

# CURRICULUM VITAE

**DR VIMAL CHANDRA VERMA**

**Leslie Kirkley Visiting Researcher, University of Oxford**

**Assistant Professor**

**BBA Department**

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## **EDUCATION**

April. 2013 – October. 2018

**PhD** in Management (Marketing), Dr. A.P.J Abdul Kalam Technical University, Lucknow, India

June- 2011, 2012

**UGC-NET** (Management), conducted by UGC New Delhi

July 2003 – July. 2005

**MBA** in Marketing and Human Resource Management, Dr. A.P. J Abdul Kalam Technical University (Formerly U.P.Technical University), Lucknow, India

July 1999- July 2002

**BBA** in Marketing and Human Resource Management, Dr. B.R. Ambedkar University, Agra

## **RELATED WORK EXPERIENCE**

### **Academic Positions**

2021- Onwards

**Assistant Professor, BBA Department, Siddharth University, Kapilvastu, Siddharth Nagar, India**

2014 - 2021

**Assistant Professor, School of Management, BBD University, Lucknow, India**

2009-2014

**Assistant Professor, IEM-Institute of Business Management, Anwari, Barabanki, U.P. (India)**

### **Corporate Positions**

2008-2009

**Sales Manager, Amrex Enterprises Pvt. Limited (Proview)**

2007-2008

**Area Sales Manager, Top Notch Infotronix India Pvt. Limited (Zebronics)**

## **FELLOWSHIPS AND AWARDS**

May 2019- July 2019

Leslie Kirkley Visiting Researcher (Leslie Kirkley funded) by Institute of Ageing, University of Oxford, UK

## TEACHING

Marketing Management, Sales Management, Consumer Behaviour, Retail Management

## REVIEWER OF JOURNALS

Reviewer Journal of Research in Marketing and Entrepreneurship (Emerald Publishing)

Reviewer Journal of Population Ageing, University of Oxford

Reviewer American Marketing Association, winter Academic Conference, 2020

Reviewer Academy of Management Annual conference 2020.

Reviewer American Marketing Association, Summer Academic conference, 2020

## LIST OF PUBLICATIONS

### **Journal Papers**

- Tewari, A., Srivastava, S., Gangwar, D., & Verma, V. C. (2021). Young consumers' purchase intention toward organic food: exploring the role of mindfulness. *British Food Journal*. **ABDC-B Category, Scopus, SCI**
- Verma, V.C., Gupta, D.D., Leeson, G., Meiners, N. (2019): Changing Consumers Values and Shopping Behaviour in India. In **Academy of Marketing Studies Journal**, Allied Business Academics, London, United Kingdom, Volume 24, issue 1 (Print ISSN: 1095-6298; Online ISSN: 1528-2678), **ABDC- B Category**
- Verma, V. C., & Gupta, D. D. (2018). An Investigative Study of Factors Influencing Dining out in Casual Restaurants among Young Consumers. **European Business & Management**, 4(1), 39. ISSN No.
- Vimal Verma, Sheetal Sharma (2018) Factors influencing store patronage for organised retail stores with special reference to food and grocery. **International Journal of Latest Engineering and Management research**. ISSN: 2455-4847 pp.27-34
- Vimal Verma, Devashish Das Gupta (2017) 'Purchase Intention Towards Green Products of Younger Consumers in India 'conference proceedings of Fourth

- International Conference on Recent trends in sustainability and management strategy published by Allied Publishers Pvt. Ltd. ISBN No. 978-93-85926-55-6.
- Verma, V. C., & Gupta, D. D. (2016). Silver shoppers and food shopping challenges: an analysis using critical incident technique approach. **European Journal of Economics and Management Sciences**, (4). ISSN- ISSN 2310-5690
  - Vimal Verma, Devashish Das Gupta (2014) 'Senior Citizens as Food shoppers: An Exploratory study into the gerontology' SCMS Journal of Indian Management. ISSN No. 0973- 3167 APRIL – JUNE 2014, Vol XI, Issue No. 2 The journal is abstracted and indexed in Scopus, UGC Care, EBSCO Business Source Complete and in ProQuest databases.

### **Contributions to Conferences**

- Delivered a seminar entitled Ageing Consumers: Characteristics and food store selection decision making at **Institute of ageing, University of Oxford**.
- Vimal Verma (2016) 'Factors influencing dining out in casual restaurants among Indian students' in **The Eighth Conference on Retailing in the Asia Pacific organized by Said Business School, University of Oxford** held at College of Management, Mahidol University, Bangkok, Thailand.
- Vimal Verma (2016) 'Shopping behaviour of Elderly Consumers: A State of Art Matrix Analysis Approach' in **The Eighth Conference on Retailing in the Asia Pacific organized by Said Business School, University of Oxford** held at College of Management, Mahidol University, Bangkok, Thailand.
- Vimal Verma, Neerja Nigam (2016), 'Emerging scenario of food retail and consumption behaviour in India' **International conference on Foreign Direct Investment: Prospects and Paradigms** organized by Technocrats Institute of Technology, Bhopal. January 2016
- Vimal Verma, Devashish Das Gupta (2014) 'Senior Citizens as Food shoppers: An Exploratory study into the gerontology' **International Conference on Aging Well** organized by SCMS Group Cochin, January 2014
- Verma, Vimal, Ali, Syed Haider (2014), "Senior Citizens as emerging shoppers in 2020: A study into the gerontology." in National Seminar organized, Faculty of commerce, University of Lucknow.
- Verma, Vimal, Ali, Syed Haider (2013), "Effect of FDI in Retail on Agriculture & Rural sector with reference to India" in National Seminar on FDI in Retail Sector

in India: Myth& Reality, Sponsored by ICSSR, New Delhi, organised by Department of Applied Economics, Faculty of commerce, University of Lucknow.

- Verma, Vimal, Deshmukh, Arun Kumar (2013), "Agriculture marketing in India with reference to Uttar Pradesh" in Seminar on Agribusiness Potential Of Uttar Pradesh, jointly organised by Bankers Institute of Rural Development (BIRD),NABARD, Lucknow and Indian society of Agricultural Marketing, Nagpur.

#### **KEYNOTE/ GUEST LECTURE DELIVERED**

- Sustainability Innovation in Agribusiness, Jubilee Scientific Practical Conference (Online), University of Economics- Varna, Bulgaria, June 18, 2021.
- Application of Factor Analysis in Social Science Research, Indian Institute of Management, Lucknow, June 13, 2021
- Data Analysis in Social Science Research with SPSS- A Primary Practice-Oriented View (Online), PHWT university, Vechta, Germany, May 28, 2021.

#### **FACULTY DEVELOPMENT PROGRAMS AND WORKSHOPS ATTENDED**

- **Ramanujan College, University of Delhi-** Induction/Orientation Programme online (4- Weeks) from April 16- May 15,2021 with **A+ grade. One Month**
- **Ramanujan College, University of Delhi-** Inter- Disciplinary Refresher Course /FDP (online) on Research Methodology and Data Analysis (2- Weeks) from May 17- May 31,2021 with **A+ grade. Two Week**
- **FGIET-** FDP on Pedagogy of Scientific writing and Reporting and Scholarly Networks organised by Firoz Gandhi Institute of Engineering and Technology, Raebareli, India during June 19- 22, 2020. **One Week**
- **IIT Bombay-** Online FDP on Latex organised by Seth P.T. Mahila College of Arts and Home Science, Vanita Vishram Surat in Collaboration with spoken Tutorial – IIT Bombay from 26 May to 30 May 2020. **One Week**
- **IIT Bombay-** Online FDP on Moodle Learning Management System organised by BBD Engineering College, Lucknow, Uttar Pradesh in Collaboration with spoken Tutorial – IIT Bombay from 15 May to 19 May 2020. **One Week**
  
- **Electronics and ICT Academy IIT Roorkee-** FDP on Machine learning and data Analytics using Python organised by EICT-IIT ROORKEE at Babu Banarasi Das Engineering College, Lucknow from 27 Jan- 31 Jan 2020. **One week.**

- **IIT Kanpur**- Workshop on Statistical Analysis Using R Software (STARS-2018) organised Centre for development of Technical Education, IIT Kanpur from September 03-07,2018. **One Week**
- **IIT Roorkee**- QIP Short Term Course on Multivariate Data Analysis (AICTE Sponsored) organized by IIT, Roorkee held on 28-05-2018To-01-06-2018. **One Week**
- **IIM Ahmedabad**- PhD proposal was short listed for Doctoral Student Mentoring Program in Indian Academy of Management Conference 12-14 December, 2013
- **IIT Roorkee**- QIP Short Term Course on Case Based Learning in Business and Management (AICTE Sponsored) organized by IIT, Roorkee held on 07-10-2013 To-11-10-2013. **One Week**
- **IIT Roorkee**- QIP Short Term Course on Thesis/technical writing (AICTE Sponsored) organized by IIT, Roorkee held on 19-08-2013To-23-08-2013. **One Week**
- **AMITY University**-FDP on Entrepreneurship organized by Amity Business School, Amity University, Lucknow Campus sponsored by National Science and Technology Entrepreneurship Development Board, Department of Science & Technology Govt. Of India and Supported By EDI Ahmadabad India. March 07- 20, 2013. **Two Weeks**
- **IIITM Gwalior**-FDP on Advanced Data Analysis for Management research organized by ABV-Indian Institute of Information Technology & Management, GWALIOR, MP (INDIA). July 23-29,2012. **One Week**

### **EVENTS ORGANISED**

- **Convener** for National Webinar entitled “Role of ICT in Good Governance” by **Dr Heera Lal** (I.A.S) Additional Mission Director, National Health Mission Uttar Pradesh organised by School of Management, BBD University, Lucknow, INDIA on June 13, 2020.
- **Convener** for International Webinar entitled “**Out of dark and into the Light-Published to get Noticed**”- Developing Academic writing skills and publishing techniques by **Dr Rosalind Jones**, Director of Suite of MBA Programmes, Birmingham Business School, United Kingdom, organised by School of Management, BBD University, Lucknow, INDIA on June 30, 2020.

- **Convener** for International Webinar entitled “**How to Get your Research Published in An Academic Journal**”, by **Dr Norbert Meiners**, Professor of Business Administration, PHWT- University of Applied Sciences, Germany organised by School of Management, BBD University, Lucknow, INDIA on July 15, 2020.
- **Convener** for International Webinar entitled “**Research in Academia-Three Questions we Need to Answer**” by **Dr Sara Zella**, Research Analyst, Office of National Statistics, United Kingdom, organised by School of Management, BBD University, Lucknow, INDIA on July 17, 2020.
- **Convener** for International Webinar entitled “**How Pandemic is Restructuring Buyer Behaviour and Acceptance towards Digitization**” by **Dr Sara El-Deeb**, Assistant Professor of Marketing, German University in Cairo, Egypt, organised by School of Management, BBD University, Lucknow, INDIA on August 13, 2020.
- **Convener** for National Webinar entitled “**New Education Policy- 2020**” by **Dr Tarika Singh**, Professor, Prestige Institute of Management, Gwalior, India organised by School of Management, BBD University, Lucknow, India on August 26, 2020.
- **Convener** for international Workshop entitled “**Bringing Ethnography and Marketing Together- Qualitative Research in Business Studies**” by **Dr Nadine Khair**, Assistant Professor in Marketing, American University of Madaba, Jordan September 07, 2020.
- **Co-Convener** for National Workshop entitled “**Social Media Analysis Using NVIVO**” by **Dr Ajay Kumar Chauhan**, Chief Consultant, Research Shiksha, India organised by School of Management, BBD University, Lucknow, India on September 12, 2020.

## **MEMBERSHIPS**

- Member North America Higher Education International
- Life Member Indian Society of Agricultural Marketing, Nagpur
- Past Member American Marketing Association (AMA)

## **LANGUAGES**

**English and Hindi,**

**IT SKILLS**

SPSS, AMOS, Microsoft Office

**INTERESTS**

Researching my interests, Kriya Yoga Meditation (KM), Yoga, Travelling abroad, Socialising.

**PERSONAL DETAILS**

Date of birth: June 06, 1981

Place of birth: Barabanki, Uttar Pradesh, India

Spouse: Arti

Son: Vatsa