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Area	Marketing
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Educational Qualifications

Fellow (PhD) Indian Institute of Management, Lucknow (2007-2014)

Dissertation: Antecedents and consequences of brand trust in the context of baby care toiletries product brands: the moderating role of mother's personal variables.

Academic Affiliation

Assistant Professor, National Institute of Industrial Engineering, Mumbai

Professional Affiliations

NIL

Area Of Research

Consumer behaviour, Brand trust, Consumer Information processing behaviour, Market research.

Publications/ Articles/ Cases

International Journal Publications:

- **Srivastava, Neha.**, Dash, S.B., and Mookerjee, A. (2016), "Determinants of brand trust in high inherent risk products: the moderating role of education and working status" **Marketing Intelligence and Planning**, Vol. 34 No. 3, pp. 394-420. (ABDC Ranking 'A')
- **Srivastava, Neha.**, Dash, S.B., and Mookerjee, A. (2015), "Antecedents and Moderators of Brand Trust in the context of Baby Care Toiletries", **Journal of Consumer Marketing**, Vol. 32 No. 5, pp. 328-340. (ABDC Ranking 'B')

- **Srivastava, Neha.** and Dash, S.B. (2013) “Antecedents of Brand Trust in the Baby Care Toiletries Product Brands: An Empirical Study in the Indian Context”, **European Advances in Consumer Research**, Vol. 10, pp 178 - 179.

Paper Presentations in Conferences

- Srivastava, Neha. and Dash, S.B. (2017), “The differential impact of brand origin and expert advisor on brand trust and perceived risk”, 2017 Annual Conference of The Emerging Markets Conference Board, IIM Lucknow –Noida Campus, 5-7th January, 2017.
- Srivastava, Neha., Dash, S.B., and Suryatapa Kar (2016), “Exploring varied antecedents and identifying perceived risk as consequence of brand trust”, 2016 Annual Conference of The Emerging Markets Conference Board, Chulalongkorn Business School, Bangkok, 7-8th January, 2016.
- Srivastava, Neha. (2014), “Effect of Brand Characteristic Determinants on Brand Trust Development Process for Baby Care Toiletries Products”, 9th SIMSR Global Marketing Conference, K.J. Somaiya Institute of Management Studies & Research, Mumbai, 6 -8th January, 2014.
- Srivastava, Neha., Dash, S.B., and Mookerjee, A. (2014), “Moderating Role of Big Five Personality Traits on the Brand Trust in the context of Baby Care Toiletries Product Brands: An Empirical Investigation”, 2014 Annual Conference of the Emerging Markets Conference Board, IIM Lucknow –Noida Campus, 9-11th January, 2014.
- Srivastava, Neha. and Dash, S.B. (2013) “Antecedents of Brand Trust in the Baby Care Toiletries Product Brands: An Empirical Study in the Indian Context”, 2013 European Conference of the Association for Consumer Research, IESE Business School, Barcelona, Spain, 4-7th July, 2013.
- Srivastava, Neha., Dash, S.B., & Mookerjee, A. (2012) “Mother’s Socio Demographic Characteristics Influence on Antecedents and Consequences of Brand Trust in the Baby Care Toiletries Product Brands: A Conceptual Framework”, International Conference in Marketing, IIM Lucknow- Noida Campus, 12-14th January, 2012.
- Srivastava, Neha., Dash, S.B., & Mookerjee, A. (2011) “Antecedents and Consequences of Brand Trust in the Baby Care Toiletries Brands: The Moderating Role of Mother’s Big Five Personality Variables. A Conceptual Framework”, 7th Global Brand Conference of the Academy of Marketing, Said Business School, Oxford University, UK, 5-7th April, 2011.
- Srivastava Neha., Dash S.B. and Mookerjee A. (2011) “Antecedents and Consequences of Brand Trust in the Baby Care Product Brands. The Moderating Role of Mother’s

Demographic Variables. A Conceptual Framework”, 4th IIM A Conference on Marketing in Emerging Economies, IIM Ahmedabad, 5-7th January, 2011.

- Srivastava, Neha., Dash S.B. and Mookerjee A. (2010) “Antecedents and Consequences of Brand Trust in the Baby Care Product Brands. A Conceptual Framework”, 4th Great Lakes NASMEI Marketing Conference, Chennai, 23-24th December, 2010

- Srivastava, Neha. (2010) “Role of Information Source Dimensions in the Promotion of an Apparel Retail Store”, 3rd IIM Ahmedabad Doctoral Colloquium, Indian Institute of Management, Ahmedabad, 8-9th January, 2010.

- Srivastava, Neha. (2010) “Retail Store Choice Criteria among Senior Citizens”, 5th SIMSR-Asia 2010 International Marketing Conference, Mumbai, 2-3rd January, 2010.

Consultancy Assignments

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