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Academic Qualifications

- Ph.D. /NET/MANF
- Post Graduate in Management (MBA)
- International Business (UNCC USA)

Current Affiliation

Joined School of Business Studies, Central University of Jammu as Assistant Professor from 2nd July, 2013.

Area Of Research

- Human Interaction and Computers
- e-Commerce and Online Behavior
- Technology Adoption

SELECT LIST OF PUBLICATIONS

S. No	Name of the Author (s)(Main Author then co-author)	Article /Research paper/Book Chapter/ any other	Name of the Publisher	Name of the Magazine/ Journal /Book	Volume	ISSN/ISBN	Year of Publication
1	Shaista Anayat , **Gowhar Rasool** & Anjali Pathania	Examining the context-specific reasons and adoption of artificial intelligence-based voice assistants: A behavioural reasoning theory approach	Wiley **(ABDC: 'A', IF =7.096)**	International Journal of Consumer Studies	1	1470-6431.	2023
2	**Gowhar Rasool** & Anjali Pathania	Word of mouse! What drives consumer voluntarism to write online reviews?	Taylor & Francis **(ABDC: 'B')**	Journal of Marketing Communication	-	1466-4445	2023
3	Anjali Pathania, Suamiya Dixit & **Gowhar Rasool**	Are online reviews the new shepherd?' –examining herd behaviour in wearable technology adoption for personal healthcare	Taylor & Francis **(ABDC: 'B')**	Journal of Marketing Communication	2	1466-4445	2022
4	**Gowhar Rasool** & Anjali Pathania	Voice in Words: A Mixed-Method Approach for Decoding Digital Footprints Using Online Reviews	Taylor & Francis **(ABDC: 'B')**	Journal of Quality Assurance in Hospitality & Tourism	-	1528-0098	2022
5	Shaista Anayat & **Gowhar Rasool**	Artificial Intelligence Marketing: Connecting Dots Using Bibliometric	Taylor & Francis **(ABDC: 'B')**	Journal of Marketing Theory and Practice	6	1944-7175	2022
6	**Gowhar Rasool** & Anjali Pathania	Reading between the lines : Untwining online user-generated content using sentiment analysis	Emerald **(ABDC: 'B' IF=10.01)**	Journal of Research in Interactive Marketing	15	2040-7122	2021
7	Anjali Pathania & **Gowhar Rasool**	Investigating power styles and behavioural compliance for effective hospital administration	Emerald **(ABDC: 'C')**	International Journal of Health Care Quality Assurance	32	0952-6862	2019
8	Anjali Pathania & **Gowhar Rasool**	Investigating E tailer's perceived Website Quality using Analytical Hierarchy Process Technique	Elsevier **(Scopus)**	Procedia Computer Science	122	1877-0509	2018

SELECT LIST OF CONFERENCES AND WORKSHOPS ATTENDED

S. No	Name	Theme of the Conference/Seminar/Workshop attended	Regional /National/ International	Date	Organizers	Key note Speaker/Chaired /Co-Chaired/ Resource Person	Title of the Talk/ Paper presented
1	Gowhar Rasool	Consumer Adoption of Artificial Intelligence based products :A study of Indian and US markets	International	2023-01-08	**Indian Institute of Management Ahmedabad**	Prof. Venkatesh , Virginia Polytechnic Institute and State University	Paper Presented
2	Gowhar Rasool	When Birds of a feather flock together'- Understanding Online Herding in Wearable Technology Adoption	International	2022-02-10	Winter Academic Conference , **American Marketing Association**	Prof. Ashlee Humphreys Northwestern University	Paper Presented
3	Gowhar Rasool	Experimental Methods	International	**1st -12th July 2019**	**National University of Singapore**	NUS, Stony Brooke, NTU	Experimental Designs
4	Gowhar Rasool	Applied Data Analytics	International	June 19th -June 30th 2017	**National University of Singapore**	Faculty from Yale , WASHU, ASU	Data Analysis
5	Gowhar Rasool	MDP on Multivariate data analysis	National	June 1-6, 2016	Vinod Gupta School of Management, **IIT Kharagpur**	Prof. Rudra Pradhan Vinod Gupta School of Management, IIT Kharagpur	Multivariate Data Analysis
6	Gowhar Rasool	Advance data analysis for management	National	December 14-18, 2015	DMS, **IIT Delhi**	Prof. Seema Sharma DMS, IIT Delhi	Advance data analysis