




University Faculty Details Page on DU Web-site

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ALONGWITH YOUR PERIODIC INCREMENT CERTIFICATE(PIC))**

Title	Prof./Dr./Mr./Ms.	First Name	H.V.	Last Name	VERMA	
Designation		Professor				
Department		Faculty of Management Studies				
Address (Campus)		FMS, University of Delhi Delhi- 110007				
(Residence)		53, Samrat Enclave, Rani Bagh Rd. Delhi- 110034				
Phone No (Campus)		276677877				
(Residence) optional		27103634				
Mobile		9810838797				
Fax						
Email		harshverma@fms.edu				
Web-Page						
Education						
Subject	Institution		Year	Details		
M.Com	University of Delhi		1982	Thesis topic: Market orientation: a study of Indian companies		
M.Phil	Dept of Com., University of Delhi		1985	Subjects: Marketing		
Ph.D	FMS, University of Delhi		1999	Subjects: Marketing		
Career Profile						
Organisation / Institution		Designation	Duration	Role		
FMS and other DU colleges		lecturer	20 years			
FMS		Associate Professor	6			
FMS		Professor	4			
Research Interests / Specialization						
Marketing orientation, consumer values, service quality, branding						
Teaching Experience (Subjects/Courses Taught)						
Marketing management Consumer behavior Brand management Marketing of services						
Honors & Awards						
Publications (LAST FIVE YEARS)						
<ol style="list-style-type: none"> 1. Brand Management: Text and Cases, Excel Books, 2012 (Third edition). 2. Services Marketing: Text and Cases, New Delhi, Pearson Education. 2011 (second edition). 3. Branding Demystified: From Plans to Payoffs , New Delhi, Response Books (Sage) 2010. 4. Marketing, (First author), New Delhi, Oxford University Press, 2015 						

Books / Monographs			
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>Co-Author</u>
In Indexed/ Peer Reviewed Journals			
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>Co-Author</u>
	1. 'Skin Fairness- Culturally Embedded Meaning and Branding Implications', Global Business Review (Sage publication) Vol 12 (2), 2011, pp. 193-211,		
	2. 'Consumer Perceived Value: Construct Apprehension and its Evolution'*, Journal of Advanced Social Research, Vol 1 (2011), pp. 20-57.		Jyoti Sikka
	3. 'Consumption Values: Scale Development and Validation'*, Journal of Advances in Management Research, Vol 8(2) 2011, pp. 285-300.		Jyoti Sikka
	4. 'Development of a 'Consumer Perceived Value Scale' (SPERVAL Scale) in the Context of Services Industry'*, International Journal of Customer Relationship Management, Vol 3, Issue 1, pp. 18-42.		Jyoti Sikka
	5. 'Context Building by Value Statements: A Study of Corporate Intent', Journal of Business Thought, April –March 2013, Pp. 3-17.		
	6. 'Service Quality: Construct Apprehension and Evolution over Time'*, Journal of Services Research, April 2013.		
	7. 'Coffee and Tea: Socio- Cultural Meaning, Context and Instrumentality' South Asian Journal of Management and Research (review process).		Ekta Duggal
	8. 'Value and Brand Loyalty: A Study in Higher Education', International Journal of Marketing Principles and Practices, Dec 2012, Pp. 24-33.		
	9. 'Perceived Value and Brand Loyalty in Fine Dining Service'*, International Journal of Service Science, Management, Engineering, and Technology, Vol 4 (1), 1-12.		Jyoti Sikka
	10. 'Quality in Retail: A Qualitative Study of Construct Domain and Dimensions'*, <i>Envision: International Journal of Commerce and Management</i> , Dec 2013, pp. 47-61.		Jyoti Sikka
	11. "Consumer Perceived Value and Brand Loyalty: A Study of Retail Banking", International Journal of Customer Relationship Marketing and Management, 3(4), 1-15, October-December 2012.		
	12. 'Psychology of Cool: Meaning and Marketing', <i>Journal of Business Thought</i> , April-March 2014., ((ISSN 0972-8031).p p. 6-16.		Ekta Duggal
	13. Tea and Coffee: Socio-cultural Meaning, Context and Branding'. <i>Asia Pacific Journal of Innovation & Technology Management</i> , Vol 9(2), pp. 157-170.		Jyoti Sikka
	14. 'Cool', 'Brands' and Cool Brands, <i>International Journal of Asian Business and Information Management (IJABIM)</i> . pp. Jan-March 2014, , pp. 59-73		
	15. 'Quality in Retail: A Qualitative Study of Construct Domain and Dimensions', <i>Envision: International Journal of Commerce and Management</i> , Vol 7, 2013. pp. 47-61.		Ekta Duggal
	16. 'Business and Business Orientation: A Perception Study of Insiders and Outsiders', International Journal of Business Ethics in Developing Economies, Vol3(1), June 2014, pp. 36-43		Ekta Duggal

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| 17. 'Retail quality and service quality: gender based perspective in retail , International Journal of Marketing and Communication, Vol3, No 3, 2014. 10-30. | Ekta Duggal |
| 18. 'Developing relationships in retail: An investigation of critical quality attributes' , Journal of Commerce and Business Studies, Vol1 (No 2), 2013, pp. 97-111 (ISSN 23220767) | Ekta Duggal |
| 19. 'Retail Service Quality in India: Construct Exploration and Measure Development' , in <i>South Asian Journal of Global Business Research</i> . Vol. 4 (1), 2015. pp. 129 – 148 | Ekta Duggal |
| 20. 'Political Leaders and Marketing: A Brand Identity Study' , International Journal on Leadership, Vol 3 (1), 2015, pp. 21-32. | Ekta Duggal |
| 21. "Deconstructing Retail Service Quality in India: Dimensions and Confirmation" , <i>Paradigm</i> (Sage), Vol. 20, No. 2 (July-December, 2016). | Ekta Duggal |
| 22. 'Environmental Concerns, Behavior Consistency of Emerging Market: Youth and Marketing' <i>Emerging Economy Studies November 2015 vol. 1 no. 2 pp. 171-187</i> . ISSN: 23949015 | Ekta Duggal |
| 23. 'Air Pollution and Odd-Even Scheme from the perspective of Theory of Reasoned Action' <i>Pacific Business Review International</i> , Volume 9 Issue 5, Nov.. 2016, pp 46-56. | Ekta Duggal |
| 24. 'Relationship Quality: What it means in Indian Context' , <i>International Journal of Asian Business and Information Management</i> , Volume 8 Issue 3, July 2017, pp 14-35. | Ekta Duggal |
| 25. 'Understanding Young Consumer: simple Questions, Straight Answers and Branding Implications' , <i>DAVCC's Advance Management Journal</i> , vol 5 No 1 pp. 78-91. | Ekta Duggal |
| 26. 'Advocacy, Customer Advocacy and Marketing Implications' , <i>BULMIM Journal of Management and Research</i> , 2017, Volume : 2, Issue : 1, pp 29- 43 | Ragini Bhati |
| 27. Relationship Quality: What it means in Indian Context' , <i>International Journal of Asian Business and Information Management</i> , Volume 8 Issue 3, July 2017, pp 14-35. | Ekta Duggal |
| 28. 'Understanding Young Consumer: simple Questions, Straight Answers and Branding Implications' , <i>DAVCC's Advance Management Journal</i> , vol 5 No 1 pp. 78-91. | Ekta Duggal |
| 29. Social Media Marketing: Evolution and Change . In: Heggde G., Shainesh G. (eds) <i>Social Media Marketing</i> (2018). Palgrave Macmillan, | Sweta sharam |

Singapore

Articles

Conference Presentations

1. Paper titled '**Branding by Transcendence – From good Product Low Meaning Brand to good Product Higher Meaning Brand**' presented at International Conference on Integrating Spirituality and Organizational Leadership (Feb 9-12, 2009) organized by School of Global Leadership & Entrepreneurship, Regent University, USA, Infinity Foundation, USA and Deptt of Management Studies, University of Pondicherry, India
- 2.

Total Publication Profile [optional](#)

Books

In Indexed/ Peer Reviewed Journals

Articles

Conference Presentations

1. Case selected in **International Case Study Competition organized by John Molson School of Business, Concordia University, Montreal, Canada, 2013.** (Vikas Spool Private Limited Written by: Dr. Jyoti Kainth, Dr. Harsh Verma & Mr. Gautam Kainth)
2. Best paper (co authored with Ekta Duggal) award on the paper titled 'Quality and Competition in Retail: An Empirical Investigation', at 3rd International Conference –'Creating Sustainable Business through Innovative Marketing', 6-7 Dec 2013.
3. **Best paper award** (co authored with Ekta Duggal) on paper titled 'Developing relationship in retail: an investigation of critical quality attributes', presented at 3rd Annual Commerce Convention on 'Leveraging Business: Discovering new Horizons' on April 12-13, 2014.

Public Service / University Service / Consulting Activity

Professional Societies Memberships

Projects (Major Grants / Collaborations)
Other Details

Dr Harsh Vardhan Verma

(Signature of Faculty Member)

(Signature & Stamp
of Head of the Department)