

Faculty Profile

Name: Dr. Vikas Gautam

Designation: Professor

Teaching Areas: Marketing Management
Marketing Research
Digital Marketing

Research Interests: Consumer Psychology
Service Quality
Tourism Services
Social Media Marketing

Education: Ph.D. (Marketing), The ICFAI University, Dehradun, 2013
UGC NET (Management) 2012
MPhil (Marketing) 2009
MBA (Marketing), 2008



Research/Selected Publication:

1. Gautam, Vikas. 2022. Examining Relationships among Festival Satisfaction, Place Attachment, Emotional Experience, and Destination Loyalty. *Leisure Sciences: An Interdisciplinary Journal*, Scopus listed (Q1) & ABDC "A", Impact Factor = 2.750, Cite Score = 3.7.
2. Gautam, Vikas. 2022. Why Local Residents Support Sustainable Tourism Development? *Journal of Sustainable Tourism*, 1-17. Scopus listed (Q1) & ABDC "A*", Impact Factor = 7.968, Cite Score = 8.3.
3. Gautam, Vikas. 2020. Examining Environmental Friendly Behaviors of Tourists towards Sustainable Development, *Journal of Environmental Management*, Vol. 276, 111292, Scopus Listed (Q1), and ABDC "A". Impact Factor = 5.647, Cite Score = 7.6
4. Gautam, Vikas. 2019. Gandhian Values and Consumption Behaviour: Scale Development and Validation, '*Journal of Strategic Marketing*', Vol. 27, Issue 6, 465-482, Scopus listed (Q1), ABDC "A" (with A. A. Mishra, S. C. Sharma and R. Manna)
5. Gautam, Vikas. 2012. An Empirical Investigation of Consumers' Preferences about Tourism Services in Indian Context with Special Reference to State of Himachal Pradesh. *Tourism Management*, Vol. 33, No. 6, 1591-1592. Scopus listed (Q1), ABDC "A*", Impact Factor: 10.967, Cite Score = 19.8.