

Name: Prof. Rishabh Shekhar
Designation: Assistant Professor



Educational Qualification(s):

Qualification(s)	University
Bachelor of Business Management	Andhra University
Master of Business Administration	IFHE University, Hyderabad
Ph.D.(Thesis submitted)	Vellore Institute of Technology, Vellore campus

Experience in years:

Academic:03

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	Vellore institute of technology, Vellore campus	Teaching cum research assistant	03-10-2016	31-09-2019

Other Information:

Qualified: UGC NET –DEC (2018)- Subject- Management

Karnataka SET- DEC (2017)- Subject- Management

Tamil Nadu SET- (2017)- Subject- Management

Gujarat SET- (2016)- Subject- Management

Adhoc Reviewers:

- International journal of web-based learning and teaching technologies- IGI Global Publisher- **SCOPUS. (Reviews- 2 articles till date).**
- International Journal of Innovative teaching and learning in higher education- IGI Global publisher.
- International journal of enterprise information system- IGI Global publisher- **SCOPUS, ABDC-C CATEGORY, WEB OF SCIENCE. (Review- 3 articles to date).**
- Journals of Technological advancements- IGI Global publisher.
- International journal of strategic decision sciences- IGI Global publisher- Indexed in Google scholar **(Review- 1 articles to date)**

Reviewed manuscript:

- SAGE OPEN- SAGE publisher- **Indexed in SCOPUS, WEB OF SCIENCE- IMPACT FACTOR- 1.356(Review- 1 articles to date)**
- a) Publication details.
- Shekhar, R., Jaidev, U.P., (2020) "Antecedents of online purchase intention in the context of social commerce," International Journal of Applied and Management Science, Vol.12, No.1, pp.68-95. **SCOPUS, ABDC- Category- C, Web of science, DOI- 10.1504/IJAMS.2020.10026881.**
 - Shekhar, R., Jaidev, U.P., (2022) "Intention to use mobile wallets: An application of technology acceptance model" Publisher name- Inderscience, Vol.14, No.4, **(Accepted)- SCOPUS, ABDC- Category- C, Web of science, Currently- In a press, DOI- 10.1504/IJAMS.2022.10032685.**
 - Shekhar, R., Jaidev, U.P., & Ashok, D (2018). "The determinants and outcomes of mobile advertising-A Review," International Journal of pure and applied mathematics 18 (118), 4405-4420., Publisher name- Academics, **UGC listed.**
 - Jaidev, U.P, Amarnath, D.D and Rishabh Shekhar,(2017), "Determinants of environmentallyconscious consumer behavior," Man in India, Vol. 97, No. 20, pp. 93-105. Publisher name- Serials publications, **SCOPUS.**

- Shekhar, R., Jaidev, U.P., (2020) "Mobile wallet app engagement and word of mouth: An exploration of antecedents" Publisher name- Inderscience, **SCOPUS**, **ABDC-Category- B**, Journal name- International journal of enterprise network management, Manuscript id- 280539.

b). Details of Seminar/Workshop/Conference.

Workshops:

- Attended Ten days research methodology workshop for research scholars in social science (11th march to 20th march 2019), which is sponsored by the Indian council of social science research (ICSSR), which the School of management studies organizes, National Institute of Technology (NIT), Calicut.
- Author workshop "How to publish" held at VIT on 4th April 2018.
- "User education program on Science Director and Scopus" held at VIT on 28th March 2018.
- "SPSS-Application on Statistical tools," organized by Academic staff college of VIT on 11th July 2018.
- "Quality issues in Research Publication" organized by VIT's Academic staff college on 25th July 2017.
- "Research Methodology" was organized by the Academic staff college of VIT on 30th June 2017.
- "Theory building research-An Introduction" organized by the Academic staff college of VIT on 8th September 2017.
- "Academic Writing and Publication Ethics" conducted by the Department of English, School of Social Sciences and Languages at VIT, Vellore.
- "Industrial awareness campaign," organized by MSME development institute, Chennai, on 10th February 2018.
- "National workshop on Structural Equation Modeling: Mediation and Moderation using Smart-PLS," organized by VIT, Vellore on 18th-20th May 2017.
- "Statistical Data Analysis using R" was conducted by the Department of Software and System Engineering, School of Information Technology and Engineering, organized by VIT, Vellore, on 28th October 2017.
- "Business Futurology " was conducted by VIT Business School, VIT, Vellore, from 17th to 20th December 2016.

Conference papers:

- Shekhar, R., & Jaidev, U. P. (2017). The Role of Ambient Ad Attitude and Brand Attitude as Predictors of Purchase Intention. In the National Conference on Marketing and Sustainable Development, pp.449-463. (ISBN- 978-1-943295-10-4)

- Shekhar,R., & Jaidev, U. P. (2017).The determinants and outcome of Mobile advertising-A review. Paper presented at the GCASTM conference in the year 2017 organized by VIT, Vellore, India.
- Shekhar, R., & Jaidev, U. P. (2016) Effects of show windows on young Indian female consumer shopping behavior. Paper presented at 10th NASMEI conference on Dec 23-24th, 2016, organized by Great lake institute of management, Chennai.
- Shekhar, R., & Jaidev, U.P (2016). Demographic determinants of tech-enabled learning- A Review, Paper presented at National Conference on Leveraging Social Media for Success in the 21st Century Society, pp.161-169. (ISBN- 978-93-86176-44-8)
- Jaidev, U.P & Shekhar, R (2017).Does the utility of downloading and purchase intention to engage in digital piracy of films and music files. Paper presented at, 5th International Conference on "Emerging trends in global accounting finance and taxation" pp-189-194. (ISSN- 2349-705X).

(c). Professional membership of reputed bodies if any.