



DR GYANESHWAR SINGH KUSHWAHA

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Dr Gyaneshwar Singh Kushwaha is an Associate Professor in the Marketing Area. He earned his Ph.D. in Management from Banaras Hindu University (BHU). His research interests include *consumer emotion, perception, motivation, scarcity, information processing, and consumer friendliness to artificial intelligence, green marketing and supply chain management*. He teaches courses on *marketing management, marketing research, strategic management, supply chain management, and sales management*. He has over 15 years of teaching and research experience. His research works have been published in international journals such as Journal of Research in Interactive Marketing, Journal of Cleaner Production, Journal of Retailing and Consumer Services Electronic Green Journal, Applied Sciences and British Food Journal.

Awards

He has received several recognitions/awards including *Junior Research Fellowship by University Grant Commission, New Delhi*. **He scored AIR-01 in Management Subject in NET exam conducted by University Grant Commission, New Delhi**. He also received *Research fellowship of Banaras Hindu University (BHU)*.

Research

Dr Kushwaha's research interests are in the Marketing and Supply Chain Management domain. He is actively pursuing various studies in consumer psychology, behaviour and attitudes. He is also interested in the "green marketing and green supply chain practices" which poses a significant challenge to industry and academia alike. He uses optimization modelling, experimental design, quantitative and qualitative methods in his research activities. Dr Kushwaha published more than 35 research papers in reputed Web of Science/Scopus/UGC indexed journals. Some significant publications are-

Significant Publications

- Vyas, A.M. and Kushwaha, G.S. (2024). From clicks to cravings: exploring consumer perceptions of online fast food purchasing. *British Food Journal*, 126(5), 122-148.
- Kushwaha, G.S. and N.K. Sharma (2015). Green initiatives: a step towards sustainable development and firm's performance in the automobile industry, *Journal of Cleaner Production*, 121, 116-129. (Elsevier). **(Web of Science)**
- Kushwaha, G.S. and Agrawal, S.R. (2015). An Indian customer surrounding 7Ps of service marketing. *Journal of Retailing and Consumer Services*, 22, 85-95. (Elsevier). **(Web of Science)**
- Kushwaha, G.S. and Agrawal, S.R. (2015). The Impact of Mobile Marketing Initiatives on Customers' Attitudes and Behavioural Outcomes. *Journal of Research in Interactive Marketing*, 10 (3), 150-176 (Emerald). **(Web of Science)**
- S Swarup and GS Kushwaha (2023). Nickel and Cobalt Price Volatility Forecasting Using a Self-Attention-Based Transformer Model. *Applied Sciences*, 13(8). **(Web of Science)**
- Kumar, A. and Kushwaha, G.S. (2018). Humanitarian Logistics: A Review and Scientometric Analysis, *Journal of Information Technology Research (JITR)* 11 (4), 53-71. **(Web of Science)**
- Kushwaha, G.S. and N.K. Sharma (2019). Eco-labels: A tool for green marketing or just a blind mirror for consumers, *Electronic Green Journal* 1 (42). **(Scopus)**
- Kumar, A. and Kushwaha, G.S. (2015). Bibliometric analysis of supply chain management: an international journal from 2005-2014, *Int. Journal of Supply Chain Management*, Vol. 4, No. 2, 90-105. **(Scopus)**

- Kushwaha, G.S. and N.K. Sharma (2017). Factors influencing young entrepreneurial aspirant's insight towards sustainable entrepreneurship, Iranian Journal of Management Studies 10 (2), 435-466. **(Web of Science)**
- Kushwaha, G.S. and D. Barman (2010). Development of a theoretical framework of Supply Chain Quality management, Serbian Journal of Management, 5 (1), 127 – 142. **(Scopus)**
- Kushwaha, G.S. and Kaushal, M. (2016). E-satisfaction and e-loyalty- two main consequences of online buying attributes. International Journal of Online marketing, 6 (4), 36-53. **(Web of Science)**
- Kushwaha, G.S. and N.K. Sharma (2015). Educated young consumer purchase behavior towards green products: An empirical study in India, International Journal of Green Computing, 6(1), 48-63. **(Scopus)**
- Kushwaha, G.S. and Agrawal, S.R. (2014). Customer Satisfaction via Service Quality Dimensions: An Empirical Research on Stock Broking Services. International Journal of Customer Relationship Marketing and Management, 5(3), 32-48. **(ABDC)**
- Kushwaha, G.S. and Agrawal, S.R. (2015). Customer Management Practices: Multiple Case Studies in Stock Broking Services. International Journal of Customer Relationship Marketing and Management, 6(2), 1-14. **(ABDC)**