

PUBLICATIONS AND PAPER PRESENTATIONS

Research Papers Published in Refereed Journals

- Dutta, N. and Bhat, A. 2017. “Dangal: Cinematic Representation of Competitive Marketing Strategy”. Prabandhan: Indian Journal of Management, 10(8): 52-57. The journal is indexed in Scopus, Cabell's Directory, Index Copernicus etc. and is included in the list of UGC recommended journals. ISSN: 0975-2854.
- Dutta, Nirankush and Bhat, Anil. “Effect of Perceived Relational Characteristics of Online Social Network on e-WOM and Purchase Intention: Exploring Mediating Role of Trust”. Accepted for Publication in International Journal of Web Based Communities. (Inderscience; ABDC Category B Journal; Abstracted / Indexed in Scopus, Cabell's Directory etc.) Print ISSN: Print ISSN: 1477-8394, Online ISSN: 1741-8216.
- Dutta, N. and Bhat, A. (2015), “Role of Trust on Perceived Store Characteristics and Consumer Behavioural Outcome in the Context of Online Social Media Marketing”, Indore Management Journal, Vol. 7 No. 2, pp. 52–62. Published by IIM Indore
- Dutta, Nirankush and Bhat, Anil. “Exploring the Effect of Store Characteristics and Interpersonal Trust on Purchase Intention in the Context of Online Social Media Marketing”. Journal of Internet Commerce, 15 (3): 239-273. (Taylor & Francis; ABDC Category B Journal; Abstracted / Indexed in EBSCOhost, Scopus, Emerald Group Publishing Limited, Proquest etc.) Print ISSN: 2016 1533-2861, Online ISSN: 1533-287X. DOI: 10.1080/15332861.2016.1191053
- Dutta, Nirankush. 2010. “Emerging Markets: Ray of Hope for the World Economy.”Mangalmay Journal of Management & Technology 4 (2): 46–55. Print ISSN: 0973-7251, Online ISSN: 2230-729X

Research Papers under Review Process in Refereed Journals

- Dutta, Nirankush and Bhat, Anil. "Effect of Trust and Perceived Usefulness of Recommendation on Online Purchase Intention". Online Information Review. (Emerald; ABDC Category B Journal; Indexed in Scopus, Thomson Reuters Citation etc.; 2014 Impact Factor 0.918; 2nd review received for minor modification and revised paper submitted)

- Dutta, Nirankush and Bhat, Anil. "Exploring the Role of Trust in Store Characteristics for Propagation of Electronic Word of Mouth in Online Social Media Marketing". *Electronic Commerce Research* (Springer; Impact Factor 1.275; Indexed in Social Science Citation Index, SCOPUS, ProQuest, ABDC Category A etc; Awaiting review comments)

Case Studies Published

- Dutta, N., & Bhat, A. 2017. Smart Configuration for a Successful Smartphone. The Case Centre (Earlier known as European Case Clearing House) (Case Reference No. 517-0076-1). Available with teaching note
- Dutta, N., & Bhat, A. 2017. Using MDS to Reclaim Lost Position to Cheap Chinese Smartphone Brands. The Case Centre (Earlier known as European Case Clearing House) (Case Reference No. 517-0061-1). Available with teaching note.
- Bhat, A., & Dutta, N. 2017. New Product Testing through Experimental Design: The Case of Varn International Ltd. The Case Centre (Earlier known as European Case Clearing House) (Case Reference No. 517-0029-1). Available with teaching note.
- Dutta, Nirankush, and Bhat, Anil. 2016. "FirstCry.com: Fighting to Lead the Giant Baby-Care Product Market Online." Accepted for Publication at *International Journal of Case Studies in Management*, Vol. 14 No. 3, published by HEC Montreal (ISSN: 1911-2599), Distributed by Harvard Business Publishing
- Dutta, Nirankush, and Bhat, Anil. 2015. "Zivame: Branding Options for an Online Lingerie Retailer." Ivey Publishing. (Product Number: 9B15A031), Distributed by Harvard Business Publishing
- Dutta, Nirankush, and Bhat, Anil. 2014. "Flipkart: Journey of an Indian e-Commerce Start-up." *Emerald Emerging Market Case Studies*. (ISSN: 2045-0621)

Case Study under Review Process

- Dutta, Nirankush, and Bhat, Anil. "Myntra: Travails and Agony of Extrapolating Technology Trends." Ivey Publishing.

Paper Contribution in Refereed Conferences / Symposiums

- Dutta, Nirankush, and Bhat, Anil. 2017. "Influence of Relational Characteristics of Social Network Sites on Intention to Pass-along Electronic Word of Mouth: Exploring the Role of Trust" in 2017 Summer Marketing Educators' Conference (Summer AMA) organized by

American Marketing Association at San Francisco, California, United States from Aug 4, 2017 to Aug 6, 2017 (ISSN: 1054-0806; ISBN: 0-87757-366-2), pp. F65-F66

- Dutta, N, & Bhat, A. 2017. "Lip Service or Real Concern: Testing the Claim to Pay Premium for Green Products through an Experimental Research" in the 2017 Summer Marketing Educators' Conference (Summer AMA) organized by American Marketing Association at San Francisco, California, United States from Aug 4, 2017 to Aug 6, 2017 (ISSN: 1054-0806; ISBN: 0-87757-366-2), pp. D28-D32
- Dutta, Nirankush, and Bhat, Anil. 2016. "Exploring Consumers' Willingness to Pay Premium for Green Products" in The International Conference on Responsible Marketing organized by XLRI, Jamshedpur and La Trobe University, Australia at XLRI, Jamshedpur Campus from Jan 23, 2017 to Jan 24, 2017
- Dutta, Nirankush, and Bhat, Anil. 2016. " Influence of Structural Characteristics of Social Network Sites on Intention to Pass-along Electronic Word of Mouth: Exploring the Role of Trust" in The 7th IIMA Conference on Marketing in Emerging Economies organized by Indian Institute of Management, Ahmedabad from Jan 11, 2017 to Jan 13, 2017
- Dutta, Nirankush, and Bhat, Anil. 2016. "Use of Social Media for Political Engagement: A Literature Review" in the 14th AIMS International Conference organized by AIMS International - The Association of Indian Management Scholars International and MICA Ahmedabad at MICA Ahmedabad Campus from Dec 26, 2016 to Dec 28, 2016 (ISBN 978-1-943295-05-0)
- Dutta, Nirankush, and Bhat, Anil. 2016. " Influence of Social Media Design Characteristics on Intention to Purchase: Exploring the Mediating Role of Trust" in 4th Pan-IIM World Management Conference (WMC 2016) organized by all 13 Indian Institutes of Management (IIMs) together at IIM Ahmedabad Campus from Dec 13, 2016 to Dec 15, 2016
- Dutta, Nirankush, and Bhat, Anil. 2016. "Effect of Structural Attributes of Online Social Network on Trust, E-WOM and Purchase Intention" in The 76th Annual Meeting of the Academy of Management organized by Academy of Management at Anaheim, California, United States from Aug 7, 2016 to Aug 9, 2016; doi: 10.5465/AMBPP.2016.16803abstract; ACAD MANAGE PROC January 2016 2016 (Meeting Abstract Supplement) 16803

- Dutta, Nirankush, and Bhat, Anil. 2016. "Effect of Social Media Characteristics on Intention to Purchase and Pass along Electronic Word of Mouth" in the 2016 Summer Marketing Educators' Conference (Summer AMA) organized by American Marketing Association at Atlanta, Georgia, United States from Aug 5, 2016 to Aug 7, 2016 (ISSN: 0888-1839; ISBN: 87757-363-8)
- Dutta, Nirankush, and Bhat, Anil. 2016. "Effect of Tie Strength on Intention to Pass-Along e-WOM: Exploring the Role of Trust in s-Commerce" in Conference on Brand Management organized by Indian Institute of Technology, Delhi at IIT Delhi Campus from Apr 16, 2016 to Apr 17, 2016
- Dutta, Nirankush, and Bhat, Anil. 2016. "From Perceived Social Capital to Electronic Word of Mouth: Exploring Role of Trust in Social Media Marketing" in Conference on Emerging Themes in Strategy organized by Management Development Institute (MDI), Gurgaon at MDI, Gurgaon Campus from Feb 25, 2016 to Feb 26, 2016 (ISBN: 978-93-85965-80-7)
- Dutta, Nirankush, and Bhat, Anil. 2016. "Effects of Perceived Homophily on Intention to Pass-along e-WOM: Exploring the role of Trust in s-Commerce" in Third International Communication Management Conference (ICMC) organized by MICA, Ahmedabad at MICA, Ahmedabad Campus from Feb 18, 2016 to Feb 20, 2016 (ISBN: 978-93-5254-804-0)
- Dutta, Nirankush, and Bhat, Anil. 2015. "Role of Trust on Perceived Store Characteristics and Consumer Behavioural Outcome in the Context of Online Social Media Marketing" in 3rd Pan-IIM World Management Conference (WMC 2015) organized by all 13 Indian Institutes of Management (IIMs) together at IIM Indore Campus from Dec 16, 2015 to Dec 18, 2015
- Dutta, Nirankush, and Bhat, Anil. 2015. "Exploring Store Characteristics for Propagation of Electronic Word of Mouth in Online Social Media Marketing" in 5th SGBED International Research Symposium organized by Nanjing University of Finance & Economics and Society for Global Business & Economic Development at Nanjing University of Finance & Economics, Nanjing, China from Dec 10, 2015 to Dec 12, 2015
- Dutta, Nirankush, Rana, Arunima and Bhat, Anil. 2014. "Facebook Content Strategy of Industry Leaders in India: An Exploratory Analysis" in International Conference on

Evidence Based Management (ICEBM 2015) organized by Birla Institute of Technology & Science (BITS) Pilani at BITS Pilani Campus from Mar 20, 2015 to Mar 21, 2015 (ISBN: 978-93-84935-18-4)

- Dutta, Nirankush, and Bhat, Anil. 2014. “Relationship among Tie Strength, Trust and Social Capital in Social Network Sites” in the Third International Marketing Conference MARCON 2014 organized by Indian Institute of Management Calcutta (IIM-C) at IIM-C Campus from Dec 18, 2014 to Dec 20, 2014
- Dutta, Nirankush, and Bhat, Anil. 2014. “Exploration of Factors Affecting Initial Trust in Online Social Network” in International Conference on Social Media for Business (ICSM 2014) organized by Indian Institute of Management Raipur (IIM-R) at Hotel VW Canyon from Jan 10, 2014 to Jan 11, 2014
- Dutta, Nirankush, and Bhat, Anil. 2013. “Power of Social Media: Stories of Sheer Success and Devastating Disappointment” in the Eleventh AIMS International Conference jointly organized by Institute of Management Technology, Ghaziabad (IMT) and the Association of Indian Management Scholars (AIMS) at IMT Ghaziabad Campus from Dec 21, 2013 to Dec 24, 2013 (ISBN: 978-81-924713-5-8)
- Sharma, Satyendra Kr, Dutta, Nirankush, and Bhat, Anil. 2013. “An Investigation into Service Quality, Service Distribution and Customer Satisfaction: A Case Study of Airtel” in International Conference on Research in Marketing (ICRM 2013) organized by Indian Institute of Technology, Delhi (IIT-D), Curtin University Australia and XLRI Business School, Jamshedpur at IIT Delhi Campus from Dec 21, 2013 to Dec 22, 2013 (ISBN: 978-1-63041-998-1)
- Dutta, Nirankush, and Bhat, Anil. 2013. “An Exploration of Antecedents & Outcomes of Trust in Social Media Marketing” in the Tenth AIMS International Conference jointly organized by Indian Institute of Management, Bangalore (IIM-B) and the Association of Indian Management Scholars (AIMS) at IIM Bangalore Campus from Jan 6, 2013 to Jan 9, 2013 (ISBN: 978-81-924713-1-0)
- Dutta, Nirankush, and Bhat, Anil. 2012. “Flipkart: Burdened by Cost of Success” in International Case Study Conference 2012, organized by ICFAI Business School,

Hyderabad in association with ECCH and Universiti Utara Malaysia at ICFAI Business School, Hyderabad from Dec 14, 2012 to Dec 15, 2012

- Dutta, Nirankush. 2010. “Emerging Markets: Ray of Hope for the World Economy” at International Conference on Business Strategies for Managing Turnarounds in the Global Economy organized by Mangalmay Institute of Management & Technology on Aug 6, 2010

Book Chapters

- Bhat, A., and Dutta, N. 2018 Salient Role and Centrality of Trust in Social Media Marketing, in Bandyopadhyay, S. and Rishi, B. (Eds.), Contemporary Issues in Social Media Marketing, Routledge, 1st ed. ISBN: 978-11-38679-17-7
- Dutta, N. and Bhat, A. (2016), “Exploration of Factors Affecting Initial Trust in Online Social Network”, in Sahay, V. and Prashar, S. (Eds.), Social Media for Business, Excel India Publishers, New Delhi, 1st ed., pp. 137–144.

BRIEF BIO-DATA OF CANDIDATE

Mr. Nirankush Dutta is a full time PhD Research Scholar in the Department of Management, Birla Institute of Technology & Science (BITS) Pilani (Pilani Campus). His research interest lies in Online Social Media Marketing and e-Commerce. Prior to starting with his PhD work, he earned Post Graduate Diploma in Business Management from Birla Institute of Management Technology (BIMTech), Greater Noida and Bachelor of Engineering from University of Burdwan. He has worked for several years in the industry and the academic world. He has published three research papers in peer reviewed international journals of repute, indexed in leading databases. Case studies authored by him have been published by Emerald, Ivey and International Journal of Case Studies in Management (published by HEC Montreal) and are available through Harvard Business Publishing. He has presented more than 15 research studies in international conferences, including American Marketing Association Educators' Conference (Summer AMA) 2016 and Academy of Management Annual Meeting 2016. He is a member of American Marketing Association (AMA), Academy of Management (AOM) and Association of Indian Management Scholars (AIMS).

BRIEF BIO-DATA OF SUPERVISOR

Prof. Anil Bhat graduated in Mechanical Engineering in 1982 from REC (now NIT), Srinagar and obtained his doctorate (fellowship) from IIM-Bangalore. His specialization is Marketing Research and his methodological contribution has been in the area of “Cluster analysis of rank order data”. He is a member of Academy of Management (AOM), American Marketing Association (AMA) and a Fellow of Institution of Engineers (India). He has been trained at international workshops conducted by Haas School of Business, University of California, Berkeley and STVP, Stanford & has completed "10,000 Women Program: Tools for Growing your Business" organised by Goldman Sachs in partnership with London Business School. Prof. Bhat has worked in managerial capacity for organizations before turning to academics and has headed the Department of Management at BITS Pilani for almost a decade. He has more than eighty publications to his credit and has conceptualized, designed and conducted many MDPs both for private as well as for public sector companies. He has served as a management expert on Union Public Service Commission expert panel. He has been certified as an Entrepreneur Educator by STVP Stanford, NEN and IIMB. Besides guiding many Ph.D.s, he has co-authored a book on management published by Oxford University Press. He is presently Professor, Department of Management BITS Pilani, Member Department Research Committee and Faculty Advisor, Center for Entrepreneurial Leadership (CEL) at BITS Pilani.