

**PUBLICATIONS – JOURNALS**

- ♣ Ali, S., **Mishra, M.**, & Javed, H.M.U. (2021). The impact of mall personality and shopping value on shoppers' well-being: moderating role of compulsive shopping. *International Journal of Retail & Distribution Management*. (2019 JCR I.F. = 2.321; WoS-SSCI indexed; ABDC “A” category; SCOPUS indexed). [DOI: [10.1108/IJRDM-07-2020-0272](https://doi.org/10.1108/IJRDM-07-2020-0272)].
- ♣ Alaparathi, S., & **Mishra, M.** (2021). BERT: a sentiment analysis odyssey. *Journal of Marketing Analytics*. (ABDC “C” category; SCOPUS indexed). [DOI: [10.1057/s41270-021-00109-8](https://doi.org/10.1057/s41270-021-00109-8)]
- ♣ Behl, R., & **Mishra, M.** (2020). COVID-19 and India: what next? *Information Discovery and Delivery*. (WoS-ESCI indexed; ABDC “C” category; SCOPUS indexed). [DOI: [10.1108/IDD-08-2020-0098](https://doi.org/10.1108/IDD-08-2020-0098)]
- ♣ Behl, R., & **Mishra, M.** (2020). COVID-19 Lifecycle: Predictive Modelling of States in India. *Global Business Review*, 21(4), 883-891. (WoS-ESCI indexed; ABDC “C” category; SCOPUS indexed). [DOI: [10.1177/0972150920934642](https://doi.org/10.1177/0972150920934642)]
- ♣ **Mishra, M.** & Banerjee, M. (2019). Non-coercive influence: Scale development and validation based on resource and relational paradigms. *Journal of Purchasing & Supply Management*, 25(3) (2018 JCR I.F. = 3.089; WoS-SSCI indexed; ABDC “A” category; SCOPUS indexed). [DOI: [10.1016/j.pursup.2018.04.001](https://doi.org/10.1016/j.pursup.2018.04.001)].
- ♣ Das, S., **Mishra, M.**, & Mohanty, P. K. (2019). Investigating the moderated mediation effect on customer relationship management and customer acquisition. *International Journal of Electronic Customer Relationship Management*, 12(2), 167-190. (ABDC “C” category; SCOPUS indexed). [DOI: [10.1504/IJECRM.2019.104022](https://doi.org/10.1504/IJECRM.2019.104022)]
- ♣ **Mishra, M.** (2018). For Indian online shoppers, have saying and doing parted ways? *Psychology & Marketing*, 35(1), 5-19. (2017 JCR I.F. = 2.023; WoS-SSCI indexed; ABDC “A” category; SCOPUS indexed). [DOI: [10.1002/mar.21067](https://doi.org/10.1002/mar.21067)]
- ♣ Banerjee, M. & **Mishra, M.** (2017). Retail supply chain management practices in India: A business intelligence perspective. *Journal of Retailing and Consumer Services*, 34, 248-259 (2017 JCR I.F. = 2.919; ABDC “A” category; Indexed in SCOPUS). [DOI: [10.1016/j.jretconser.2015.09.009](https://doi.org/10.1016/j.jretconser.2015.09.009)]
- ♣ **Mishra, M.** (2016). Confirmatory factor analysis (CFA) as an analytical technique to assess measurement error in survey research: A review. *Paradigm*, 20(2), pp. 97-112. (ISSN: 0971-8907) [A SAGE publication for IMT, Ghaziabad; ICI indexed]
- ♣ **Mishra, M.** & Mishra, S. (2016). Financial risk tolerance among Indian investors: A multiple discriminant modeling of determinants. *Strategic Change: Briefings in Entrepreneurial Finance*, 25(5), 485-500. (WoS-ESCI indexed; ABDC “C” category; Indexed in SCOPUS). [DOI: [10.1002/jsc.2075](https://doi.org/10.1002/jsc.2075)]
- ♣ **Mishra, M.** (2015). Promoting oral health in rural India – The case of Pepsodent: An Analysis. *Global Business Review*, 16(3), 537-539. (WoS-ESCI indexed; ABDC “C” category). [DOI: [10.1177/0972150915569942](https://doi.org/10.1177/0972150915569942)]
- ♣ Mishra, S. & **Mishra, M.** (2014). Financial Risk Tolerance: A Literature Review. *Siddhant – A Journal of Decision Making*, 14(1), 10-20 (ISSN 2231-0649).
- ♣ **Mishra, M.** & Sahoo, S. C. (2013). Bajaj Auto Limited: Synergizing Product Engineering and Market Engineering Initiatives. *Asian Case Research Journal*, 17(2), 305-338 (ISSN: 0218-

9275) (WoS-ESCI indexed; ABDC “C” category; Indexed in SCOPUS). [DOI: [10.1142/S0218927513500144](https://doi.org/10.1142/S0218927513500144)]

- ♣ **Mishra, M.** & Mohanty S. (2013). Impact of Corporate Social Responsibility Communication on Corporate Brand Personality Assessment. *IUP Journal of Management Research*, 11(4), 26-38 (ISSN 0972-5342)
- ♣ **Mishra, M.** & Sahoo, S. C. (2012). Multiple regression analysis: A Case for its application towards measuring customer satisfaction in an MNC bank. *Siddhant – A Journal of Decision Making*, 12(2), 105-114 (ISSN 2231-0649).
- ♣ **Mishra, M.** & Mishra, B. B. (2012). An empirical investigation of materialism in Indian consumers. *Srusti Management Review*, 5(2), 15-22 (ISSN 0974-4274).
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- ♣ **Mishra, M.** & Sahoo, S. C. (2011). Multivariate analysis: A strategic tool for generating innovative consumer insight. *KIIMS International Management Review*, 1(1), 47-53 (ISSN 2250-0960).
- ♣ **Mishra, M.** (2011). Assessment of influence of materialistic values on consumption innovativeness. *Indian Journal of Marketing*, 41(9), 23-30 (ISSN 0973-8703).
- ♣ **Mishra, M.** & Mishra, B. B. (2011). A quantitative assessment of materialistic value and its relationship with consumer behaviour in Indian culture. *IUP Journal of Marketing Management*, 10(2), 33-53 (ISSN 0972-6845).
- ♣ **Mishra, M.** (2010). Materialism: Construct conceptualisation and operationalisation. *Indian Journal of Marketing*, 40(4), 3-9 and 65 (ISSN 0973-8703).
- ♣ **Mishra, M.** (2009). Measurement in Marketing: A study on construct validation with special reference to multitrait-multimethod (MTMM) matrix. *Indian Journal of Marketing*, 39(7), 9-15 (ISSN 0973-8703)
- ♣ **Mishra, M.** & Mishra, B. B. (2008). A quantitative evaluation of the role of gender in understanding consumer behaviour: Key to competitive advantage. *Vishleshak*, 2, 87-92.

#### **PUBLICATIONS – BOOKS**

- ♣ Mishra, B. B. and **Mishra, M.** (2008). *Retail Marketing*, Vrinda Publications, New Delhi. (ISBN-978-81-8281-133-1).
- ♣ Sahoo, S. C., **Mishra, M.** and Das, S. C. (Eds.) (2011). *Marketing in Recession*. Department of Business Management, C. V. Raman College of Engineering, Bhubaneswar (ISBN 81-89045-03-2).

#### **PUBLICATIONS – EDITED BOOK CONTRIBUTION**

- ♣ Das, S., & **Mishra, M.** (2021). Testing the Indirect Effects on Entrepreneurial Orientation and Enterprise Performance. In Rajagopal & R. Behl (Eds), *Entrepreneurship and Regional Development* (pp. 41-50). Palgrave Macmillan, Cham. [DOI:10.1007/978-3-030-45521-7\_3](ISBN 978-3-030-45521-7)
- ♣ Das S., **Mishra M.**, Mohanty P.K. (2020). Testing the Moderation Effects on Gartner’s Customer Relationship Management Practices and Customer Acquisition. In Rajagopal &

R. Behl (Eds), *Innovation, Technology, and Market Ecosystems* (pp. 333-345). Palgrave Macmillan, Cham, (**SCOPUS indexed**) (ISBN 978-3-030-23009-8).

- ♣ Das, S. & **Mishra, M.** (2019). The impact of customer relationship management (CRM) practices on customer satisfaction. In Rajagopal & R. Behl (Eds), *Business Governance and Society: Analyzing Shifts, Conflicts, and Challenges* (pp. 43-54). Palgrave Macmillan, Cham, (**SCOPUS indexed**) (ISBN13: 9783319946122).
- ♣ Mishra, S. & **Mishra, M.** (2018). Investigation of moderating effect of demographic variables on the relationship between personality traits and financial risk tolerance of retail investors. In Rajagopal & R. Behl (Eds), *Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace* (pp. 122-135). IGI Global Publishers, Hershey, Pennsylvania (ISBN13: 9781522548324).
- ♣ **Mishra, M.** (2017). A discussion on Indian consumers' hedonic and non-hedonic values. In Rajagopal & R. Behl (Eds), *Business Analytics and Cyber Security Management in Organizations* (pp. 246-255). IGI Global Publishers, Hershey, Pennsylvania, (ISBN13: 978-15-2250-902-8).
- ♣ **Mishra, M.** (2011). Materialism: Marketer's key ally against downturn. In *Recession Crisis Management*, RL Panigrahy, SS Nayak, AK Sahu (Eds.) January, Discovery Publishing House, New Delhi, p. 19-30 (ISBN 978-81-8356-820-3).

#### **PUBLICATIONS – SEMINAR PROCEEDINGS (FULL PAPER)**

- ♣ **Mishra, M.** (2015). Socially desirable responses as a source of method variance in research in Indian context: A critical review of literature and recommended statistical remedies. Proceedings to 6<sup>th</sup> IIMA conference on "Marketing in emerging economies," IIM Ahmedabad, Ahmedabad, Gujrat, 7 – 9 January, p. 654 - 657.
- ♣ **Mishra, M.** & Banerjee, M. (2015). Retail supply chain management practices in India: Key priorities for competitive advantage and firm performance – A business intelligence perspective. Proceedings to 6<sup>th</sup> IIMA conference on "Marketing in emerging economies," IIM Ahmedabad, Ahmedabad, Gujrat, 7 – 9 January, p. 58-74.
- ♣ Mishra, S., Lenka, S., & **Mishra, M.** (2012). A Meta Analysis of Causes of Sickness in MSME Sector. Proceeding to UGC Sponsored International Seminar on "Development of Entrepreneurship in MSME – A Way Forward to Sustainability," PG Department of Commerce, Utkal University, Bhubaneswar, Odisha, India, 6-7 March, 2012, p. 261-269.
- ♣ **Mishra, M.** & Mishra, B. B. (2009). Zero tolerance towards inventory – The Dell way. Proceedings to AICTE sponsored National Seminar on "Retailing in India – Emerging trends," PJCMT, Bhubaneswar, Orissa, 11-12 April, p. 87-92.
- ♣ **Mishra, M.** & Mohapatra, S. (2009). Restructuring: A balance mechanism to merger and acquisition. A case study on Standard Chartered wealth managers. Proceedings to National Seminar on "Globalisation and emerging economies: Challenges ahead," IIPM – School of Management, Rourkela, Orissa, 10 April, p. 43-47.
- ♣ **Mishra, M.** (2008). Teaching Triangle: A Potent Panacea against Dynamic Disequilibrium in the Market. Proceedings to National Seminar on "Structural Changes in Market Dynamics", RCEM, Bhubaneswar, Orissa, 03-04 May 2008, p. 78-84.
- ♣ **Mishra, M.** & Mohapatra, S. (2006). Case Study as a Method of Teaching in Management: Impeccable or Impotent. Souvenir to National Seminar on "Quality Consciousness in Educational Initiatives in the Context of Globalisation", CTE, Rourkela, Orissa, 18-19 February, p. 73-75.