




University Faculty Details Page on DU Web-site

(PLEASE FILL THIS IN AND SUBMIT A HARD COPY AND SOFT COPY ON CD
ALONGWITH YOUR PERIODIC INCREMENT CERTIFICATE(PIC))

Title	Prof./Dr./Mr./Ms.	First Name	H.V.	Last Name	VERMA	Photograph
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		5		
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)						
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.		Ekta Duggal
	7. ‘Coffee and Tea: Socio- Cultural Meaning, Context and Instrumentality’ South Asian Journal of Management and Research (review process).		
	8. ‘Value and Brand Loyalty: A Study in Higher Education’ , International Journal of Marketing Principles and Practices, Dec 2012, Pp. 24-33.		Jyoti Sikka
	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.		Ekta Duggal
	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.		Jyoti Sikka
	12. ‘Psychology of Cool: Meaning and Marketing’ , <i>Journal of Business Thought</i> , April-March 2014,. ((ISSN 0972-8031).p p. 6-16.		
	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.		Ekta Duggal
	14. ‘Cool’, ‘Brands’ and Cool Brands , <i>International Journal of Asian Business and Information Management (IJABIM)</i> . pp. Jan-March 2014, , pp. 59-		Ekta Duggal

15. **'Quality in Retail: A Qualitative Study of Construct Domain and Dimensions'**, Envision: International Journal of Commerce and Management, 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
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)
19. **'Retail Service Quality in India: Construct Exploration and Measure Development'**, in *South Asian Journal of Global Business Research*. Vol. 4 (1), 2015. pp. 129 – 148
20. **'Political Leaders and Marketing: A Brand Identity Study'**, International Journal on Leadership, Vol 3 (1), 2015, pp. 21-32.
21. **'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. ISSN 2278-2138
22. **'Political Leaders and Marketing: A Brand Identity Study'**, International Journal on Leadership, Vol 3 (1), 2015, pp. 21-32. ISSN: 2321-1865
23. **'Grooming Market in India: Concept, Instrumentality, Outcomes, and Marketing'** in Managerial Strategies and Practices in the Asian Business Sector by U Zever Myo Aung and Patricia Ordonez de Pablos, IGI Global, Chocolate Avenue, Hersey, PA. 2015, pp 82-1-6. ISBN: 9781466697584.
24. **FNI: In search of relevance for an irrelevant product**, South Asian Journal of Business and management Cases, 2019, 8(2), 130-136.
25. **Cool Perspectives, Indian Cool and Branding**, South Asian Journal of Business Studies, 2019, 8(2), 130-145.
26. **Indian Cool: Concept and Contrast with western Cool**, International Journal of Indian Culture and Business management, 2019.

<u>Articles</u>
<u>Conference Presentations</u> <ol style="list-style-type: none"> 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
<u>Books</u>
<u>In Indexed/ Peer Reviewed Journals</u>
<u>Articles</u>
<u>Conference Presentations</u> <ol style="list-style-type: none"> 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)