



Faculty CV Template

[Anshuman Sharma]

Academic Rank

Assistant Professor

Qualifications

- Ph.D. (2005) University of Lucknow, India
- MBA (1999) University of Lucknow, India
- BA (1997) University of Allahabad, India

Research field(s)

- Social Media Marketing
- Digital Advertising
- Data Analytics & Modeling

Publications *(Last five years)*

- Arya, V., Sharma, A., Ting, H., & Gowreesunkar, V. G. (2023). Guest editorial: Blue whistle for brands–consumers’ and stakeholders’ perspective towards reformation in marketing legal practices. *International Journal of Law and Management*, 65(1), 1-3.
- Hou, Y., Khokhar, M., Sharma, A., Sarkar, J. B., & Hossain, M. A. (2023). Converging concepts of sustainability and supply chain networks: a systematic literature review approach. *Environmental Science and Pollution Research*, 1-11.
- Koohang, A., Nord, J., Ooi, K., Tan, G., Al-Emran, M., Aw, E., ... & Wong, L. (2023). Shaping the metaverse into reality: multidisciplinary perspectives on opportunities, challenges, and future research. *Journal of Computer Information Systems*.
- Islam, T., Khan, M., Ghaffar, A., Wang, Y., Mubarik, M. S., Ali, I. H., ... & Sharma, A. (2023). Does CSR influence sustained competitive advantage and behavioral outcomes? An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science*, 33(1), 107-132.

- Anand, K., Arya, V., Suresh, S., & Sharma, A. (2022). Quality Dimensions of Augmented Reality-based Mobile Apps for Smart-Tourism and its Impact on Customer Satisfaction & Reuse Intention. *Tourism Planning & Development*, 1-24.
- Alalwan, A.A., Baabdullah, A.M., Mahfod, J.O., Jones, P., Sharma, A. and Dwivedi, Y.K. (2022), "Entrepreneurial e-equity crowdfunding platforms: antecedents of knowledge acquisition and innovation performance", *European Journal of Innovation Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EJIM-03-2022-0167>
- Arya, V., Sethi, D., Sharma, A., Shiva, A., & Islam, T. (2022, April). Do You Love Open Kitchen Restaurants? Exploring Visitors' Motivators of Restaurant Visit for Sustainable Growth of Tourism'Industry: An Abstract. In *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace: Proceedings of the 2020 Academy of Marketing Science (AMS) Annual Conference* (pp. 325-326). Cham: Springer International Publishing.
- Salman, M., Narula, S., and Sharma, A. (2022). Does environmental awareness via SNS create sustainable consumption intention among the millennials? *Journal of Content, Community & Communication* (2022), Vol. 15 Year 8, June 2022. <https://doi.org/10.31620/JCCC.06.22/08100>
- Sharma, A., Dwivedi, R., Mariani, M. M., & Islam, T. (2022). Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*, 180, 121731.
- Hou, Y., Khokhar, M., Zia, S., & Sharma, A. (2022). Assessing the Best Supplier Selection Criteria in Supply Chain Management During the COVID-19 Pandemic. *Frontiers in Psychology*, 12, 6562.
- Rashid, R. M., Pitafi, A. H., Qureshi, M. A., & Sharma, A. (2022). Role of Social Commerce Constructs and Social Presence as Moderator on Consumers' Buying Intentions During COVID-19. *Frontiers in Psychology*, 13, 772028-772028.
- Sharma, A., Fadahunsi, A., Abbas, H. and Pathak, V.K. (2022), "A multi-analytic approach to predict social media marketing influence on consumer purchase intention", *Journal of Indian Business Research*, Vol. 14 No. 2, pp. 125-149. <https://doi.org/10.1108/JIBR-08-2021-0313>
- Khokhar, M., Zia, S., Islam, T., Sharma, A., Iqbal, W., & Irshad, M. (2022). Going green supply chain management during Covid-19, assessing the best supplier selection criteria: a triple bottom line (tbl) approach. *Problemy Ekorozwoju*, 17(1).
- Hanaysha, J.R., Sharma, A., & Momani, A. M. (2021). An exploration of social media marketing features and brand loyalty in the fast-food industry. *Journal of Content Community and Communication*, 14 (2021), pp. 81-92, 10.31620/JCCC.12.21/08
- Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124, 106919.

- Sharma, A., Pathak, V.K. and Siddiqui, M.Q. (2022), "Antecedents of mobile advertising value: a precedence analysis using the hybrid RIDIT-GRA approach", Journal of Indian Business Research, Vol. 14 No. 2, pp. 108-124. <https://doi.org/10.1108/JIBR-02-2021-0057>
- Sharma, A., Abbas, H., & Siddiqui, M. Q. (2021). Modelling the inhibitors of cold supply chain using fuzzy interpretive structural modeling and fuzzy MICMAC analysis. Plos one, 16(4), e0249046.
- Sharma, A. (2021). Knowledge sharing intention and consumer perception in social networking sites. World Review of Science, Technology and Sustainable Development, 17(4), 348-359.
- Shishakly, R., Sharma, A., & Gheyathaldin, L. (2021). Investigating the effect of learning management system transition on administrative staff performance using task-technology fit approach. Management Science Letters, 11(3), 711-718.

Courses Taught (*Last five years*)

- BUS212: Business Data Analytics
- DBA736: Advanced Quantitative Methods
- MKT200: Principles of Marketing
- MKT211: Consumer Behavior
- MKT311: Advertising and Promotion
- MKT312: Business-to-Business Marketing
- MKT325: Marketing Channel
- MKT327: Retail Marketing
- MKT411: Marketing Research
- MKT412: International Marketing
- MKT425: Graduation Project/ Marketing
- PCC 618: Technology in Scientific Research

Professional Experience

- Conducted a workshop on 'Fuzzy-set Qualitative Comparative Analysis' in combination with PLS-SEM from October 1-2, 2022.
- Conducted an FDP on 'Importance of Academic Research' organised by IQAC, Arunachal University of Studies, Namsai, India on May 14th, 2022.
- Conducted Data Analysis Workshop on PLS-SEM from 14-20 October 2021.
- Conducted workshop on basics of data analysis using SPSS in virtual mode from 1st – 7th June 2020.
- Conducted workshop on the advanced level of data analysis using AMOS & ADANCO in virtual mode from 8th– 14th June 2020.
- Conducted workshop on emerging data analysis for high-quality publication using SmartPLS, ANN, Process-Macro in virtual mode from 15th– 21st June 2020.
- Conducted workshop on Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS in virtual mode from 16th– 20th December 2020.

Committees Work

- Member of College Research Committee (2019-20; 2022-23)
- Member of College Plagiarism Committee (2021-22; 2022-23)
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Honors and Awards

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Other Contributions and Achievements

- Guest editor of a special issue of 'International Journal of Law and Management', Emerald Publishing (Scopus-Q1).
- Guest editor of a special issue of 'Journal of Content Community and Communication', Amity University (Scopus-Q3).
- Guest editor of a special issue of 'International Journal of Spa and Wellness', Routledge, Taylor and Francis.
- Conference convener of 'International Conference on Excellence in Marketing and Tourism Management (ICE MTM-2022)' from January 15-17, 2022.
- Chaired the Ph.D. Thesis Presentation Trach at the 13th International Conference on Emerging Management Practices (GCeMP-2k21) on 5G Global Green Growth and Government organised at the Ganpat University- Faculty of Management Studies, India during March 20-21, 2021.
- Chaired a Technical Session of International Conference on Contemporary Issues in Business Management and Information Technology (CIBMIT 2022) organised by Amity University, Patna, India on September 22nd and 23rd 2022.
- Active reviewer for top tier journals including 'Thunderbird International Business Review', 'International Journal of Consumer Studies', 'Technological Forecasting and Social Change', 'International Journal of Bank Marketing', 'Management Decisions', 'Annals of Operation Research' etc.
- Part of Ajman University Quality Assurance Inspection Team for University of Science and Technology Fujairah for AY 2021-2022.