Research Publications:

Total No. of Publications in Journals = 29 [International Journals=27; National Journals = 02]

Total No. of Publications in Conference Proceedings = 05

Total No. of Publications in Books Chapters =03

Total No. of Case Study =01

Total No. of Publications of Edited Books: 06

A. International Journals:

1. Changani, S., Sahu, S., and **Kumar R.** (2026). Examining online shopping cart abandonment through the lens of consumer confusion. *Journal of Consumer Marketing*, *43*(5), 712-732 https://doi.org/10.1108/JCM-11-2024-7352 **[Scopus (Q1)/ABDC (A Rank)/Impact Factor (2025)=4.8]**
2. Sharma, D., Changani, S, Kumar, R, Gupta, S & Sahu, G.P. (2026). Mapping the Intellectual Landscape of CSR and Stakeholder engagement: A Two-Decade Bibliometric Review. Accepted for publication in *Vikalpa: The Journal of Decision Makers*. https://doi.org/10.1177/02560909261489925 **[Scopus Q3]**
3. Changani, S, and **Kumar, R.** (2026). Transforming Customer Experience through Social Media Marketing and Gamification: A Pathway to Engagement and Value Co-Creation. *Global Business Review*, https://doi.org/10.1177/097215092614322. **[Scopus (Q2)/ABDC (B Rank)/ Impact Factor (2025)= 2.0]**
4. Sharma, D., & **Kumar, R.** (2025). Antecedents and customer-related outcomes of perceived CSR authenticity of Indian banks: developing an integrated model. *Social Responsibility Journal*, *21*(2), 278-300. https://doi.org/10.1108/SRJ-09-2023-0488 **[Scopus (Q1)/ABDC (B Rank)/Impact Factor (2025)=5.2]**
5. Sharma, D. & **Kumar, R.**(2024). Assessing the Impact of Perceived CSR Activities on Customer Value: Role of Brand Attitude and Customer-Company Identification. *Journal of Creating Value*. https://doi.org/10.1177/23949643241302934 **[Scopus (Q3)/ABDC (C Rank)/Impact Factor (2025)=1.4]**
6. **Kumar, R**. (2024). To save the environment is my moral duty: investigating young consumer's green purchase behaviour with moderated mediation approach. *Social Responsibility Journal*, *20*(8), 1508-1534. https://doi.org/10.1108/SRJ-02-2023-0066 **[Scopus (Q1) /ABDC (B Rank)/Impact Factor (2025)=5.2]**
7. **Kumar, R.,** Tripathi, V., Yadav, V., Ashesh, G. and Mehrotra, R. (2024). Modelling the role of perceived marketplace influence and moral norms in organic food consumption: a moderated mediation approach. *Management of Environmental Quality*, *35*(7), 1484-1504 https://doi.org/10.1108/MEQ-08-2023-0239 **[Scopus (Q1)/ADBC (C Rank)/ Impact Factor (2025)=5.1]**

8. **Kumar, R**., Shukla, S., Sharma, A., & Vishwakarma, A. K. (2025). Investigating the Impact of the Entrepreneurial Passion on Entrepreneurial Intentions: A Parallel Mediation Approach. *Measurement: Interdisciplinary Research and Perspectives*, 1–20, 23(4), 359-378. https://doi.org/10.1080/15366367.2024.2353005 **[Scopus (Q2)/ Impact Factor (2024)=1.1]**
9. Changani, S., & **Kumar, R.** (2024). Social Media Marketing Activities, Brand Community Engagement and Brand Loyalty: Modelling the Role of Self-brand Congruency with Moderated Mediation Approach. *Global Business Review*, https://doi.org/10.1177/09721509241245558 **[Scopus (Q2)/ABDC (B Rank)/ Impact Factor (2025)= 2.0]**
10. Shukla, S. & **Kumar, R. (**2024). Venturing into a new business: Do self-efficacy and risk-taking propensity help?. *Vikalpa: The Journal of Decision Makers*, *49*(1), 1-20. https://doi.org/10.1177/02560909241234 **[Scopus (Q3)]**
11. **Kumar, R.,** Kaushal, S. K., & Kumar, K. (2023). Does source credibility matter in promoting sustainable consumption? Developing an integrated model. *Social Responsibility Journal*, *19*(7), 1320-1347. https://doi.org/10.1108/SRJ-07-2021-0257 **[Scopus (Q1)/ABDC (B Rank)/Impact Factor (2025)=5.2]**
12. **Kumar, R.** Kumar, K., Singh, R., Sá, J.C., Carvalho, S. & Santos, G. (2023). Modeling Environmentally Conscious Purchase Behavior: Examining the Role of Ethical Obligation and Green Self-Identity. *Sustainability, 15*, 6426. https:// doi.org/10.3390/su15086426 **[Scopus (Q1)/SCIE/SSCI (Q2)/Impact Factor (2025)=4.2]**
13. **Kumar, R.,** & Shukla, S. (2023). A theory-based approach to model entrepreneurial intentions: exploring the role of creativity, proactive personality and passion. *Higher Education, Skills and Work-Based Learning, 13*(2), 355-370. https://doi.org/10.1108/HESWBL-02-2022-0036 **[Scopus (Q2)/ ABDC (C Rank)/ Impact Factor (2025)=2.3]**
14. **Kumar, R.,** Singh, R., Kumar, K., Khan, S. & Corvello, V. (2023). How Does Perceived Risk and Trust Affect Mobile Banking Adoption: Empirical Evidence From India. *Sustainability*, *15*(5), 4053; https://doi.org/10.3390/su15054053. **[Scopus (Q1)/SCIE/SSCI (Q2)/Impact Factor (2025)=4.2]**
15. **Kumar, R.** & Tripathi, V. (2022). Green Advertising: Examining the role of celebrity credibility using SEM Approach. *Global Business Review*, *23*(2), 440-459. https://doi.org/10.1177/0972150919862660 **[Scopus (Q2)/ABDC (B Rank)/ Impact Factor (2025)= 2.0]**
16. **Kumar, R.** & Shukla, S. (2022). Creativity, Proactive Personality and Entrepreneurial Intentions: Examining the mediating role of Entrepreneurial Self-efficacy. *Global Business Review* (Sage Publications), *23*(1), 101-118. https://doi.org/10.1177/0972150919844395 **[Scopus (Q2)/ABDC (B Rank)/ Impact Factor (2025)= 2.0]**

17. Kumar, K., Sharma, H.P., Khan, W. & **Kumar, R.** (2022). Factors influencing adoption of green banking practices: Evidence from commercial banks in India. *Journal of Asia Entrepreneurship and Sustainability*, *18*(1), 41-57.**[ABDC (C Rank)]**
18. Kumar, K., Kumari, R., Nandy, M., Sarim, M., & **Kumar, R. (**2022). Do ownership structures and governance attributes matter for corporate sustainability reporting? An examination in the Indian context. *Management of Environmental Quality: An International Journal*, *33*(5), 1077-1096. **[Scopus (Q1)/ADBC (C Rank) /Impact Factor (2025)=5.1]**
19. **Kumar, R.** & Shukla, S (2021).Entrepreneurial intention for social cause: Role of moral obligation, contextual support and barriers. *International Journal of Business and Globalisation*, *28*(4), 367-387. https://doi.org/10.1504/IJBG.2021.117352. **[Scopus (Q4)]**
20. Shukla, S., **Kumar, R.** & Kaushal, S.K. (2021). Effect of gender and prior exposure to family business on entrepreneurial intentions: Empirical evidences from India. *Journal of Asia Entrepreneurship and Sustainability*, *17*(7), 51-72. **[ABDC (C Rank)]**
21. Kumar, K., Kumari, R., Poonia, A., & **Kumar, R.** (2021). Factors influencing corporate sustainability disclosure practices: empirical evidence from Indian National Stock Exchange. *Journal of Financial Reporting and Accounting*, *21*(2), 300-321. **[Scopus (Q1) /ABDC (C Rank)/ Impact Factor (2025)=4.3]**
22. Kumar, K., Kumari, R., & **Kumar, R.** (2021). The state of corporate sustainability reporting in India: Evidence from environmentally sensitive industries. *Business and Society Review*, *126*(4), 513-538. **[Scopus (Q2)/ABDC (C Rank)/Impact Factor (2025)=2.3]**
23. Shukla, S. & **Kumar, R**. (2020). Researcher's Intention to use Statistical Software: Examine the Role of Statistical Anxiety, Self-efficacy and Enjoyment. *International Journal of Technology and Human Interaction, 16*(3), 39-55 **[Scopus(Q3)/ABDC (C Rank)/ Impact Factor (2025)=2.6]**
24. **Kumar, R.,** & Kaushal, S. (2019). A study of factors affecting consumer behaviour towards electronic durable goods. *Indian Journal of Marketing*, *49*(7), 35-48. **[Scopus (Q3)/ABDC (C Rank)]**
25. Shukla, S., & **Kumar, R**. (2019). Role of Trust in Adoption of Online Good Service Tax Filing in India. *Vikalpa*, *44*(3), 99-114. [**Scopus (Q3]**
26. Kumar, R. (2018). Consume behaviour towards Green Electronic Products: An application of Theory of Planned Behaviour. *Indian Journal of Environmental Protection*, *38*(4), 302-318. **[Scopus(Q4)]**
27. **Kumar, R.** & Kaushal, S.,K. (2017). Examining Factors Affecting Consumers' Attitude and Purchase Intention with Special Reference to Electronic Durable Goods. *NMIMS Management Review*, *35*(3), 25-45. **[ABDC (C Rank)/Impact Factor (2024)=1.8]**

B. National Journals:

1. Kaushal, S. K., & **Kumar, R.** (2016). Influence of Attitude towards Advertisement on Purchase Intention: Exploring the Mediating Role of Attitude towards Brand using SEM Approach. *IUP Journal of Marketing Management*, *15*(4), 44-59.
2. Kaushal, S. K., & **Kumar, R.** (2016). Factors affecting the purchase intension of smartphone: A study of young consumers in the city of Lucknow. *Pacific Business Review International*, *8*(12), 1-16. **[ESCI]**

C. Conference Proceedings:

1. Changani, S., **Kumar, R.** (2024). How Social Media Marketing Enhances Brand Communities Engagement: Developing an Integrated Model Using S-O-R Paradigm. In: Sharma, S.K., Dwivedi, Y.K., Metri, B., Lal, B., Elbanna, A. (eds) Transfer, Diffusion and Adoption of Next-Generation Digital Technologies. TDIT 2023. IFIP Advances in Information and Communication Technology, vol 697. Springer, Cham. https://doi.org/10.1007/978-3-031-50188-3_27. **[Scopus (Q3)]**
2. Changani, S., **Kumar, R.** (2024). What motivate consumers to join online brand communities: Developing an integrated model. In Das, S. (ed.), Proceedings of 13th Annual Conference of Emerging Markets Conference Board (EMCB).
3. Gupta, L. & **Kumar, R.** (2022). Influence of social media advertisements on consumer's buying behaviour: Empirical evidences from India. Proceedings of the Global Conference on Innovations in Management and Business (GCIMB 2021*),* Available at SSRN: http://dx.doi.org/10.2139/ssrn.4093828
4. Changani, S., **Kumar, R**., & Tripathi, S (2022). Does Social Media Marketing Stimulate Customer Engagement in Virtual Brand Communities? Examining the Related Outcomes. Proceedings of the 2nd Indian International Conference on Industrial Engineering and Operations Management, Warangal (India), 12(8), 1046-1056. https://ieomsociety.org/proceedings/2022india/308.pdf **[Indexed in IEOM]**
5. **Kumar, R.** & Kaushal, S. (2016). Impact of Corporation's Credibility on Consumer's Attitude and Purchase Intension: A Study of Rural Consumers using PLS – SEM Approach. Proceedings of the conference on Marketing Brand India Globally: Opportunities & Challenges (Vol.-1) organized by Khalsa College for Women Ludhiana ISBN: 978-93-85835-29-2)

D. Book Chapter:

1. Sharma, D. & **Kumar, R.** (2025). Impact of Perceived CSR Activities on Brand Trust and Customer Loyalty: Mediating Role of Self-brand Connection and Brand Attitude. In: Jaswal, A., Mukherjee, D., Gunasekaran, A., Kandpal, V. (eds) Green Futures. Approaches to Global Sustainability, Markets, and Governance. Springer, Singapore. https://doi.org/10.1007/978-981-96-0843-0_13 (Springer Publication) **[Scopus Indexed]**

2. Sharma, D., & Kumar, R. (2025). Effect of Perceived CSR on Customer Loyalty: Exploring Mediating Role of Corporate Image and Consumer Trust with Parallel Mediation Approach. In: Kapur, P.K., Alhazmi, O., Singhal, S. (eds) Data-centric Approaches to Industrial Decisions. Asset Analytics. Springer, Singapore. https://doi.org/10.1007/978-981-96-7556-2_10
3. **Kumar, R.** & Shukla, S. (2018). Factors Affecting Researcher's Intention to use Statistical Software: An Exploratory Study. In G. Gupta & S. Dey, *Transforming Management Education*, (pp. 75-86). New Delhi Publishers.

E. Case Study:

1. Sahu, S., Changani, S, Sharma, D., & **Kumar R.** (2026) Unlocking the Potential of Tier 2 and Tier 3 Cities in India: Overcoming the Challenges of Blinkit's Market Expansion. In Innovation at Work: Cases in Business Strategy, Marketing, and Finance (Ist Ed., pp. 96-100). Tata McGraw Hill

F. Edited Books

1. Singh, T., Dubey, R., Foropon, C.R.H., Nayak, J.K., Kumar, R. & Agrawal, A. (2026), "Social Innovation for Sustainability", ISBN: 978-1-0364-8325-8, Cambridge Scholar Publishing.
2. Pandey, A., **Kumar, R.** and Pandey, A. (2025), "Technologies and Innovations for Sustainable Development", ISBN: 9781032782584, CRC Press, Taylor & Francis **[Scopus Indexed]**
3. Pandey, A., Pandey, A. and **Kumar, R.** (2025), "Technology, Innovations and Sustainability: A Blueprint for Tomorrow", ISBN: 1-0364-4839-8, Cambridge Scholar Publishing.
4. D. K. Dwivedi, G. P. Sahu, S. J. Pawar and **Rakesh Kumar** (2023), "Innovative Technologies for Smart Governance Selected eGovernance Initiatives–2022", ISBN: 978-81-958080-3-8, Rishikul Prakashan, Prayagraj.
5. Vibhuti Tripathi, Pooja Dwivedi and **Rakesh Kumar** (2022), "Digital Marketing Insights", ISBN: 978-93-94779-47-1, Bharti Publications, New Delhi
6. **Rakesh Kumar** and Dolly Roy Chaudhary (2020), "Present Day Contemporary Issues in Commerce and Management", ISBN: 978-93-88018-21-0, First Print Publications, Prayagraj