

Faculty Profile



Name: Dr Viivek Pathak

Profile Abridgement:

Dr. Vivek Pathak is an experienced educator and researcher specializing in business management. With expertise in subjects such as Services Marketing, Marketing Analytics, Business Research Methodology, Consumer Behavior, and Advertising Management, he brings a rich blend of academic and industry knowledge to his teaching. As an active researcher, he focuses on Sustainable Development, Service Quality Management, and Behavioral Intentions, employing structural modeling and prioritization techniques in his work.

Dr. Pathak has supervised multiple research scholars, with four currently under his mentorship, and has been a reviewer for the Journal of Modelling and Management by Emerald Publishing. He is the Editor-in-Chief of Shivip Publications LLP, based in Lucknow, and has over 15 years of combined experience in academia and corporate roles. His professional background includes roles in market research, channel development, client relationship management, and key account management across various industry sectors.

Designation: Associate Professor (School of Management Studies)

Associate Dean (Research & Development)

Teaching Area: Marketing, Service Quality, Business Statistics, Research Methodology, Marketing Research, Consumer Behaviour & Advertising, Business Analytics, Supply Chain Management.

Research Interests: Social Media Marketing & Analytics, Consumer Satisfaction, Behavioural Intentions, Sustainability and Multidisciplinary Studies.

Education:

- Doctor of Philosophy (PhD) from the National Institute of Technology Silchar, India in August 2018.
Title: Managing Behavioral Intentions of Management Graduates in North-Eastern Universities of India.
- MBA (Marketing) from Abdul Kalam Technical University, Lucknow, UP, India in 2006 with 64.77%.
- Bachelor of Information Sciences (Four Years) from Dr. Bhim Rao Ambedkar University, Agra, UP, India in 2004 with 76.90%.

Research Instruments:

- Structural Equation Modelling (SEM) with SPSS and AMOS (Moderate to advanced level).
- Microsoft Excel with advanced statistical add-ons (Moderate to advanced level).

- Prioritization tools: RIDIT Analysis, GREY Relational Analysis, TOPSIS Analysis (Advanced level).
- Python Programming Language (Beginner Level).
- R Programming Language (Beginner Level).
- Partial Least Square Structural Equation Modelling (PLS-SEM) with SmartPLS (Beginner Level).

FDP/Conferences:

- Resource person and Moderator in the International Seminar on Accounting, Finance, Business, and Social Sciences (ISAFBS'2023) organized by Assam University, Silchar.
- Keynote Speaker at a National Conference on Innovative Trends in Technology & Management (ITEM-23) held on 27-28 February 2023.
- Keynote Speaker in a Webinar on Achieving Problem Solution Fit and Product Market Fit by Institute Innovation & Entrepreneurship Cell – Gitarattan International Business School (IIC-GIBS), New Delhi, held on 27th January 2022. The event was funded by the Ministry of Education, Govt. of India.
- Attended the five-day Workshops on Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS organized by Blue-Forskning, India and FsCongress, Turkey from December 16-20, 2020.
- Participated in a One-Day workshop on Beginner workshop on Python for data analysis organized by ISME, Bangalore, India on 1 June 2019.
- Participated in the Six-Day Faculty Development Programme on Machine Learning with Business Applications organized by ASI, DCAL- IIM Bangalore, India from 20 May to 25 May 2019.
- Participated in a One-day workshop on Machine Learning using Python programming language organized by CL Educate Ltd. in Hyderabad, India from 2 March to 3 March 2019.
- Participated in the Five-day Faculty Development Programme on Machine Learning with Business Applications organized by ASI, DCAL- IIM Bangalore, India from 8 October to 12 October 2018.

Journal Publications:

- Bhatnagar, V., Pathak, V.K. and Banerji, J. (2023), "Assessing the impact of new technologies on marketing strategies and business processes of manufacturing and service industry firms", *Empirical Economics Letters*. 22(2), 131-149.
- Sharma, A., Fadahunsi, A., Abbas, H. and Pathak, V.K. (2022), "A multi-analytic approach to predict social media marketing influence on consumer purchase intention", *Journal of Indian Business Research*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIBR-08-2021-0313>.

- Sharma, A., Pathak, V.K. and Siddiqui, M.Q. (2021), "Antecedents of mobile advertising value: a precedence analysis using the hybrid RIDIT-GRA approach", *Journal of Indian Business Research*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIBR-02-2021-0057>. *Journal of Indian Business Research*.
- Pathak, V. K., Das, A. K., & Panda, R. K. (2018). Application of RIDIT Analysis in Prioritizing Perceived Service Quality Dimensions of Management Graduates in Indian Universities. *Indian Journal of Marketing*, 48(2), 23-35.
- Pathak, V.K. (2021), "A RIDIT Approach to Evaluate the Barriers to Green Manufacturing in Indian Context", *Journal of Global Information and Business Strategy*, 13(1), 137-146.
- Pathak, V.K., Thakur, A.K. and Meena, K. (2023), "Investigating precedence of the factors influencing crime rate in India using RIDIT analysis", *Madhya Bharti – Humanities and Social Sciences*, 83(14), 180-187.
- Pathak, V. K., Vohra, A., Swathi, B., & Joy, R. P. (2019). Managing Management Graduates' Give Back Intentions: An Empirical Study, Part I. *Journal of Critical Reviews*, 6(6), 41-48.
- Pathak, V.K., Chatterjee, N., Swathi BV, Thapa, M & Stanley L. S. (2020). Managing Management Graduates Give Back Intentions: An Empirical Study part II, *Test Engineering & Management*, 82(Jan-Feb), 1383-1399.
- Ramalakshmi, V., Pathak, V. K., Fahis, U. S., & Shaji, F. (2020). Precedence of Work Environment Factors Influencing Employee Performance: A RIDIT Approach. *INDIAN JOURNAL OF SCIENCE AND TECHNOLOGY*, 13(04), 371-383.
- Pathak, D. V. K., Chatterjee, N., Vani, N., & Swathi, B. (2019). Addressing the Precedence of Challenges in Management Education in Indian Context, Part II. *Journal of Critical Reviews*, 6(6), 49-58.
- Pathak, V. K., Soti, P., Singh, P., & Surendran, P. D. (2020). Empirical investigation of influencers of employee turnover from Indian perspective, part I. *Test Engineering and Management*, 82(1-2), 1358-1370.
- Pathak, V. K., Vohra, A., Swathi, B., & Joy, R. P. (2019). Managing Management Graduates' Give Back Intentions: An Empirical Study, Part I. *Journal of Critical Reviews*, 6(6), 41-48.
- Pathak, V.K., Sabu, B., Swathi, B., & Akshaya M. (2020). Addressing the Precedence of Challenges in Management Education in Indian context, part I, *Test Engineering & Management*, 82(Jan-Feb), 1272-1285.
- Ramalakshmi, V., Pathak, V. K., & Mary, C. (2019). Impact of Cognitive Biases on investment decision making. *Journal of Critical Reviews*, 6(6), 59-64.

- Ramalakshmi, V., Pathak, V. K., Fahis, U. S., & Shaji, F. (2020). Precedence of Work Environment Factors Influencing Employee Performance: A RIDIT Approach. *Indian Journal of Science and Technology*, 13(04), 371-383.
- Showkat, S., Shajan, K., & Pathak, V. K. (2019). Strategic human resource management and organizational performance: the mediating role of employee well-being in the Indian IT industry. *Journal of Critical Reviews*, 6(6), 75-83.
- Soti, P., & Pathak, V. K. Value Creation and Society: A Corporate Governance in Indian IT Companies. *Journal of Mechanics of Continua and Mathematical Sciences*, 14(5), 230-250.
- Soti, P., Pathak, V. K., Athul, M., & Harish, K. (2019). Investigation of the Impact of GSCM Drivers on Indian Manufacturing Sector, Part II. *Journal of Critical Reviews*, 6(6), 67-74.

Book Publication:

- Thakur, M., & Pathak, D. (Eds.). (2024). *Contemporary issues in Indian law and society* (1st ed., Vol. 1) [English]. Shivip Publications LLP.

Membership:

- Lifetime Fellow Member of the International Society for Development and Sustainability (ISDS) (Membership ID- M23110486)
- Professional Life Time Member of InSc (Institute of Scholars).
- Life Member of North Eastern Economic Association, IIT Guwahati, India.
- Member of the International Economic Development Research Center (IEDRC).
- Individual – Annual Membership from Analytics Society of India, IIM Bangalore.

Additional Engagements:

- Invited as Trainer for Marketing Management at Bihar Institute of Public Administration & Rural Development (BIPARD, Gaya), Government of Bihar from 22nd January 2024 to 25th January 2024.
- Associated as Masters' Thesis Reviewer for College of Business Administration, Ajman University, UAE.
- Acted as External Viva-Voce Examiner for the College of Business Administration, Ajman University, UAE.
- Assisted in a Sponsored Project titled, "Antecedents and Consequences of Food Aggregator Usage Behaviour." (DGSR Reference Number: 2022-IRG-CBA-1), as Research Assistant to Dr Anshuman Sharma,

Principal Investigator, Associate Professor, College of Business
Administration, Ajman University, UAE.
