

VITA
DR. SANJEEV VERMA



EDUCATION: Ph.D, MBA, PGDCA, B.Sc.

AWARDS & HONORS

- Best Professor in Marketing (Innovative Education Leadership Awards) by DNA and Star of the Industry Group, 2018
- Outstanding Management Teacher Award by AIMS International (The Association of Indian Management Scholars), 2018
- Outstanding Faculty Award by World Education Congress, 2017
- Best Professor in Marketing by B-School Affaire and Dewang Mehta National Education Award, 2017
- Bharat Vikas Award by ISRI, 2017

PUBLICATIONS

BOOK

- Prasad, R., Verma, Sanjeev and Jha, M.K. (2016), *Service Quality: Quest for Excellence in Management Education*, New Royal Book Company, Lucknow

PAPERS PUBLISHED IN INTERNATIONAL JOURNALS

- Prasad, R. and Verma, S. (2018), Perceptual Map (PM) and Management Students Satisfaction Index (MSSI): A Road Map for Academic Excellence, *Management Research Review (Forthcoming)*.
- Tripathi, S and Verma, Sanjeev (2018). Understanding the organizational antecedents of engagement with nongovernment organizations on social media. *Nonprofit and Voluntary Sector Quarterly (Forthcoming)*
- Bhattacharya, A., Srivastava, M. and Verma, Sanjeev (2018). Online Customer Experience in Indian e-Retail: Literature Review and Conceptual Model, *Journal of Global Marketing (Forthcoming)*.
- Tripathi, S and Verma, Sanjeev (2018). Social Media an Emerging Platform for Relationship Building: A Study of Engagement with Non-Government Organizations in India. *International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 23, No. 1*

- Verma, Sanjeev (2017). Niche Level Segmentation of Green Consumers: A Key for Psychographics or Demographic Predicament. *South Asian Journal of Business Studies*, Vol. 6, No. 4, pp. 1-22.
- Verma, Sanjeev and Prasad, R. (2017). The MEQUAL Scale: Measure of Service Quality in Management Education. *International Journal of Comparative Education and Development*, Vol. 19, No. 4, pp. 1-16.
- Verma, Sanjeev and Prasad, R. (2017). Service Facet Prioritization Using Grey Analysis Approach. *Asia Pacific Journal of Management Research and Innovation*, Vol. 12, No. 3-4, pp. 238-241.
- Singh, V., Chaudhuri, R. and Verma, Sanjeev (2017). E-Personality of the Young Indian Online Shopper: A Scale Validation. *Global Business Review*, Vol. 18, No. 3, pp. 1-15
- Tripathi, S. and Verma, Sanjeev (2017). Analyzing Technological Dimensions for Engagement with NGOs on Social Media. *Research Journal of Social Science and Management*, Vol. 7, No. 4, pp. 174-184
- Tripathi, S. and Verma, Sanjeev (2017). A Retrospective Study of Supporter Engagement with Non-Government Organizations on Social Media. *Journal of Business and Management*, Vol. 19, No. 7, pp. 43-50
- Rawat, K., Verma, Sanjeev and Raut, R. (2017). Value Chain Management of Low Demand SKU's. *Industrial Engineering Journal*, Vol 10, No. 3, pp. 27-34
- Verma, Sanjeev (2017). Case Study: Aryan Publications Ltd. *Global Journal for Research Analysis*, Vol. 6, No. 2, pp. 682-684
- Prasad, R. and Verma, Sanjeev (2017). Incorporating Voice of Customers in Management Education. *Edited Book on Reaching Consumers in Emerging Markets*, pp. 646-650.
- Girdhar, P. and Verma, Sanjeev (2016). Marketing, Strategy and Investments under Make in India. *Asia Pacific Journal of Project Management and Control*, Vol. 2, No. 1
- Tripathi, S., & Verma, S. (2016). Determinants of Relationship Building on Social Media: An Empirical Study on NGOs in India. *Social Media and Organizational Sustainability*.
- Verma, Sanjeev (2015). Harnessing the Benefit of Social Networking Sites for Intentional Social Action: Determinants and Challenges. *VISION*, Vol. 19, Issue 2, pp. 104-111
- Verma, Sanjeev (2014). Online Customer Engagement with Blogs in India. *Journal of Internet Commerce*, Vol. 13, Issue 3-4, pp. 282-301
- Verma, Sanjeev (2014). Psychological Interventions for Promoting Sustainable Consumption Behavior: An Empirical Study. *International Journal of Business Innovation and Research*, Vol. 8, No. 4, pp. 373-384
- Vatnani, R. & Verma, Sanjeev (2014). A Comprehensive Framework for Internet Banking Adoption: An Empirical Analysis in Indian Context. *International Journal of Business Information System*, Vol. 15, No. 3, pp.307-324

- Verma, S. and Prasad, R.K. (2014), “Affective and Cognitive Factors of Television Advertisement: A Study Conducted on Children”, *Journal of Marketing and Communication*, 10, No. 3, 11-18
- Verma, Sanjeev (2013). Effectiveness of Social Network Sites for Influencing Consumer Purchase Decisions. *International Journal of Business Excellence*, Vol. 6, No. 5, pp. 624-634
- Prasad, R. and Verma, Sanjeev (2013). Measuring the Satisfaction Gap in Management Education: A Roadmap for Achieving Excellence. *Journal of Business and Management*, Vol. 7, Issue 6, pp. 96-108
- Verma, Sanjeev & Prasad, R.K. (2012). Valuing Quality in Educational Services: An Empirical Study. *European Journal of Business and Management*, Vol. 4, No. 19, pp.129-140
- Verma, Sanjeev (2012). Evolution of New Consumer Class in India. *International Journal of Scientific Research*, Vol. 1, No. 1, pp.85-86.
- Verma, Sanjeev (2009). Do Consumers Respond Differently to Advertising Stimuli: An Empirical Study? *South Asian Journal of Management*, Vol. 16, No. 3, pp. 73-85
- Verma, Sanjeev (2009). Do All Advertising Appeals Influence Consumer Purchase Decision: An Exploratory Study. *Global Business Review*, Vol. 10, No. 1, pp.33-43
- Verma, Sanjeev & Chaudhuri, R. (2009). Effect of CRM on Customer Satisfaction Level in Service Sector in India. *Journal of Marketing and Communication*, Vol. 5, No. 2, 55-69
- Verma, Sanjeev (2009). An Empirical Analysis of Consumer’s Attitude towards over the Counter (OTC) Health Supplements in India. *International Journal of Indian Culture and Business Management*, Vol. 2, No. 1, pp. 1-10.
- Verma, Sanjeev & Chaudhuri, R. (2009). Creating Customer Satisfaction and Profitable Value Chain with E-Commerce in Rural India: A Case Based Approach. *International Journal of Business Insights and Transformation*, Volume 2, No. 1, pp. 51-63
- Verma, Sanjeev and Chaudhuri, R. (2009). Knowledge Management as the Source of Competitive Advantage in Indian Service Industry: An Exploratory Study. *International Journal of Advances in Management*, pp. 25-31.
- Chaudhuri, R. & Verma, Sanjeev (2008). A Framework for Determining Customer Satisfaction: An Empirical Analysis. *International Journal of Electronic Marketing and Retailing*, Vol. 2, No. 2, pp. 190-201.
- Verma, Sanjeev & Chaudhuri, R. (2008). Meta-Analysis of Banking Services in India: A Customer Centric Approach. *International Journal of Financial Services Management*, Vol.3, No. 3/4, pp. 216-222
- Sangle, P. & Verma, Sanjeev (2008). Analyzing the Adoption of Customer Relationship Management Systems in Indian Service Sector: An Empirical Study. *International Journal of Electronic Customer Relationship Management*, Vol. 2, No. 1, pp. 85-99
- Verma, Sanjeev, Chaudhuri, R. & Rajput, R. (2008). Needs and Expectations of the Internal Customers from the Knowledge Management System. *Management and Labor Studies*, Volume 33, No. 1, pp. 64-79.

- Chaudhuri, R. and Verma, Sanjeev (2008). Youth Aspirations for Retail Environment in India: An Exploratory Study. *International Journal of Advances in Management, Vol.1, No. 1, pp. 7-20.*
- Verma, Sanjeev, Chaudhuri, R. & Pandey, A.S. (2007). Strategic Marketing of Indian Textile in WTO Member Countries: The Road Ahead. *The Asian Economic Review, Vol. 49, No. 3, pp.475-484.*
- Verma, Sanjeev & Deou, B. (2007). Impact of Branding on Organizational Performance in the Not for Profit Sector. *Indian Journal of Marketing, Vol. 37, No. 9, pp.16-19*
- Verma, Sanjeev (2007). An Exploratory Study of Consumer Preferences for Retail Store Selection in Mumbai. *Indian Retail Review, Vol. 1, No. 2, pp. 15-18*

PAPERS PUBLISHED IN NATIONAL JOURNALS

- Prasad, R.K. & Verma, Sanjeev (2014). Affective and Cognitive Factors of Television Advertisement. *Journal of Marketing and Communication, Vol. 10, No. 1, pp. 11-18*
- Verma, Sanjeev & Chaudhuri, R. (2009). Perceptual Differences among Customers towards determinants of Retail outlets. *Abhigyan, Vol. 26, No. 4, pp. 41-53*
- Verma, Sanjeev & Chaudhuri, R. (2008). Business Ethics and Corporate Governance. *Indian Journal of Training and Development, Vol. 38, No. 2, pp. 7-15*
- Verma, Sanjeev (2008). Inclusion of Ethics and Social Responsibility in Curriculum: Essence of Time. *University News (A Weekly Journal of Higher Education), Vol.46, No.10, pp. 11-16*
- Verma, S., Chaudhuri, R. and Deou, B. (2008). Humor in Topical Ads: The Amul Way. *Globsyn Management Journal, Vol. 2, Issue 2, pp.43-52*
- Verma, S. and Chauhan, R. (2008). Opportunities in Indian Derivatives and Commodities Market. *Indian Journal of Finance, Vol. 2, No. 1.*
- Unnikrishnan, S. and Verma, Sanjeev (2007). Indian Aviation Industry: Consumer Concern or Environmental Disconcern. *The Economic Challenger, Vol.10, No. 37, pp. 6-8*
- Verma, Sanjeev and Pandey, A.S. (2007). Marketing Strategies to create the competitive advantage for banking sector in India. *Strategic Business Management, pp. 461-470*
- Verma, S. (2006). Socio-cultural Changes: The Meta Analysis of Economic Challenges Ahead. *The Economic Challenger, Vol. 8, No. 31, pp.55-58*
- Verma, S. (2005). Business Process Reengineering: A Radical Change offering Specific Recommendations. *The Journal of Commerce and Trade, Vol. 1, No. 1, pp.52-55*
- Verma, Sanjeev (2005). Book Review of “The Fortune at the Bottom of Pyramid: Eradicating Poverty through Profits”. *The Journal of Commerce and Trade, Vol. 1, No. 1, pp.88-89*

PAPERS PUBLISHED IN INTERNATIONAL/NATIONAL CONFERENCE PROCEEDINGS

- Prasad, A. and Verma, Sanjeev (2017). Incorporating Voice of Customers in Management Education. *Edited Book on Reaching Consumers in Emerging Markets as Proceedings of 2017 Annual Conference of Emerging Markets Conference Board, IIM Lucknow*, pp. 646-650.
- Bhattacharya, R. and Verma, Sanjeev (2016). Flexible Value Chains in Changing World: A Case of Perishable Products. *Proceeding of 16th Global Conference on Flexible Systems Management Jointly organized by Monash University, GIFT Society and University of Technology, Sydney*, pp.394-404
- Tripathi, S. and Verma, Sanjeev (2016). Determinants of Relationship Building on Social Media: An empirical study on NGOs in India. *Proceedings of International Conference on "The Role of Social Media for Organizational Sustainability" (ICROSMOS)*.
- Verma, Sanjeev (2015). Green Consumer Characteristics in Indian Context: Psychographic or Demographic Predicament. *Proceedings of Third Middle East Conference on Global Business, Economics, Finance and Banking (Dubai)*
- Verma, Sanjeev (2012). Flexibility in Distribution for Maximizing Customer Satisfaction. *Proceedings of Fifth International European Mediterranean (EUROMED) Conference organized by Les Roches Gruyere, University of Applied Sciences at Glion Institute of Higher Education at Glion-Montreux, Switzerland*
- Tripathi, S. and Verma, Sanjeev (2012). An Empirical Study on Extracurricular Activities as an Important Service Quality Parameter for Marketing of Educational Institutions. *Proceedings of Sixth International Conference on Contemporary Business jointly organized by IIT, Delhi and Curtin University*.
- Verma, Sanjeev (2009). Impact of Repetitive and Contextual Advertisements on Consumer Behavior: An Empirical Study. *Proceedings of International Conference on Management Science (ICAMS) organized by IEEE at Singapore*
- Verma, Sanjeev and Chaudhuri, R. (2008). Creating Customer Satisfaction and Profitable Value Chain with E-Commerce in Rural India: A Case Based Approach. *Proceedings of International Conference on Rural Marketing at Indian Institute of Management, Kozhikode (IIMK)*.
- Chaudhuri, R. and Verma, Sanjeev (2008). From Neurosciences to Consumer Buying Behavior. *Proceedings of IES Marketing Conference*.
- Verma, Sanjeev & Chauhan, R. (2007). Role of CSR in Developing Economies (with special reference to India). *Proceeding of International Marketing Conference on Marketing and Society organized by IIM, Kozhikode* (pp. 139-146).
- Verma, Sanjeev and Sangle, P. (2007). Challenges in the Adoption of E-Commerce in Agribusiness Sector in India. *Proceeding of International conference on Agribusiness and Food Industry in Developing Countries: Challenges and Opportunities organized by IIM,*

Lucknow in association with Tennessee State University and South Carolina University, pp. 27-31

- Verma, Sanjeev and Sangle, S. (2007). Role of Ethics and Values in Higher Education. Proceeding of *International conference on Higher Education organized by IISc, Bangalore, pp. 281-286*
- Verma, Sanjeev and Deou, B. (2007). Branding for Not for Profit Sector. Proceeding of *National Conference on Business Optimization Research Wave.*
- Verma, Sanjeev and Pandey, A.S. (2006). Marketing Strategies to Create the Competitive Advantage for Banking Sector in India. Proceeding of *International conference on Creating Competitive Advantage in Global Economy.*
- Verma, Sanjeev and Pandey, A.S. (2006). Indian Textile Industry: It's Past, Present and Future in the light of WTO Regime. *Proceeding of International conference on Role of Developing Economies in WTO Regime.*
- Verma, Sanjeev and Pandey, A.S. (2006). The Changing Face of Education. *Proceedings of National Conference on Teacher Education in Communication Age.*

PAPERS PUBLISHED IN NATIONAL SEMINAR PROCEEDINGS

- Verma, Sanjeev (2006). Changing Dimensions of Work-Culture in Indian Banking Sector. *Proceeding of National Seminar on Banking in the new Millennium-Issues, Challenges and Strategies.*
- Verma, Sanjeev and Pandey, A.S. (2006). Competitive Marketing Strategy for Indian Tourism Industry Post 2005 with Reference to Aviation Sector: A Meta-Analysis. *Proceeding of National Seminar on Changing Dimensions of Tourism Industry.*
- Verma, Sanjeev (2006). Role of FDI in Indian Retail Industry. *Proceeding of National Seminar on Foreign Direct Investment in Retail Business.*
- Verma, Sanjeev (2006). Marketing of Banking Services. *Proceeding of National Seminar on Marketing of Consumer Services.*
- Verma, Sanjeev (2005). Foreign Direct Investment in India. *Proceeding of National Seminar on Foreign Direct Investment.*

SPONSORED RESEARCH PROJECTS

- Occupational risk factors in Terracotta Handicraft Industry- Ergonomics Intervention, Funded by Mind to Market Center, NITIE, Mumbai (2017)
- “Regaining Consumer Trust: Strategic Perspectives for Food Industry” funded under Faculty Research Scheme by NITIE, Mumbai, 2017.
- Field research project titled “Adoption of Solar Products in Rural Households in Western Maharashtra” funded by NITIE, Mumbai. The research team comprises Prof. Bhimrao Ghodeswar, Dr. Manoj Kumar Jha, Dr. Sanjeev Verma, and Dr. Neeraj Pandey. This project was awarded “Best Socially Relevant Project” by NITIE, Mumbai, 2014.

- “Harnessing the Benefit of Social Networking Sites for Intentional Social Action” funded under Faculty Research Scheme by NITIE, Mumbai, 2014.

KEYNOTE SPEAKER/SESSION CHAIR

- Chaired a Technical Session in Global Marketing Conference on "Marketing to Global Consumers" organized by K.J. Somaiya Institute of Management Studies & Research (SIMSR) in academic partnership with College of Business & Public Administration, California State University, San Bernardino, USA and supported by AMDISA on Feb 15, 2018.
- Chaired a Technical Session in International Conference on "The Role of Social Media for Organizational Sustainability" (ICROSMOS) organized by Jaipuria Institute of Management in association with Satakunta University of Applied Sciences (SAMK), Finland and Eastern Mennonite University, USA, School of Business and Law, University of East London, UK and Christchurch Polytechnic Institute of Technology (CPIT), New Zealand on Feb 12-13, 2016
- Chaired a Technical Session in Third Middle East Conference on Global Business, Economics, Finance and Banking, Dubai (2015)
- Chaired a Technical Session at Fifth International European Mediterranean (EUROMED) Conference on Building New Business Models for Success Through Innovation, Entrepreneurship, Competitiveness and Responsibility organized by Les Roches Gruyere, University of Applied Sciences at Glion institute of Higher Education at Glion-Montreux, Switzerland, October 3-4, 2012
- Chaired a technical session in International Conference of Advanced Management Sciences (ICAMS'2009) organized by IEEE in April 2009 at Singapore
- Delivered a invited session on “Gaining Consumer Confidence through CSR Initiatives” at Corporate Social Responsibility Forum organized by Times of India and TEFLA on 14 August'2008 at Bhubaneswar
- Chaired a session on Marketing in National Conference on Business Optimization Research Waves organized by National Institute of Industrial Engineering (NITIE) and Indian Institute of Technology (IIT), Mumbai (15 February'2007)
- Keynote speaker in National Seminar on Marketing of Consumer Services organized by Government (PG) College (Sponsored by Govt. of Haryana), Karnal (February'2006)

CONFERENCES, SEMINARS AND WORKSHOPS ORGANIZED

- Executive Member, Committee for Organizing Roundtable on “Innovations in India”, National Institute of Industrial Engineering, Mumbai (Feb. 2014)
- Executive Member of International Scientific Committee, International Conference on Marketing – Challenging Environment organized by Leap Business School, Srilanka scheduled on 19th -20th February 2013 at Colombo, Srilanka. This conference is supported by reputed Emerald Journal Management of Environmental Quality and International Journal of Asian Business and

Information Management, and International Journal of Innovations in Business Management

- Executive Member of Organizing Committee, Ninth Global Conference on “Flexible Systems Management” organized under the joint auspicious of National Institute of Industrial Engineering (NITIE), Mumbai, Global Institute of Flexible Systems Management, Katholieke Universiteit Leuven, University of Texas, National Insurance Academy & Indian Institute of Technology (IIT), Mumbai, November 12-14, 2009 at NITIE, Mumbai
- Executive Member of Organizing Committee, National Conference on “Business Optimization Research Wave” organized under the joint auspicious of National Institute of Industrial Engineering (NITIE), Mumbai & Indian Institute of Technology (IIT), Mumbai, Feb. 15-17, 2007 at NITIE, Mumbai
- Executive Member of Organizing Committee, Third International Conference organized under the joint auspicious of DSPSR, GGS Indraprastha University & DOEACC, Ministry of IT, Government of India on Jan 8-9, 2002 at New Delhi on the broad theme "Technical Convergence- the Human Perspective".

CONSULTING

Provided consultancy to more than 20 companies. Some of them are Hinduja Hospital, Glaxo SmithKline, Ranbaxy, Indian Oil Corporation Ltd, Bharat Petroleum Corporation Ltd, Hindustan Petroleum Corporation Ltd, Maharashtra State Power Generation Co. Ltd., Subros Ltd, EMCO, Owens Corning, IPCA, SRF, Dorf Ketal, Alok Industries, Apollo Logisolutions, etc.

Year	Assignment Title	Company Name
2017	Industrial Engineering Study	Hinduja Hospitals, Nashik
2016	Productivity Diagnostic Study	GSK, Nashik
2014	Manpower Assessment Study	Indo-Gulf Petrochemicals Ltd.
2013	Industrial Engineering Study for Manpower Planning	Maharashtra State Power Generation Co. Ltd.
2013	Workload Assessment and Manpower Assessment Study	S.H.Kelkar and Co. Pvt Ltd.
2012	Manpower Assessment Study	Wanbury Ltd.
2012	Manpower Productivity Study	Subros Ltd

2011	Assessing Area Requirement for Production of Retail Visual Identity Signages (RVI)	Indian Oil Corporation Ltd
2011	Manpower Study	Alok Industries
2011	Manpower Productivity Study	Owens Corning (I) Ltd.
2011	Industrial Engineering Study	CMI FPE Ltd
2011	Business Process Reengineering	Apollo Logisolutions Ltd, Panvel
2011	Industrial Engineering Study	IPCA Laboratories Ltd, Ratlam
2011	Industrial Engineering Study for POL Locations (Retail)	HPCL
2010	Assessment of Manpower Requirement in Clerical Category	HPCL, Mumbai
2010	Productivity Study	EMCO Ltd., Thane
2010	Work Study	Dorf Ketal Chemicals (I) Pvt Ltd.
2010	Human Capital Assessment	BPCL Refinery (Kotchi)
2010	Human Capital Assessment	BPCL Refinery (Mumbai)
2009	Human Capital Assessment	BPCL SBU's
2009	Job Evaluation	SRF Ltd.
2009	Industrial Engineering Study	Ranbaxy Laboratories Ltd.

TRAINING

Offered generic and customized training programme on numerous topics to executives from various industries like

- National Thermal Power Corporation,
- Larsen and Toubro,
- Bharat Heavy Electricals Ltd.,
- Bharat Electronics Ltd,
- Hindustan Petroleum Corporation Ltd,
- Punjab National Bank
- Hindalco etc.