

Prof (Dr.) Vikas Nath, Director, BVIMR Delhi.

Publications (Articles/Research Papers)

Journal Publications Papers/ Articles	ISSN
Goswami, S and Nath, Vikas (2011): Malls as a buying destination in Delhi, NCR: An Exploratory Study, Adhyan, vol. 1, No.1, pp.34-42.	2249-1066
Nath, Vikas et al. (2011): Fun, Food, Films and Fashion: Retail Mix for Generation Next..., Journal of Global Information and Business Strategy, Vol. 3, No.1, pp.9-16.	0976-4925
Nath, Vikas et al. (2011): Brand Management Through the Lens of Knowledge: A Study of Brand Choice of Laptops By Management Students, Abhigyan-Quest for Excellence, Vol 28, No. 3, pp. 1-17.	0970-2385
Nath, Vikas et al. (2010): Online Banking: Indian Consumers on the Move, Effulgence, Vol 8, No.2, pp. 13-16.	0972-8058
Nath, Vikas et al. (2010): Permission Marketing and Internet: New Combo Marketing, NSB Management Review, Vol.3, No.1, pp. 70-77	0974-3286
Nath Vikas et al. (2010) Marketing 2010: Permission Based E Mail Marketing, NIMS Spotlight, Vol2, No.5, pp 5-6	-
Nath, Vikas et al. (2009): An Insight into Customer Relationship Management Practices in Selected Indian Service Industries, Journal of Marketing & Communications, Vol. 4, No. 3, pp. 18-40.	0973-2330
Nath, Vikas et al. (2009): Consumer Demographics Towards Health Related Information- An Empirical Study with Reference to CSE, Abhigyan – Quest for Excellence, Vol. 26, No.4, pp. 54-64.	0970-2385
Nath, Vikas et al. (2009): Environmental Issues: Avoiding a Point of No Return, Review of Professional Management, Vol. 7, No.1, pp.72-74.	0972-8686
Nath, Vikas et al. (2009): Ethics in Functional Spheres of Entrepreneurship published in Effulgence, Vol 7, No. 1, pp. 36-40.	0972-8058
Nath, Vikas and Abrol, Pratibha (2008): Managing Customer Experiences, Jims 8M, Vol 13, No.1, pp. 46-52.	0973-9335
Nath, Vikas et al (2007): A Cross Sectional Study of Environmental Awareness of Selected Indian Industries, Abhigyan – Quest for Excellence, Vol. 24, No.4, pp. 8-23.	0970-2385
Nath, Vikas and Gupta, Nimit (2006): In the Realm of Permission Marketing, Review of Professional Management, Vol 4, No.2, pp. 62-66.	0972-8686
Das, R.P and Nath, Vikas (2006): Green Packaging Practices of Selected Indian Industries-An Empirical Study, Amity Management Analyst, Vol 1, No.1, pp 97-108.	0975-1440
Nath, Vikas and Abrol, Pratibha (2006): Managing Customer Experiences: Feel the Customer, DIASTIMES, Vol 6, No.4, pp. 33-36.	0972-9399
Nath, Vikas and Gupta, Nimit (2006): Permission Marketing- To Market with Prior Approval, DIAS TIMES, Vol.6 , No.3 , pp 23-25.	0972-9399
Das, R.P and Nath, Vikas (2006): Creating Partnership with Civil Society through Corporate Social Responsibility and Green Marketing, Jims 8M, Vol. 11, No. 2, pp.45-51.	0973-9335
Das, R.P and Nath, Vikas (2005): Readiness of Indian Consumers for Environment Friendly Products- An Empirical Study, Fortune Journal of International Management, Vol 2, No.2, pp. 29-57.	0973-0079

Nath, Vikas and Pateriya,L.P (2004):Green Wash- Creating a Seduced Environmental Image, Review of Professional Management, Vol. 2, No.2, pp 30-33	0972-8686
Nath, Vikas and Pateriya,L.P (2004): Preference of Domestic Car Users for CNG over Conventional Fuels-An Empirical Study, Synthesis, Vol.1, No.2, pp 27-40.	0973-2357
Das, R.P & Nath, Vikas (2004): A Comparative Study of Travelling Allowance and Daily Allowance in Indian Construction Industry, Effulgence, Vol.3, No.1, pp16-34.	0972-8058
Das, R.P & Nath, Vikas (2004): Designing a Green Supply Chain, Effulgence, Vol 2. , No.1 , pp 39-54.	0972-8058
Nath, Vikas (2003): Green Advertising – A Deceptive Act, DIAS TIMES, Vol. 3, No.2, pp 11.	0972-9399
Das , R.P and Nath, Vikas (2003): Green Marketing in India- An Emerging Issue, Prabandh, Vol. 29, pp. 99-103.	-
Nath, Vikas (2003): Green Marketing and Eco-labelling- Need of the hour, DIAS TIMES, Vol. 3, No.4, pp 16-17.	0972-9399
Das ,R.P and Nath, Vikas (2003): Environmental Marketing in Indian Fast Food Industry: A Study, Paradigm, Vol. 7, No.2, pp. 117-125	0971-8907

RESEARCH SUPERVISION:

Research Project Supervised

- Supervised and was also member of data analysis team for the study titled- "Organized retailing through shopping malls, a fad or fundamental for the Indian Consumers, its evaluation with the unorganized retailing and analysis of its growth potential with the impact on the Indian Society" Sponsored by AICTE. The study was conducted by Bharti Vidyapeeth Institute of Management and Research, New Delhi from 2008-10.

Ph.D Supervision

- Supervised Mr. Nimit Gupta, Research Scholar, on the topic- A Study of Permission marketing Practices in Selected Indian Banks. (Status: Awarded).
- Supervising Ms. Archana Gurjar on the topic- A Study of Employee Empowerment in Food and Beverage Industry in Western Uttar Pradesh, enrolled with Teerthankar University, Moradabad. (Status: Pursuing)
- Supervising Mr. Atul Kumar , Assistant Professor, BVIMR on the topic- "Culture and its Implication on Customer Values and Satisfaction", enrolled with SRM, University, Modinagar, Ghaziabad.

M.Phil Supervision:

Supervised three M-Phil Students of Madurai Kamraj University.

1. "Creating Consumer Desired Experience: An Empirical Study"submitted by Ms. Pratibha Manchanda, Lecturer, Beri Institute of Training Technology and Research, Delhi, 2007.

2. "A Study of Customer Relation Management in Selected Industry- An Empirical Study" submitted by Saroj Manchanda, Lecturer, Maharaja Agrasen Institute of Management Studies, Delhi, 2007.
3. "Awareness and Acceptance of Permission Marketing in General Masses" submitted by Nimit Gupta, Lecturer, Maharaja Agrasen Institute of Management Studies, Delhi, 2007. Presently working with Jaipuria Institute of Management, Noida

Supervised two 'award winning' projects titled:

1. "A comparative Study of Traveling Allowance and Daily Allowance in Indian Construction Industry" submitted by Miss. Chhavi Dagar, MBA IV Semester (2002-2004 batch). She got first prize of Rs. 5000/- from GGSIP University.
2. "Trade Directory for Pre-Launching and Post Launching Towns & Analysis of Schemes Launched by Cream Bell Ice Cream" submitted by Mr. Vibhu Wadhwa of MBA IV semester (2002-2004 batch). He got second prize of Rs. 3000/- from GGSIP University.

International Project Supervision

- Supervised project titled-A Study of Supply Chain Management Practices of Selected Swiss Organisations. The project was supervised to a cross cultural team of Americans, Swiss and Indian Students.

Other Supervision Roles

- Apart from this I have supervised more than hundred & fifty summer training projects and final project reports to MBA, PGDM and BBA students.
- Have experience of working and guiding students on SPSS, AMOS, MINITAB softwares used for research work and teaching the paper of Business Research Methods and Marketing Research.

International Conference Publications

Published paper titled " Awareness and acceptance of Permission Marketing in General Masses: An Empirical Study" published in proceedings of international conference on Advances in Technology and Innovation in Marketing organised by IMT Ghaziabad.

Presented paper titled "Creating IT enabled Green Supply Chain" in International conference on Organizational Effectiveness through IT enabled strategies organized by Delhi Institute of Advanced Studies, Delhi.

Presented a paper titled " Opening of Food Retailing Sector in India for FDI: A Retrogressive Study" at International Seminar on FDI organized by Institute of Management and Research, Ghaziabad at India International Centre, New Delhi.

Presented a paper titled "Corporate Social Responsibility and Green Marketing: Emerging Partnership with Civil Society" in the International Conference on Corporate Ethics: New Paradigms" at Delhi Institute of Advanced Studies, Delhi.

Presented a paper titled "Third wave of Globalisation: Videocon on its mark" at International Seminar on Brand India and Global Business Initiatives, organized by School of Management Studies, GGSIP University and Jims at Scope Complex, Lodhi Road Delhi.

National Conference Publications

Role of Privacy in Permission Marketing: An Ethical Dimension presented at National Conference at BVIMR on Feb 13-14, 2009. Best paper presentation Award won for Rs. 5000/-

Green Business through Sustainable Development and Carbon Credits presented at National Conference at BVIMR on Feb 13-14, 2009.

Presented paper titled-Consumer Demographics towards Health Related Information: An Empirical Study with Reference to CSE at Vigyan Bhawan, organized by Scientists and Engineers wing of RERT and Sponsored by Ministry of Environment and DRDO.

Presented paper titled " CRM in Selected Indian Industries" at National Conference on Changing Paradigms in Management Practices organized by Apeejay School of Management , Dwarka, New Delhi

Presented paper titled "E Waste: Black to Green" at National Conference on Green Business: Agenda for Action, organized by Jaipuria Institute of Management, Noida.

Presented Paper titled " Permission Marketing in Banking: Boon or Bane" at National conference Unleashing the Power of Retail, organized by School of Management Studies, GGSIP University, New Delhi.

Presented paper titled "E- Commerce in Poddar Cards Pvt Ltd- An Experimental Study" at Second National Conference on Management Science and Practice, IIT Madras.

Delivered an invited talk at Maharaja Agrasen Institute of Management Studies, Delhi on the topic "Environmental Marketing and its Relevance to Business Managers".

Presented a paper titled "Green Wash- A Conceptual Issue" in one day seminar on Environmental Management organized by DAV Institute of Management, Faridabad.

Presented a paper titled "A Vedic and Empirical Approach to Capitalizing on Green Consumers" in one day national seminar organized by Delhi Institute of Advanced Studies, Delhi.

Presented a paper titled "Readiness of Indian Consumers for Environmental Friendly Products" in one day national seminar organized by Maharaja Agrasen Institute of Management Studies, Delhi.

Presented a paper titled " Relevance of Ethics in Functional Spheres of Entrepreneurship" in the National Seminar on Indiapreneurs: New Economy Drivers at Delhi Institute of Advanced Studies, Delhi.

Case Studies

Goswami, S and Nath, Vikas (2013): Can Bharat Bazar Sustain its Growth? The Story of an Indian Retail Giant, Emerald Emerging Markets Case Studies, Vol. 3, No.3, pp.1-11.

Books/Chapters in Books:

Authored a chapter on "Legal issues in Communication and Public Relations" in the book titled Business Communication authored by Dr. T.N.Chhabra, Sun Publication, 2004.

Training and Conferences Organised/conducted

- Conducted two days (15 hours) trainings on Marketing Research at Greenfield Online, Gurgaon in May 2008.
- Conducted 10 hours sessions in the area of Marketing in Management Development Programme for TCI executives organized by Jaipuria Institute of Management, Noida in August 2008.
- Organized, Coordinated and Delivered Lectures in Fourteen Days AICTE Sponsored Faculty Development Programme on Advances in Marketing scheduled from 1-14 June, 2009.
- Conducted management game on Customer Relations with middle level marketing executives of KRIBCO at Jaipuria Institute of Management on 23.12.2010.
- Conducted eighteen hours session on Marketing and Sales Budget, territory development with Coromandel International Ltd in three MDPs organized in February, March and December 2012.
- Organized one day National Seminar – "Capitalizing on Customers" on September 28, 2005. This seminar was sponsored by Coca Cola and Ramble Foods and was inaugurated by chief guest- Mr. V.K. Dutta, Vice President (Finance), Jaipuria Real Estates. In all 12 speakers from corporate and Academia, all invited by myself participated in the seminar.
- Organized and coordinated marketing summit on the topic- Marketing to Generation Next at Jaipuria Institute of Management, Noida on 3-4 December, 2010.
- Organised and coordinated three days Jaipuria Annual Management Conference, 2011 on the theme – Managing Generation Next: Challenges and Opportunities at Jaipuria Institute of Management, Noida on 14-16 October, 2011.