

## Faculty Profile



**Name:** Dr. Vibha Arora  
**Designation:** Professor  
**Teaching Areas:** Advanced marketing management, Integrated marketing communication, Market research  
**Research Interest:** Advanced marketing management, Market research  
**Education:** MMM, Ph. D  
**Work Experience:** 23 Years

### Research/Selected Publication:

#### 2023

- Purohit, S., **Arora, V.**, & Radia, Karan. (2023). Masstige consumption, brand happiness, and brand advocacy: A service perspective, *International Journal of Consumer Studies* (AJG:2; IF:7.096; ABDC: A Ranked)
- Kaur, M., **Arora, V.**, Chatterjee, R., Sharma., G., Shahzadi, I. (2023). Over tourism to under tourism via COVID-19: Lessons for Sustainable Tourism Management, *Evaluation Review*, In print (IF:2.121; ABDC: A Ranked) in print

#### 2022

- Pangarkar, A., **Arora, V.**, & Shukla, Y. (2022). Exploring phygital omnichannel luxury retailing for immersive customer experience: The role of rapport and social engagement. *Journal of Retailing and Consumer Services*, 68, 103001. (AJG 2021: 2; IF:10.97; ABDC: A Ranked)
- Mishra, S., Shukla, Y., Malhotra, G., & **Arora, V.** (2022). Investigating the impact of consumers' patriotism and ethnocentrism on purchase intention: Moderating role of consumer guilt and animosity. *International Business Review*, 102076. (AJG 2021: 3; IF:8.047; ABDC: A Ranked) (Equal authorship per contribution)

#### 2021

- Mishra, S., Malhotra, G., **Arora., V.** & Mukhopadhyay, S. (2021). Omnichannel retailing: Does it empower consumers and influence patronage? *International Journal Retail and Distribution Management*, 1-22. (AJG 2021: 1; IF: 4.743; ABDC: A Ranked)