

CENTRAL UNIVERSITY OF JAMMU
SCHOOL OF BUSINESS STUDIES

1. PERSONAL INFORMATION

Full Name	Dr. Gowhar Rasool
Designation	Associate Professor
Department	School of Business Studies
Date of Joining SBS	02-07-2013
Highest Qualification	Ph.D. / NET / MANF
Areas of Specialization	Marketing, Business Economics
Email / Phone	gowhar2@gmail.com / gowhar.hrm@cuammu.ac.in / 91-9491653775
Google Scholar ID	kl-o6b4AAAAJ&hl=en

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
Ph.D.	Management
MBA	Management, International Business

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Feedback Score	Innovations Used
Managerial Economics	MBA	1 st	-	Field Studies, Live Projects
Generative AI	MBA	2 nd	-	Practical
Marketing	MBA	1 st	-	Case Studies, Live Project s
Strategic Management	MBA	3 rd	-	Case Based Teaching

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	Publisher
1	Augmented reality in marketing: a close look at the current landscape and future possibilities	Marketing Intelligence and Planning	2024	ABDC: A	4.4	Emerald
2	Exploring the interplay between experiential and material product	Journal of Marketing Theory and Practice	2024	ABDC: B	4.4	Taylor & Francis

	purchases on consumer behavior: a meta-analytic investigation					
3	Examining the context-specific reasons and adoption of artificial intelligence-based voice assistants: A behavioural reasoning theory approach	International Journal of Consumer Studies	2023	ABDC: A	9.9	Wiley
4	Word of mouse! What drives consumer voluntarism to write online reviews?	Journal of Marketing Communications	2023	ABDC: B	4.6	Taylor & Francis
5	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
6	Voice in Words: A Mixed-Method Approach for Decoding Digital Footprints Using Online Reviews	Journal of Quality Assurance in Hospitality & Tourism	2022	ABDC: B	4.0	Taylor & Francis
7	Artificial Intelligence Marketing: Connecting Dots Using Bibliometric	Journal of Marketing Theory and Practice	2022	ABDC: B	4.4	Taylor & Francis
8	Reading between the lines: Untwining online user-generated content using sentiment analysis	Journal of Research in Interactive Marketing	2021	ABDC: B	10.01	Emerald
9	Investigating power styles and behavioural compliance for effective hospital administration	International Journal of Health Care Quality Assurance	2019	ABDC: C	2.2	Emerald
10	Antecedents for success of e-commerce platforms: an investigative approach	International Journal of Information Technology and Management	2017	Scopus	-	Inderscience

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	Type
1	Consumer Adoption of Artificial Intelligence based products: A study of Indian and US markets	Indian Institute of Management Ahmedabad (International)	2023	Paper Presented
2	When Birds of a feather flock together – Understanding Online Herding in Wearable Technology Adoption	AMA 2022 Winter Academic Conference, American Marketing Association (International)	2022	Paper Presented

5c. Workshops / Training Programs Attended

#	Theme	Organizer	Date	Level
1	Experimental Methods	National University of Singapore	July 1–12, 2019	International
2	Applied Data Analytics	National University of Singapore	June 19–30, 2017	International
3	MDP on Multivariate Data Analysis	Vinod Gupta School of Management, IIT Kharagpur	June 1–6, 2016	National
4	Advance Data Analysis for Management	DMS, IIT Delhi	December 14–18, 2015	National

6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Status	Role
1	Consumer Welfare	Ministry of Consumer Affairs	Completed (2021)	Principal Investigator

2	Artificial Intelligence in MSMEs	Indian Council of Social Science Research (ICSSR)	Ongoing	Principal Investigator
3	Digital Nudging	Science and Engineering Research Board (SERB)	Ongoing	Principal Investigator
4	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>	Ongoing	Co-Principal Investigator

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

9. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status	Year of Award
1	Shaista Anayat	Consumer Adoption of Artificial Intelligence (AI) Technology Based Products: A Study of Indian and US Markets	Awarded	2023
2	Pooja Dhayal	Influence of Experiential and Material Product Framing on Consumer's Information Sharing Behavior	Submitted	2026
3	Syed Javeed	Influence of Augmented Reality Display Platforms on Consumer Judgements: A Study of E-tailing Service Providers	Submitted	2026

10. 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.