

**Dr. VISHAL GUPTA**

Ward No. 4

Nowshera (Rajouri)

Jammu and Kashmir

M.No. 990612710

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**SUMMARY OF SKILLS**

- Excellent academic records and experience in Teaching.
- Outstanding experience of assisting seniors professors and mentoring students
- Research experience backed with M.Phil and Ph.D.
- Skilled in teaching students with practical examples
- Ability to prepare syllabus, deliver lecture and hold group conversation on related-topic with students.

**WORK EXPERIENCE:**

5 Years

Lecturer (contractual basis)

**EDUCATION:**

- Doctor of Philosophy in commerce,  
University of Jammu 2019

**SCHOLARSHIP & PRIZES AWARDED**

- Merit certificates and cash prizes for First position in 12th standard (Commerce) in Rajouri district.
- UGC Junior Research Fellowship and Senior Research Fellowship

**LIST OF PUBLICATIONS**

**PAPER PUBLISHED IN NATIONAL AND INTERNATIONAL JOURNALS**

- Vishal Gupta (2014). Green marketing: A study of buying behaviour of male youth towards herbal products. *International Journal of Research in Management & Social Science*, Volume 2, Issue 1(ii) p. no- 176-184, ISSN: 2322-0899.
- Vishal Gupta (2014). Attitude and behaviour of consumers towards green marketing: A conceptual paper. *International Journal of Research in Management & Social Science*, Volume 2, Issue 2(I) p. no- 42-54, ISSN: 2322-0899.

- Vishal Gupta (2014). Examining the purchase and post-purchase among male youth towards herbal products. *International Journal of Research in Management & Social Science*, Volume 2, Issue 2(v) p. no- 78-85, ISSN: 2322-0899.
- Neetu Andotra and Vishal Gupta (2014). Exploring green shopping behaviour: A study of university students. *Kegees journal of social science*, volume 6, Issue 2, pp.no237-241, ISSN: 0975-3621.
- Neetu Andotra and Vishal Gupta (2015). An analysis of attitude formation among youth towards green products. *Researcher: A multidisciplinary journal*, volume (IX), no.2, ISSN: 2278-9022.
- Vishal Gupta (2017). Growth of green marketing in India. *International Research Journal of Management Science and Technology*, Volume 8, Issue 5, p. no. 59-73, ISSN: 2348 – 9367.
- Vishal Gupta (2018). Conceptual analysis of consumers green attitude and purchase behaviour. *International Journal of Economics, Commerce and Business Management*. Volume 5, Issue 2, 517-522, ISSN: 2248-4969.
- Vishal Gupta (2018). Antecedents of youth green intention: An examination of subjective norms and perceived behavioural controls. *International Journal of Marketing & Business Communication*, Volume 7, Issue 3, p. no. 19-29, ISSN: 2277-484X.
- Vishal Gupta (2018). Indian green generation: A study of attitude toward green products among young millennials from India. *International Journal of Marketing & Business Communication*, Volume 7, Issue 2, p. no. 32-45, ISSN: 2277-484X.
- Vishal Gupta (2019). Promoting Green Consumption: Survey of Purchase Intentions towards Green Products among Young Indian Consumers. *International Research Journal of Management and Commerce*, Volume 6, Issue 10, October 2019, ISSN: (2348-9766).
- Vishal Gupta (2020). Enhancing green product purchase behavior: The role of green satisfaction and green loyalty. *International Journal on Customer Relations*, Volume 8 Issue 1, March 2020, ISSN: 2320-7515.
- Vishal Gupta (2021). Examining the behavioural and attitudinal purchase intention of youth toward green products. *Orissa Journal of Commerce*, Volume 42, Issue 1, p.no. 132-148, ISSN: 0974-8482.
- Vishal Gupta (2021). Green purchase intention: Impact of subjective norms and perceived behavioural control. *Manthan: Journal of Commerce and Management*, Volume 8, Issue 1, p. no. 116-134, ISSN: 2347-4440.
- Vishal Gupta (2021). Validating the theory of planned behavior in green purchasing behaviour. *SN Business and Economics*, Volume 1, Issue 146, p.no. 1-19.

## **PAPER PUBLISHED IN BOOKS**

- Vishal Gupta (2015). Understanding youths' attitude towards green products. *Sustainable competitive advantage in global business era: A road to success*, p.no. 14-23, ISBN: 978-93-84868-95-3.
- Vishal Gupta (2018). Mediating role of green Intention between green attitude and green purchase behavior. *Sustainable Business Practices for Rural Development*, p.no. 122-142, ISBN: 978-1-5342-0395-2.
- Vishal Gupta (2020). Investigating the mediating role of green purchase intentions between green attitude-behaviour gap. *Marketing in 2021*, p.no. 33-64, ISBN: 978-81-946245-1-6.

## **BOOK PUBLISHED**

- Vishal Gupta (2018). *Buying Behaviour of Male Youth Towards Herbal Products*. Rajat Publications, New Delhi. ISBN: 978-81-7880-790-4.
- Vishal Gupta (2021). *Green Purchase Behaviour: An Indian Consumer Perspective*. INSC Publishing House, Karnataka. ISBN: 978-1-956102-01-7.

## **ARTICLES PUBLISHED IN NEWSPAPER**

- Vishal Gupta (2020). Economic Impact of COVID 19 in India. *Daily Excelsior*. 29-05-2020.
- Vishal Gupta (2020). Corona virus Pandemic: An Opportunity for India. *Daily Excelsior*. 19-06-2020.
- Vishal Gupta (2020). Boycott Chinese Products: Is it Achievable?. *State Times*. 29-06-2020.

## **PAPER PRESENTED IN CONFERENCES & SEMINARS**

- Vishal Gupta (2014). Modelling, Sustainability of Water, Environment & Livelihood through Watersheds. National conference on "Environmental Issues, Concerns and Solutions (EICS-2014)" organised by Department of Environmental Sciences, University of Jammu, Jammu on March 24-25, 2014.
- Vishal Gupta (2015). Assessing and exploring promotion of eco-tourism in untapped areas of J&K. National conference on "Integrated strategies for marketing tourism and allied services" organised by The business school, University of Jammu, Jammu, March 24, 2015.
- Vishal Gupta (2014). Green marketing: Analysing the purchase and post purchase behaviour among male youth towards herbal products. International conference "Shifting

paradigms in applied economics and management: course correlation” organised by Faculty of Management, Shri Mata Vaishno Devi University, 1-2 August 2014.

- Vishal Gupta (2016). ICT convergence in virtual tourism development. Sustainable destination excellence: Revitalizing peace through innovation in tourism. International conference organised by School of hospitality and tourism management, University of Jammu, Jammu, Feb. 5-6, 2016.
- Vishal Gupta (2015). E-agriculture for integrated development of north-western Himalayas. National business conference “Sustainable resource management in north-western Himalayas: Socio-economic, cultural and political interfaces” organised by Kathua campus, University of Jammu, March 18-19, 2015.
- Vishal Gupta (2013). Valuing workforce diversity: Evidences from retention practices across the globe. HR workshop on “Acquisition, nurturing and retention of talent- A futuristic approach” organised by Department of HRM, Central University of Jammu, May 3-4, 2013.
- Vishal Gupta (2015). Understanding youths’ attitude towards green products. International conference on “Sustainable competitive advantage in global business era: A road to success” organised by P.G department of commerce, University of Jammu, Jammu, Dec. 15-17, 2015.
- Vishal Gupta (2016). Green Marketing: An evaluation of subjective norms and perceived behavioural control. HRD congress on “Nurturing world class organisations in an emerging global diaspora” organised by School university of Jammu, Central University of Jammu, Sept. 16-18, 2016.
- Vishal Gupta (2014). Exploring and developing alternative tourism destinations along border areas: A study of district Rajouri. National conference on “Integrated strategies for marketing tourism and allied services” organised by The Business School, University of Jammu, Jammu, March 26-27, 2014.
- Vishal Gupta (2018). Mediating role of green intention between green attitude and green purchase behaviour. International conference on “sustainable business practices for rural development” organised by Udampur Campus, University of Jammu, J&K, February 27- March 1, 2018.
- Vishal Gupta (2018). A study of purchase intentions of young millennial towards green products. National conference on “Addressing sustainability and climate adaptation in north-west Himalayan states: Insights from social sciences” organised by Department of Economics, University of Jammu, February 15-16, 2018.
- Vishal Gupta (2015). Role of value education in nation-building. National Seminar on “Reengineering Education: Contexts & Content” organised by P.G. Department of Education, University of Jammu, March 13, 2015.
- Vishal Gupta (2014). Examining the evaluation of alternatives and purchase decisions of male youth toward herbal products. One-day scholar seminar organised by PG department of commerce, University of Jammu, March 20, 2014.

## **WORKSHOPS ATTENDED**

- 7-day Workshop on “Qualitative and Quantitative Research Methods” organised by University of Jammu, PG Department of Commerce on Feb. 20-26, 2013.
- 3-day Workshop on “Quantitative Analysis” organised by PG Department of Commerce, University of Jammu, Jammu on Feb. 12-14, 2014.
- 2-day workshop on “Structural Equation Modelling” organised by PG Department of Commerce, University of Jammu, Jammu on March 8-9, 2014.
- Pre-conference workshop on “Meta-Analysis” organised by Udhampur campus, University of Jammu, Jammu on Feb. 27, 2018.

## **PERSONAL PROFILE**

Father name: Sh. Vijay Gupta

Mother name: Smt. Jeet Gupta

Permanent Address: w.no.4, Nowshera , Rajouri, J&K, 185151.

Gender: Male

Nationality: Indian

Marital Status: Single

Language: English, Hindi, Pahari.

Hobbies: watching and playing cricket, watching old bollywood movies and motivational stuff.

## **DECLARATION**

Thereby I solemnly declare that the above furnished particulars are true to the best of my knowledge and belief.

(Vishal Gupta)