

Faculty Profile

Name: **Rik Paul**
Designation: Research Scholar
Teaching Areas: Services Marketing
Strategic Marketing Management
Customer Relationship Management
PhD Thesis area: Impact of Service Value on Customer Satisfaction and Formation of Customer Loyalty: Evidence from Fast Food Retail Services in India
Education: Ph.D. (Pursuing), IFHE, 2009
M.Sc., University of Burdwan, 2007
B.Sc., University of Calcutta, 2005



Professional Experience (7 Years)

1. Since 2009: IFHE, IBS Hyderabad
2. 2007 - 2008: GENPACT, India
3. 2006 - 2007: Mother Dairy, Kolkata
4. 2005 - 2006: Taj Bengal, Kolkata

Research/Selected Publications

1. Paul, R., and Mandal, S., "Consumer Perception of Genetically Modified Food: Empirical Evidence from India," *Journal of International Food & Agribusiness Marketing*, (24:4), 2012, pp 169-183.
2. Paul, R., Chakraborty, S., and Chakraborty, T., "Towards Improving Knowledge Performance in the IT Industry: An Empirical Investigation," *IT for Business Excellence*, (1: 1), 2011, pp 263-284.
3. Dasgupta, S., Paul, R., and Fuloria, S., "Factors Affecting Behavioral Intentions towards Mobile Banking Usage: Empirical Evidence from India," *Romanian Journal of Marketing*, (6: 1), 2011, pp 6 - 28.
4. Paul, R., and Dasgupta, S., "Country-of-Origin Image of Brands as an Antecedent to Brand Equity," *Journal of International Business*, (2: 2), 2010, pp 37 – 57.
5. Paul, R., and Chakravarthi, KT., "Initiating Conversations with Customers: A Focus on Outdoor Advertising," *Advertising Express*, (1: 11), 2009, pp 63-66.