

### Faculty Profile

<b>Faculty Name</b>	Vikas Kumar Tyagi
<b>Designation</b>	Assistant Professor
<b>Qualification</b>	PhD* (Thesis Submitted), MBA, B.Sc, UGC- SRF
<b>Email</b>	<a href="mailto:vikaskumar.mba@piet.co.in">vikaskumar.mba@piet.co.in</a>
<b>Area of Interest</b>	Marketing Research, Strategic Management, Business Communication, Operations Management
<b>Work Experience (Total)</b>	5.0 Years
• Teaching	3.0 Years
• Research	Nil
• Industry	2.0
• Others	Nil Years
<b>Courses taught at Diploma/ Post Diploma/Under Graduate/ Post Graduate/ Post Graduate DiplomaLevel</b>	MBA: Business Communication, Corporate Strategy, Production and Operations Management
<b>Membership of Professional Bodies</b>	Nil
<b>Research Publications</b>	13
• Research Papers UGC-CARE	03
• Research Papers SCOPUS	02
• Research Papers WoS/SCI/ABDC	01
• List of Publications	<ul style="list-style-type: none"> <li>• Kumar, S., Tyagi, V.K., &amp;Kataria, Y.K. (2020). A Review of PLS-SEM as Statistical Approach for Business Research. Pacific Business Review (PBR), 13 (3), 64-74. (THOMSON REUTERS (ESCI) Indexed). ISSN: 0974-438X.</li> <li>• Gulyani, M., Thakur, A., Pasricha, C., Tyagi, V.K., &amp;Batra, P. (2020). A case study on fireworks market scenario with special reference to Kashipur Fireworks Ltd. <i>Journal of Xidian University</i>, 14(6). UGC Care, Approved Group 2 Journal. Scopus Indexed: <a href="https://www.scopus.com/sourceid/27686">https://www.scopus.com/sourceid/27686</a>, ISSN no. 1001-2400. CiteScore: 0.9.</li> </ul>

- Sachan, M., & Tyagi, V.K. (2017, June). Discrimination in the Media's Content towards Specially Challenged. *Journal of Content, Community & Communication*, 5, 60-64. UGC-48485. UGC Care Approved, Scopus: <https://www.scopus.com/sourceid/21100868095> and ICI Indexed. ISSN: 2395-7514. CiteScore: 0.4.
- Garg, S. & Tyagi, V.K. (2020). Wear your Future Paragon Footwear's Incredible Journey into Indian Families. *Delhi Business Review*, 22(2), 109-114, ISSN (Print) 0972-222X: ISSN (Online) 2277-7725. Indexed in Copernicus International, listed in CABELL'S Directory, USA.
- Thakur, A., Tyagi, V.K., Mishra, A., & Batra, P. (2020). Change in the Office Layout and its Repercussions at Zoombrain Technologies. *Delhi Business Review*, 21(1), 115-120, ISSN (Print) 0972-222X: ISSN (Online) 2277-7725. Indexed in Copernicus International, listed in CABELL'S Directory, USA.
- Kumar, S., Tyagi, V.K., & Vashishat, T. (2018). Impact of Demonetization on Consumer Behavior towards Mobile Payment Applications: An Empirical Study. *Amity Journal of Marketing (AJM)*. ISSN: 2455-975X (Print). 3 (1), (69–85).
- Tyagi, V.K., Mishra, A., Thakur, A., & Gul, F. (2019). Managing family business and strategic management at the Girdhar Handlooms. *Delhi Business Review*, 20(2), 115-121, ISSN (Print) 0972-222X: ISSN (Online) 2277-7725. Indexed in Copernicus International, listed in CABELL'S Directory, USA.
- Kumar, S. & Tyagi, V.K. (2019). An Exploratory Study of Consumer Motives towards Online and Offline Shopping Behaviour. *Think India Journal*, 22(14) 6964-6979. ISSN: 0971-1260. UGC- Care.
- Tyagi, V.K., Pasricha, C., Gulyani, M., & Krishna, H. (2019). A strategic analysis of online movie and event ticketing platform: BookmyShow. *Journal of Gujarat Research Society*, 21(13), 320-332, ISSN: 0374-8588. UGC- Care.

	<ul style="list-style-type: none"> <li>• Vashishat, T., &amp; Tyagi, V. K. (2017). Assessing the impact of demonetization of 2016 on the Indian economy: An exploratory study. <i>Asian Journal of Research in Business Economics and Management</i>, 7(7), 135-150. UGC- 1260.</li> <li>• Kumar, S &amp;. Tyagi, V.K. (2018, September). The Strategic Analysis of the Online Retail Industry in India. <i>International Journal of Social Science and Economic Research</i>, 3(9) 5163-5181. ISSN: 24558834 UGC-63200.</li> <li>• Kumar, S., Tyagi, V.K., &amp; Vashishat, T. (2018). An Assessment of Impact of GST on India's Online Retail Sector. <i>Economic Affairs</i>. ISSN: 04242513 (Print). UGC-12467, 63(4), 923-933.</li> <li>• Kataria, Y.S., Krishna, H.G., Tyagi, V.K., Vashishat, T., (2019). Consumer Buying Behaviour of Organic Food Products in India through the Lens of Planned Behaviour Theory. <i>Research Journal of Humanities and Social Sciences</i>. 10(1), 60-67. ISBN- 23215828. UGC-41348.</li> </ul>
<b>Book and Chapter Publications</b>	02
• Books Authored published by International Publishers	Nil
• Books Authored published by National Publishers	Nil
• Publication of Chapter in Edited Books	02
• Editor of Book by International Publishers	Nil
• Editor of Book by National Publishers	Nil
• Translation Work of Book	Nil
• List of Book and Chapter Publications	<ul style="list-style-type: none"> <li>• Tyagi, V.K., &amp; Kumar, S. (2017). A Study of Indian Consumer Perception &amp; Behaviour towards Mobile 'App Only' Model and Online Retailing. In Gill, K &amp; Bhanu K.M., <i>India's Service Sector - Emerging Perspectives</i> (pp.</li> </ul>

	<p>333-344). London, United Kingdom: Athena Academic Ltd. ISBN-9781910390320.</p> <ul style="list-style-type: none"> <li>• Tyagi, V.K., &amp;Kataria, Y.S. (2018). A Study of Customer's Perceptions towards Organized Retail Stores by using Adopted SERVQUAL Model and its Impact on Customer's Loyalty. In Gupta, K., Gupta, A., Gupta, R., Management-Practices &amp; Innovation (pp. 29-39). Maharaja Agrasen University Publication, Delhi. ISBN-10299/ISBN/2018/A.</li> </ul>
<b>Patents</b>	Nil
• Published	Nil
• List of published patent(s)	Nil
• Filed	Nil
• List of filed patent(s)	Nil
<b>PhD Guidance</b>	Nil
• Degree Awarded	Nil
• Thesis Submitted	Nil
<b>M.Tech. Guidance</b>	Nil
• Degree Awarded	Nil
• Thesis Submitted	Nil
<b>Research Project</b>	Yes
• List of Research project	MBA Research Projects
<b>Consultancy</b>	Nil
• List of Consultancy	Nil
<b>Awards &amp;Honours</b>	Nil
• List of Awards &Honours	Nil
<b>Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference</b>	09
• International (Abroad)	Nil
• International (Within Country)	04
• National	05

<ul style="list-style-type: none"> <li>List of published papers</li> </ul>	<ul style="list-style-type: none"> <li>Kumar, S., &amp;Tyagi, V.K. (2017). The Perceived Impact of Goods and Service Tax on Indian Economy; With Special Reference to Online Retail Sector. ** Paper presented at International Conference on Indian Economic Transformation through Revival of Manufacturing Sector and Start-Up Ecosystem, Ramanujan College, University of Delhi. On 21-22 September 2017.</li> <li>Kumar, S., &amp;Tyagi, V.K. (2017). Business Environment of the E-Retail Industry in India: A Narrative Review. ** Paper presented at the XVII Annual International Conference on India's Score Card in Global Perspective, jointly organised by Delhi School of Professional Studies and Research (DSPSR), GGSIPU, New Delhi and Indian Commerce Association and Indian Association for Management Development (IAMD). On 7 January 2017.</li> <li>Kumar, S., &amp;Tyagi, V.K. (2017). Impact of Demonetization of 2016 on Indian Economy with Special Reference to E-commerce: A Narrative Review ** Paper presented at the IX Annual National Conference on Business and Management Studies, organised by Haryana School of Business, Guru Jambheshwar University of Science and Technology, Haryana. On 8-9 February 2017.</li> <li>Tyagi, V.K. &amp; Kumar, V. (2017). Impact of ICT Applications on Tourism Industry of H.P.: An Exploratory Study ** Paper presented at the National Conference at G.G.D.S.D. College, Kangra (HP) in association with International Chamber for Service Industry (ICSI) (New Delhi). On 16 September 2016.</li> <li>Tyagi, V.K. &amp; Kumar, V. (2017). Cross Impact Analysis for Souvenir Retail and Tourism Industry along with their Resulting Impact on Economic Development of Himachal Pradesh ** Paper presented at the National Conference at G.G.D.S.D. College, Kangra (HP) in association with International Chamber for Service Industry (ICSI) (New Delhi). On 16 September 2016.</li> <li>Kumar, V., Sharma, A, &amp;Tyagi, V.K. (2017). The Impact of Exchange Rate Volatility and its effect on Foreign Direct Investment in India-Using VECM approach ** Paper presented in</li> </ul>
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	<p>absentia at the National Conference at Panipat Institute of Engineering &amp; Technology, Kurukshetra University, Haryana. On 30 June 2017.</p> <ul style="list-style-type: none"> <li>• Sachan, M., &amp; Tyagi, V. K. (2017). Coverage of Disability issues in Media: A Case Study of Paralympics ** Paper presented, in the International Conference on Dis/ability Communication, Perspectives and Challenges of 21st Century at the University of Mumbai in association with ICSSR, New Delhi and Jonkoping University, Sweden. on January 11, 2017</li> <li>• Tyagi, V. K., &amp; Kumar, S. (2016). A Study of Indian Consumer Perception &amp; Behavior towards Mobile 'App Only' Model and Online Retailing** Paper presented, in the International Conference Booming Service Sector: From Achievements to Growth Prospects. At Sri Guru Gobind Singh College of Commerce, University of Delhi, Delhi, India.</li> <li>• Tyagi, V.K. &amp; Vashishat, T. (2018). Global Fight on Substance Abuse (An Investigative Analysis) ** Paper presented at the National Conference at the Central University of Himachal Pradesh in association with National Institute of Social Defense, Ministry of Social Justice and Empowerment (New Delhi). On February 10, 2018.</li> </ul>
<b>Organizing National Conference/ International Conference/ FDP/STTP</b>	Nil
• List of Conference/FDP/STTP committee	Nil
<b>Social Contributions and Sports</b>	Nil
<b>List of Social Contributions and Sports</b>	Nil