C Category : Six

Scopus Listed : Four

Correspondence Details:

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Work Experience (Work Experience 8 + Years)

- ❖ **Assistant Professor:** Rabat Business School, Morocco (October 29 to present)
- ❖ **Assistant Professor:** Rajalakshmi School of Business, Chennai, India (July 2019 to February 2021)
Subjects taught to MBA student - Marketing Management, Consumer Behavior, Service Marketing, Customer Relationship Management, Sales and Distribution Management, Integrated Marketing Communication
- ❖ **Assistant Professor:** University School of Business, Chandigarh University, Punjab (June 2018 to June 2019)
Subjects taught to MBA student - Sales & Distribution Management, Marketing Management, Research Methodology, Data Analysis using SPSS & Amos.
- ❖ **Teaching Associate:** Department of Management, DIT University – Dehradun (August 2015 to December 2017)
Subjects taught to MBA + B.Tech student: Sales & Distribution Management, Marketing Management, Digital Media Marketing, Engineering Economics.
- ❖ **Marketing & Strategy Manager:** VCW Education, Roorkee-India (August 2013 to July 2015).
Market Research in Educational Product Domain, Branding & Promotion, Marketing & Business Strategies, Business Development
- ❖ **Business Development Manager:** Netmax Digital Media Pvt. Ltd. , Faridabad-India during (February 2013 to Aug. 2013).
Digital Branding Structure & Strategy Planning, Social Media Marketing, Digital Affiliation
- ❖ **Corporate Sales Executive:** Tarang Media Pvt. - New Delhi (April 2011 to January 2013).
Corporate Business Development, Marketing & Space Selling, Branding & Promotional Strategies

Academic Credentials

- ❖ **Ph.D in Marketing Management** - from DIT University – Dehradun, India (August 2015 – June 2018)
Topic: Consumer Brand Attachment Behavior and Its Consequences – A study in the Context of Social Networking Sites based Online Communities
- ❖ **Executive Education Programmes** – Strategic Management of Digital Technologies from **Indian Institute of Management - Bangalore** during 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) with overall 68 % in all four semesters during 2011-2013.
- ❖ **Diploma of Post Graduate Programme in International Business Management (PGPIBM)** from **Institute of Management & Development** (IMD-New Delhi) with overall 67 % in all four semester during 2010-2012.
- ❖ Certificate course **Educational-cum-Industrial tour** to experience the International Business Policies & Procedures at Singapore and Malaysia during 2nd May – 11th May 2012.
- ❖ **M.Sc. in Psychology** from Tamil Nadu Open University, India with overall 67 % in all four semester during 2010-2012.
- ❖ **B.Sc. in Psychology** from Alagappa University, Tamil Nadu, India during 2007-2010.

Technically Sound with:

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

Awards & Recognition

- [1] 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 during 23rd December 2018.

Research Papers Published/Accepted in Journals

- [1] Anshuman Sharma, Yogesh Kumar Dwivedi, Vikas Arya, & Muhammad Qutubuddin Siddiqui (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 106919, listed in **Scopus Q1, Indexed A in ABDC**.
- [2] Anu Gupta, Dr. Vijay Kumar Jain, Dr. Hemraj Verma, Dr. Vikas Arya (2021), “Consumers' Green Consumption Behavior – A myth or reality in the Information age? A study based on Bibliometric Analysis Approach: Consumers' Green Consumption Behavior,” accepted for Publication in *Information Resources Management Journal*, ISSN: 1040—1628, listed in **Scopus, Indexed C in ABDC**.
- [3] Deepika Jhamb Nidhi Kampani, Dr. Vikas Arya (2021), “Embracing the Employee Orientation: Does Customer Relationship matter in Brand Building”, *Benchmarking: An International Journal*, ISSN: 1463—5771, listed in **Scopus, Indexed B in ABDC**.
- [4] Dr. Deepa Sethi, Dr. Vijay Pereira, Dr. Vikas Arya (2020), “Effect of Technostress on academic productivity- E-engagement through persuasive communication” accepted for publication by *Journal of Global Information Management, IGI Global*, ISSN: 1062—7375, listed in **Scopus, Indexed A in ABDC**, Impact Factor 1.21.
- [5] Dr. Tahir Islam, Dr. Hameed Pitafi, Dr. Ying Wang, Dr. Vikas Arya, Dr. Liang Xiaobei, Dr. Shujaat Mubarik (2020), “Panic Buying in the COVID-19 Pandemic: A Multi-Country Examination” published by *Journal of Retailing and Consumers Services, Elsevier*, ISSN: 0969-6989, listed in **Scopus, Indexed A in ABDC**, Impact Factor 4.2. <https://doi.org/10.1016/j.jretconser.2020.102357>
- [6] Dr. Vikas Arya (2020), “Does Employee Retention depend on spiritual work environment and organisational Internal branding? - A study in the context of Emerging Market” has been accepted for publication in *World Review of Science, Technology and Sustainable Development*, Inderscience ISSN: 1741-2242, listed in **Scopus, Indexed C in ABDC**.
- [7] Kiran Dhand, Dr. Vikas Arya, Dr. Ran Singh Dhaliwal (2020), Tripartite relationship of Ethical Behavior, Job Involvement, and Job Performance & it’s relevancy in IT sector in India” has been accepted for publication in *International Journal of Economics and Business Research*, Inderscience. ISSN: 1756-9869. listed in **Scopus, Indexed C in ABDC**.
- [8] Dr. Deepa Sethi, Dr. Vikas Arya (2020), “Legal Implication governing Medical negligence in India: Creating Awareness through Six-dimensional Framework Effective Communication”, *International Journal of Law and Management*, 62 (5), 417-425. Emerald. ISSN: 1754-243X, listed in **Scopus, Indexed C in ABDC**.
- [9] Sahiba Shamra, Dr. Kavita Singh, Dr. Vikas Arya (2020), “Rethinking the Role of Strategic Human Resource Management”, *World Review of Entrepreneurship, Management and Sustainable Development*, Inderscience ISSN: 1746-0573, listed in **Scopus**.
- [10] Safoora Habeeb, Dr. Vikas Arya, Dr. Naseeb Ahmad (2020), “Home-based entrepreneuring for Empowerment and Sustainability of Muslim women: A study in Indian Context” has been accepted for

publication in *World Review of Science, Technology and Sustainable Development*, Inderscience ISSN: 1741-2242, listed in **Scopus**, Indexed **C in ABDC**.

- [11] Anshuman Sharma, Zaheer Ahmad Khan, Vikas Arya (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). ISSN: 2249 – 2258, listed in **Scopus**.
- [12] Vikas Arya, Dr. Deepa Sethi, Dr. Justin Paul (2019), "Does Digital Footprint act as a Digital Asset? - Enhancing Brand Experience through Remarketing" *International Journal of Information Management*, 49, 142-156. ISSN: 0268-4012, listed in Scopus, Indexed **A-Star in ABDC**, Impact Factor 8.2, <https://www.sciencedirect.com/science/article/pii/S0268401218313562>
- [13] Vikas Arya, Dr. Hemraj Verma, Dr. Deepa Sethi, Dr. Rajat Agarwal (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. SAGE Publication. ISSN: 22779752, **Ranke 2nd in ABS, C in ABDC**, <https://doi.org/10.1177/2277975219825508>
- [14] Vikas Arya, Sahiba Sharma, Dr. Deepa Sethi, Dr. Hemraj Verma, Atul Shiva (2018). "Ties that bind Tourist: 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. Taylor & Francis Publication, ISSN: 174416507, listed in **Scopus**, Indexed **B in ABDC**, <https://doi.org/10.1080/10941665.2018.1528992>
- [15] Vikas Arya, Dr. Hemraj Verma, Dr. Deepa Sethi (2018), "Are emojis fascinating brand value more than textual language? Mediating role of brand communication to SNS & brand attachment: An Insight from India". *Corporate Communication: an International Journal* 23 (4), 648-670. Emerald publication, ISSN: 1356-3289, listed in **Scopus**, Indexed **B in ABDC**, <https://doi.org/10.1108/CCIJ-03-2018-0036>
- [16] Dr. Rajbir Singh Sethi, Vikas Arya, Dr. Anshuman Sharma (2018), "Reverberations of Prior Purchase Experience, Sales Promotion Skepticism and Pre-Purchase Sale Promotion Benefits on Online Purchase Intention", *Journal of Advance Research in Dynamical & Control Systems*, 10, 09-Special Issue, 426-432. , Elsevier Publication, listed in **Scopus**, <http://jardcs.org/abstract.php?archiveid=4307>
- [17] Vikas Arya, Dr. Hemraj Verma, (2018), "Does Social Networking Sites fascinate Brand Attachment Demeanor? Role of Brand Attachment to Shape the Consumers' Behavior". *SCMS Journal of Indian Management*, 15 (1), 96-109, ISSN: 0973-3167, listed in **Scopus**.
- [18] Vikas Arya, Dr. Hemraj Verma, (2017), "Social Networking Sites and Brand Attachment: New Bond to Influence Consumers". *Pragyaan: Journal of Management*, 15 (1). ISSN: 0974-5505, indexed in UGC list-India.

Research Papers Accepted in International Conferences

- [1] Dr. Tahir Islam, Dr. Hameed Pitafi, Dr. Ying Wang, Dr. Vikas Arya, Dr. Liang Xiaobei, Dr. Shujaat Mubarik (2020), "Panic Buying in the COVID-19 Pandemic: A Multi-Country Examination" has been accepted for presentation at American Marketing Association (AMA) Winter Conference-2021.

International Conference / Workshop (Organizer & Resource Person)

- [1] As an executive committee member 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.
- [2] As an advisory committee member served the international conference 'The Age of Digital Transformation, Impact of Emerging Technologies in Marketing' organized by IMS Unison University, Dehradun, India in the association with the North American Society for Marketing Education in India (NASMEI) during 18th – 19th December 2020 in virtual mode, with one special issue from Intellect Publisher listed in Scopus & ABDC Category.

- [3] 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.
- [4] 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.
- [5] As a workshop chair & Resource Person, organized an International workshop in virtual mode on Data Analysis- SPSS, AMOS, Smart PLS, ANN, Process Macro, and Python in **collaboration with** FsCongress International Congress on Social Science, ANKARA, Turkey during 1st – 21st June 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.

Editor of Special issue

- [1] International Journal of Spa and Wellness (2021-Rolling), ISSN: 2472-1743; listed in Australian Business Dean Council (ABDC-C), Issue on **"Body and Mind: Role of Wellness Tourism and Destination Branding"**.
- [2] International Journal of Law & Management (2021-Rolling), ISSN: 1754-243X; Scopus-Intellect, Issue on **"Blue Whistle for Brands – Consumers' and Stakeholders' perspective towards reformation in marketing legal practices"**.
- [3] International Journal of Technology Management & Sustainable Development (2021), ISSN: 1474-2748; Scopus-Intellect, listed in Australian Business Dean Council (ABDC-C), Issue on **"New Age of Marketing & Tourism Practices for Sustainable Business Growth"**.
- [4] International Journal of Technology Management & Sustainable Development (2020), ISSN: 1474-2748; Scopus-Intellect, listed in Australian Business Dean Council (ABDC-C), Issue on **"The Role of Emerging Technologies in Marketing – Digital Era"**.
- [5] World Review of Science, Technology and Sustainable Development (2020), 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"**.
- [6] International Journal of Economics and Business Research (2020), ISSN: 1756-9869; Scopus-Elsevier, listed in Australian Business Dean Council (ABDC-C), Issue taken for FsCongress2020, on **"Contemporary Marketing Practices for Business Sustainability"**.
- [7] International Journal of Business and Globalisation (2019), 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"**.
<https://www.inderscience.com/info/inarticletoc.php?jcode=ijbg&year=2020&vol=26&issue=4>
- [8] World Review of Entrepreneurship Management and Sustainable Development (2019-In Press), 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"**.
- [9] International Journal of Technology Transfer and commercialisation (2019-In Press), ISSN: 1741-5284; listed in Australian Business Dean Council (ABDC-C), Issue taken for ICSSB-2019, on **"Sustainable Development and Social Innovation in Business"**.
- [10] World Review of Science, Technology and Sustainable Development (2019-In Press), 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"**.

Session Delivered in Workshops / Seminar

- [1] Delivered a sessions 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.
- [2] Delivered a sessions 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.
- [3] Delivered a sessions 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.
- [4] Delivered a sessions on “Mirror Image Or Illusion? A Way To Discover Your Best Version.” organized by Chandigarh University, India in virtual mode on 31st August 2021.
- [5] Delivered a sessions 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.
- [6] Delivered a sessions 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.
- [7] Delivered a sessions 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.
- [8] Delivered a sessions 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.
- [9] 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.
- [10] 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.
- [11] 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.
- [12] Delivered 3 sessions on scale development, exploratory factor analysis in a Workshop on “Research Methodology” Organized by the Department of Commerce, University of Jammu om virtual mode during 15th -19th December 2020.
- [13] 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 Department of Management and Business Administration, Aliah University, Kolkata, West Bengal, India in a virtual mode during 24th November to 7th December 2020.
- [14] 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.
- [15] 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.

- [16] 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.
- [17] 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.
- [18] Delivered two days of session in a 7-days Faculty Development Program on “How to Publish in High Impact Journals” organized by RAMA University-Kanpur, Uttar Pradesh, India during 18th -24th May 2019.
- [19] 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.
- [20] Delivered a session on “Research Paper writing and application of Statistical tools for data analysis” during a half-day workshop organized by University School of Business, Chandigarh University, Punjab, India during 4th August 2018.
- [21] 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.

Edited Book Published

- [1] Dr. Ahmet Arif, Dr. Vikas Arya (2020), “Economy, Business, Politics and Society in the Information Age” published as a conference proceeding book by Talebe Yayın Dağıtım Teknopark, Niğde, Turkey, ISBN: 978605-80024-1-8.
- [2] Samet Evcı, Vikas Arya (2019) “Theories and Critics in Economics & Management” published by IJOPEC Publication Limited, London, UK, ISBN: 978-1-912503-80-3.

Research Papers Published in Conference Proceeding

- [1] Dr. Deepa Sethi, Vikas Arya, Dr. Debashis Chatterjee (2019), “Turn that frown upside down: A contextual account of non-verbal communication to build patient’s allegiance and their credibility towards doctors”, presented and published in the proceedings in an International Conference on Global Health and Medical Tourism (GloHMT), held at Indian Institute of Management, Kozhikode, during 7th to 10th March 2019, ISBN: 9788192623986
- [2] Vikas Arya, Dr. Deepa Sethi (2018), “Does the Brand value build on online communities influence customers to buy green products? Role of brand credibility as a mediator and trust on the brand as a moderator to this relationship”, presented and published in the proceedings of first PAN-IIT International Management Conference (PANIITIMC-18) at Roorkee during 29th November to 2nd December 2018, ISBN: 9789353119355.
- [3] Vikas Arya, Dr. Hemraj Verma (2018), “The Relationship between Authenticity and Brand Attachment and Its Impact on Consumer Buying Behaviour” published in proceedings of *Conference on brand management, organized by IIT-Delhi*, Published by Emerald, ISBN: 9781786354112.
- [4] Karuna Prakash, Vikas Arya, Dr. Hemraj verma (2018), “Does digitalization in hospitals improve employees’ organizational commitment? The mediating role of work-life balance & internal branding to this relationship” published in Proceedings of *International Conference on Research and Business Sustainability*, organized by IIT-Roorkee & Sheffield Hallam University, UK, ISBN: 9789386238382.

- [5] Vikas Arya, Dr. Hemraj Verma, Dr Deepa Sethi, Rajbir Singh Sethi (2018), “Does Digital Footprint act as a digital asset? Contribution of mediating moderation of digital footprint to design the brand attachment through brand experience” published in Proceedings of 5th IIM World Management Conference on Marketing in Emerging Economics, ISBN: 9789352916351.
- [6] Rajbir Singh Sethi, Vikas Arya, (2018), “Do Millennials rely on online promotional campaign to make their purchase? Effect of digital promotions in shaping online purchase intention” published in Proceedings of 5th IIM World Management Conference on Marketing in Emerging Economics, ISBN: 9789352916351.
- [7] Vikas Arya, Dr. Hemraj Verma (2016-2017), “Correlation of Brand Authenticity with Brand Attachment and Its Influence on Consumer Buying Behaviour” published in Proceedings of 7th IIMA Conference on Marketing in Emerging Economics, ISBN: 9788192080062.
- [8] Vikas Arya (2014), “Digital Branding: New Tool to Create the Buying Covet in Consumer’s Mind”, Published in a book “Re-Visioning Business Management and Psychology – Ecologies of Local and Global Context”, Edited by Dr. Sunil Kumar with ISBN 9789381505793.

Research Papers Presented in National / International Province

- [1] Dr. Vikas Arya, Dr. Deepa Sethi, Dr. Atul Shiva, Dr. Anshuman Sharma (2019), “Do you love open kitchen restaurant? Exploring visitors’ motivators for sustainable growth of restaurants’ Industry” presented at the 2020 Academy of Marketing Science Annual Conference (AMS-2020), **Coral Gables, Florida, USA** during December- 2020 in virtual mode.
- [2] Dr. Anshuman Sharma, Dr. Vikas Arya (2020), “From brand experience to brand loyalty: Exploring the impact of customer satisfaction and brand trust” presented in an International Conference “Economy, Business, Politics and Society in the Information Age, organized by FsCongress-Turkey in virtual Mode during 25th – 30th May 2020.
- [3] Kiran Dhand, Dr. Vikas Arya, Dr Ran Singh Dhaliwal (2020), “Tripartite relationship of Ethical Behavior, Job Involvement, and Job Performance & it’s relevancy in IT sector in India” presented in an International Conference “Economy, Business, Politics and Society in the Information Age, organized by FsCongress-Turkey in virtual Mode during 25th – 30th May 2020.
- [4] Dr. Deepa Sethi, Dr. Tanushree Chakraborty, Dr. Vikas Arya, (2020), “Employee Job Crafting Behavior: Role of Leader Member Exchange, Positive Organizational Support and Change Readiness” presented in an International Conclave on Globalizing Indian Thought (GIT 2020), held at Indian Institute of Management, Kozhikode, India during 16th 18th January 2020.
- [5] Vikas Arya, Dr. Deepa Sethi (2019), “How relevant the engagement of customers’ on social commerce mobile apps with brand equity? The integration of supply chain advancement in the context of experiential IoT” presented in an International Conference on Sustainable Development & Social Innovation in Business, held at Chandigarh University in association with Arkansas State University, New York, USA during 25th – 26th February 2019.
- [6] Dr. Anshuman Sharma, Zaheer Ahmad Khan, Vikas Arya (2019), “Exploring the Mediating Effect of Responsive Market Orientation between the Relationship of Entrepreneurial Orientation and Firm Performance” presented in an International Conference on Sustainable Development & Social Innovation in Business, held at Chandigarh University in association with Arkansas State University, New York, USA during 25th – 26th February 2019.
- [22] Sahiba Sharma, Vikas Arya, Atul Shiva (2019), “Cultural Intelligence and Task Performance of Global Virtual Teams: A Study On Egoless Behaviour Towards Outgroup Members” presented in an International Conference on Sustainable Development & Social Innovation in Business, held at Chandigarh University in association with Arkansas State University, New York, USA during 25th – 26th February 2019.

- [23] Vikas Arya, Deepa Sethi, Atul Shiva (2019) “Is the Engagement of Customers’ on Social-Commerce Mobile Apps with brand equity relevant? The Integration of supply Chain advancement in the context of Experiential IoT” presented in an International Conference on Sustainable Development & Social Innovation in Business, held at Chandigarh University in association with Arkansas State University, New York, USA during 25th – 26th February 2019.
- [24] Dr. Anshuman Sharma, Dr. Haider Abbas, Vikas Arya, Atul Shiva (2019), “Is the repeat purchase of smartphone users’ prompt because of Brand generated Equity? Embedding the role of Brand Image & Brand Loyalty to the same”, presented in Annual Conference of the Emerging Markets Conference Board held at IMT-Ghaziabad during 6th to 8th January 2019.
- [25] Dr. Deepa Sethi, Vikas Arya (2018), “Engagement in Online Communities: Role of virtual platform to globalize the local culture and crafting the distance of communication among people”, presented in a *Conference on Society and Management: Indian Culture vis-à-vis Western Culture*, organized by Indian Institute of Management, Kozhikode during 7th to 8th December 2018.
- [26] Vikas Arya, Dr. Hemraj Verma, Dr. Deepa Sethi (2017). “Role of Emojis –as a Moderator & Brand Communication as a Mediator in the Relationship between Consumer Engagement on Social Networking Sites and Brand Attachment” presented to the 33rd EGOS Colloquium 'The Good Organization' held at **Copenhagen Business School, Copenhagen, Denmark** during July 6th – 8th, 2017.
- [27] Vikas Arya, Arti Gupta (2016), “Correlation of Spiritual Work Environment with organizational Internal Branding and It’s impact on Employee Retention- an empirical study on Patanjali”, in *the conference on Strengthening for the Values & Ethics for Sustainable Growth: Role of Indian Philosophical Traditions*, organized by Management Development Institute (MDI) – Gurgaon during 22nd -23rd September 2016.
- [28] Vikas Arya, Dr. Hemraj Verma (2016), “Impact of Social Networking Media on Brand Attachment and its correlation with Consumer Buying Behaviour” presented in *International Conference on Managing Responsible Research in the Human Science and Information Management*, organized jointly by London School of Management Education- London and Punjab University-Chandigarh during 12th-13th August 2016.
- [29] Deepak Bangwal, Vikas Arya (2016), “Green HRM – A step toward business and environmental sustainability” in *Annual International Conference on Sustainability* held at Indian Institute of Management (IIM) - Shillong, India during 17th-19th March 2016.
- [30] Vikas Arya, Dr. Hemraj Verma (2016), “Study of Digital Marketing Strategies Targeting Indian Millennials” in *an International Conference on Management of Infrastructure* held at CoMES – University of Petroleum and Energy Studies (UPES) - Dehradun, India during 4th-6th February 2016.
- [31] Vikas Arya, Shilpa Sawant, Dr. Hemraj Verma (2016) “Brand Management & The Role of Social Media in Designing The Brand Strategies for Corporate” in *National Seminar on Make in India: Strategies for Sustainable Growth and Development* held at IMS Unison University- Dehradun during 8th- 9th January 2016.
- [32] Vikas Arya, Deepak Bangwal (2016) “Entrepreneurship Education Model in the Modern Management Education System for Sustainability of Business” in *International Conference on Indigenous Models of Sustainability, Good Governance and Spiritual Transformation* organized by ISOL-New Delhi held at Indian Institute of Management (IIM) - Bangalore during 4th- 6th January 2016.
- [33] Vikas Arya (2014) “Digital Branding: New Tool to Create the Buying Covet in Consumer’s Mind” Presented at conference proceeding in *12th International Conference of Management and Behavioural Science (ICMB)*, organized by SMBS – Indian & Canada at Hotel Fortune Select Metropolitan, Jaipur, Rajasthan (India) during 2nd – 3rd August 2014. And
- [34] Vikas Arya, Dr. Dusyant Singh “Management vis-à-vis Temporal & Spatial Global Development Holistically” in *8th AIMS International Conference on Management* held at IIM-Ahmedabad during 1st – 4th January 2011.
- [35] Vikas Arya, Dr. Dusyant Singh “Global Culture: An Absolute Way of Synchronized Development Globally” in the *13th International Business Horizon INBUSH*-Amity University, India during 23rd – 25th February 2011.
- [36] Vikas Arya, Dr. Dusyant Singh “Management vis-à-vis Temporal & Spatial Global Development Holistically” in *8th AIMS International Conference on Management* held at IIM-Ahmedabad during 1st – 4th January 2011.

- [37] Vikas Arya “Mobile Heart Beat Detector: MH-Beat (Glittering Life)” in *National Seminar on Impact of Polluted Environment and Global Warming on Agriculture* held at B.S.M. P.G. College, Roorkee during 3rd – 5th December 2010.
- [38] Vikas Arya, Dr Dusyant Singh “Pregna Stop-Based on Nano Technology” in *96th Indian Science Congress* held at North Eastern University, Shillong, India during 3rd – 7th January 2009.
- [39] Vikas Arya, Dr Dusyant Singh “Tele-Medicine: A Review Paper” in *96th Indian Science Congress* held at North Eastern University, Shillong, India during 3rd – 7th January 2009.

Exposer to Government of India Projects

- [1] Under the parental organization of Indian Space Research Organization (ISRO), worked as a president of Astronautical Society of India-Student Chapter (ASI-SC) during 2009-2013, and organized various activities at pan-India level.

Extra-Curricular Activities

- [1] Selected as a delegate in “One Young World-Generation-Y meet” in London, 2010 and Zurich, 2011.
- [2] Won second prize in Cogent: Presentation Competition 2010, Institute of Management & Development - Delhi.
- [3] Won Third Prize in Management Quiz Competition at Institute of Management & Development- Delhi, 2010.
- [4] Organized Melody of Joy (Cultural Program) for Orphan Children at Loyola College, Chennai-2008.
- [5] Awarded for project "**ANTI TERRORIST SHIP**" by Indian Space Research Organization (ISRO), 90th – Indian Science Congress (ISC), National Council of Educational Research & Training (NCERT), Indian Institute of Technology (IIT) - Roorkee, Uttarakhand State Government and Received appreciation and place in many leading newspapers likes, Times of India, Indian Express, Amar Ujjala, Danik Jagran etc. during 2003-2004.

Attended Conferences/ workshop(s)

- [1] IDA Connect Workshop on “Computer Interfaced Science Experiments” organized by University Grant Commission in World-DIDAC India at New Delhi, India during 11th September 2014.
- [2] Conference on Mobile Web Initiative in India (W3C) at Habitat Center, New Delhi, India during March 2012.
- [3] 3rd International Conference on “Integrating Spirituality & Organizational Leadership” organized jointly by IIT-Roorkee & ISO Foundation at Gurukul Kangri, Haridwar, India- February 2011.
- [4] National Conference on Call of Time-United Nature “To Bring Harmony Between Nature & Human Nature” at Vigyan Bhavan, New Delhi, India-January 2011.
- [5] “96th Indian Science Congress” held at Kerala University, Thiruvananthapuram, India during 3rd – 7th January 2010.
- [6] 95th Indian Science Congress held at North Eastern Hill University, Shillong, India during 3rd – 7th January 2009.
- [7] Workshop on “Meteorites and Asteroids and Process Control” organized by BAS at Bangalore, India 2009.
- [8] Participated in Technical Program - Shastra at IIT-Madras, India during 2008 & 2009.
- [9] International Astronautical Congress” held at Hyderabad, India during 24th -28th September 2007.
- [10] 94th Indian Science Congress held at Annamalai University, Tamilnadu, India during 3rd – 7th January 2007.

- [11] Participated in “The Incredible Machine” held during Technical Program Shastra-2006 at IIT-Madras.
- [12] Process Control Workshop held during Technical Program Shastra-2006 at IIT-Madras.
- [13] 93rd Indian Science Congress” held at N.G. Ranga Agricultural University, Hyderabad, India during 3rd - 7th January 2006.
- [14] 90th Indian Science Congress organized by ISRO held at Jana Bharti Campus, Bangalore University, India during 3rd – 7th January 2003.

Faculty Development Program (FDP) & Workshops

- [1] Workshop on “Structural Equation Modeling using SMART PLS” organized virtually by ResearchSmith, India during 24th – 27th September 2020.
- [2] Workshop on “Coding Qualitative Data Using NVivo” organised virtually by Koach Scholar, New Delhi during 10th-12th July, 2020.
- [3] Faculty Development Programme (FDP) on “Data Analysis using SPSS and Structural Equation Modelling using AMOS 24.0”, Process and NodeXL” at DIT University – Dehradun during 18th – 24th December 2017.
- [4] Faculty Development Programme (FDP) on “Data Analysis using SPSS and Structural Equation Modelling using AMOS 24.0” at DIT University – Dehradun during 28th September – 2nd October 2016.
- [5] Faculty Development Program (FDP) on “Skilling up Faculty with Research Methodology in Business Science” at Gitrarattan International Business School (GIBS) – New Delhi during 29th June – 8th July 2016.
- [6] Faculty Development Programme (FDP) on “Structural Equation Modelling with AMOS & Qualitative Research” at JRE Group of Institutions – Greater Noida during 15th – 21st June, 2016.
- [7] Faculty Development Programme (FDP) on “Research Methodology and Data Analysis using Excel, SPSS and Eviews” at Moti Lal Nehru College, University of Delhi during 2nd – 8th May, 2016.
- [8] Faculty Development Programme (FDP) “Innovative Approaches in Management Teaching” at Indian Institute of Management (IIM) - Kozhikode-India during 16th - 21st November 2015.
- [9] QIP workshop on “Make in India: Importance of Operations and Supply Chain Management” organized by Department of Management & Studies, Indian Institute of Technology-Roorkee on 6th February 2016.

Reference(s)

- **Prof (Dr.) Justin Paul**
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University of PR, USA
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- **Prof. Deepa S**
Associate Professor & Area Chair
Indian Institute of Management, Kozhikode
Email: deepa@iimk.ac.in

Declaration: I hereby declare that all the information furnished above is true to best of my knowledge and I shall be responsible for any discrepancies found.

Date: 20th September 2021


