

Faculty Profile

Name: Dr. Gaurav Bhatt

Designation: Associate Professor

Teaching Areas: Marketing Management
Sales & Distribution Management, Retailing
Management, Services Marketing

Research Interests: Retailing

Education: Ph.D. (2018), [The ICFAI Foundation for Higher Education (Declared as Deemed-to-be University U/s 3 of the UGC Act 1956)]
MBA, IBS, ICFAI University, 2009.



Research/Selected Publication:

1. Bhatt, Gaurav, Abhigyan Sarkar, and Juhi Gahlot Sarkar, (2020), "Attractive and facilitating store atmospheric stimuli." *International Journal of Retail & Distribution Management* 48(4). pp.363-369. [Emerald Publishers: ABDC 'A' - Scopus]
2. Sarkar, A., Sarkar, J. G., & Bhatt, G. (2019). Store love in single brand retailing: the roles of relevant moderators. *Marketing Intelligence & Planning*, 37(2), pp.168-181 [Emerald Publishers: ABDC 'A' - Scopus]
3. Telang, Achyut, Bhatt, Gaurav, and Srivastava, Ankur (2013), "Export Intensity: A Study of the Indian Manufacturing Industry," *iManager's Journal of Management*, 8(1), pp. 34-40.
4. Nanda, Sibabrata, Telang, Achyut and Bhatt, Gaurav (2012), "Hospital Advertising: A Literature Review," *International Journal of Healthcare Management*. 5(1), pp. 28-31. (SCOPUS)
5. Telang, Achyut and Bhatt, Gaurav (2011), "Effectiveness of Online Advertising: Revisiting the Extant Literature", *Romanian Journal of Marketing*, 6(3), pp. 2-7.