

Profile Page



Name : Dr Gyan Prakash

Designation : Assistant Professor Grade-i

Department : Humanities and Management

Qualification : PhD Business Management (Indian Institute of Technology, Dhanbad)
MBA Marketing
BSc (H) Biotechnology (Bundelkhand University, Jhansi)

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Research Interests :

Green Marketing, sustainable purchase behaviour, Brand Management, Marketing Management, Services Marketing, Rural Marketing and Retail Marketing

Other Profile Links :

Google Scholar Link :

Dr Gyan Prakash [Click Here](#)

Journal Publications :

Year	Journal	Publication
2023	Technological Forecasting and Social Change, Volume 187, February 2023, 122199, Category 'A' Q1 Listed, Impact Factor: 10.884	Sumit Kumara, Gyan Prakash, Bhumika Gupta, Giuseppe Cappiello How e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM (Elaboration Likelihood Model) Models
2021	Asia Pacific Journal of Marketing and Logistics, Volume 33 Issue 8 ('A' category in ABDC List), Q1 listed Journal, Impact Factor: 4.643	Pankaj Singh, Anees Ahmad, Gyan Prakash and Prabhat Kumar "Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation"
2021	Journal of Indian Business Research	Anees Ahmad, Swapnarag Swain, Pankaj Kumar Singh, Rambalak Yadav, Gyan Prakash "Linking brand personality to brand equity: measuring the role of consumer-brand relationship"

2021	Journal of Cleaner Production, Volume 303, ('A' category in ABDC List), Q1 listed Journal, Impact Factor: 11.072	Sahiba Sharma, Gyan Prakash, Anil Kumar, Eswara Krishna, Mussada, Jiju Antony & Sunil Luthra "Analysing the relationship of adaption of green culture, innovation, green performance for achieving sustainability: Mediating role of employee commitment"
2020	International Journal of Economics and Business Research, ('C' category in ABDC List) Article in Press	Gyan Prakash "Does organic food consumption matters to young consumers? A study on young consumer's of India"
2020	International Journal of Business Excellence. Q2 listed Journal, Article in Press	Sahiba Sharma and Gyan Prakash "Expatriates and Social Support: Exploring Conceptual Role of Unconscious Bias "
2020	International Journal of Business Innovation and Research, Q3 Listed Journal, Article in Press	Pankaj Singh, Swapnarag Swain, Anees Ahmad & Gyan Prakash "Young consumers' loyalty towards premium and non premium shoe brands"
2020	International Journal of Environment, Workplace and Employment, 2019, ('C' category in ABDC List) Article in Press	Preshita Neha Tudu & Gyan Prakash "Impact of perceived risks on consumers purchase intention while buying Luxury items online"
2020	Journal of Retailing and Consumer Services, ('A' category in ABDC List), Q1 Listed Journal, Impact factor: 10.972	Anil Kumar, Gyan Prakash and Gaurav Kumar "Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study"
2020	International Journal of Business Innovation and Research, Q3 Listed Journal, Article in Press	Sharma, S., Prakash, G., & Singh, K. "Workplace Incivility: An Organizational Perspective towards Expats Turnover."
2019	Journal of Retailing and Consumer Services Volume 50, September 2019, Pages 163-169 ('A' category in ABDC List), Q1 Listed Journal, Impact Factor: 10.972	Gyan Prakash, Sangita Choudhary, Anil Kumar, Jose Arturo Garza-Reyes, Syed Abdul Rehman Khan, Tapan Kumar Panda "Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation"
2018	Paradigm, Vol 22(1), pp 65-79	Ruchi V. Dixit & Gyan Prakash. Intentions to Use Social Networking Sites (SNS) Using Technology Acceptance Model (TAM) An Empirical Study
2018	Food Quality and Preference. Vol. No. 66, pp.90-97 ('A' category in ABDC List), Q1 Listed Journal, Impact Factor: 6.435	Gyan Prakash, Pankaj Kumar Singh & Rambalak Yadav. Application of Consumer Style Inventory (CSI) to predict young Indian consumer's intention to purchase organic food products
2017	Journal of Scientific and Industrial Research, Q2 Listed Journal, Impact Factor: 1.056	Gyan Prakash & Pramod Pathak. Determinants of Counterfeit Purchase: A Study on Young Consumers of India
2017	Journal of Cleaner Production. Vol.141, pp. 385-393, ('A' category in ABDC List), Q1 Listed Journal, Impact Factor: 11.072	Gyan Prakash & Pramod Pathak. Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation.
2015	Man in India, Vol. 95, No. 4, pp 903-916, Q2 Listed Journal	Gyan Prakash & Pramod Pathak "Empowering the rural consumers through rural marketing: A review of Indian rural markets"
2014	Indian Journal of Marketing Vol. 44 No. 8, pp 43-55 ('C' category in ABDC List)	Gyan Prakash & Pramod Pathak. Understanding rural buying behaviour: A study with special reference to FMCG products
2014	International Journal of Business Management and Leadership. Vol.5 No. 2, pp. 257-264	Gyan Prakash & Pramod Pathak "Understanding Indian Rural market"

2013	The Alternative. Vol. 12, No. 2, pp 14-29	Gyan Prakash & Pramod Pathak "An Empirical Analysis of Rural Consumers' Buying Behaviour towards FMCG Product".
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Conference Publications :

Year	Conference	Publication
2023	AIB-SOUTH ASIA CONFERENCE 2023 ENVIRONMENT SUSTAINABILITY AND GOVERNANCE ISSUES IN INTERNATIONAL BUSINESS AND TRADE 8-10 JANUARY 2023 O.P. JINDAL GLOBAL UNIVERSITY SONIPAT NARELA ROAD, SONIPAT-131001, HARYANA, INDIA	Sahiba Sharma and Gyan Prakash "Expatriate's Needs Analysis and Motivation in Emerging Economy: A Netnography Study"
2021	FIFTH WORLD CONGRESS ON DISASTER MANAGEMENT, IIT Delhi, New Delhi 24-27 November 2021	Sahiba Sharma, Gyan Prakash "Reducing Post-Traumatic Stress Disorder Through Nostalgia Inducing Music: Exploring the Role of Resilience"
2018	First PAN IIT International Management Conference 2018	Sahiba Sharma & Gyan Prakash, "Mediating Role of Well Being on the Relationship between Pancultural Nostalgia and Task Performance"
2014	Business of being business new perspective. Conference organised by Asian School of Business Management, Bhubaneswar. Dated 6th to 8th February 2014	Sustainable development in India through Agricultural sustainability.
2013	Tenth AIMS International Conference on Management organised by Indian Institute of Management Bangalore	Gyan Prakash & Pramod Pathak "Rural markets: the new destination of marketing". Tenth AIMS International Conference on Management organised by Indian Institute of Management Bangalore. Dated January 6th& 9th, 2013
2013	Eleventh AIMS international conference on management organized by IMT, Ghaziabad. Dated 21st to 24th	Gyan Prakash & Pramod Pathak "Gender Issues in Rural Buying Behaviour- A Study with Special Reference to FMCG Products."

Research Projects :

Role	Project Type	Title	Funding Agency	From	To	Amount	Status	Co-Investigator
Co-Project Director	Minor Project	Role of Block chain in Higher Education Management: Present and future Application in Punjab Region	ICSSR, New Delhi	2022			Ongoing	Dr Sonia Chawla

PhD Supervised :

Scholar Name	Research Topic	Status	Year	Co-Supervisor
Sahiba Sharma	Multinational Corporations and Prosocial Behaviour: A Study on Host Country Nationals and Expatriates in India	Completed /Awarded	2022	Dr Kavita Singh

Munish Saini	Green Marketing (Broad Area)	On going	2022	
Mamta	Green Marketing (Broad Area)	On going	2021	
Anuradha	consumer confusion	On going	2019	Dr Jagwinder Singh

Admin. Responsiblities :

Position Held	Organization	From	To
Faculty Incharge, Literary and Debating Club	NIT Jalandhar	03-03-2020	
In-charge of Departmental Computer Lab	NIT Jalandhar	2019	

Award and Honours :

Title	Activity	Given by	Year
JRF in Management		UGC	2010