

GEETIKA VARSHNEYA

Assistant Professor, Development Management Institute Patna

ACADEMIC QUALIFICATIONS

- FPM (Equivalent to Ph.D.) in Marketing: Indian Institute of Management, Rohtak, India
- M.FTech in Fashion and Apparel: National Institute of Fashion Technology, Bangalore, India
- B.Tech in Textile Technology: Giani Zail Singh College of Engineering & Technology, Bathinda, Punjab Technical University, India

WORK EXPERIENCE

- Footwear Design and Development Institute (Haryana, India): Faculty in fashion & design
- Associated Indian Exports (New Delhi, India): Merchandiser in Marketing department
- Dress Up India Pvt Ltd (New Delhi, India): Merchandiser in Marketing department
- TCNS Ltd (Gurgaon, Haryana, India) : Merchandiser in Marketing department

PUBLICATIONS

Journals:

- Varshneya, G. and Das, G. (2017), 'Experiential value: Multi--item scale development and validation', *Journal of Retailing and Consumer Services*, 34, 48-57. Elsevier Publications.
- Das, G. and Varshneya, G. (2017), 'Consumer emotions: Determinants and outcomes in a shopping mall', *Journal of Retailing and Consumer Services*, 38, 177-185, Elsevier Publications.
- Upadhye, B., Das, G. and Varshneya, G. (2017), 'Corporate Social Responsibility: A boon or bane for innovative firms?', *Journal of Strategic Marketing*, Taylor & Francis. (forthcoming)
- Varshneya, G., Das, G., and Khare A. (2017), 'Experiential value: Literature review and future research directions', *Marketing Intelligence & Planning*, 35 (3), 339-357, Emerald Publications.

- Khare A., and Varshneya, G. (2017) 'Antecedents to organic cotton clothing purchase behaviour: Study on Indian youth', *Journal of Fashion Marketing and Management*, 21(1), 51-69, Emerald Publications.
- Varshneya, G., Das, G., and Khare A. (2017), 'Experiential value: A Review of research methods', *The Marketing Review*, Westburn Publications. (forthcoming)
- Varshneya, G., Pandey S.K. and Das, G. (2017) 'Impact of Social influence and Green consumption values on the Purchase Intention of Organic Clothing', *Global Business Review*, 18(2), 478-492. Sage Publications.
- Varshneya, G. and Das, G. (2016) 'Exploring gender difference in organic clothing purchase intention and ecological behaviour', *Int. J. Indian Culture and Business Management*, 13(1), 57-75, Inderscience Publications.
- Varshneya, G. and Das, G. (2016) 'Antecedents and consequences of Indian consumers' attitude towards organic clothing purchase', *Int. J. of Business and Emerging Markets*, 8 (4), 383-402, Inderscience Publications.
- Khare, A., and Varshneya, G. (2015) 'Understanding Credit Card Use Among Indian Consumers: Role of Materialistic Values and Compulsivity', *Journal of Asia-Pacific Business*, 16(4), 247-273, Routledge. Taylor & Francis group.

Conferences:

- 'Exploring facets of experiential value in a fashion retailing' co-authored with Das, G., at INFORMS, Marketing Science conference, Fudan University, Shanghai (China), held on 16-18 June, 2016.
- 'Dimensions of experiential value: A study of fashion retail stores' co-authored with Khare, A. and Das, G., at Management Doctoral Colloquium (MDC & VRS, 2016), IIT Kharagpur (India), held on 10-11 Feb, 2016.
- 'Experiential value: A retrospective methodological review' co-authored with Das, G., at International Conference on Excellence in Research and Education 2016, IIM Indore (India), held on 5-8 May, 2016.
- 'Experiential value: Measurement, Antecedents and Consequences' co-authored with Das, G., accepted at IMR Doctoral Students Conference (IMRDC) 2016-2017, IIM Bangalore (India), held on 11-12 Jan, 2017.

- ‘Linkages between brand experience, brand authenticity, brand passion and self-congruity: An empirical check’ co-authored with Das, G., at MARCON 2016, IIM Calcutta (India), held on 22-24 December, 2016.
- ‘Brand commitment: The roles of brand experience, brand passion, brand ethicality perception and self-congruity’ co-authored with Das, G., and Agarwal, J. at EMCB Conference 2017, IIM Lucknow (India), held on 5-7 January, 2017.

Case Studies / Teaching Notes/ Technical Notes:

- Geetika Varshneya, Gopal Das, ‘Go Digital, Go Cashless’: A case of Indian Railways’ (Case and teaching note) – Published at Emerald Emerging Markets Case Studies. (*forthcoming*)
- Gopal Das, Abhishek, Geetika Varshneya (2017), ‘Discriminant Analysis: A Manager’s Guide’ (Technical Note) – Published at IIM Ahmedabad Case Centre.
- Geetika Varshneya, Gopal Das (2017), ‘Tata i-Shakti’ to ‘Tata Sampann’: Rebranding or Repositioning?’ (Case and teaching note) – Published at Emerald Emerging Markets Case Studies.
- Gopal Das, Abhishek, Geetika Varshneya (2016), ‘Tradition & Taste: Exploring factors responsible for consumers’ changing attitude towards the brand (understanding fundamental steps of conducting marketing research)’ (Case and teaching note) – Published at IIM Ahmedabad Case Centre.