

CENTRAL UNIVERSITY OF JAMMU
SCHOOL OF BUSINESS STUDIES

1. PERSONAL INFORMATION

Full Name	Dr. Anjali Pathania
Designation	Assistant Professor
Department	School of Business Studies
Date of Joining SBS	01-07-2013
Highest Qualification	Ph.D. in Management (IIT Mandi)
Areas of Specialization	Behavioural Science, Marketing, Information Technology
Email / Phone	anjalipathania88@gmail.com / anjali.hrm@cuammu.ac.in / 91-8825099299
Google Scholar ID	EOvve4oAAAAJ

2. FACULTY QUALIFICATION STATUS

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	✓
PA – Practice Academic	Doctoral degree + sustained professional engagement	
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	
IP – Instructional Practitioner	Master's + significant professional experience	

3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Management	Indian Institute of Technology (IIT), Mandi	2024	Online Information and Herding in Technology Adoption: A Study of Select New-Age Technologies
MBA	Management (Gold Medal)	University of Jammu	2011	
Bachelor of Engineering	Computer Science & Engineering	University of Jammu	2009	

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Feedback Score	Innovations Used
Business Environment and Ethics	MBA	1 st , 2025		Case studies
Quantitative Techniques	MBA	1 st , 2023		Excel-based problem solving, numerical tutorials, application exercises
Statistics for Decision Making	MBA	1 st , 2023		Data analysis using Excel
Decision Science	MBA	2 nd , 2026		Field Assignment, Simulation
Transforming Business through IT	MBA	2 nd , 2024		Digital tool demonstrations, Case Studies
Operations Research	MBA	2 nd , 2024		Excel Solver, optimization-based case problems
Organizational Psychology	MBA	3 rd , 2026		Role plays, psychometric activities

Digital Economy and IT Skills	BBA	1 st , 2025		Digital tool demonstrations, case studies
Business Environment	BBA	2 nd , 2026		Field Assignment, Case Studies

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	Publisher
1	Digital footprints: how internet reviews influence herding in consumers' technology adoption decisions	Internet Research	2025	ABDC: A, ABS: 3	6.8	Emerald
2	Exploring the interplay between experiential and material product purchases on consumer behavior: a meta-analytic investigation	Journal of Marketing Theory and Practice	2024	ABDC: B	4.4	Taylor & Francis
3	Augmented reality in marketing: a close look at the current landscape and future possibilities	Marketing Intelligence & Planning	2024	ABDC: A	4.4	Emerald
4	Word of mouse! What drives consumer voluntarism to write online reviews?	Journal of Marketing Communications	2023	ABDC: B	4.6	Taylor & Francis
5	Examining the context-specific reasons and adoption of AI-based voice assistants: A behavioural reasoning theory approach	International Journal of Consumer Studies	2023	ABDC: A	9.9	Wiley
6	Are online reviews the new shepherd? – examining herd behaviour in wearable technology adoption for personal healthcare	Journal of Marketing Communications	2022	ABDC: B	4.6	Taylor & Francis
7	Voice in Words: A mixed-method approach for decoding digital footprints using online reviews	Journal of Quality Assurance in Hospitality & Tourism	2022	ABDC: B	2.3	Taylor & Francis
8	Reading between the lines: untwining online user-generated content using sentiment analysis	Journal of Research in Interactive Marketing	2021	ABDC: B	8.598	Emerald

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1	Nudge or Sludge? How the Framing Effect Influences Responsible AI Use	ICER Conference 2025, Seoul National University, South Korea	2025	D
2	Guiding Choices, Shaping Voices: Role of Digital Nudging and Choice Supportive Bias in Online Consumer Review Writing Behaviour	India Management Research Conference, IIM Ahmedabad (<i>Best Paper Award</i>)	2024	D
3	Seeing the Forest for the Trees: A review on consumer technology	Academy of Marketing Conference, University of Birmingham, UK	2023	D

	adoption behavior through information lens			
4	Influence of Experiential and Material Product Framing on Consumers' Information Sharing Behavior	Conference on Digital Organizations, IIM Ahmedabad	2023	A
5	How can Digital Nudging and Choice Supportive Bias influence Online Consumer Review Writing Behaviour?	International Conference on Management Research, IIT Madras	2023	D
6	Augmented Reality in Marketing: A comprehensive review of current trends and opportunities	International Conference on Reimagining Marketing with Technology, IIM Jammu	2023	D
7	When birds of a feather flock together – Understanding Online herding in Wearable Technology Adoption	AMA 2022 Winter Academic Conference, American Marketing Association	2022	D

6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Duration	Role
1	Impact of Digital Market Inclusion on the Socio-Economic Wellbeing of Underrepresented Handicraft Artisans: A Longitudinal Study	Anusandhan National Research Foundation (ANRF) <i>Advanced Research Grant</i>	3 Years	Principal Investigator
2	Assessing the Adoption of Artificial Intelligence in MSMEs: Drivers, Barriers, and Economic Impacts	Indian Council of Social Science Research (ICSSR) <i>Major Research Project</i>	2 Years	Co- Principal Investigator
3	Nudging to Address Over-The-Counter Drug Abuse: Promoting Responsible Use through Pharmacy Platforms in India	Science and Engineering Research Board (SERB) <i>Core Research Grant</i>	3 Years	Co- Principal Investigator

7. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status	Year of Award
1	Pooja Dhayal	Influence of Experiential and Material Product Framing on Consumer's Information Sharing Behavior	Submitted	2026

8. AWARDS, HONORS & RECOGNITIONS

#	Award / Honor	Conferring Body	Year
1	Best Paper Award	India Management Research Conference (IMRC), IIM Ahmedabad	2024
2	Best Paper Award	ICMM Conference, IIM Amritsar	2026
3	Two Fellowships for GESIS Summer School 2022, Germany (Survey Research)	BERD@NFDI and ESRA (European Survey Research Association)	2022
4	International Travel Grant for Academy of Marketing Conference, University of Birmingham, UK	Indian Council of Social Science Research (ICSSR)	2023
5	University Grants Commission National Eligibility Test - Junior Research Fellowship	University Grants Commission, India	2011
6	Gold Medal (1st Position) in MBA	University of Jammu, India	2011

9. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

#	Activity / Initiative	Impact / Beneficiaries	Year
1	Digital Market Onboarding of Artisans	Handicraft and Handloom Artisans in Jammu and Kashmir	2026
2	Nudging to Address Over-The-Counter Drug Abuse	Promotion of Responsible Use of Over-The-Counter Drugs by Indian consumers	2025

DECLARATION

I certify that the information provided above is true and complete to the best of my knowledge.