



Professeure (Full) Varsha JAIN

Département de rattachement: Marketing and Retailing

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INTÉRÊTS DE RECHERCHE

- Comportement du consommateur
- Marketing du luxe
- IA et technologies immersives
- Marketing d'influence
- Durabilité

DOMAINE D'ENSEIGNEMENT

- Luxury Marketing
- Digital Marketing
- Publicité
- Comportement du consommateur
- Branding

FORMATION

Diplôme le plus élevé :

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| 2007 | PhD in Advertising, Devi Ahilya Vishwavidyalaya (DAVV), Inde |
| 2002 | MBA Marketing, Devi Ahilya Vishwavidyalaya (DAVV), Inde |

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

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| Depuis 2025 | Professeure, ESSCA School of Management, France |
| Depuis 2022 | Chercheuse invitée, University of Greenwich, Royaume Uni |
| Depuis 2017 | Chercheuse invitée, Emory University's Goizueta Business School, Etats-Unis d'Amérique |
| 2025 - 2025 | Chercheuse invitée, Medill School, Northwestern University, Etats-Unis d'Amérique |
| 2025 - 2025 | Chercheuse invitée, University of Washington, Etats-Unis d'Amérique |
| 2022 - 2025 | Professeure titulaire de chaire en marketing, MICA, School of Management, Inde |
| 2024 - 2024 | Chercheuse invitée, Kennesaw State University, Etats-Unis d'Amérique |
| 2024 - 2024 | Chercheuse invitée, Florida Gulf Coast University, Etats-Unis d'Amérique |
| 2024 - 2024 | Chercheuse invitée, University of Washington, Etats-Unis d'Amérique |

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

2024 - 2024	Chercheuse invitée, Medill School, Northwestern University, Etats-Unis d'Amérique
2023 - 2023	Chercheuse invitée, University of Washington, Etats-Unis d'Amérique
2023 - 2023	Chercheuse invitée, Michigan State University, Etats-Unis d'Amérique
2018 - 2022	Professeure et co-chair, programme doctoral (doctorat), MICA, School of Management, Inde
2017 - 2018	Professeure associée, MICA, School of Management, Inde
2012 - 2017	Professeure assistante, MICA, School of Management, Inde
2008 - 2012	Chercheuse associée, MICA, School of Management, Inde

PRIX, DISTINCTIONS ET BOURSES

2025	Springer Nature RISE Summit Award: Outstanding contribution to research, MICA, School of Management, Inde
2025	SPJIMR at the TaSIC Best Doctoral Paper Award: Salunke, P., Jain, V., Mishra, T & Eastman, J. 'Uncovering the Effectiveness of Social Media Influencers' Endorsements on Consumer Attitude and Behaviour: An Evidence-Based Approach', -
2025	ICMC 2025 Best Paper Award in Marketing Analytics Track. Ishaan Kapoor and Varsha Jain. Variability Driven Consumer Segmentation (VDCS) Framework: a Novel and Dynamic Consumer-Segmentation Framework Using Real-time Data, -
2025	Parth Salunke (Prof. Varsha's Doctoral Scholar) Research Grant Higher Ed Special Interest Group, American Marketing Association (AMA), Etats-Unis d'Amérique
2025	Mentored Divyanshu Kumar and Nishtha Khurana won the best graduate dissertation awards,, MICA, School of Management, Inde
2024	Best Methodology Paper Award. MSP Conference. Soni, R., Jain, V., Salunke, P., Mehta, K, & Ganesh MP. (2024). Beyond the Buzz: Exploring the Effectiveness of Moment Marketing on Consumer Engagement, Newcastle University, Royaume Uni
2024	Best Paper Award. Winter AMA 2024. Gupta, D., Jain, V., Mehta, K. (2024). Immersive Technology & Luxury Consumers: A Hybrid Review and Research Agenda, American Marketing Association (AMA), Etats-Unis d'Amérique
2024	Based on the thesis, my doctoral scholar, Ms. Damini Gupta, was the recipient of the first American Marketing Association Higher Ed SIG Doctoral Student Research Grants 2024, American Marketing Association (AMA), Etats-Unis d'Amérique
2024	Top cited in "A" journal Jain, V., Wadhvani, K., & Eastman, J. K. (2024). Artificial intelligence consumer behavior: A hybrid review and research agenda. Journal of Consumer Behaviour, 23(2), Wiley
2024	Top downloaded paper Mogaji, E., & Jain, V. (2024). How generative AI is (will) change consumer behaviour: Postulating the potential impact and implications for research, practice, and policy. Journal of Consumer Behaviour, Wiley
2023	Best Methodology Paper Award, MSP Conference. Salunke, P., Jain, V., Eastman. J. Mishra. T. (2023). Decoding Social Media Influencers and Consumer Behavior in the Age of Technological Advancements, Newcastle University, Royaume Uni
2023	Best Paper (Runner-up) award. Winter AMA 2023. Salunke, P., Jain, V. (2023). Consumer Well-Being (2001-2022): A Systematic Literature Review and Research Agenda, American Marketing Association (AMA), Etats-Unis d'Amérique

2023	Top cited article. Dwivedi, Y. K., Hughes, L., Wang, Y., Alalwan, A. A., Ahn, S. J., Balakrishnan, J., ... & Wirtz, J. (2023). Metaverse marketing: How the metaverse will shape the future of consumer research and practice. <i>Psychology & Marketing</i> , 40(4), 750-776, Wiley
2022	Associate Editor of the Year Award. <i>Journal of Consumer Behaviour</i> , Wiley
2022	Based on the joint research work which I am doing with my doctoral scholar, Ms. Damini Gupta, she won the Best Research Award 2021 for outstanding research work during the First Year of the doctoral Program, MICA, School of Management, Inde
2021	Top 10 most downloaded articles during 2021 and Journal, top 10 articles receiving social media attention, 2021, top 25 most cited articles, 2021, <i>International Journal of Information Management</i> , A* journal, Elsevier, US. Setting the future of digital and social media marketing research: Perspectives and research propositions, Elsevier, Pays-Bas
2021	First Annual AGK-MICA award for Meritorious Research 2020-21, MICA, School of Management, Inde
2021	JCB Reviewer of the Year Award 2020. <i>Journal of Consumer Behaviour</i> , Wiley
2021	Based on the joint research work which I am doing with my doctoral scholar, Ms. Damini Gupta, she won the Best Research Award 2021 for outstanding research work during the First Year of the doctoral Program, MICA, School of Management, Inde
2019	Best Fellow Award. Centre for Education Growth and Research, Government of India, -
2019	Best Researcher of the Year 2019. Centre for Education Growth and Research, Government of India, -
2019	Best Researcher of the Year 2019. Integrated Chambers of Commerce and Industry, Government of India, -
2018	Best Researcher of the Year 2018. Centre for Education Growth and Research, Delhi, Government of India, -
2018	Woman Academic Leader Award - Higher Education. Foundation for Management Research and Training, -
2018	Prof. Indira Parikh 50 women education award. World Education Congress, Taj Lands' End, -, Inde
2018	Woman Leadership Award for Excellence in Education. World Education Congress at Femina 5th World Women Leadership Congress, Taj Lands' End, -, Inde
2018	Education Leadership Award. World Education Congress at 10th DNA Innovative Education Leadership Awards, Taj Lands' End, -, Inde
2017	Best Participant Award 2017 for Case Teaching and Case Writing. Indian Institute of Management, IIM, Indore at NASMEI (North American Society for Marketing Education in India) Marketing Summer Annual Conference, -
2016	Outstanding Management Researcher Award-2016. Association of Indian Management Scholars (AIMS International), MICA, School of Management, Inde
2015	Best working paper. Pich, C., Jain, V. & Armannsdottir, G. (2015). The evolving nature of political brands: a comparative study exploring the Internal and External Brand orientations of David Cameron's Conservative Party from 2010 to 2015". 20th International Conference on Corporate and Marketing Communication, CMC Conference, Izmir Ekonomi Üniversitesi, Turquie

- 2013 Outstanding Young Management Researcher 2013 (Gold Medal) on December 22, 2013, by the Association of Indian Management Scholars (AIMS International), Institut Management Technologie (IMT), Inde
- 2013 Outstanding Women Management Researcher 2012 (Gold Medal) on January 7, 2013, by the Association of Indian Management Scholars (AIMS) at the Indian Institute of Management (IIM), -, Inde

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

- MUKHERJEE, P. et JAIN, V. (2026). How lack of choice to opt-out of generative artificial intelligence in traditional search engines drives consumer switching intentions: The mechanism of empowerment. *Journal of Retailing and Consumer Services*, 88, pp. 104506.
- JAIN, V. et ROVAL, S. (2025). Uncovering Generation Z (Gen Z) Shoppers' Expectations in Luxury Immersive Virtual Reality (IVR) In-store Experience: The Role of Sustainability. à paraître *Journal of Consumer Behaviour*.
- TRIPATHI, S., JAIN, V., PANDEY, J., FORD, J. et GUPTA, D.G. (2025). Construction, Validation, and Generalization of Digital Consumption Value Scale. *Journal of Consumer Behaviour*, 24(6), pp. 3043-3061.
- BANSAL, A., SISODIA, S. et JAIN, V. (2025). Making a Brand Inclusive with Consumers (End-users) and Non-consumers (Suppliers) for Stakeholder Well-being. à paraître *Journal of Product and Brand Management*.
- KORZYNSKI, P., PROTSIUK, O., MOULARD, J.G. et JAIN, V. (2025). Opinion leadership in a digital age: The rise of nano and micro-influencers. *Telematics and Informatics*, 102, pp. 102328.
- TRIPATHI, S., JAIN, V., PANDEY, J., MERCHANT, A. et GUPTA, D.G. (2025). Personalization payoff: understanding receptivity to tailored/personalized digital advertising. *International Journal of Advertising*, pp. 1-29.
- BRÜGGEMANN, P., JAIN, V. et MARTINEZ, L.F. (2025). Is New Technology Worth It? Exploring Positive and Negative Effects When New Technology Meets Consumers. *Journal of Consumer Behaviour*, 24(5), pp. 2545-2549.
- SONI, S., ARORA, P., KASILINGAM, D. et JAIN, V. (2025). Digital daydreams: Exploring consumer motivations for engaging with the metaverse. *Journal of Retailing and Consumer Services*, 85, pp. 104294.
- MOGAJI, E., JAIN, V., MARINGE, F., HINSON, R.E. et DEIGH, L. (2025). Guest editorial: Managing higher education in developing countries – navigating challenges, innovations and strategic opportunities. *International Journal of Educational Management*, 39(3), pp. 511-521.
- CHARLES, V., RANA, N.P. et JAIN, V. (2025). Editorial. Marketing with anthropomorphised AI: insights from consumers. *Journal of Consumer Marketing*, 42(4), pp. 410-415.
- SALUNKE, P., JAIN, V., EASTMAN, J., MISHRA, T. et CHAKRABORTY, A. (2025). Decoding the effectiveness of social media influencers' endorsement on consumer behavior: an evidence-based approach. *Electronic Commerce Research*, 25(3), pp. 2309-2345.
- SPAIS, G. et JAIN, V. (2025). Consumer Behavior's Evolution, Emergence, and Future in the AI Age Through the Lens of MR, VR, XR, Metaverse, and Robotics. *Journal of Consumer Behaviour*, 24(3), pp. 1275-1299.

- JAIN, V., GUPTA, D.G. et SHARMA, H. (2025). Political branding of parties and leaders: A bibliometric clustered analysis of two decades. *International Journal of Market Research*, 67(2-3), pp. 341-359.
- ROY, G., JAIN, V. et BEHL, A. (2025). Sociable Gamification and Social Media Promotions: Personalization of Social Media Promotions Through Strategic Views. *Journal of Promotion Management*, 31(3), pp. 396-430.
- CHAKRABORTY, A., JAIN, V. et BELK, R. (2025). Exploring Avatar Selves in the Metaverse: Consumer CoCreation of Experiences. *Journal of Consumer Behaviour*, 24(2), pp. 694-716.
- SPAIS, G., JAIN, V., DWIVEDI, Y.K., VIGLIA, G. et CARLSON, J. (2025). A New Walk in the Future of the Metaverse: Marketing Implications for Consumer Behavior. *Journal of Consumer Behaviour*, 24(2), pp. 860-865.
- JAIN, V. et SHARMA, H. (2025). Discovering AI-driven purposeful political brand content to influence the voters' attitude. *International Journal of Market Research*, 67(2-3), pp. 296-313.
- AMBIKA, A., JAIN, V., BELK, R., KASILINGAM, D. et KRISHNA, R. (2025). The Role of Augmented Reality Experiences in Consumers' Purchase Intention Toward New Products. *Journal of Consumer Behaviour*, 24(2), pp. 799-819.
- BHARDWAJ, S., JAIN, V., MAHAPATRA, D. et SINDHWANI, R. (2025). Exploring the Dark Side of and its Influence on Consumer Emotion. *Journal of Consumer Behaviour*, 24(2), pp. 529-544.
- AMBIKA, A., SHIN, H. et JAIN, V. (2025). Immersive technologies and consumer behavior: A systematic review of two decades of research. *Australian Journal of Management*, 50(1), pp. 55-79.
- KUMAR, R., JAIN, V., EASTMAN, J.K. et AMBIKA, A. (2025). The components of perceived quality and their influence on online re-purchase intention. *Journal of Consumer Marketing*, 42(1), pp. 38-55.
- SPAIS, G., UL HAQ, J. et JAIN, V. (2025). Social Media Platforms' Digitalization or Digital Dominance? The Bright, Dark Sides and Avenues of Digital Promotion Strategies from Different Social Media Marketing Ecosystems. *Journal of Promotion Management*, 31(3), pp. 367-368.
- EASTMAN, J.K., SHIN, H., JAIN, V. et WANG, X. (2024). Determinants of positive consumer affect toward luxury brands' social media posts on sustainability: A fsQCA approach. *Journal of Business Research*, 183, pp. 114871.
- MOGAJI, E. et JAIN, V. (2024). How generative AI is (will) change consumer behaviour: Postulating the potential impact and implications for research, practice, and policy. *Journal of Consumer Behaviour*, 23(5), pp. 2379-2389.
- SPAIS, G., JAIN, V. et FORD, J. (2024). Social media influencers and immersive technologies for dynamic consumer behavior. *Journal of Consumer Behaviour*, 23(5), pp. 2390-2394.
- SHARMA, H., JAIN, V., MOGAJI, E. et BABBILID, A.S. (2024). Blended learning and augmented employability: a multi-stakeholder perspective of the micro-credentialing ecosystem in higher education. *International Journal of Educational Management*, 38(4), pp. 1021-1044.
- MKEDDER, N., JAIN, V. et SALUNKE, P. (2024). Determinants of virtual reality stores influencing purchase intention: An interpretive structural modeling approach. *Journal of Retailing and Consumer Services*, 78, pp. 103757.
- SHETH, J.N., JAIN, V. et AMBIKA, A. (2024). Designing an empathetic user-centric customer support organisation: practitioners' perspectives. *European Journal of Marketing*, 58(4), pp. 845-868.

- JAIN, V., WADHWANI, K. et EASTMAN, J.K. (2024). Artificial intelligence consumer behavior: A hybrid review and research agenda. *Journal of Consumer Behaviour*, 23(2), pp. 676-697.
- JAIN, V., MOGAJI, E., SHARMA, H. et BABBILI, A.S. (2024). A multi-stakeholder perspective of relationship marketing in higher education institutions. *Journal of Marketing for Higher Education*, 34(2), pp. 502-520.
- TAN, G.W.H., AW, E.C.X., CHAM, T.H., OOI, K.B., DWIVEDI, Y.K., ALALWAN, A.A. ... TAN, T.M. (2023). Metaverse in marketing and logistics: the state of the art and the path forward. *Asia Pacific Journal of Marketing and Logistics*, 35(12), pp. 2932-2946.
- FORD, J., JAIN, V., WADHWANI, K. et GUPTA, D.G. (2023). AI advertising: An overview and guidelines. *Journal of Business Research*, 166, pp. 114124.
- JAIN, V., WIRTZ, J., SALUNKE, P., NUNKOO, R. et SHARMA, A. (2023). Luxury hospitality: A systematic literature review and research agenda. *International Journal of Hospitality Management*, 115, pp. 103597.
- EASTMAN, J.K., MUNCY, J.A., JAIN, V. et IYER, R. (2023). The Journal of Consumer Behaviour's first 20 years. *Journal of Consumer Behaviour*, 22(5), pp. 1282-1295.
- AMBIKA, A., BELK, R., JAIN, V. et KRISHNA, R. (2023). The road to learning “who am I” is digitized: A study on consumer selfdiscovery through augmented reality tools. *Journal of Consumer Behaviour*, 22(5), pp. 1112-1127.
- SHETH, J.N., JAIN, V. et AMBIKA, A. (2023). The growing importance of customer-centric support services for improving customer experience. *Journal of Business Research*, 164, pp. 113943.
- DWIVEDI, Y.K., HUGHES, L., WANG, Y., ALALWAN, A.A., AHN, S.J., BALAKRISHNAN, J. ... WIRTZ, J. (2023). Metaverse marketing: How the metaverse will shape the future of consumer research and practice. *Psychology and Marketing*, 40(4), pp. 750-776.
- GUPTA, D.G., SHIN, H. et JAIN, V. (2023). Luxury experience and consumer behavior: a literature review. *Marketing Intelligence and Planning*, 41(2), pp. 199-213.
- BANSAL, A., SPAIS, G.S. et JAIN, V. (2023). A Proposed Framework of Market-Oriented Ethnography (MOE) Approach to Study Co-Creation of Content Through Product Storytelling. *Journal of Promotion Management*, 29(1), pp. 1-26.
- SHETH, J.N., JAIN, V., ROY, G. et CHAKRABORTY, A. (2022). AI-driven banking services: the next frontier for a personalised experience in the emerging market. *International Journal of Bank Marketing*, 40(6), pp. 1248-1271.
- SPAIS, G., BEHL, A., JAIN, K., JAIN, V. et SINGH, G. (2022). Promotion and Branding from the Lens of Gamification in Challenging Times. *Journal of Promotion Management*, 28(4), pp. 413-419.
- TRIPATHI, S., JAIN, V., PANDEY, J., MERCHANT, A. et AMBIKA, A. (2022). When Consumers Tune Out Advertising Messages. *Journal of Advertising Research*, 62(1), pp. 3-17.
- KINI, S., PATHAK-SHELAT, M. et JAIN, V. (2022). Conceptualizing “Filter-ing”: Affordances, Context Collapse, and the Social Self Online. *International Journal of Communication*, 16, pp. 1573–1593.
- JAIN, V., SHROFF, P., MERCHANT, A. et BEZBARUAH, S. (2022). Introducing bi-directional participatory place branding: a theoretical model with multi-stakeholder perspectives. *Journal of Product and Brand Management*, 31(1), pp. 73-95.
- FORD, J.B., BEZBARUAH, S., MUKHERJI, P., JAIN, V. et MERCHANT, A. (2021). A decade (2008–2019) of advertising research productivity: A bibliometric review. *Journal of Business*

DWIVEDI, Y.K., ISMAGILOVA, E., HUGHES, D.L., CARLSON, J., FILIERI, R., JACOBSON, J. ... WANG, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, pp. 102168.

JAIN, V., BELK, R.W., AMBIKA, A. et PATHAKSHELAT, M. (2021). Narratives selves in the digital world: An empirical investigation. *Journal of Consumer Behaviour*, 20(2), pp. 368-380.

ROY, S. et JAIN, V. (2020). Construction, validation and generalization of SERVSTRESS: a measure for service induced customer stress. *European Journal of Marketing*, 54(10), pp. 2523-2550.

SHETH, J., JAIN, V. et AMBIKA, A. (2020). Repositioning the customer support services: the next frontier of competitive advantage. *European Journal of Marketing*, 54(7), pp. 1787-1804.

JAIN, V. et B. E., G. (2020). Understanding the Magic of Credibility for Political Leaders: A Case of India and Narendra Modi. *Journal of Political Marketing*, 19(1-2), pp. 15-33.

PICH, C., ARMANNSDOTTIR, G., DEAN, D., SPRY, L. et JAIN, V. (2020). Problematizing the presentation and reception of political brands. *European Journal of Marketing*, 54(1), pp. 190-211.

JAIN, V., NAIK, A. et GANESH, B.E. (2019). Discovering the factors influencing the decision making among Generation Y for luxury and premium spas. *International Journal of Indian Culture and Business Management*, 19(4), pp. 509.

JAIN, V., MERCHANT, A., ROY, S. et FORD, J.B. (2019). Developing an emic scale to measure ad-evoked nostalgia in a collectivist emerging market, India. *Journal of Business Research*, 99, pp. 140-156.

JAIN, V., KITCHEN, P., GANESH, B.E., GARG, A. et SHELAT, M.P. (2019). Discovering surrogate branding via online image development: a case from India. *International Journal of Management Concepts and Philosophy*, 12(3), pp. 342.

JAIN, V., BANSAL, A., ANG, P.H. et GANESH, B.E. (2019). What missing the internet means for e-business: a case from India. *Middle East Journal of Management*, 6(3), pp. 341.

JAIN, V., BANSAL, A. et MISHRA, T. (2019). Digital storytelling as a solution to destigmatize products: Case of women lingerie from India. *J. of Business and Management*, 25(1), pp. 25-48.

JAIN, V. et SCHULTZ, D.E. (2019). How digital platforms influence luxury purchase behavior in India? *Journal of Marketing Communications*, 25(1), pp. 41-64.

JAIN, V., CHAWLA, M., GANESH, B.E. et PICH, C. (2018). Exploring and consolidating the brand personality elements of the political leader. *Spanish Journal of Marketing - ESIC*, 22(3), pp. 295-318.

JAIN, V., SHAH, H.S. et B. E., G. (2018). Factors affecting the brand image of yoga: Perceptions of consumers and instructors. *South Asian Journal of Management*, 25(4), pp. 150-173.

JAIN, V., GANESH, B.E., BOAZ, A. et BANSAL, A. (2018). Understanding Bi-directional Media Consumption in Online Shopping: A Case of Three Cities in India. *Journal of Business and Management*, 24(2), pp. 47-74.

SCHULTZ, D.E. et JAIN, V. (2018). Discovering India's three levels of luxury consumption: An exploratory research to find a conceptual framework. *Journal of Marketing Communications*, 24(3), pp. 250-269.

ROY, S., JAIN, V. et MATTA, N. (2018). An integrated model of luxury fashion consumption:

perspective from a developing nation. *Journal of Fashion Marketing and Management*, 22(1), pp. 49-66.

TURNER, J., SHAH, R. et JAIN, V. (2018). How brands are using nonlinear marketing to address consumer resistance to traditional marketing strategies. *Journal of Brand Strategy*, 6(4), pp. 397.

JAIN, V. (2018). Luxury: Not for Consumption but Developing Extended Digital Self. *Journal of Human Values*, 24(1), pp. 25-38.

JAIN, V., PICH, C., GANESH, B.E. et ARMANNSDOTTIR, G. (2017). Exploring the influences of political branding: a case from the youth in India. *Journal of Indian Business Research*, 9(3), pp. 190-211.

ROY, S. et JAIN, V. (2017). Exploring meaning transfer in celebrity endorsements: measurement and validation. *Asia-Pacific Journal of Business Administration*, 9(2), pp. 87-104.

JAIN, V., BHANDARI, C. et B. E., G. (2017). Discovering the Interpersonal Relationship Between Luxury Perfume Brands and Consumers. *Transnational Marketing Journal*, 5(2), pp. 85-108.

JAIN, V., BHARADWAJ, K., BANSAL, A. et NATARAJAN, V.S. (2016). Discovering the Changes in Gendering of Products: Case of Woman in 'Bikerni Community' in India. *Border Crossing*, 6(2), pp. 169-194.

JAIN, V., CHANDANI, K. et GANESH, B.E. (2016). Developing a sequential framework for nostalgia deployment: the Indian context. *Middle East Journal of Management*, 3(3), pp. 244.

JAIN, V., ARORA, J., B.E., G. et CHAUHAN, D. (2016). Understanding the role of sweet and bitter eWoM on purchase behaviour of Indian consumers for a technological product. *Middle East Journal of Management*, 3(2), pp. 144.

JAIN, V., ROY, S., DAMLE, N. et JAGANI, K. (2016). Communicating nutraceuticals: A multi-stakeholder perspective from a developing nation. *Health Marketing Quarterly*, 33(3), pp. 239-254.

JAIN, V. et ROY, S. (2016). Understanding meaning transfer in celebrity endorsements: a qualitative exploration. *Qualitative Market Research*, 19(3), pp. 266-286.

JAIN, V. et PANT, S. (2016). Generation Y as Digital Consumer: A Conceptual Framework for Mobile Marketing in India. *Media Watch*, 7(2), pp. 210-225.

JAIN, V. et ROY, S. (2016). The U-Constructs and Mobile Usage Behavior: Development and Validation of the U-Feat Scale. *International Journal of Human-Computer Interaction*, 32(2), pp. 155-173.

JAIN, V., PAUL, N., B. E., G. et CHAUHAN, D. (2016). Corporate Identity: Developing Means for Sustainable Competitive Advantage in Indian Context Towards Model Development. *Organizations and Markets in Emerging Economies*, 7(1), pp. 7-33.

JAIN, V. et VISWANATHAN, V. (2015). Choosing and using mobile apps: A conceptual framework for Generation Y. *Journal of Customer Behaviour*, 14(4), pp. 295-309.

SCHULTZ, D. et JAIN, V. (2015). Exploring luxury brand country of origin impact on purchasing behaviors in India. *Asia-Pacific Journal of Business Administration*, 7(3), pp. 216-236.

JAIN, V., ROY, S. et RANCHHOD, A. (2015). Conceptualizing luxury buying behavior: the Indian perspective. *Journal of Product and Brand Management*, 24(3), pp. 211-228.

JAIN, V. et PANT, S. (2015). Positioning Generation Y for effective mobile communication: The case of three cities in India. *Transnational Marketing Journal*, 3(1), pp. 1-25.

- JAIN, V. et ROY, S. (2015). Effect of Audience Personality Traits on Reality Show Watching Motives. *Media Watch*, 6(2), pp. 157-172.
- JAIN, V., TRIVEDI, R.H., JOSHI, V. et DASWANI, A. (2015). Does explicit comparative advertising affect Indian consumers' attitudes towards low and high-involvement product? *The International Journal of Emerging Markets*, 10(1), pp. 122-140.
- JAIN, V., ROY, S. et PANT, A. (2014). Effect of colour and relative product size (RPS) on consumer attitudes. *Transnational Marketing Journal*, 1(1), pp. 41-58.
- JAIN, V., TAKAYANAGI, M. et MALTHOUSE, E.C. (2014). Effects of show windows on female consumers' shopping behaviour. *Journal of Consumer Marketing*, 31(5), pp. 380-390.
- VISWANATHAN, V. et JAIN, V. (2013). A dual-system approach to understanding "generation Y" decision making. *Journal of Consumer Marketing*, 30(6), pp. 484-492.
- NARANG, S., JAIN, V. et ROY, S. (2013). Effect of QR codes on consumer attitudes. *International Journal of Mobile Marketing*, 7(2).
- ROY, S., JAIN, V. et RANA, P. (2013). The moderating role of consumer personality and source credibility in celebrity endorsements. *Asia-Pacific Journal of Business Administration*, 5(1), pp. 72-88.
- BHAVE, K., JAIN, V. et ROY, S. (2013). Understanding the orientation of Gen Y toward mobile applications and in-app advertising in India. *International Journal of Mobile Marketing*, 8(1).
- JAIN, V. et PANT, S. (2013). Navigating Generation Y for effective mobile marketing in India: A conceptual framework. *International Journal of Mobile Marketing*, 7(3), pp. 56-65.
- JAIN, V. et ROY, S. (2012). The Emerging Trends in Global Advertising. *Media Asia*, 39(4), pp. 175-182.
- JAIN, V., PINGLE, S. et DASWANI, A. (2012). Understanding Indians Purchase Behaviour Process: Luxury Apparel Sector. *Metamorphosis- A Journal of Management Research*, 11(1), pp. 82-94.
- SHARMA, S. et JAIN, V. (2011). How Have Corporate Identities Changed in India? *Journal of Creative Communications*, 6(3), pp. 241-257.
- JAIN, V., ROY, S., DASWANI, A. et SUDHA, M. (2011). What really works for teenagers: human or fictional celebrity? *Young Consumers*, 12(2), pp. 171-183.
- DASWANI, A. et JAIN, V. (2011). Understanding Luxury Branding. *Media Asia*, 38(3), pp. 131-139.
- ROY, S. et JAIN, V. (2011). Measuring the Brand Equity of Online Brands: A Validation of the ORS Brand Equity Scale. *IMS Manthan*, 6(1).
- JAIN, V., ROY, S., KUMAR, A. et KABRA, A. (2011). Differential effect of national vs. regional celebrities on consumer attitudes. *Management & Marketing-Challenges for the Knowledge Society*, 5(4).
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ACTIVITÉS DE RECHERCHE

Activités éditoriales

Comité éditorial de revue scientifique

Depuis 2026 Comité consultatif, Asia Pacific Journal of Marketing and Logistics

Depuis 2024 Comité consultatif, Journal of Global Marketing

Depuis 2024 Associate editor, Psychology and Marketing

Depuis 2024 Deputy editor, Journal of Consumer Behaviour

2026 - 2026 Éditrice invitée du numéro spécial "Emotion by Design: The Emotional Architecture of Consumer Behaviour in an Era of Emerging Technologies", Journal of Consumer Behaviour

2025 - 2026 Éditrice invitée : numéro spécial "Innovating Sustainable Behaviour and Consumption through AI: Future Opportunities and Challenges", Journal of Consumer Behaviour

Service à la discipline

Membre actif d'une association scientifique ou académique

Depuis 2024 Co-chair, GIS Sustainability, American Marketing Association (AMA), Etats-Unis d'Amérique

2022 - 2024 Co-chair, International Relations, GIS Higher Education, American Marketing Association (AMA), Etats-Unis d'Amérique

Comité scientifique d'une conférence académique

2026 - 2026 Co-track for Consumer Behaviour, Annual Conference, Academy of Marketing Science (AMS), Etats-Unis d'Amérique