

Prof. Rohit Vishal Kumar

Associate Professor (Marketing)

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RESEARCH AND PUBLICATION

Journal Articles

- Dubey, A. K., & Kumar, R. V. (2018). Motivations Of Distributor Sales Executives (DSE) In The Telecom Sector: An Exploratory Study in the State of Jharkhand, India. *South Asian Journal of Management*, 25(3), 119-134. **[ADBC Category C]**
- Kumar, R. V., & Bhattacharya, S. (2017). A RIDIT approach to evaluate factors influencing tourist destination brand selection behaviour pertaining to Indian tourism sector. *Journal of Modelling in Management*, 12(4), 583-602. **[Scopus Indexed; ADBC Category C]**
- Tigga, A. E., Pathak, P., & Kumar, R. V. (2014). Branding of B-schools by Understanding the Expectations of Their Three Major Stakeholders. *Indian Journal of Marketing*, 44(10), 7-23. **[Scopus Indexed, UGC Journal 20802]**
- Kumar, R. V. (2014). Respondent Selection Methods in Household Surveys. *Jharkhand Journal of Development and Management Studies*, 12(1), 5701-5708. **[UGC Approved # 48435]**
- Kumar, R. V., & Dhekra, A. (2011). Tunisian and Indian Foreign Markets: A Comparison on Forward Rate Unbiased Hypothesis. *The Romanian Economic Journal*, XIV(40), 81-89. **[RePAC Indexed]**
- Dhekra, A., Kumar, R. V., & Aloui, C. (2011). Forward Rate Unbiased Hypothesis in the Tunisian Foreign Exchange Market. *International Journal of Academic Research in Business and Social Sciences*, 1(2), 17-44. **[RePAC Indexed]**
- Kumar, R. V. (2010). Integrating MS-Excel in Research Methodology Course. *The Management Faculty*, 1(1), 1-2. <http://www.aims-international.org/tmf/postedarticles/t9026.pdf>
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- Kumar, R. V., Dasgupta, I., & Sujeevan, P. (2007). Free / Open Source Software (FOSS) for Social Sector. *Jharkhand Journal of Development and Management Studies*, 5(2), 2409-2406. **[UGC Approved # 48435]**
- Kumar, R. V., & Mukherjee, S. (2007). Testing Forward Rate Unbiasedness in India: An Econometric Analysis of Indo-US Markets. *International Research Journal of Finance and Economics*, 2007(12), 56-66. **[Scopus Indexed till 2012]**
- Kumar, R. V. (2007). Lifestyle and Psychographic Segmentation & Classification of Metropolitan Consumers in India for Effective Marketing. [Doctoral Dissertation Abstract]. *AIMS International Journal of Management*, 1(3), 240.
- Kumar, R. V., & Joshi, R. (2006). Colour Colour Everywhere: In Marketing Too. *SCMS Journal of Indian Management*, 3(4), 40-46. **[UGC Approved # 62718]**
- Kumar, R. V., & Mitra, S. (2004). Toothpaste Usage and Consumer Profiles - a Study in Kolkata Market. *Organisation Management*, 20(2), 7-11.
- Kumar, R. V. (1995). Water Resources of a Village and Their Better Management. *SURVEY (A Quarterly Journal of IISWBM)*, 35(1-4), 39-43.

Chapter in Book

- Kumar, R. V. (2019). Classroom 4.0: Understanding the new battleground. In Rajagopal & R. Behl (Eds.), *Innovation, Technology and Market Ecosystems – Managing Industrial Growth in Emerging Markets*. [In Press]: Palgrave.
- Kumar, R. V., Bhattacharya, S., & Dutta, A. K. (2017). Exploring Kapferer's Brand Identity Prism Applicability in Indian Political Marketing Aspect with Special Focus to Youth Voters. In Rajagopal & R. Behl (Eds.), *Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace* (pp. 136-152). Hershey, PA: IGI Global.
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- Kumar, R. V. (2017). *Exploratory Study on Colour Use Across Cultures In Advertising*. Paper presented at the IMI SASS Annual Conference, Chengdu, China.
- Kumar, R. V., & Sharma, P. (2017). *Understanding Mutual Fund Investments: A Tree Based Analysis*. Paper presented at the 1st Annual Conference of Banking and Finance 2017, IMI Bhubaneswar, India.
- Dubey, A. K., & Kumar, R. V. (2016). *Understanding the Motivations Of Distributor Sales Executive In The Telecom Sector: An Exploratory PLS-SEM Analysis*. Paper presented at the International Conference on Innovation, Market Competition & Economic Development, IMI Bhubaneswar, India.
- Kumar, R. V. (2016). *A note on Color Psychology of Indian and Chinese Culture and Possible Impact on Advertising*. Paper presented at the International Conference on India China and the New World Order: Economic Social and Cultural Dimensions, IMI Bhubaneswar, India.
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- Bhattacharyya, S., Dutta, A., & Kumar, R. V. (2014). *Using social networking better marketing communication in different organised and unorganised sector*. Paper presented at the National Conference on Managing Unorganised Sector in India, MNIIT, Allahabad, India.
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GOVERNMENT OF INDIA STUDIES

- "Analysis of the State Finances of Jharkhand" – A Study commissioned by the 14th Finance Commission, Government of India [Co-investigator October 2013 – March 2014]
http://fincomindia.nic.in/writereaddata/html_en_files/fincom14/others/10.pdf

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