

Curriculum Vitae

Summary

Dr Sanjit K. Roy

Email: roysanjit2002@gmail.com

Present Position: Associate Professor of Marketing, UWA Business School, The University of Western Australia

Professional Experience: 10 years of professional experience across three continents (e.g., Australia, Europe, and Asia)

Journal Publications: 64 (50 out of 64 are in ABDC A*/A journals)

Edited Books: 3

Grants: \$105,452 AU

Citations: Total: 3884 (h-index = 30)

Research Expertise:

- Services Marketing
- Impact of New Age Technologies on Marketing
- Transformative Service Research

Engagement:

- Associate Editor, European Journal of Marketing (2018-present)
- Editorial Advisory Board Member, Journal of Services Marketing (2018-present)
- Fellow: Centre for Business Data Analytics, UWA Business School (2019-present)
- Honorary Fellow, Australia-India Institute, UWA Chapter
- Member of Ethics Committee Board, UWA Business School (2016-present)

Professional Affiliation:

- Member of Australian Marketing Institute
- Member of Frontline Employee SIG of ANZMAC
- Member of American Marketing Association

Major Awards:

- Student Choice Award 2020, UWA Business School.
- Best Paper Award in Journal of Marketing Management (2017).
- Highly Commended Paper in Internet Research, *Emerald Literati Award for Excellence* (2017).
- Vice-Chancellor's Early Career Investigators Award (2015), University of Western Australia.
- Highly Commended Paper in Journal of Services Marketing, *Emerald Literati Award for Excellence* (2013).

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Education

1. PhD (Marketing), Icfai University, India, March 2011.
2. MBA (Marketing Management), Jadavpur University, India, 2004.
3. MSc (Physics), Presidency College, Kolkata, India, 2000.
4. BSc (Physics), Calcutta University, Indian, 1998.

Work Experience

1. *Associate Professor* of Marketing, University of Western Australia, September 2019 onwards.
2. *Honorary Fellow* at Australia-India Institute @UWA Chapter, August 2020 onwards.
3. *Fellow* at Centre for Business Data Analytics, University of Western Australia, September 2019 onwards.
4. *Senior Lecturer*, Marketing, University of Western Australia, November 2016 to August 2019.
5. *Assistant Professor*, Marketing, University of Western Australia, April 2014 to October 2016.
6. *Visiting Research Fellow*, Middlesex University, UK, September 2014 to August 2015.
7. *Senior Lecturer*, Marketing, Coventry University, UK, January 2013 to March 2014.
8. *Lecturer*, Marketing, Coventry University, UK, January 2012 to December 2012.
9. *Assistant Professor*, Marketing, IBS Hyderabad, IFHE University, India, July 2008 to December 2011.
10. *Visiting Research Scholar*, Bentley University, USA, September 2007 to June 2008.
11. *Research Scholar*, Icfai University, Dehradun, August 2005 to July 2007.
12. *Junior Executive*, Calcutta Electric Supply Corporation Limited, India, August 2002 to June 2005.
13. *Trainee Junior Executive*, Calcutta Electric Supply Corporation Limited, April 2001 to July 2002.
14. *Sales & Service Engineer*, Sinsil International, November 2000 to March 2001.

Membership of Professional Bodies

1. Australian & New Zealand Marketing Academy (ANZMAC)
2. ANZMAC SIG on Frontline Employees
3. Australian Marketing Institute

Research Interests

1. Services Marketing
2. Impact of New Age Technologies on Marketing
3. Transformative Service Research

Teaching Interests

1. Marketing of Services
 2. Marketing Research
 3. Consumer Behaviour
 4. Global Marketing Strategy
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Awards and Grants

1. Student Choice Award 2020, UWA Business School.
2. Gruner, R., and Roy, S. K. (2019), *Exploring In-Store Retail Technology: When Do Consumers Get More Than They Can Handle?* UWA Business School Grant, \$10,000 AU.
3. Roy, S. K., Laud, G., Ranaweera, C., Sima, S., and Leo, C. (2018), *Friends with 'real' Benefits? Investigating the impact of Frontline employees' ASP co-creation orientation on frontline employee and customer level outcomes*, UWA Future Funds, \$ 7,122 AU.
4. Roy, S. K. and Singh, G. (2018), *Employee Mental Health and Justice Climate*, O. P. Jindal Global University, India, value: \$ 20,000.
5. Best Paper Award in Journal of Marketing Management (2017):
<https://www.tandfonline.com/doi/abs/10.1080/0267257X.2016.1217914> .
6. Highly Commended Paper in Internet Research, *Emerald Literati Award for Excellence*:
<https://doi.org/10.1108/IntR-02-2015-0060>.
7. Kwong, G. S., Balaji, M. S. and Roy, S. K. (2017), *Social capital and individual motivations on word-of-mouth communication using social media: A multi-country investigation*, Taylor's Business School Research Grant, Malaysia, value: \$14,265 AU.
8. Roy, S. K., Balaji, M. S. and Soutar, G. (2016), *BHP Billiton Distinguished Research Award (2015)*, 'The Role of Customer Dignity in Service Provision', value \$23,343 AU.
9. *Vice-Chancellor's Early Career Investigators Award (2015)*, University of Western Australia.
10. *Ahern Family Early Career Researcher Portfolio Award (2014)*, \$ 2,500 AU, Western Australia.
11. Roy, S. K., Soutar, G. and Walfried, M. L. (2014), University of Western Australia, *UWA Business School Research Development Scheme*, Project entitled 'Leveraging Fairness to Achieve Competitive Advantage', value: \$ 8,000 AU, December, 2014.
12. 2017 UWA Business School Research Startup Grant (\$10,000), chief investigator
13. Roy, S. K., Sekhon, H. and Devlin, J. (2014), "The Impact of Fairness on Trustworthiness and Trust in Banking", best paper in *Services & CRM* track at *Academy of Marketing Annual Conference*, 7-10th July, Bournemouth University, UK.
14. Our Paper "Modelling trust in service relationships: a transnational perspective" published in *Journal of Services Marketing* Highly Commended Paper of 2013.
15. *AIMS-IMT Outstanding Young Management Researcher Award (Second prize)*, 2011.
16. IBS Hyderabad, Travel Grant in November 2010: INR 1.2 lakh (~ \$ 2200 AU).
17. Research Grant "Customer Satisfaction Survey in Local Area Microfinance Banks" for a grant of INR 1.5 lakh (~ \$2700 AU), *Macro Research Competition of the Indian Institute of Banking and Finance, 2009-2010*, Mumbai. Available at <http://www.iibf.org.in/scripts/research-initiatives.asp>
18. IBS Hyderabad, Travel Grant in December 2008: INR 1.2 lakh (~ \$ 2200 AU).

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Journal Publications (n = 64)

1. Roy, S. K., Gruner, R. L., and Pantano, E. (2021), “Editors’ reflections and introduction to the special section on ‘information technology meets marketing: Value-creation along the customer journey’”, *International Journal of Information Management*, (forthcoming), (ABDC A*, IF = 8.210).
2. Japutra, A., Roy, S. K. and Phamn, T-A, N. (2021), “Relating brand anxiety, brand hatred and obsess: Moderating role of age and brand affection”, *Journal of Retailing and Consumer Services*, (forthcoming), (ABDC A, IF = 4.219).
3. Roy, S. K., Singh, G., and Shabnam, S. (2021), “Modelling Customer Engagement Behaviour in Smart Retailing”, *Australasian Journal of Information Systems* (ABDC A).
4. Roy, S. K., Balaji, M. S. and Ngyuen, B. (2020), “Consumer-computer interaction via in-store smart technology (IST) in the retail industry: The role of motivation, opportunity, and ability” *Journal of Marketing Management*, (forthcoming) (ABDC A; IF = 2.229).
5. Roy, S. K., Balaji, M. S., and Soutar, G. (2020), “Antecedents and Consequences of Value Co-Creation Behaviors in a Hotel Setting: A Two-Country Study”, *Cornell Hospitality Quarterly*, (forthcoming) (ABDC A; IF = 2.492).
6. Roy, S. K., Gruner, R. and Guo, J. (2020), “Exploring Customer Experience, Commitment and Engagement Behaviours”, *Journal of Strategic Marketing*, (forthcoming) (ABDC A).
7. Babu, M. M., Dey, B., Rahman, M., Roy, S. K., Alwi, S. F. S., and Kamal, M. M. (2020), “Value co-creation through social innovation: A study of sustainable strategic alliance in telecom and financial sectors in Bangladesh”, *Industrial Marketing Management*, (forthcoming) (ABDC A*; IF = 4.779).
8. Harrigan, P., Morgan Miles, Yulin Fang, and Roy, S. K., “The Role of Social Media in the Engagement and In-formation Processes of Social CRM”, *International Journal of Information Management*, Vol. 50 (October), (ABDC A*; IF = 5.063).
9. Fujita, M., Harrigan, P., Soutar, G., Roy, S. K., and Roy, R., “Enhancing member-institution relationships through social media: The role of other-user engagement behavior and similarity perceptions”, under second review *Journal of Business Research* (ABDC A).
10. Roy, S. K., Shekhar, V., Quazi, A. and Quaddus, M., “Customer Engagement Behaviors: The Role of Organizational Characteristics and Service Convenience”, *Journal of Service Theory and Practice*, Vol. 30 No. 2, pp. 195-232 (ABDC A; IF = 2.363).
11. Harrigan, P., Roy, S. K., and Chen, T. (2020), “Do value cocreation and engagement drive brand evangelism?” *Marketing Intelligence & Planning*, (ABDC A; IF = 2.164).

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12. Sadeque, S., Roy, S. K., Swapan, M. S. H., Chen, C-H. and Ashikuzzaman, M. (2020), “An Integrated Model of City and Neighborhood Identities: A Tale of Two Cities”, *Journal of Business Research*, (forthcoming) (**ABDC A; IF = 4.028**).
13. Abid, A., Harrigan, P. and Roy, S. K., “A relationship marketing orientation in politics: An exploration of young voters’ perception of political entities’ social media usage”, *Journal of Strategic Marketing*, (forthcoming) (**ABDC A**).
14. Ajina, S. A., Roy, S. K., Al-Hajla, A. H., Japutra, A. and Nguyen, B. (2020), “Enhancing brand value using corporate social responsibility initiatives: Evidence from financial services brands in Saudi Arabia”, *Qualitative Market Research*, (forthcoming) (**ABDC B**).
15. Roy, S. K., Sekhon, H., and Nguyen, B. (2019), “Service research in emerging markets: business as usual?” *Journal of Service Theory and Practice*, Vol. 29 No. 5/6, pp. 537-538 (**ABDC A; IF = 2.363**).
16. Abid, A., Harrigan, P. and Roy, S. K. (2020), “The curious case of content creation and curation” under review at *Marketing Intelligence & Planning*, (forthcoming) (**ABDC A; IF =1.585**).
17. Roy, S. K., Singh, G., Hope, M., Nguyen, B. and Harrigan, P. (2019), “The Rise of Smart Consumers: Role of Smart Servicescape and Smart Consumer Experience Co-creation”, *Journal of Marketing Management*, Vol. 35 (15-16), pp. 1480-1513 (**ABDC A; IF = 2.229**).
18. Rahman, M., Dey, B. L., Bose, S., Babu, M. M., Roy, S. K., and Binsardi, B. (2019), “Value co-creation as a dialectical process: analysis of the multi-stakeholder engagement in the smartphone industry in Bangladesh and West Bengal” *Information Systems Frontiers*, 1-19 (**Top 20% JIF; ABDC A: IF = 3.232**).
19. Gallan, A., McColl-Kennedy, J. R., Barakshina, T., Figueiredo, B., Jefferies, J. G., Gollnhofer, J., Hibbert, H., Luca, N., Roy, S. K., Spanjol, S., and Winklhofer, H. (2019), “Transforming Community Well-Being Through Patients' Lived Experiences”, *Journal of Business Research* (**ABDC A: IF = 4.028**).
20. Fujita, M., Harrigan, P., Roy, S. K. and Soutar, G. (2019), “Two-way Acculturation in Social Media: The Role of Institutional Efforts”, *Technological Forecasting and Social Change*, (forthcoming), (**Top 20% JIF; ABDC A: IF = 3.815**).
21. Roy, S. K., Balaji, M.S., Soutar, G., Lassar, W. and Roy, R. (2018), “Customer Engagement Behavior in Individualistic and Collectivistic Markets”, *Journal of Business Research*, Vol. 85, May, pp. 281-290 (**ABDC A; IF = 4.028**).
22. Roy, S. K., Shekhar, V., Lassar, W. M. L., and Chen, T. (2018), “Customer Engagement Behaviors: The Role of Service Convenience, Fairness and Quality”, *Journal of Retailing and Consumer Services*, Vol. 44, September, pp. 293-304 (**ABDC A; IF = 3.585**).

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23. Roy, S. K., Balaji, M.S., Quazi, A. and Quaddus, M. (2018), “Predictors of Customer Acceptance and Resistance of Smart Technologies in the Retail Sector”, *Journal of Retailing and Consumer Services*, Vol. 42, May, pp. 147-160 (**ABDC A; IF = 3.585**).
24. Bose, S., Roy, S. K., Alwi, S. and Nguyen, B. (2018), “Measuring Customer Based Place Brand Equity (CBPBE) From a Public Diplomacy Perspective: Evidence from West Bengal”, *Journal of Business Research*, (**ABDC A; IF = 4.028**).
25. Roy, S. K., Balaji, M.S., Sadeque, S., Nguyen, B. and Melewar, T. C. (2017), “Constituents and Consequences of Smart Customer Experience in Retailing”, *Technological Forecasting and Social Change*, Vol. 124, November, pp. 257-270 (**Top 20% JIF; ABDC A; IF = 3.815**).
26. Adapa, S. and Roy, S. K. (2017), “Consumers’ Post-adoption Behaviour towards Internet Banking: Empirical Evidence from Australia”, *C*, Vol. 36, No. 9, pp. 970-983 (**ABDC A; IF =1.388**).
27. Balaji, M. S., Roy, S. K., and Quazi, A. (2017), “Customers’ Emotion Regulation Strategies in Service Failure Encounters”, *European Journal of Marketing*, Vol. 51, No. 5/6, pp. 960-982, (**ABDC A*; IF = 1.716**).
28. Roy, S. K., Paul, R., Quazi, A. and Bang, N. (2017), “Developing a service value measurement scale in retail banking services: Evidence from India”, *International Journal of Bank Marketing*, (forthcoming) (**ABDC B; IF = 2.196**).
29. Balaji, M. S. and Roy, S. K. (2017), “Value co-creation with Internet of things technology in the retail industry”, *Journal of Marketing Management*, Vol. 33, No. 1-2, pp. 7-31 (**ABDC A; IF = 2.229**).
30. Balaji, M. S., Roy, S. K. and Lassar, W. M. L. (2017), “Language Divergence in Service Encounters: Revisiting Its Influence on Word-Of-Mouth”, *Journal of Business Research*, Vol. 72, March, pp. 210-213 (**ABDC A; IF = 4.028**).
31. Yu, X., Roy, S. K., Quazi, A., Nguyen, B., and Han, Y. (2017), “Internet entrepreneurship and ‘the sharing of information’ in an Internet-of-Things context: The role of interactivity, stickiness, e-satisfaction and word-of-mouth in online SMEs’ websites”, *Internet Research*, Vol. 27, No. 1, pp. 74-96 (**Top 20% JIF; ABDC A; IF = 3.838**).
32. Roy, S. K., Balaji, M. S., Kesharwani, A. and Sekhon, H. (2017), “Predicting Internet Banking Adoption in India: A Perceived Risk Perspective”, *Journal of Strategic Marketing*, Vol. 25, No. 5-6, pp. 418-438 (**ABDC A**).
33. Balaji, M. S., Roy, S. K. and Sadeque, S. (2016), “The Antecedents and Consequences of University Brand Identification”, *Journal of Business Research*, Vol. 69, No. 8, pp. 3023–3032 (**ABDC A; IF = 4.028**).
34. Balaji, M.S., Roy, S. K. and Khong, K. W. (2016), “Does Relationship Communication Matter in B2C Service Relationships?” *Journal of Services Marketing*, Vol. 32, No. 2, pp. 186 - 200 (**ABDC A; IF = 2.421**).

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35. Sekhon, H., Roy, S. K., Chadwick, S., and Devlin, J. (2016), "Corporate image and a sport's governing body" *The Service Industries Journal*, Vol. 36, No. 11-12, pp. 556-575 (**ABDC B; IF = 1.258**).
36. Roy, S. K., Lassar, W. and Butaney, G. (2014), "The Mediating Impact of Stickiness and Loyalty on Word-of-mouth Promotion of Retail Websites: A Consumer Perspective", *European Journal of Marketing*, Vol. 48, No. 9/10, pp. 1828-1849. (**ABDC A*; IF = 1.716**)
37. Devlin, J., Roy, S. K. and Sekhon, H. (2014), "Perceptions of Fair Treatment in Financial Services: Development, Validation and Application of a Fairness Measurement Scale", *European Journal of Marketing*, Vol. 48, No. 7/8, pp. 1315 – 1332. (**ABDC A*; IF = 1.716**)
38. Roy, S. K., Lassar, W. M., Ganguli, S., Bang, N., and Yu, X. (2016), "Measuring Service Quality: A Systematic Review of the Literature", *International Journal of Services Economics and Management*, Vol. 7, No. 1, pp. 24-52.
39. Roy, S. K., Devlin, J. and Sekhon, H. (2015), "The Impact of Fairness on Trustworthiness and Trust in Banking", *Journal of Marketing Management*, Vol. 31, No. 9-10, pp. 996-1017. (**ABDC A; IF = 2.229**).
40. Sekhon, H., Yalley, A., Roy, S. K. and Shergill, G. (2016), "A cross-country study of service productivity", *The Service Industries Journal*, Vol. 36, No.5-6, pp. 223-238 (**ABDC B; IF = 1.258**).
41. Roy, S. K., Lassar, W. and Shekhar, V. (2016), "Convenience and Satisfaction: Mediation of Fairness and Quality", *The Service Industries Journal*, Vol. 36, No.5-6, pp.239-260 (**ABDC B; IF = 1.258**).
42. Roy, S. K., and Balaji, M. S. (2015), "Measurement and Validation of Online Financial Service Quality", *Marketing Intelligence & Planning*, Vol. 33, No. 7, pp. 1004-1026 (**ABDC A; IF = 1.585**).
43. Bose, S., Roy, S. K. and Tiwari, A. K. (2016), "Measuring Customer Based Place Brand Equity (CBPBE): An Investment Attractiveness Perspective", *Journal of Strategic Marketing*, Vol. 24, No. 7, pp. 617-634 (**ABDC A**).
44. Roy, S. K. (2015), "Modeling Customer Advocacy: A PLS Path Modeling Approach", *Journal of Strategic Marketing*, Vol. 23, No. 5, pp. 380-398 (**ABDC A**).
45. Kharouf, H., Sekhon, H. and Roy, S. K. (2015) "The Components of Trustworthiness for Higher Education: A Transnational Perspective", *Studies in Higher Education*, Vol. 40, No. 7, pp. 1239-1255. (**Top 20% JIF; ABDC A; IF = 2.854**)
46. Sekhon, H., Dima, D., Roy, S. K. and Pritchard, A. (2015), "Service Excellence in UK Retail Banking: Consumers' Perspectives of the Important Antecedents", *International Journal of Bank Marketing*, Vol.33, No. 7, pp. 904-921. (**ABDC A; IF = 2.196**)

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47. Devlin, J. F., Ennew, C. T., Sekhon, H. S., and Roy, S. K. (2015), "Trust in Financial Services: Retrospect and Prospect", *Journal of Financial Services Marketing*, Vol. 20, No. 4, pp. 234-245. (ABDC B)
48. Sekhon, H., Roy, S. K. and Devlin, J. (2015), "Perceptions of Fairness in Financial Services: An Analysis of Distribution Channels", *International Journal of Bank Marketing*, Vol. 34, No. 2, pp. 171-190 (ABDC A; IF = 2.294).
49. Roy, S. K., Butaney, G., Butaney, B. and Sekhon, H. (2014), "Word-of-Mouth and Viral Marketing Activity of the On-Line Consumer: The Role of Loyalty Chain Stages Theory", *Journal of Strategic Marketing*, Vol. 22, No. 6, pp. 494-512. (ABDC A)
50. Roy, S. K. and Butaney, G. (2014), "Customer's Relative Loyalty: An Empirical Examination", *Journal of Strategic Marketing*, Vol. 22, No. 3, pp. 206-221. (ABDC A)
51. Roy, S. K. and Eshghi, A. (2013), "Does Relationship Quality Matter in Service Relationships?" *Journal of Strategic Marketing*, Vol. 21, No. 5, pp. 443-458. (ABDC A)
52. Roy, S. K. (2013), "Consequences of Customer Advocacy", *Journal of Strategic Marketing*, Vol. 21, No. 3, pp. 260-276. (ABDC A)
53. Sekhon, H., Roy, S. K., Shergill, G. and Pritchard, A. (2013), "Modeling Trust in Service Relationships: A Transnational Perspective", *Journal of Services Marketing*, Vol. 27, No. 1, pp. 76-86. (ABDC A; IF = 2.421)
54. Roy, S. K., Eshghi, A., and Sarkar, A. (2013), "Antecedents and Consequences of Brand Love", *Journal of Brand Management*, Vol. 20, No. 4, pp. 325-332. (ABDC A; IF = 1.829)
55. Ganguli, S. and Roy, S. K. (2013) "Conceptualization of Service Quality for Hybrid Services: A Hierarchical Approach", *Total Quality Management & Business Excellence*, Vol. 24, No. 9-10, pp. 1202-1218. (ABDC C; IF = 1.526)
56. Ganguli, S. and Roy, S. K. (2011), "Generic Technology-Based Service Quality Dimensions in Banking: Impact on Customer Satisfaction and Loyalty", *International Journal of Bank Marketing*, Vol. 29, No. 2, pp. 168-189. (ABDC A; IF = 2.196)
57. Roy, S. K., Eshghi, A., and Shekhar, V. (2011), "Determinants of Trust and Trustworthiness in Retail Banking: Evidence from India", *The Marketing Management Journal*, Vol. 20, No. 1, pp. 97-110.
58. Ganguli, S. and Roy, S. K. (2010), "Service Quality Dimensions of Hybrid Services", *Journal of Service Theory and Practice*, Vol. 20, No. 5, pp. 404-424. (ABDC A; IF = 2.363)
59. Roy, S. K. and Shekhar, V. (2010), "Dimensional Hierarchy of Trustworthiness of Financial Service Providers", *International Journal of Bank Marketing*, Vol. 28, No. 1, pp. 47-64. (ABDC A; IF = 2.196)

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60. Roy, S. K. and Shekhar, V. (2010), “Alternative models of trustworthiness of service providers” *Journal of Global Marketing*, Vol. 23, No. 5, pp. 371-386. (ABDC C)
61. Roy, S. K. (2009), “Internet Uses and Gratifications: A Survey in the Indian Context”, *Computers in Human Behavior*, Vol. 25, No. 4, pp. 878-886. (Top 20% JIF; ABDC B; IF = 4.306)
62. Eshghi, A., Roy, S. K. and Ganguli, S. (2008), “Service Quality and Customer Satisfaction: An Empirical Investigation in Indian Mobile Telecommunications Services”, *The Marketing Management Journal*, Vol. 18, No. 2, pp. 119-144. (ABDC C)
63. Roy, S. K. (2008), “Determining Uses and Gratifications for Indian Internet Users”, *Case Studies in Business, Industry and Government Statistics*, Vol. 2, No. 1, pp. 78-91.
64. Roy, S. K. (2008), “Identifying the Dimensions of Attractiveness of an Employer Brand in the Indian Context”, *South Asian Journal of Management*, Vol. 15, No. 4, pp. 110-130. (ABDC C).

Edited Books

1. Adhikari, A. and Roy, S. K. (2017), *Strategic Marketing Cases in Emerging Markets*, Springer, <http://www.springer.com/gp/book/9783319515434>
2. Roy, S. K., Muthum, D. and Bang, N. (2017), *Services Marketing Cases in Emerging Markets: An Asian Perspective*, Springer, <http://www.springer.com/cn/book/9783319329680>
3. Muthum, D., Roy, S. K., and Kipnis, E. (2014), *Marketing Cases from Emerging Markets*, Springer, <http://www.springer.com/gp/book/9783642368608>

Invited Talks

1. Keynote speech on “Service Encounters in Post-Covid Times” at the *International Conference On Business, IT, And Enterprise Architecture* at MDI Murshidabad, 2020
2. Plenary session @Symbiosis Centre for Management and Human Resource Development, 2020.
3. “Managing Customer Engagement Behaviours”, at ANU College of Business and Management, Australian National University, 23rd April, 2020.
4. Panellists in “Publishing in High Impact Top -Tier journals: Experience of Indian Authors” at (ICOMBS Conference at IBS Hyderabad, India (16th November, 2019).
5. “The Publishing Strategy” at Indian Education Society, Mumbai, (10th January, 2019).
6. “The Publishing Strategy” at IBS Hyderabad, (11th January, 2019).
7. “Fairness in Service Relationships”, at Curtin University, Perth, Australia, (30th October, 2018).
8. “Fairness in Service Relationships” at University of New England, Australia, (25th – 26th February, 2016).
9. “Service Branding: An Integrative Perspective” at International Management Institute, Kolkata, India (14th January, 2015).

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Media Appearance

1. Radio Interview on 6PR Perth radio on “Is your online shopping hobby actually an addiction?” September 2020.
2. Appearance on 7News on “Price Haggling” in July 2020.
3. Interview on my Research Journey by Indian start-up InkpotHub, April, 2020.
4. Radio Interview: Political campaigns and social media and their roles in engaging young people, Perth ABC radio, (April, 2019).
5. Radio Interview: Impact of Election Signage on Voters, ABC Great Southern, Perth (May, 2019).
6. Radio Talk Show: Food Scare and Consumer Behaviour-Related to Strawberry Contamination in Western Australia, Perth ABC Radio, (April, 2018).
7. Interview published in article titled “*Rivers of Gold Ready to Flow Into US Coffers (Amazon)*”, In Business Pulse, p. 14 (Chamber of Commerce and Industry, WA), (2017) <http://bit.ly/2zTVVqU>
8. Radio Talk Show: Fidget Spinners – Why Are They so Popular? (2017) (<http://www.6pr.com.au/fidget-spinners-why-are-they-so-popular/>)
9. Roy, S. K. and Balaji, M. S. (2016), *Creating Smart Customer Experiences*, Business News, <https://www.businessnews.com.au/article/Creating-smart-customer-experiences>

Guest Editor

1. Guest Editing a special issue for *Journal of International Marketing* on “Customer Engagement in International Markets” with Dr Linda Hollebeck, Wafa Hammedi, and Kelley Hewett (ABDC A*) (2020)
2. Guest Edited a special issue for *International Journal of Information Management* on “When Information Technology Meets Marketing: Value-creation Along The Customer Journey” (ABDC A*) (2020) <https://www.sciencedirect.com/science/article/pii/S0268401220314699>
3. Guest Editing a special issue for *Journal of Marketing Management* on “Digitally Enabled Co-creation at the Bottom of the Pyramid” (ABDC A) (2021).
4. Guest Edited a special issue “Service Research in Emerging Markets: Business as Usual?” for *Journal of Service Theory and Practice* (ABDC A) Vol. 29, Issue 5/6 (2019) <https://www.emerald.com/insight/publication/issn/2055-6225/vol/29/iss/5/6>
5. Guest edited a special issue for *International Journal of Bank Marketing* on “Relationship marketing strategies of Indian banks in the wake of the global economic slowdown” Vol. 30, Issue 4 (2012) <http://bit.ly/2FYNIY1>.

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Conference and Conference Proceedings (n = 44)

1. Roy, S. K., Patra, S. and Singh, S. (2021), "Love in the Air? Exploring the Relationship between Human Employees and Service Robots", *Frontiers in Services Conference*, pp. In Press.
2. Roy, S. K., Devlin, J., Sekhon, H., and Bian, X. (2019), "Decision Delegation and Trust: Insights from Financial Services", Proceedings of the *Academy of Marketing Science World Marketing Congress*, pp. In Press.
3. Roy, S. K., Singh, G., and Sekhon, H. (2019), "Exploring Customers' Motives to Engage in Value Co-Creation", Proceedings of the *Academy of Marketing Science World Marketing Congress*, pp. In Press.
4. Laud, G., Roy, S. K., Ranaweera, C., Sima, S., and Leo, C. (2019), "Together We Can Deliver: Frontline Employees and Robots Joining Forces", *Frontiers in Services Conference*, pp. In Press.
5. Laud, G., Ranaweera, C., Leo, C., Sima, S. and Roy, S. K. (2019), "Role of Frontline Employees' Automated Social Presence (ASP) Co-Creation Orientation to Support Service Ambidexterity", *QUIS 16 Symposium*, In Press.
6. Roy, R. and Roy, S. K. (2018), "The Role of Signaling in Scarcity Appeals", Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
7. Roy, S. K. and Balaji, M. S. (2018), "Tourism-Sharing Economy: An ethical perspective", presented at the *Human Values Forum* (22nd - 23rd February).
8. Roy, S. K., Balaji, M. S. and Soutar, G. (2017), "A Cross-cultural Examination of Customer Engagement Behaviour", Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
9. Roy, S. K., Balaji, M. S. and Soutar, G. (2017), "Antecedents and Consequences of Value Co-creation Behaviour", Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
10. Balaji, M. S. and Roy, S. K. (2017), "Instore Smart Retail Technology: The MOA Theory Perspective", Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
11. Roy, S. K. (2017), "Transformative Patient Experience: The Role of Service Integration", *Transformative Consumer Research conference* at Cornell University, USA, June 18 - June 20.
12. Fisk, R., Nasr, L., Gallan, A., ...Roy, S. K., Sebastiani, R. (2016), "Doing Well By Doing Good: Transformative Service Organizations", Paper presented at the *Frontiers in Service 2016*, Norway.

Curriculum Vitae

13. Fisk, R., Nasr, L., Gallan, A., ...Roy, S. K., Sebastiani, R. (2016), "Transformative Service Organizations: Moving to Mutualism", Paper in Conference Proceedings SERVSIG 2016, (Maastricht, 17-19 June 2016), SERVSIG, Maastricht 2016: 589-595 [<http://hdl.handle.net/10807/122032>]
14. Roy, S. K. and Balaji, M. S. (2016), "Investigating Customer Experience with Smart Retail Technologies and it's Consequences", presented at *Academy of Marketing* conference at Newcastle Business School, UK.
15. Balaji, M. S. and Roy, S. K. (2016), "Customers' attachment orientation and sustainable relationship behaviours in service relationships", presented at *Academy of Marketing* conference at Newcastle Business School, UK.
16. Balaji, M. S., Roy, S. K. and Quazi, A. (2015), "Does Customers' Emotion Regulation Affect The Service Failure Evaluation?" Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
17. Balaji, M. S., Roy, S. K., and Quazi, A. (2015), "Antecedents and consequences of student-university identification", Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
18. Roy, S. K. (2015), "Exploring 'Justice Climate' and its relationship with Consumer Well-being", *Transformative Consumer Research Conference*, at Villanova University, 31st May- 2nd June.
19. Roy, S. K., Balaji, M. S. and Walfried, M. L. (2015), "Relationship Communication and Relationship Quality as Predictors of Relationship Continuity", Proceedings of the *Academy of Marketing Science World Marketing Congress*, Bari, Italy/ pp. In Press.
20. Singh, J., Crisafulli, B. and Roy, S. K. (2015), "Customer coping behaviour during service failures: the role of self-efficacy and failure severity", Proceedings of the *Academy of Marketing Science World Marketing Congress*, Bari, Italy/ pp. In Press.
21. Roy, S. K., Javed, M. and Bano, M. (2015), "Conceptualizing Unreciprocated Brand Love", accepted for presentation at *10th Global Brand Conference, SIG of Academy of Marketing*, Turku, Finland, 27-29th April.
22. Balaji, M. S. and Roy, S. K. (2014), "Relationship Communication in B2C Service Relationships", Proceedings of the *Australian and New Zealand Marketing Academy Conference* / pp. In Press.
23. Roy, S. K., Devlin, J. and Sekhon, H. (2014), "The Impact of Fairness on Trustworthiness and Trust in Banking", Proceedings of the *Academy of Marketing Annual Conference*, 7-10th July, Bournemouth University, UK, in Press. Best paper in *Services & CRM* track.
24. Roy, S. K., Javed, M. and Bano, M. (2014), "Brand Defence: When You Love It, You Defend It", presented at the *Global Branding Conference, Academy of Marketing's SIG: The Trouble with Brands: Provocations and Possibilities*, 9-11th April, University of Hertfordshire, UK.

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25. Roy, S. K. and Quazi, A. (2013), “Revisiting Service Value in an Emerging Economy”, accepted for presentation at the *Australian and New Zealand Marketing Academy*, December 1-4, The University of Auckland Business School.
26. Roy, S. K. and Shekhar, V. (2014), “Service Convenience and Customer Citizenship Behaviour: The Role of Perceived Service Fairness”, presented at the *Annual Conference of Emerging Markets Conference Board*, January 9-11, *Indian Institute of Management Lucknow*, India.
27. Javed, M. and Roy, S. K. (2013), “Brand as an active partner in consumer-brand love bonds; brand love relationship process”, Poster Presentation at the annual *European Marketing Academy Conference (EMAC)*, June 4-7, Istanbul, Turkey.
28. Javed, M. and Roy, S. K., (2013), “*Brand Defence; A Hierarchy of Possible WOM Behaviors of Brand Love*”, paper presented at the *Academy of Marketing* annual conference, July 8-11, Cardiff, UK.
29. Roy, S. K., Lassar, W. and Shekhar, V., (2013) “Service Convenience and Customer Citizenship Behaviour: An Empirical Examination” presented at *European Marketing Academy Conference*, June 4-7, Istanbul, Turkey.
30. Roy, S. K., and Ganguli, S., (2013), “Hybrid Service Quality: A Hierarchical Approach”, presented at the *5th Indian Institute of Management Conference on Emerging Economies*, January 2013.
31. Roy, S. K., Devlin, J. and Sekhon, H. (2012), “Service Fairness: A Hierarchical Approach”, paper presented at the *European Marketing Academy Conference*, Lisbon, 22-25 May, 2012.
32. Roy, S. K., Devlin, J. and Shekhar, V. (2012), “Measuring Consumer Perceptions of Fairness in Indian Financial Service Relationships”, In Arun K. Jain, Naresh Malhotra, Saji, K.B. Nair and Satyabhusan Das (Eds), *Proceedings of Indian Institute of Management Lucknow in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead*, January 12-14, pp. 358-359.
33. Roy, S. K. and Butaney, G. (2011), “Identifying the Antecedents of Word-Of-Mouth Promotions of Retail Websites” In: Patterson, A. and Oakes, S. (Eds) *Proceedings of the Academy of Marketing Conference: Marketing Fields Forever*, Academy of Marketing, Liverpool.
34. Roy, S. K. and Chakraborti, R. (2011), “Incorporating Customer Advocacy in the Customer Satisfaction Model” presented at the *2011 Academy of Marketing Science Annual Conference*, May 24-27, Coral Gables, Florida, USA.
35. Roy, S. K. (2011), “On The Relationship between Customer Advocacy, Customer Satisfaction and Customer Loyalty”, In Jain, A K, Jaiswal, A K, Sahay, A and Sinha, P K,

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- (eds) Proceedings of the *4th IIMA Conference on Marketing in Emerging Economies*, IIMA, January 5-7, 2011; pp. 241-246, India.
36. Roy, S. K., Sekhon, H. and Paul, R. (2011), "Service Value, Customer Satisfaction, Customer Loyalty and Word-of-mouth: An Integrated Model", In Jain, A K, Jaiswal, A K, Sahay, A and Sinha, P K, (Eds) Proceedings of the *4th IIMA Conference on Marketing in Emerging Economies*, IIMA, January 5-7, 2011; pp. 133-139, India.
 37. Roy, S. K. and Butaney, G. (2010), "E-Customer Relative Share of Mind: The Role of Website Quality Dimensions, Site-customers' Attitudes and E-Satisfaction" In Ballantine, P. and Finsterwalder, J. (Eds), Proceedings of *Australia & New Zealand Marketing Academy* annual conference, 29th November-1st December, University of Canterbury, Christchurch, NZ.
 38. Roy, S. K. and Shekhar, V. (2010), "Trustworthiness of a Service Provider: A Comparison of the Alternative Models", presented at the *Academy of Marketing Science* annual conference May 2010, Portland (Oregon), USA; proceedings pp. 157
 39. Roy, S. K. and Sekhon, H. (2010), "Consequences of customer-company identification", *Academy of Marketing* annual conference, 6-8 July, 2010, Ricoh Arena, Coventry, UK, proceedings, pp. 92-95.
 40. Roy, S. K. and Shekhar, V. (2009), "A Multidimensional Study of Trust in Service Relationships", presented at the inaugural conference of the *Indian Academy of Management* at XLRI Jamshedpur, 28th-30th December, India.
 41. Roy, S. K., Butaney, G. and Butaney, B. (2009), "Examining the Effects of the Customer Loyalty States on the Word of Mouth about Retail Web-sites", *Pacific Asia Conference on Information Systems (PACIS)*, proceedings. Paper 85.
 42. Vaithianathan, S. and Roy, S. K. (2009), "Factors Affecting Consumers Attitude towards Online Reservation: An Empirical Analysis", PACIS, proceedings. Paper 86.
 43. Roy, S. K. (2008), "Linking Customer Satisfaction, Customer Loyalty and Customer Advocacy: Use of SmartPLS", Paper presented at the *New England Statistics Symposium*, April 19, 2008, Suffolk University, Boston, MA, USA.
 44. Roy, S. K. (2007), "Dimensions of Attractiveness of an Employer Brand", In Jain, A K, Jaiswal, A K, Sahay, A and Sinha, P K, (Eds), Proceedings of the international conference on "*Research in Marketing*" at Indian Institute of Management, Ahmadabad, January 3-5, 2007, pp. 243-247, India.

Curriculum Vitae

Scholarly Work in Progress (*Papers under review: n=14*)

1. Kaur, G., Roy, S. K., and Singh, T., “Fostering Engagement among Emotionally Exhausted Employees,” under review at *International Journal of Research in Marketing* (ABDC A*).
2. Balaji, M. S., Roy, S. K. and Lee, J., “Tourists’ ethical decision making in the tourism sharing economy”, under review at *International Journal of Hospitality Management*, (ABDC A*).
3. Roy, S. K. Singh, G., Hutton, C. and Balaji, M. S., “Customers’ Motives to Co-create in Smart Services”, under review at *Information Technology & People* (ABDC A).
4. Chatterjee, S., Kar, A. K., Roy, S. K., and Dey, B. L., “The cultural mantra to achieve business growth in India: The moderating impacts of ‘Chalta Hai’ and ‘Jugaad’ attitude in B2B context” under review at *Industrial Marketing Management* (ABDC A*).
5. Gandhi, M., Kar, A. K., and Roy, S. K., “Managing Industrial Innovation Communications on Social Media Platform for effective Stakeholder Engagement”, under review at *Industrial Marketing Management* (ABDC A*).
6. Bose, S., Pradhan, S., Bashir, M., and Roy, S. K., “Customer based place brand equity (CBPBE) and tourism: A regional identity perspective”, under review at *Journal of Travel Research* (ABDC A*).
7. Nguyen, B., Roy, S. K. and De Cremer, D. “Investigating Dark Matters of the Internet-of-Things (IoT): A Systematic Review of Relationship Based Dark Side Behaviour”, under review at *Technological Forecasting and Social Change* (ABDC A).
8. Kaur, G., Roy, S. K., and Sudan, S., “Organizational Learning: The Roles of Job Engagement, Employee Learning and Customer Orientation”, under review at *Journal of Services Marketing* (ABDC A).
9. Abid, A., Harrigan, P., Wang, S., Roy, S. K., and Harper, T. “Social media in politics: How to drive engagement and strengthen relationships”, under review at *Journal of Marketing Management* (ABDC A).
10. Sadeque, S., Swapan, M. S. H., Roy, S. K., and Ashikuzzaman, M., “City Brand Love: Modelling and Resident Heterogeneity Analysis”, under review *Journal of Product & Brand Management* (ABDC A).
11. Roy, S. K., Japutra, A. and Mansoor, J., “Circle the Wagons: Measuring the Strength of Consumers’ Brand Defense”, under review at *Journal of Strategic Marketing* (ABDC A).
12. Shaw, B., Roy, S. K. and Kesarwani, A., “Adoption of Mobile Payment Services by Millennials: Roles of Smartphone Addiction and Situational Variables” under review at *Australasian Journal of Information Systems* (ABDC A).

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13. Chatterjee, S., Kar, A. and Roy, S. K., “Determinants of smartphone addiction and its consequence to the society” under review *Australasian Journal of Information Systems*, (ABDC A).
14. Roy, S. K., Japutra, A., Singh, G. and Chakraborti, R., “Impact of Co-production Behaviour and Decision Comfort on Student Engagement: Myth or Reality?” under review at *Australasian Marketing Journal* (ABDC A)

Work in progress (n=12)

1. Roy, S. K., Pedada, K., and Singh, G. “Artificial Intelligence in B2B Marketing”, Target: *Journal of the Academy of Marketing Science* (ABDC A*).
2. Roy, S. K. and Gruner, R. “Convenient or confusing? An exploration of when frontline retail technology backfires”, Target: *Journal of Retailing* (ABDC A*)
3. Roy, S. K. and Singh, G., “Justice Climate and Frontline Employees’ Mental Health”, Target: *Journal of Service Research* (ABDC A*).
4. Roy, S. K., Benita, H., and Soutar, G., “Role of Dignity in Service Provision”, Target: *Journal of Service Research* (ABDC A*).
5. Laud, G., Roy, S. K., Ranaweera, C., Sima, S., and Leo, C., “Automated Social Presence and Frontline Employees”, Target: *Journal of Service Research* (ABDC A*).
6. Roy, S. K., Singh, G. and Saadia, S., “Smart service value”, Target: *International Journal of Research in Marketing* (ABDC A*).
7. Roy, S. K., Singh, G., and Forrest, G., “Customers’ Willingness To Adopt Service Robots”, Target: *Journal of the Academy of Marketing Science* (ABDC A*).
8. Roy, S. K. and Roy, R., “Lay Theories, Scarcity Appeal and Well-being”, Target: *International Journal of Research in Marketing* (ABDC A*).
9. Roy, S. K. and Hollebeek, L. “Customer engagement and customer engagement behaviour in hospitality”, Target: *International Journal of Research in Marketing* (ABDC A*).
10. Roy, S. K. and Singh, G., “Antecedents of student well-being”, *Journal of Business Research* (ABDC A).
11. Roy, S. K., Devlin, J. and Singh, H. “Decision delegation in financial services sector”, Target: *European Journal of Marketing* (ABDC A*).
12. Devlin, J., Roy, S. K., and Sekhon, H. “Consumer Self-Confidence in Services”, Target: *Journal of Business Research* (ABDC A).

Curriculum Vitae

Book Chapters and Case Studies (n=20)

1. Roy, S. K. and Singh, G. (2020) “Shoes of Prey: Managing the Dark Side of Value Co-creation” in *Ivey Case Publishing*,
<https://www.iveycases.com/ProductView.aspx?id=108995>
2. Roy, S. K., Sadeque, S. and Balaji, M. S. (2019), “Building a trustworthy university brand: an inside-out approach”, in Nguyen, B., Melewar, T. C. and Hemsley-Brown, J., *Strategic Brand Management in Higher Education*, Routledge, Taylor & Francis (*in press*).
3. Robson, J., Roy, S. K., Chapleo, C. and Yang, H., (2019), “Co-creating Brand Identity: The Case of UK Higher Education”, in Nguyen, B., Melewar, T. C. and Hemsley-Brown, J., *Strategic Brand Management in Higher Education*, Routledge, Taylor & Francis (*in press*).
4. Bose, S., Roy, S. K. and Nguyen, B. (2019), “Developing a ‘customer based place brand equity – destination branding’ instrument”, in Nguyen, B., Foroudi, P., Dennis, C. and Melewar, T. C., *Place Branding: Connecting Tourist Experiences to Places*, Routledge, Taylor & Francis.
5. Shekhar, V., Acharya, A., Roy, S. K. and Nguyen, B. (2019), “Consumer-Brand Relationship: Building Consumer value, Consumer loyalty and Business Performance”, in Foroudi, P. and Palazzo, M., *Contemporary Issues in Branding*, Routledge, Taylor & Francis.
6. Singh, G., Puri, S. and Roy, S. K. (2017), “Pepperfry.com: Marketing to Manage Customer Experience”, *Ivey Publishing*,
<https://www.iveycases.com/ProductView.aspx?id=85948>
7. Roy, S. K. and Chakrabarti, R. (2017), “Shoes of Prey—A Step Ahead of the Competition”, in Fletcher, R and Crawford, H. (ed.), *International Marketing: An Asia-Pacific Perspective*, Pearson, Melbourne, Australia.
8. Balaji, M.S., Roy, S. K., Sarkar, A. and Chong, A. (2017), “User Acceptance of IoT Applications in Retail Industry” in Lee (ed.), *The Internet of Things in the Modern Business Environment*, IGI Global.
9. Bose, S., Roy, S. K. and Bang, N. (2017), “Place Branding: Developing a Conceptual Framework for Place Image”, in Nguyen, B., Melewar, T.C., and Schultz, D.E. (eds.), *Asia Branding: Connecting Brands, Consumers and Companies*, Palgrave MacMillan, pp.150-173.
10. Gupta, N., Balaji, M. S. and Roy, S. K. (2017), “Impact of Cultural Factors on Indian Consumers’ Brand Preference”, in Nguyen, B., Melewar, T.C., and Schultz, D.E. (eds.), *Asia Branding: Connecting Brands, Consumers and Companies*, Palgrave MacMillan, pp. 17-29.
11. Mansoor, J., Roy, S. K. and Mansoor, B. (2015). “Will you defend your Loved Brand? Brand Defense superseding Advocacy”, accepted for publication in the edited book:

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Consumer Brand Relationships: Meaning, Measuring, and Managing, edited by Marc Fetscherin and Tobias Heilmann, Palgrave Publications.

12. Nguyen, B., Simkin, L., and Roy, S.K. (2015). "Fairness Management in India, Pakistan, and Bangladesh", in Nguyen, B. and Rowley, C. (Eds), *Ethical and Social Marketing in Asia*, Chandos Publishing.
 13. Sekhon, H. and Roy, S. K. (2014). "Sage Encyclopaedia of Quality and Services Economy", Invited contributions on (a) *Business-to-Consumer Relationships*; (b) *Purchase and* (c) *Repeat Purchase Intentions*; and, *Servicescapes*.
 14. Sophie, Y. and Roy, S. K. (2013), "Services Marketing", in *Principles of Marketing: A Value-based Approach*, September/October 2013, Palgrave Macmillan.
 15. Singh, R. and Roy, S. K. (2013), "Marketing the \$35 US Akash Tablet" in *Marketing Cases from Emerging Markets*.
 16. Roy, S. K. and Chakraborti, R. (2013), "Junglee.com: Amazon's Entry in India" in *Marketing Cases from Emerging Markets*.
 17. Paul, R. and Roy, S. K. (2013), "Marketing of Services: The McDonald's Way" in *Marketing Cases from Emerging Markets*.
 18. Adhikari, A. and Roy, S. K. (2013), "Lakme Pure Defence: An Antipollution Cream" in *Marketing Cases from Emerging Markets*.
 19. Roy, S. K. and Chakraborti, R. (2013), "Kolkata Knight Riders: Developing a Brand Identity" in *Marketing Cases from Emerging Markets*.
 20. Roy, S. K. (2012), "Ford Figo in India" in the book titled *Case Studies in Marketing Management* by Dr. Ramendra Singh (of Indian Institute of Management, Calcutta), Pearson.
-

Course Coordinator

1. Master of Marketing @ UWA Business School (2016-2019)

Unit Coordinator @ UWA Business School

1. Global Marketing Strategy (for PGs)
2. Marketing Principles (Executive MBAs)
3. Consumer Behaviour (for UGs)
4. Marketing Research (for PGs)
5. Services Marketing (for UGs)

Module Leader @ Coventry University Business School

1. Services and Retail Marketing (for PGs)
2. Strategic Marketing (for PGs)
3. Research Methods for Marketing (for PGs)

Curriculum Vitae

Professional Activities

Associate Editor

1. *European Journal of Marketing*

Editorial Advisory Board Member

1. *International Journal of Information Management*
2. *Journal of Services Marketing*
3. *Journal of Business Research*
4. *Journal of Service Theory & Practice*
5. *Journal of Strategic Marketing*

Track Chair

1. Chair for Services Marketing track at Frontiers in Services 2019
2. Co-chair Customer Engagement track at ANZMAC 2018
3. Chair for Marketing in Emerging Economies track at EMAC 2012

Dissertation Supervision

1. One PhD completion in 2019 on Online Co-creation Behaviour in a Sports Context.
2. Supervising a PhD Student on customer engagement and customer experience management @UWABS (2017/2018).
3. Supervising another PhD Student on Political Marketing and Social Media @UWABS (2018).
4. Supervising a DBA Student on loyalty programs in retail sector @UWABS
5. Member of the doctoral advisory committee of a PhD student at University of South Pacific (2017).
6. Supervised three Honours thesis students on customer experience management and value co-creation @UWABS
7. Successfully supervised 24-Master's thesis and 20-undergraduate dissertations at Coventry University, UK.
8. Supervised dissertations of 5-Executive MBA students of WSB Chorzow, Poland.

PhD Thesis Examination

1. Examined one PhD thesis for IBS Hyderabad, India (2019).
2. Examined one PhD thesis for University of Canberra (2017).
3. Examined one PhD thesis for Indian Institute of Technology, Kharagpur (2017).
4. Examined one PhD thesis from University of New England (2016), NSW, Australia
5. Examine one PhD thesis from Visvesvaraya Technological University (2016), India.
6. Examined one PhD thesis from Curtin University (2015), Western Australia.

Curriculum Vitae

Workshops Conducted

1. One day workshop on “Publishing Strategy” at IMT Hyderabad, January 2020.
2. 1-day workshop on Structural Equation Modelling at Indus Business Academy, Bangalore, India, 12th January 2019.
3. 3-day workshop on Structural Equation Modelling at Coventry University Business School, 4-6th September 2013.
4. Faculty Development Program on *Basics of Structural Equation Modelling* at the joint conference organized by Kenan-Flagler Business School, University of North Carolina and Punjab Technical University; 15-16 December, 2012, Amritsar, India.
5. Conducted an invited Workshop on *Structural Equation Modelling* for faculty members of K J Somaiya Institute of Management Studies & Research, Mumbai, India, 25-26 June, 2011.
6. Conducted a Workshop on *Structural Equation Modelling*, IBS Hyderabad, India, 10-12 June, 2011.
7. Conducted a Workshop on *Structural Equation Modelling*, IBS Hyderabad, India, 6-7 November, 2009.
8. Conducted the same Workshop in the Inaugural Conference of the *Indian Academy of Management, XLRI Jamshedpur*, India, 28-30 December, 2009.

Proficiency in Application Software

1. SPSS
2. AMOS (Structural Equation Modelling)
3. SmartPLS (Partial Least Square Path Modelling)
4. SAS Enterprise Miner
5. *fs*QCA (Fuzzy Set Qualitative Comparative Analysis)
6. Leximancer, NVIVO for Qualitative Data Analysis