

## Faculty Profile

**Name:** Dr. Vikas Chauhan

**Designation:** Assistant Professor

**Teaching Areas:** Marketing Management  
Service Marketing  
Research Methodology

**Research Interests:** Technology Adoption  
Consumer Psychology in Digital Domain  
Green Products

**Education:** Ph.D., DAVV, Indore, MP, 2019  
MBA, Prestige Institute of Management and  
Research, Indore, 2011  
B.Sc., DAVV, Indore, MP, 2008



### Research/Selected Publication:

1. Chauhan, V., Yadav, R., and Choudhary, V. (2021), "Adoption of Electronic Banking Services in India: An Extension of UTAUT2 Model", Journal of Financial Service Marketing. (ABDC's - B).
2. Chauhan, V., Yadav, R., and Choudhary, V. (2019), "Analyzing the Impact of Consumer Innovativeness and Perceived Risk in Internet Banking Adoption: A Study of Indian Consumers", International Journal of Bank Marketing. (ABDC's - A).
3. Yadav, R., Chauhan, V., and Srivastava, A. (2018), "Energy Saving Behaviour among Individuals in Two Different Contexts: Analysing the Individuals' Energy Saving Behaviour at Home and Workplace", International Journal of Environment, Workplace and Employment. (ABDC's - C).
4. Chauhan, V., and Choudhary, V. (2018), "Barriers to Adopt Internet Banking: Analysing the Influence of Information Availability and Consumer Demographics", International Journal of Financial Services Management. (ABDC's C).
5. Chauhan, V., Choudhary, V., and Mathur, S. (2016), "Demographic Influences on Technology Adoption Behavior: A Study of E - Banking Services in India", Prabandhan: Indian Journal of Management. (Scopus).