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- **Assistant Professor** (At Present), Department of Management, Siddharth University Kapilvastu, Uttar Pradesh.
 - **Assistant Professor**, Amity School of Business, Amity University Patna (Erstwhile).
 - **Assistant Professor**, Management, School of Management Sciences, Lucknow (Erstwhile).
 - **Post-Doctoral Fellow** at Institute of Management Studies, Banaras Hindu University (Erstwhile).
 - **Ph.D.** (full-time) earned in 'Management' (Marketing & SCM) from Central University of Himachal Pradesh in 2018.
 - **ICSSR Post-Doctoral Fellowship** awarded (Management) in 2022.
 - **UGC-NET/JRF** awarded (Management) in 2011, 2012.
 - **MBA** (Marketing/HR) from AKTU (erstwhile UPTU), Lucknow in 2009.
 - **16 Research publications** in **ABDC/ABS/Scopus/SSCI/Web of Science** as a First/Corresponding author till July 2022. [ABDC-A (06), ABDC-B (06) & ABDC-C (04) ranking journals].
 - **800+ Google Scholar Citations (425 + Scopus Citations)** till August 2022.
 - Got **53th P-Rank** (Publication) in the entire **Southern Asia based on ABDC Journal Quality List** Ranking.
 - **Guest Reviewer** of Journals (A): Elsevier, Emerald, Taylor & Francis, Sage, Wiley.
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RESEARCH PUBLICATION

Publications in ABDC A: (06)

1. **Jaiswal, D.**, Kaushal, V., Deshmukh, A.K., Kant, R., & Kautish, P. (2022). What drives electric vehicles in an emerging market? Marketing Intelligence and Planning (Article in Press) [ADBC A, Scopus, SSCI, IF: 3.5; SJR: 0.93; H Index: 75]. <https://doi.org/10.1108/MIP-11-2021-0406>
2. **Jaiswal, D.**, Kaushal, V., Mohan, A., & Thaichon, P. (2022). Mobile wallets adoption: Pre and post-adoption dynamics of mobile wallets usage. Marketing Intelligence and Planning. (Article in Press) [ADBC A, Scopus, SSCI, IF: 3.5; SJR: 0.93; H Index: 75]. <https://doi.org/10.1108/MIP-12-2021-0466>
3. **Jaiswal, D.**, Deshmukh, A.K., & Thaichon, P. (2022) Who will adopt electric vehicles? Segmenting and exemplifying potential buyer heterogeneity and forthcoming research. Journal of Retailing and

Consumer Services. 67 102969 [ELSEVIER **ABDC A**, ABS: 2, Scopus, Cite score: 9.0, IF: 7.135, H Index: 104, SJR: 2.26]. <https://doi.org/10.1016/j.jretconser.2022.102969>

4. **Jaiswal, D.**, Kaushal, V., Kant, R., & Singh, P. K. (2021) Consumer adoption intention for electric vehicles: Insights and evidence from Indian sustainable transportation. *Technological Forecasting and Social Change*. Vol 173, December 2021, 121089. [Elsevier: **ABDC A**; **ABS: 3**, Cite score: 12.1, IF: 8.593, H Index: 134, SJR: 2.34]. <https://doi.org/10.1016/j.techfore.2021.121089>
5. **Jaiswal, D.**, & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60-69. [ELSEVIER **ABDC A**, ABS: 2, Scopus, Cite score: 9.0, IF: 7.135, H Index: 104, SJR: 2.26]. <https://doi.org/10.1016/j.jretconser.2017.11.008>
6. Kant, R., & **Jaiswal, D.** (2017). The impact of perceived service quality dimensions on customer satisfaction: An empirical study on public sector banks in India. *International Journal of Bank Marketing*, 35(3), 411-430. [EMERALD: **ABDC-A**, Scopus & SSCI index, Cite score: 6.2, IF: 4.412, H Index: 87, SJR: 0.89]. <https://doi.org/10.1108/IJBM-04-2016-0051>

Publications in ABDC B: (06)

7. **Jaiswal, D.**, Singh, B., Kant, R., & Biswas, A. (2022). Towards green product consumption: effect of green marketing stimuli and perceived environmental knowledge in Indian consumer market. *Society and Business Review (Emerald: ABDC-B, ABS 2* <https://doi.org/10.1108/SBR-05-2021-0081>
8. **Jaiswal, D.**, Kant, R., Singh, P. K., & Yadav, R. (2022). Investigating the role of electric vehicle knowledge in consumer adoption: Evidence from an emerging market. *Benchmarking: An International Journal*, ahead-of-print. [Emerald: **ABDC-B**, H Index: 66, SJR: 0.89, Scopus Cite score: 5.0]. <https://doi.org/10.1108/BIJ-11-2020-0579>
9. Biswas, A., **Jaiswal, D.**, & Kant, R. (2021). Augmenting bank service quality dimensions: moderation of perceived trust and perceived risk. *International Journal of Productivity and Performance Management*, ahead-of-print. [Emerald: **ABDC-B**, H Index: 67, Cite score: 3.5]. <https://doi.org/10.1108/IJPPM-04-2021-0196>
10. **Jaiswal, D.**, Kaushal, V., Singh, P. K., & Biswas, A. (2021). Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market. *Benchmarking: An International Journal*, Vol. 28 No. 3, pp. 792-812. Emerald: **ABDC-B**, H Index: 66, SJR: 0.89, Scopus Cite score: 5.0]. <https://doi.org/10.1108/BIJ-05-2020-0247>
11. Biswas, A., **Jaiswal, D.**, & Kant, R. (2022). Investigating service innovation, bank reputation and customer trust: evidence from Indian retail banking. *International Journal of Quality and Service Sciences*. [Emerald: **ABDC-B**, SJR: 0.49, Scopus cite score: 3.7]. <https://doi.org/10.1108/IJQSS-03-2021-0042>
12. Kaushal, V., **Jaiswal, D.**, Kant, R., & Ali, N. (2021). Determinants of university reputation: Conceptual model and empirical investigation in an emerging higher education market. *International Journal of Emerging Markets*, ahead-of-print. [Emerald: **ABDC-B**, SJR: 0.51, IF: 2.49 <https://doi.org/10.1108/IJOEM-12-2020-1494>

Publications in ABDC /Scopus:

13. Biswas, A., **Jaiswal, D.**, & Kant, R. (2022). Determinants and Consequences of Customer Satisfaction in Indian Retail Banks: Moderation of Bank Reputation. *Vision- The Journal of Business Perspective*, 21(1), 76-85 [SAGE: **ABDC**, Scopus, UGC-CARE (GROUP II) SJR: 0.33, Scopus Index <https://doi.org/10.1177%2F09722629221108492>].
14. Kant, R., **Jaiswal, D.**, & Mishra, S. (2019). A Model of Customer Loyalty: An Empirical Study of Indian Retail Banking Customer. *Global Business Review*, 20 (5), 1248-1266. [H Index: 30, SJR: 0.45. SAGE: **ABDC**, Scopus Index, <https://doi.org/10.1177%2F0972150919846813>].
15. Kant, R., **Jaiswal, D.**, & Mishra, S. (2017). The Investigation of Service Quality Dimensions, Customer Satisfaction and Corporate Image in Indian Public Sector Banks: An Application of Structural Equation Model (SEM). *Vision- The Journal of Business Perspective*, 21(1), 76-85 [SAGE: **ABDC**, SJR: 0.33, Scopus Index, <https://doi.org/10.1177%2F0972262916681256>].
16. **Jaiswal, D.**, & Singh, B. (2018). Toward sustainable consumption: Investigating the determinants of green buying behaviour of Indian consumers. *Business Strategy and Development*. Vol. I, 64-73 [John Wiley & Sons, Scopus index, Q1, SJR: 0.58] <https://doi.org/10.1002/bsd2.12>

Place: **SUK**

Dr. DEEPAK JAISWAL

Date: 30/07/2022