

## Faculty Profile

**Name:** Dr. Vikram Sharma  
**Designation:** Professor  
**Teaching Areas:** Marketing Management  
**Research Interest:** Advanced marketing management, Market research  
**Education:** M.Sc., MBA, Ph. D  
**Work Experience:** 23 Years



### Research/Selected Publication:

1. Sharma (2023) Does considerations for future consequences matter in consumer decision to rent electric vehicle? *Energy Policy*, 181 113726 “**ABDC-A**” (with Ankur Srivastava and Vikas Gautam)
2. Sharma (2021) Customers' Perceptions of Online Retailing Service Quality and their Loyalty. *Academy of Marketing Studies Journal*, 25(3), 1528–2678–25–3–395 “**ABDC-B**” (with Dr. Vikas Gautam)
3. Sharma (2020) “Online Young Consumer Self-Efficacy: An Indian Exploration”. *Asia Pacific Journal of Information Systems*, 30(3), 532-546. “**ABDC-C**” (with Dr. Vikas Gautam)
4. Sharma (2019). Mediating Role of Company Information in the Relationship among Perceived Risks and Purchase Intentions in Online Retailing Context. *Journal of Relationship Marketing*, 18 (1), 1-16. “**ABDC-B**” (with Dr. Vikas Gautam)
5. Sharma (2018). Materialism, Fashion Involvement, Fashion Innovativeness and Use Innovativeness: Exploring Direct and Indirect Relationships. *Theoretical Economics Letters*, 8, 2444-2459. “**ABDC-B**” (with Dr. Vikas Gautam)
6. Sharma (2018). An empirical analysis to study the impact of marketing mix elements on overall quality of water purifiers: evidence from India. *Int. J. Business Forecasting and Marketing Intelligence*, 4 (1), 86-98. “**ABDC-C**” (with Dr. Vikas Gautam)
7. Sharma (2017). The Mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury Fashion brands. *Journal of Promotion Management*, 2(6), 872-888. “**ABDC-B**” (with Dr. Vikas Gautam)