

Curriculum Vitae



Dr. Satya Bhusan Dash
Professor of Marketing
Chairperson, Centre for Marketing in Emerging Economies

IIM, Lucknow, UP, India, 226013
Phone: 0120-667-8486(0), 8587(R)
Mobile: 09971616700

Areas of Interest

Customer Loyalty in a Multichannel Shopping Environment, Customer Relationship Management, The Impact of E-Commerce and M-Commerce on Consumer Choice Process, Brand Choice Process and Store Choice Process, Application of Quantitative Techniques to Strategic Market Planning, Barriers and facilitators of technology facilitated services, Role of CSR Ethics in Employee's organization commitment, Managing Healthcare service delivery, The Dynamics of Voter Behavior and Influence Processes in Electoral Markets.

Academic Positions

Feb 2017	Professor , Indian Institute of Management, Lucknow
April 2011- Feb2017	Associate Professor , Indian Institute of Management, Lucknow
Dec 2004- April 2011	Assistant Professor , Indian Institute of Management, Lucknow
Aug 2004- Dec 2004	Lecturer , Centre for Management Studies, NIT, Warangal
Oct 2001- May 2002	Doctoral Research Fellow , I.H. Asper School of Business, Canada

Education

Ph.D.	Management, VGSOM, IIT, Kharagpur, 2004
M.B.A.	Utkal University, Orissa, 1998
M.Tech	Agriculture Engineering, OUAT, Orissa, 1993
B.Tech	Agriculture Engineering, OUAT, Orissa, 1991

Fellowships and Awards (8)

2001-2002	Canadian Studies Doctoral Research Fellowship , Shastri Indo-Canadian Institute with the funding support of International Council For Canadian Studies (ICCS) and Department of Foreign affairs and International Trade Canada (DFAIT) as part of the Ph. D study(Spent 10 Months at IHASPER SCHOOL OF MANAGEMENT, UNIVERSITY OF MANITOBA, CANADA as Doctoral research fellow)
2007	Awarded first Aditya V. Birla India Centre Case Study Development initiative by Aditya V Birla Centre, London business School for developing a case study on “Determinants of Partnering Attractiveness in Rural E-Business Models” during 2007.
2012 2012 2007, '12, '14	Best paper award by Market Research Society of India Outstanding paper award by Emerald Literary Network Best paper presentation award in conference
2013	Best Faculty in Marketing ; DNA & Stars of the Industry group's Innovative B-School Awards
2013	'Faculty in Focus' by IIML Alumina Association in March'2013
2018	Iswar Dayal Chair Professor for conducting research on Futuristic behavioral issues in Management
2018	Prof .Manubhai M .Shah Memorial Award for Excellence in Commerce and Business Management 2018
2020	Bharat Petroleum Chair Professor in customer care

Consulting Assignment (5)

2011	Samsung India (Developing Design Index and measuring customer satisfaction) Current Status: Completed
2015	ENGICTA (Developing research methodology to understand Smartphone.Buying Behavior) Current Status: Completed
2017	Pawan Hans Helicopter Ltd (Assessing gap in Customer Orientation) Current Status: Ongoing
2017	Coir Board (Assessing gap in Customer Orientation) completed

Doctoral Student Guidance (13)

Awarded (13)

Research And Publications

Google scholar link-

https://scholar.google.co.in/citations?hl=en&user=35lXqCIAAAAJ&view_op=list_works&sortby=pubdate

Citation-3339; Hindex-25 /il0 index-33

Referred Journal Publications (40)

Emerald (13); Springer (2); Sage (2); Elsevier Publication (4); Howorthpress (1); Inderscience (1); WARC (2); Others (8), *Palgrave publication* (1): Outstanding paper award (1)

1. Jain, A, **Dash, S** and Malhotra (2023). Consumption Coping to Deal with Pandemic Stress: Impact on Subjective Wellbeing and Shifts in Consumer Behavior. ***European Journal of Marketing***, 47(5), 1467-1501.
Emerald Publishing
2. Gupta, S., Mahajan, R and **Dash, S.** (2023). The impact of influencer-sourced brand endorsement on online consumer brand engagement. *Journal of Strategic Marketing (Forthcoming)*
Taylor & Francis
3. Gupta, S. and Dash, S. (2023). Challenges of implementing extended producer responsibility for plastic-waste management: lessons from India", ***Social Responsibility Journal*** (Forthcoming).
Emerald Publishing
4. Jha, Ankur and **Dash, SB**(2023). Does doing good help employees perform well? Understanding the consequences of CSR on industrial sales employees. ***Journal of Cleaner Production***, 383.
Elsevier publications
5. **Dash, SB** etal(2022). Factors affecting user experience of contact tracing app during COVID-19: an aspect-based sentiment analysis of user-

- generated review, ***Behaviour and Information Technology*** , 42(2), 249-26.
Taylor & Francis Publications
6. **Dash, SB**, Jain, Abhinash (2022). Experience from e-government services: A topic model approach, **IIMKReview** (Forthcoming), **SAGE Publications**
 7. Mandal, M, Mohanty, BK , **Dash, SB** (2021). Understanding consumer preference through fuzzy-based recommendation system, **IIMB Management Review** 33 (4), 287-298. **Elsevier publications**
 8. Gupta, S, Dash, SB, Mahajan, R (2021). The role of social influencers for effective public health communication, **Online Information Review**, 46(5), 974-992, . **Emerald Publication**
 9. Dash, SB and Sharma, Priyanka (2021) Reviving Indian Tourism amid the Covid-19 pandemic: Challenges and workable solutions, *Journal of Destination Marketing & Management*, 22(Dec), **Elsevier publications**
 10. Sahi, GK, Devi, R ., **Dash, SB** (2020), Examining the role of customer engagement in augmenting referral value, ***Journal of Service Theory and Practice***,29(5/6), 539-564. **Emerald Publication**
 11. Gupta, Ansh, Dash, SB and Mishra, A(2019). Self/other oriented green experiential values: Measurement and impact on hotel-consumer relationship. ***International Journal of Hospitality Management***, 83, 159-168, **Elsever publications.**
 12. Gupta, Ansh, **Dash, SB** and Mishra, A(2019). All that glitters is not green: creating trustworthy ecofriendly services at green hotels. ***Tourism Management***, 70, 155-169, **Elsever Publications**
 13. Kumar, R. S., Dash, S. B. and Malhotra Naresh.(2018). The Impact of Marketing Activities on Service Brand Equity: The mediating role of Brand experience. ***European Journal of Marketing***, 52(¾), 596-618, **Emerald Publication**
 14. Mishra, A., Dash, S.B. & Malhotra, NK (2016). Consumer Design perception: A scale and validation, ***Journal of Brand Management***, 22(7), 603-630. . **Palgrave publication**
 15. **Srivastav, N., Dash, S.B., & Mookerjee, A. (2015)**. Determinants of brand trust in high inherent risk products: the moderating role of education and working status, ***Marketing Intelligence and Planning***, 34 (3), 394-420, . **Emerald Publication**
 16. **Chai, Joe, Malhotra, N.K, Dash, S.B. (2015)**. The impact of relational bonding on intention and loyalty: the mediating role of the commitment foci in service

- relationships. **Journal of Hospitality and Tourism Technology, 6 (3), 203 – 227. Emerald Publication**
17. **Srivastav,N., Dash,S.B.,& Mookerjee,A.(2015).** Moderating Role of Big Five Personality Traits on the Brand Trust in the context of Baby Care Toiletries Product Brands: an Empirical Investigation. **Journal of Consumer Marketing.32 (5), 328-340. Emerald Publication**
18. **Jaiswal, R., Dash, S.B.& Mishra, (2015).**Why Do Indian Military Officers Want To Leave? An Empirical Investigation. **Armed Forces and Society, 42 (2), 386-406, SAGE Publication**
19. **Jaiswal,R., Dash,S.B, Sharma,J.K., Mishra,A, Kar,S.(2015).**Antecedents of Turnover Intentions of officers in the Indian Military: A conceptual framework, **Vikalpa 40 (2), 145-164, SAGE Publication**
20. **Mishra, A., Mohanty, B.K. &Dash, S.B. (2015).** Effect of Consumer Design Perception on Brand Equity: Fuzzy Association Rule Application in R. **Journal of Management Research, 15(1), Jan-March, 43-59. South Asia Publications**
21. **Mishra, A., Dash, S.B. &Malhotra, NK (2015).** An Integrated Framework for Design Perception, and Brand Equity, **Academy of Marketing Science Review, Feb issue. Springer Publication**
22. **Mishra, A., Dash, S.B.& Cyr, D. (2014).** Linking user experience and consumer-based brand equity: the moderating role of consumer expertise and lifestyle. **Journal of Product & Brand Management, 23(4/5) ,333-348. Emerald Publication**
23. **Mishra, A., Dash, S.B.& Cyr, D. (2014).** Effect of Visual Design Perception on Brand Equity. **International Journal of Visual Design, Vol. 8 Iss: 1, pp. 1-16.**
24. **Kumar, R. S., Dash, S. B. and Purwar, P.C. (2013).** The nature and antecedents of brand equity and its dimensions. **Marketing Intelligence and Planning, 31(2),141-159 Emerald Publication**
25. **Mohanta,S.K., Mishra,A and Dash.S.B.(2012).** Understanding the Rural Consumer's Behavior in Context to His Ecosystem: A Telecommunication Perspective. **International Journal of Market Research, 54(5), 603-612. Warc publication**
26. **Malhotra, N, Mukhopadhyay, X, Liu, X &Dash,S.B.(2012).**One, few or many? An integrated framework for identifying the items in measurement scales. **International Journal of Market Research, 54(6). 835–862.Warc publication**

27. Ganguly, B., **Dash S.B.**, Cyr, D (2011). The Effects of Website Characteristics on Trust in Online Travel Portals: "The Moderating Role of Demographics and Psychographics Variables- An Empirical Study in the Indian context, ***Travel Recreation Research***, 36(1), 57-68. **Jonathan Manley Publication**
28. Jena, S, Guin, K.K., **Dash, S.B.** (2011): The Effect of Relationship Building and Constraint Based Factors on Business Buyer's Relationship Continuity Intention: A Study in Indian Steel Industry. ***Journal of Indian Business Research***, 36(1), 22-44. **Emerlad Publication. Outstanding paper award by Emerald Literary Network**
29. Ganguly, B, **Dash.S.B.** Cyr, D and Head, M (2010). The Effects of Website design on Purchase Intention in online shopping: The Mediating role of Trust and the Moderating role of Culture. ***International Journal of Electronic Business***, 8(4/5), 301-330. **INDERSCIENCE publication**
30. **Dash, S.B.** Bruning, Ed. and Acharya, M. (2009). The Effect of Culture on Service Quality Expectations in Banking: A Two-Country inter and intra cultural Comparison. ***International Journal of Bank Marketing***, 27, 5, 336-358. **Emerald Publications**
31. Ganguly, B, **Dash.S.B.** and Cyr, D (2009). Website characteristics, Trust and purchase intention in online stores: - An Empirical study in the Indian context. ***Journal of Information Science and Technology***, 6, 2, 22-44.
32. Dash, S.B, Bruning, Ed, Guin, K.K. (2009). Bonding and Commitment in Buyer-Seller Relationships: A Cross-Cultural Comparison. ***Marketing Intelligence and Planning***, 27, 1, 146-169. **Emerald Publication**
33. Cyr, Dianne, Kindra, Gurprit and **Dash, S.B.** (2008) Website Design, Trust, Satisfaction and e-Loyalty: The Indian Experience. ***Online Information Review***, 32, 6, 773-790. **Emerald Publications**
34. Dash, S.B, Bruning, Ed, Guin, K.K. (2007). Antecedents of Long-Term Buyer-Seller Relationships: A Cross-Cultural Integration, ***Academy of Marketing Science Review***, Vol. 2007, no. 11. **Springer Publications**
35. **Dash, S.B.** Saji, K.B. (2007). The Role of Consumer Self-Efficacy and Website Social-Presence in Customers' Adoption of B2C Online Shopping: An Empirical Study in the Indian Context, ***Journal of International Consumer Marketing***, 20(2), 33-48. **A Haworthpress publications**
36. **Dash, S.B.** Bruning, Ed, Guin, K.K. (2007). The Effects of Perceived Interdependence Structure on Relationship Quality: A Study of the Indian Corporate Customer-Bank Relationship. ***Pranjan: The Journal of Social Science (An NIBM Journal)***, XXXVI (1), 47-62.

37. **Dash, S.B**, Bruning, Ed, Guin, K.K. (2007). Bonding and Commitment in buyer seller relationships: The moderating role of Personal Cultural Orientation. *IIMB Review*, 19(4), pp-413-34.
38. Dash, S.B, Bruning, Ed, Guin, K.K. (2006). The Moderating Effect of Power Distance on Perceived Interdependence and Relationship Quality in Commercial Banking: A Cross-Cultural Comparison. *International Journal of Bank Marketing* () 24 (5), 307-26. Emerald Publication
39. **Dash, S.B**, Guin, K.K. (2006). Validation of Power Distance scale in Indian Context and Its policy implications on consumer behavior research, *International Journal of Management Practices and Contemporary Thought*, 1(1), 16-27.
40. Dash, S.B. (2006). Does Culture influence Service Quality Expectations? A Test of cultural influence in banking service expectation. *ICFAI Journal of Consumer Behavior*, 1(2), 16-30.

Case published in Established Publishing house INSEAD (1)

Chatopadhyay, A, Nagpal, A, Duta, Depanjan, Dash, SB and Raghav Raj Savara (2018): Earthspired: Building a Brand for Social Impact, Case number- INSEAD Publishing

Publication of Text Book/Research Handbook/Conference Proceedings/ Policy guideline (13)

1. Malhotra, N and **Dash, S.B. Marketing Research ((2009/2010 and 2015): An Applied Orientation**: Pearson Education, New Delhi, Pages: 960; ISBN: 9788131723173
2. **Satyabhusan Dash**, Saji K.B. Nair, and Ghazal Musarrat (2012). **Bibliography of Research in Marketing on Emerging Market Economies**. Pearson Education India, 71 pages
3. **Proceedings of Annual Conference of Emerging Market Conference Board (2012)**. Conceptualized and coedited proceedings of 2012 Annual Conference of Emerging Market Conference Board on 'on "**Shaping the future in research in marketing emerging economy**. during 13-14 January'2012
4. **Decoding LKO: Lucknow Yesterday and Today (2013)**. Conceptualized and coedited the book. Jointly published by **Centre for Marketing in Emerging Economies in association with IIML INDEX Team and Pearson India**.

5. **Proceedings of Annual Conference of Emerging Market Conference Board (2014)**. Conceptualized and coedited proceedings of 2012 Annual Conference of Emerging Market Conference Board during

6. **Proceedings of Annual Conference of Emerging Market Conference Board (2014)**. Conceptualized and coedited proceedings of 2012 Annual Conference of Emerging Market Conference board on ‘**Listening consumers In Emerging Markets**’during 9-11 January 2014

7. **Decoding LKO: Food special issue (2014)**. Conceptualized and Co-edited the book. Published by **Centre for Marketing in Emerging Economies**. ISBN: 978-81-928560-1-8

8. **Proceedings of Annual Conference of Emerging Market Conference Board (2017)**. Conceptualized and coedited proceedings of 2012 Annual Conference of Emerging Market Conference Board on on ‘**Reaching Consumers in Emerging Markets**’during, 5-7 January’2017

9. **Digital India Handbok(2017)**.Conceptualized and Co-edited Digital India Handbook. A Compilation of of **52 best projects** of Digital India on the basis of selected criteria. Released in 5th PANIIM conference held at IIMLucknow conference during 14-16 December’2017

10. **Startup India Compendium (2017)**. Conceptualized and Co-edited Start up India Compendium. A Compilation of of best projects of startups founded by IIMAlum. Released in 5th PANIIM conference held at IIMLucknow conference during 14-16 December’2017

11.**Proceedings of 5th PANIIM Conference (2017)**. Conceptualized and coedited proceedings of 2017 Annual Conference of Emerging Market Conference Board on ‘**The Making of Digital India**’ , 14-16 December’2017

12. Policy document on Digital India Action Plan (2018). Conceptualized and compiled Digital India Action plan on the basis of co-creation workshop and input from participants of 5th PAN IIM conference on ‘**The Making of Digital India**’, during14-16 December’2017

13. **Satyabhusan Dash, Saji K.B. Nair, Ghazal Musarrat and Ankur Jha (2017). Bibliography of Research in Marketing on Emerging Market Economies**. Pearson Education India, 122 pages

Book Chapter (5)

1. **Dash, S.B., Saji,K.B.(2006).Role of Effective Website-Design in Online Shopping: A Large Scale Empirical Study in the Indian Context, In Panda, T.K., Donthu, N.(Eds) Marketing in the new global order, Challenges and Opportunities, Excel Books, 435-451.**

2. **Dash S.B.**, Kumar,R.S. (2010). Consumer-based Brand Equity Analysis of US Global brand in comparison with Domestic brand in Indian Apparel Industry, In Nafees, L, Krishnan, Om and Gore,T (Eds) book titled **Brand Research** published by McMillan Advanced Research Series, pp-124-140
3. **Ganguly B., and Dash S.B** (2010) .Cultural influences on the antecedents and consequences of Trust in B2C online shopping: a Review and Research agenda, In Ruediger Kaufmann Hans (Eds) book titled **Handbook on Consumer Behavior: an International Perspective**.
4. Srivastava, Neha,**Dash,S.B** (2013). Antecedents of Brand Trust in the Baby Care Toiletries Product Brands: An Empirical Study in the Indian Context. Paper presented in *European Association of Consumer Research* conference to be held in Barcelona, Spain from July 4-7, 2013. Published in ACR proceedings **European Advances in Consumer Research** (Vol 10).
5. **Dash, SB** (2018). Contributions of Rajan Varadarajan to the Amalgamation of Perspectives on Environmental Sustainability and Marketing: A Commentary,

Major Administrative work

Member in Fellow Program Committee, IIM Lucknow (2007)
Associate Editor 'Metamorphosis' since 2007-2018
Former Chairperson (Nomination committee), Shastri Indo Canadian Institute
Founding Chairperson, Centre for, Marketing in Emerging Economies
Founding Chairperson, Executive FPM Program
Convener, organizing committee, 5th PANIIM conference-2018
Co-chairman EMCB Annual Conference: 2012, 2014 & 2017

Independent Director, ECOEX KARMA PVT LIMITED, from May-2023

Editorial Assignment(5)

Associate Editor '[Metamorphosis: A Journal of Management Research](#)' (2007-2018)

Guest Editor, '[Metamorphosis: A Journal of Management Research](#)' (2013)

Associate Editor- [Transnational Marketing Journal](#) – (2015-2020)

Guest Editor, [Marketing Intelligence and Planning](#) (2013)

Review editor of [Frontiers in Psychology](#) (From 2022)
