

Resume



Name : Dr. Shampy Kamboj
Designation : Assistant Professor
Department : Management Studies
Qualification : Ph.D, JRF, NET
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Other Profile Links

Research Gate Link :

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Research Profile

Research Interests : Social Media Marketing, Digital Marketing, Mobile Marketing, Customer co-creation, Service Innovation, Technology Adoption and Diffusion, Customer Engagement, Tourism & Hospitality Management

Brief Research Profile : My research interests are in the area of Marketing Management and Information Systems (IS) including Social Media Marketing, Digital Marketing, Mobile Marketing, Customer co-creation, Service Innovation, Technology Adoption and Diffusion, Customer Engagement, Tourism & Hospitality Management research. My work on these topics has been published in a range of leading academic journals including: Journal of Business Research, Asia Pacific Journal of Marketing and Logistics, Journal of Knowledge Management, International Journal of Information Management, Internet Research, International Journal of Contemporary Hospitality Management, Online Information Review, Marketing Intelligence & Planning, Journal of Brand Management, Current Issues in Tourism and many more. I have received 5th & 6th ADMAA (Amity Directorate of Management & Allied Areas) "Best Researcher Award" in 18th International Business Conference INBUSH ERA World Summit 2017-2018 at Amity University, Noida.

Qualification

Name of the Degree	Year Of Passing	Institute/University
Ph.D.	2018	Indian Institute of Technology (IIT) Roorkee
UGC-JRF	2012	University Grant Commission, New Delhi
UGC-National Eligibility Test (NET)	2012	UGC, New Delhi
Master of Business Administration (M.B.A.)	2011	Kurukshetra University, Haryana
Bachelor of Information & Management (B.I.M.)	2009	Kurukshetra University, Haryana

Publications

Year	Journal	Publication	Indexed In
2019	Journal of Business Research	Top Management Knowledge Value, Knowledge Sharing Practices, Open Innovation and Organizational Performance	SSCI and ABDC (A)
2019	Asia Pacific Journal of Marketing and Logistics	Applying Uses and Gratifications Theory to Understand Customer Participation in Social Media Brand Communities: Perspective of Media Technology	SSCI and ABDC
2019	Journal of Retailing and Consumer Service	Personalised Digital Marketing Recommender Engine	SSCI and ABDC (A)
2019	Journal of Knowledge Management	Impact of IS agility and HR systems on job satisfaction: An organizational information processing theory perspective	SSCI and ABDC (A)
2020	Journal of Electronic Commerce in Organizations	Factors driving consumer engagement and intentions with gamification of mobile apps: An empirical study	ABDC and Scopus
2018	International Journal of Information Management	Examining branding co-creation in brand communities on social media: Applying paradigm of Stimulus-Organism-Response	SSCI and ABDC (A)
2018	Internet Research	Construction and validation of customer social participation in brand communities scale	SSCI and ABDC (A)
2018	Marketing Intelligence and Planning	Examining consumer-brand relationshipson social media platforms	SSCI and ABDC (A)
2018	Current Issues in Tourism	Use of smart phone apps in co-creative hotel service innovation: Anevidence from India	SSCI and ABDC (A)
2018	Online Information Review	Social media and co-creative service innovation:an empirical study	SSCI and ABDC
2018	InternationalJournal of Electronic Marketing and Retailing	Impact of social media and customer centrictechnology on performance outcomes: The mediating role of social CRM capabilities	ABDC and Scopus
2018	International Journal of Business Information System	Reconceptualizing service firm marketing capability: Scale development and validation	ABDC and Scopus
2017	International Journal of Contemporary Hospitality Management	Co-creation in hotel service innovation using smartphone: An empirical study	SSCI and ABDC (A)
2017	International Journal of Web based Communities	Customer participation in brand communities on social media: A systematic literature review	ABDC and Scopus
2017	Social Network analysis and Mining	Social media usage and firm performance: Themediating role of social capital	ESCI and Scopus
2017	Journal of Hospitality and Tourism Technology	Measuring customer social participation in online travel communities: Scale development and validation	ABDC and Scopus
2017	International Journal of Business Excellence	BHARAT to INDIA: A case of connecting IFFCObrand with generation Y	ABDC and Scopus

Year	Journal	Publication	Indexed In
2017	Qualitative Market Research: An International Journal	Understanding customer participation in online brandcommunities: Literature review and future research agenda	ABDC and Scopus
2017	Management Research Review	Market orientation, marketing capabilities and sustainableinnovation: The mediating role of sustainable consumption and competitive advantage	ABDC and Scopus
2017	International Journal of Culture, Tourism, and Hospitality Research	Customer co-creation and adoption intention towards newly developed services: An empirical study	ESCI and Scopus
2016	Journal of Brand Management	The influence of participation in social media based brandcommunities on brand loyalty: Age and gender as moderators	SSCI and ABDC (A)
2016	International Journal of Information Systems in the Service Sector	Impact of social CRM capabilities on firm performance: Examining the mediating role of co-created customer experience	ESCI and Scopus
2016	Journal of Direct, Data & Digital Marketing Practice	Customer co-creation through social media: The case of crash the PEPSI IPL-2015	ABS and Scopus
2015	Procedia Social and Behavioral Sciences	A resource based view on marketing capability, operations capability and financial performance: An empirical examination of mediating role	Scopus
2015	International Journal of Productivity and Performance Management	Marketing capabilities and firm performance : Literature review and future research agenda	ABDC and Scopus

Edited Book/Book Chapter

Type	Title	Publisher	Authors	ISBN/ISSN No.	Year
Book Chapter	Antecedents and consequences of employee engagement for a diverse workforce	IGI Global	Kamboj, S and Sarmah, B.	978-15-22549-34-5	2018
Book Chapter	Understanding selfie-posting behavior on social media: An empirical study	Bharti Publications	Kamboj, S	978-93-86608-18-5	2017
Book Chapter	A capability based view on social media technologies and firm performance: An empirical examination of mediating role	Excellent Publishing House	Kamboj, S., Yadav, M., Rahman, Z. and Goyal, P.	978-93-84935-18-4	2015
Book Chapter	Marketing capabilities, operation capabilities and performance: A study on mediating roles	Excel India Publishers	Kamboj, S and Rahman, Z.	978-93- 84935- 02-3	2014
Book Chapter	Marketing capability, innovation capability and sustainable competitive advantage: A conceptual framework	Excel India Publishers	Kamboj, S and Rahman, Z.	978-93-83842-19-3	2014

Research Projects

Role	Project Type	Title	Funding Agency	From	To	Amount	Status	Co-Investigator
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Research Supervision

Programme Name	Scholar Name	Research Topic	Status	Year	Co-Supervisor
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Patents

Name	Reg./Ref.No.	Date Of Award/Filing	Organization	Status
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Teaching

Programme Name	Subjects Taught	From	To	Credits
Assistant Professor	Amity School of Business, Amity University, Noida Campus	01/08/2017	18/10/2019	26 Months
Teaching Assistant	Department of Management Studies, IIT Roorkee	23/07/2015	13/07/2017	23 Months
Assistant Professor	M.B.A. Department, Maharaja Agrasen Institute of Management & Technology, Jagadhri, District YamunaNagar, Haryana	11/01/2012	13/07/2013	18 Months

Administrative Responsibilities

Position Held	Organization	From	To	Remarks
Programme Leader	Amity School of Business, Amity University, Noida Campus	01/06/2018	18/10/2019	18
Online Instructor	Amity Directorate of Distance and On-line Education (ADDoe)	02/04/2018	18/10/2019	10
Moderator for moderation of Marketing and Management courses	Amity University Dubai Campus (AUDC)	01/09/2017	18/10/2019	2019,18

Expert Talks

Title	Place	Year	Description
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Professional Activities

Name of Activity	Role	Duration	Organization
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Courses Organized

Category	Type	Title	Venue	From	To	Designation
conference	International Conference	International Conference on Entrepreneurship, Innovation and Leadership (ICEIL-2018)	Amity International Business School (AIBS), Amity University, Noida (Delhi-NCR)	19/12/2018	21/12/2018	Thematic session Co-ordinator
conference	International Conference	International Conference on "Global Business Strategies for Sustainability (GLOBUSS 2017)	Amity School of Business (ASB), Amity University, Noida (Delhi-NCR)	02/11/2017	03/11/2017	Conference co-convenor and editor for edited book of conference proceedings
conference	International Conference	International Conference on Research and Sustainable Business	IIT Roorkee	08/03/2014	09/03/2014	Conference Co-ordinator

Category	Type	Title	Venue	From	To	Designation
conference	International Conference	International Conference on Global Trends in Business and Sustainability Research	IIT Roorkee, Greater Noida Campus	02/12/2016	04/12/2016	Conference Co-ordinator
fdp	Faculty Development Programme	National faculty development Programme on Entrepreneurship	Maharaja Agrasen Institute of Management & Technology, Jagadhri, YamunaNagar, Haryana	28/01/2013	09/02/2013	Programme Co-ordinator
fdp	Faculty Development Programme	Faculty development Programme on "Management Teacher 2015: New Age Teachers	Maharaja Agrasen Institute of Management & Technology, Jagadhri, YamunaNagar, Haryana	19/07/2012	19/07/2012	Programme Co-ordinator
fdp	Faculty Development Programme	National faculty development Programme on "Entrepreneurship and creating Techno-entrepreneurs	Maharaja Agrasen Institute of Management & Technology, Jagadhri, YamunaNagar, Haryana	09/01/2012	21/01/2012	Programme Co-ordinator
workshop	Workshop	Workshop on I EXCEL I LEAD	IIT Roorkee	06/02/2015	08/02/2015	Programme Co-ordinator
workshop	Workshop	Career Planning & Personality Development: "Career Paradigm - 2012	Maharaja Agrasen Institute of Management & Technology, Jagadhri, YamunaNagar, Haryana	28/02/2012	28/02/2012	Programme Co-ordinator

Date :

Place :

Signature