

## Research Publications:

Total No of Publication in Journals = 26 [International Journals=23; National Journals = 03]

Total No of Publication in Conference Proceedings = 04

Total No of Publication in Books Chapters =03

Total No of Publication of Edited Books: 03

### A. International Journals:

1. Sharma, D., & **Kumar, R.** (2024). Antecedents and customer-related outcomes of perceived CSR authenticity of Indian banks: developing an integrated model. *Social Responsibility Journal*. <https://doi.org/10.1108/SRJ-09-2023-0488> [Scopus (Q1)/ESCI/ABDC "B" List/Impact Factor (2023)=2.9]
2. 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* (Accepted for publication). [Scopus (Q3)/ESCI/UGC CARE (Group-II)]
3. **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*. <https://doi.org/10.1108/SRJ-02-2023-0066> [Scopus (Q1)/ESCI/ABDC "B" List/Impact Factor (2023)=2.9]
4. **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*. <https://doi.org/10.1108/MEQ-08-2023-0239> [Scopus (Q1)/ADBC ("C" List)/ESCI/Impact Factor (2023)=4.6]
5. **Kumar, R.**, Shukla, S., Sharma, A., & Vishwakarma, A. K. (2024). Investigating the Impact of the Entrepreneurial Passion on Entrepreneurial Intentions: A Parallel Mediation Approach. *Measurement: Interdisciplinary Research and Perspectives*, 1–20. <https://doi.org/10.1080/15366367.2024.2353005> [Scopus (Q2)/ESCI/ Impact Factor (2023)=0.6]
6. 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 ("C" List)/ESCI/ Impact Factor (2023)=2.3]
7. 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. (Scopus (Q3)/UGC-CARE (GROUP II)
8. **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. [Scopus (Q1), ESCI/ABDC ("B" List)/ Impact Factor (2023)=2.9]

9. **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 (2023)=3.3)
10. **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. [Scopus (Q2)/ABDC ("C" List)/ ESCI/ Impact Factor (2023)=1.9]
11. **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 (2023)=3.3]
12. **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)/ESCI/ABDC ("C" List)/ Impact Factor (2023)=2.3]
13. **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)/ESCI/ABDC ("C" List)/ Impact Factor (2023)=2.3]
14. 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" List)]
15. 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" List)/ESCI/Impact Factor (2023)=4.6]
16. **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) ]
17. 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" List)]
18. 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 (Q2)/ABDC "C" List/ ESCI/Impact Factor (2023)=3.3]

19. 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" List/ ESCI/Impact Factor (2023)=1.8]
20. 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(Q4)/ESCI/ABDC ("C" List)/ Impact Factor (2023)=0.5]
21. **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" List)/ UGC-CARE (GROUP II)]
22. Shukla, S., & **Kumar, R.** (2019). Role of Trust in Adoption of Online Good Service Tax Filing in India. *Vikalpa*, 44(3), 99-114. Indexing: Scopus (Q3)/UGC-CARE (GROUP II)]
23. 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)/UGC-CARE (GROUP II)]

#### **B. National Journals:**

1. **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. [ESCI/UGC CARE]
2. 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. [UGC CARE List]
3. 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](https://doi.org/10.1007/978-3-031-50188-3_27). [Indexed in Scopus]
2. 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>
3. 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

2<sup>nd</sup> Indian International Conference on Industrial Engineering and Operations Management, Warangal (India), 12(8), 1046-1056. <https://ieomsociety.org/proceedings/2022india/308.pdf>

4. **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.** (2024). Impact of Perceived CSR Activities on Brand Trust and Customer Loyalty: Mediating Role of Self-brand Connection and Brand Attitude. Green Futures: Navigating the Path to Environmental Resilience (Springer Publication) (Accepted for the publication)
2. Sharma, D. & **Kumar, R.** (2023). Effect of Perceived CSR on Customer Loyalty: Exploring Mediating Role of Corporate Image and Consumer Trust with Parallel Mediation Approach". *Asset Analytics - Performance and Safety Management* (Springer Publication)(Accepted for Publication)
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. Edited Books**

1. Vibhuti Tripathi, Pooja Dwivedi, **Rakesh Kumar** (2022), "Digital Marketing Insights", ISBN: 978-93-94779-47-1, Bharti Publications, New Delhi
2. 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
3. **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