

Faculty Profile

Name: **Ankit Kesharwani**
Designation: Research Scholar
Teaching Areas: Internet Marketing
Consumer Behavior
Research Methods
PhD Thesis area: Internet Marketing
Education: Ph. D. (Pursuing), IFHE, 2009
MBA, Gorakhpur University, India, 2008
B.Sc. (Electronics), Allahabad University, India, 2006



Professional Experience (3 Years)

1. Since 2009: IFHE, IBS Hyderabad

Research/Selected Publications:

1. Kesharwani, A., and Bisht, SS., "The Impact of Trust and Perceived Risk on Internet Banking Adoption in India: An Extension of Technology Acceptance Model," *International Journal of Bank Marketing*, (30: 4), 2012, pp 303-322.
2. Kesharwani, A., and Tripathy, T., "Dimensionality of Perceived Risk and Its Impact on Internet Banking Adoption: An Empirical Investigation," *Services Marketing Quarterly*, (33: 2), 2012, pp 177-193.
3. Kesharwani, A., and Tiwari, R., "Exploration of Internet Banking Website Quality in India: A Webqual Approach," *Great Lakes Herald*, (5: 1), 2011, pp 40-58.
4. Dasgupta, S., and Kesharwani, A., "Whistle Blowing: A Survey of Literatures," *The IUP Journal of Corporate Governance*, (9: 4), 2010, pp 57-70.