

Research Paper report 2022

MARKETING

Research and Publications

- Lim, W. M., Kumar, S., Verma, S., & Chaturvedi, R. (2022). Alexa, what do we know about conversational commerce? Insights from a systematic literature review. *Psychology & Marketing*, 39(6), 1129-1155.
- Verma, S., Yadav, N., & Chikhalkar, R. (2021). An integrated measure of eWOM usefulness in the leisure travel: Conceptualisation, scale development, and validation. *Journal of Marketing Communications*, 1-27.
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- Verma, S., Warier, L., Bolia, B., & Mehta, S. (2022). Past, present, and future of virtual tourism-a literature review. *International Journal of Information Management Data Insights*, 2(2), 100085.
- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *Psychology & Marketing*.
- Verma, S. (2022). Sentiment analysis of public services for smart society: Literature review and future research directions. *Government Information Quarterly*, 101708.
- Verma, S., & Sheel, A. (2022). Blockchain for government organizations: past, present and future. *Journal of Global Operations and Strategic Sourcing*.
- Prasad, R. K., & Verma, S. (2022). Service quality measures: systematic literature review and future research directions. *International Journal of Management Practice*, 15(1), 9-23.
- Chandra, S., & Verma, S. (2021). Big data and sustainable consumption: a review and research agenda. *Vision*, 09722629211022520.
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- Srivastava, M., Pandey, N., & Saini, G. K. (2022). Reference price research in marketing: a bibliometric analysis. *Marketing Intelligence & Planning*, (ahead-of-print).
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- Nayal, P., Pandey, N., & Paul, J. (2022). Covid-19 pandemic and consumer-employee-organization wellbeing: A dynamic capability theory approach. *Journal of Consumer Affairs*, 56(1), 359-390.
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- Pandey, N., & Jha, S. (2022). Universal Health System in India: Review and Directions for Future Research. *Journal of Health Management*, 24(3), 337-346.
- Mukul, K., Pandey, N., & Saini, G. K. (2021). Does social capital provide marketing benefits for startup business? An emerging economy perspective. *Asia Pacific Journal of Marketing and Logistics*.
- Kumar, S., Pandey, N., Lim, W. M., Chatterjee, A. N., & Pandey, N. (2021). What do we know about transfer pricing? Insights from bibliometric analysis. *Journal of Business Research*, 134, 275-287.
- Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, 135, 758-773.

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