



CURRICULUM VITAE

Dr. Devika Vashisht

Assistant Professor Grade-I, Marketing Management

Indian Institute of Management Sirmaur (IIM Sirmaur)

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WORKING EXPERIENCE

Teaching & Research Experience:

- Assistant Professor Grade-I – Indian Institute of Management Sirmaur (IIM Sirmaur), Paonta Sahib, Dist. Sirmaur, Himachal Pradesh, 1st February 2021 onwards.
- Assistant Professor – IBS Hyderabad, ICFAI Foundation for Higher Education (AACSB Accredited, Deemed to be University), India, 12th October 2015 to 31st December 2020
- Visiting Research Scholar, Fogelman College of Business and Economics, University of Memphis, Tennessee, USA, 1st September 2012 to 30th June 2013.
- Research Scholar and Teaching Associate - IBS-Hyderabad, IFHE, India, 1st June 2010 to 11th October 2015.

Administration Experience:

- Unnat Bharat Abhiyan (UBA) Coordinator, IIM Sirmaur, 6th May 2021 – 23rd June 2022.
- Panel Member, Horticulture Tourism & Hospitality Panel, CII, 1st April 2022 onwards.
- IBS Alumni Federation Coordinator, IBS-Gurgaon, IFHE, India, 3rd October 2017 to 31st December 2020.

EDUCATION

- Ph. D.** ICFAI Business School Hyderabad, IFHE (Deemed to be University), India, 2010-2015
M.B.A. ICFAI Dehradun University, India, 2007-2009
B.Sc.Ed. Regional Institute of Education, NCERT, Mysore University, India, 2003-2007

PhD DETAILS

Thesis Topic: Effect of advergames on customers brand memory persuasive intent and brand attitude: An empirical study in Indian context

Year of Completion: October 2015

Total Citations: 56 since 2017; **Total Downloads:** 1320 since 2017

COURSES TAUGHT

Brand Management, Marketing Management-I, Marketing Management-II, Integrated Marketing Communications, Services Marketing, Marketing Research, Quantitative Methods, Business Research Methods & Principles of Management.

RESEARCH INTERESTS

Branding, Advertising, Persuasion, Online Marketing, Brand Placements, Advergames, Advermovies

RESEARCH PAPER PUBLICATIONS

Forthcoming Publications

- **Book Chapter** by Vashisht, D. (Forthcoming) on “Engaging and Entertaining Customers: Gamification in Interactive Marketing” in the Handbook of Interactive Marketing”, Pearson Publisher, to be published in 2022.
- Vashisht, D. (Forthcoming) “Art of Using Music-Product Congruence and Lyrics in Radio-Ads”, *Arts and the Market*. [Indexed by ABDC- C Ranking; Scopus; ABI Inform; British Library; Cabell's Directory of Publishing Opportunities in Management and Marketing; EBSCO; Emerging Sources Citation Index (Clarivate Analytics); ReadCube Discover; Summon; AIDEA (Italy); Australian Business Deans Council (ABDC) Journal Quality List; Chartered Association of Business Schools (CABS, UK) Academic Journal Guide].

Publications in the year 2021

- Vashisht, D. (2021), “The Effect of Novelty in In-Game Advertising: Examining the Moderating Role of Interactivity and Congruency”, *Journal of Research in Interactive Marketing*, Vol. 15 No. 4, pp. 769-786. [Indexed by ABDC- B Ranking; Scopus; Cabell's Directory of Publishing Opportunities in Management and Marketing; Electronic Collections Online; Emerging Sources Citation Index; INSPEC; ReadCube Discover; ProQuest; Zetoc (British Library), AIDEA, CABS UK].
- Vashisht, D., Mohan, S., Chauhan, A. and Vashisht, R. (2021), “Thought Favorability: Mediating Role in Fit and Brand Advocacy”, *Arts and the Market*, Vol. 11 No. 1, pp. 40-53. [Indexed by ABDC- C Ranking; Scopus; ABI Inform; British Library; Cabell's Directory of Publishing Opportunities in Management and Marketing; EBSCO; Emerging Sources Citation Index (Clarivate Analytics); ReadCube Discover; Summon; AIDEA (Italy); Australian Business Deans Council (ABDC) Journal Quality List; Chartered Association of Business Schools (CABS, UK) Academic Journal Guide].

Publications in the year 2020

- Vashisht D., Mohan, S. and Chauhan, A. (2020), “In-Game Advertising: The Role of Newness Congruence and Interactivity”, *Spanish Journal of Marketing*, Vol. 24 No. 2, pp. 213-230 [Indexed by ABDC- B Ranking; Scopus; DOAJ, EBSCO, CABELLS, ISOC (CSIC), LATINDEX 2.0, Google Scholar, Academia, Research Gate, Mendeley, Kudos, IN-RECS, RESH, DIALNET PLUS, CIRC, DICE, E-Revistas, Academic Resource Index – ResearchBib, Scientific Indexing Services - Master Journal List].
- Vashisht D. (2020), “The Impact of Game-Specific Factors on Brand Recall and Brand Attitude”, *Journal of Management and Economic Studies*, Vol. 2 No. 2, pp. 79-88 [Indexed in DRJI| Directory of Research Journals Indexing, ResearchBib – Academic Resource Index, ISI|International Scientific Indexing, RI-ROOTINDEXING, ESJI |Eurasian Scientific Journal Index, ICI Index Copernicus, General Impact Factor, Citefactor Indexing, EuroPub Database, Scientific Indexing Services].

Publications in the year 2019

- Vashisht, D. and Royné M. B. (2019), “What we know and need to know about the gamification of advertising: a review and synthesis of the advergame studies”, *European Journal of Marketing*, Vol. 53 No. 4, pp. 607-634. [Indexed by ABDC- A* Ranking; Scopus; ISI Social Sciences Citation Index; ISI Journal Citation Reports; ISI Research Alert; Emerald Management Reviews; Academic Research; Autographics; Business & Industry; Business Source; Cabell's Directory of Publishing Opportunities in Management & Marketing; Collectanea Corporate; CPI Digest; Current Citations Express; Electronic Collections Online; EP Collection; Expanded Academic Index; Galileo; General Reference Center; Innovative; INSPEC; Leisure Recreation and Tourism Abstracts; Manning & Napier; MasterFILE; OCLC; PsycINFO; ReadCube Discover; Scandinavia; Telebase; World Bank Magazine; Zetoc (British Library), CNRS France, FNEGE France; The Publication Forum (Finland); **Total Citations: 18; Downloads: 1201** since 2019]

- Vashisht, D. (2019), “Effect of interactivity and congruence on brand advocacy and brand acceptance”, *Arts and the Market*, Vol. 9 No. 2, pp. 152-161. [Indexed by ABDC- C Ranking; Scopus; ABI Inform; British Library; Cabell's Directory of Publishing Opportunities in Management and Marketing; EBSCO; Emerging Sources Citation Index (Clarivate Analytics); ReadCube Discover; Summon; AIDEA (Italy); Australian Business Deans Council (ABDC) Journal Quality List; Chartered Association of Business Schools (CABS, UK) Academic Journal Guide **Downloads: 412** since 2019]

Publications in the year 2018

- Vashisht, D. (2018), “Effect of product involvement and brand prominence on advergammers’ brand recall and brand attitude in an emerging market context”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 30 No. 1, pp. 43-61. [Indexed by ABDC - A Ranking; ABI Inform; Cabell's Directory of Publishing Opportunities in Marketing; EBSCO host; Electronic Collections Online; INSPEC; ISI Social Sciences Citation Index; ReadCube Discover; Scopus; TOC Premier; Zetoc (British Library); **Total Citations: 10; Downloads: 816** since 2018]
- Vashisht, D. and Mohan, S. (2018), “Game-speed influence and brand attitude: Mediating role of thought favorability in in-game advertising”, *Arts and the Market*, Vol. 8 No. 1, pp. 99-112. [Indexed by ABDC - C Ranking; ABI Inform; British Library; Cabell's Directory of Publishing Opportunities in Management and Marketing; EBSCO; ReadCube Discover; Summon; **Downloads: 114** since 2018]
- Vashisht, D. (2018), “How advergence-speed, game-product congruence and players’ persuasion knowledge influence brand recall”, *Journal of Asia Business Studies*, Vol. 12 No. 2. [Indexed by ABDC - C Ranking; Scopus; Qualis, BFI, Business Source Complete; Cabell's Directory of Publishing Opportunities in Management and Marketing; Cabell's Directory of Publishing Opportunities in Psychology and Psychiatry; EBSCO (Business Source Complete); EBSCO (TOC Premier); The Publication Forum (Finland); Thomson Reuters Emerging Sources Citation Index; Zetoc (British Library)]

Publications in the year 2017

- Vashisht, D. and Chauhan, A. (2017), “Effect of game-interactivity and congruence on presence and brand attitude”, *Marketing Intelligence & Planning*, Vol. 35 No. 6, pp. 789-804. [Indexed by ABDC- A Ranking; Scopus; Business Source Complete; Cabell's Directory of Publishing Opportunities in Management & Marketing; CNRS (France); CPI Digest; Electronic Collections Online; Emerald Management Reviews; FNEGE (France); ReadCube Discover; Scopus; The Marketing Report; Zetoc (British Library); ESSEC; **Total Citations: 14; Downloads: 396** since 2017]
- Vashisht, D. (2017), “How gamers process in-game brand placements under different game-involvement conditions”, *Management Research Review*, Vol. 40 No. 4, pp. 471-490. [Indexed by ABDC- C Ranking; Scopus; Quality Journal List, BFI (Denmark), JourQUAL 2.1 (Germany), NSD (Norway), Polish Scholarly Bibliography (PBN), QUALIS, ABI Inform, British Library, Business Source Alumni Edition/Complete/Government Edition/Corporate Plus/Elite/Premier, Cabell's Directory of Publishing Opportunities in Management and Marketing, EBSCO, DIALOG, Emerging Sources Citation Index, INSPEC, OCLC's Electronic Collections Online, ProQuest; **Total Citations: 5; Downloads: 424** since 2017]
- Vashisht, D. and S. S. (2017), “Are you able to recall the brand? The impact of brand prominence, game involvement and persuasion knowledge in online-advergaming.”, *Journal of Product & Brand Management*, Vol. 26 No. 4, pp. 402-414. [Indexed by ABDC- A Ranking; Scopus; Business Source Complete; Cabell's Directory of Publishing Opportunities in Management & Marketing; CNRS (France); CPI Digest; Electronic Collections Online; Emerald Management Reviews; FNEGE (France); ReadCube Discover; Scopus; The Marketing Report; Zetoc (British Library); **Total Citations: 17; Downloads: 733** since 2017]
- Vashisht, D. and S. S. (2017), “Effect of nature of the game on ad-persuasion in online gaming context: Moderating roles of game-product congruence and consumer’s need for cognition”, *Internet Research*, Vol. 27

No. 1, pp. 52-73. [Indexed by ABDC- A Ranking; Scopus; The Association of Business Schools' (ABS) Academic Journal Guide 2015 (the Guide), BFI (Denmark), Computing Research & Education (CORE) Journal Ranking (B), The Publication Forum (Finland), Science Citation Index Expanded ®, Social Sciences Citation Index ® ABI, Total Citations: 24; Downloads: 693 since 2017]

Publications in the year 2016

- Vashisht, D. and Royne, M. B. (2016), “Advergame speed influence and brand recall: The moderating effects of brand placement strength and gamers’ persuasion knowledge”, *Computers in Human Behavior*, Vol. 63, pp. 162-169. [Indexed by ABDC – A Ranking; Scopus; Psychology Abstracts, PsycLIT, PsycINFO, Current Contents/Social & Behavioral Sciences; COMPENDEX; EMBASE; IBZ; MathEduc; Total Citations: 45; Downloads: 247 since 2016; Five Year Impact Factor: 4.252]
- Vashisht, D. and S. S. (2016), “Are they really persuaded with the brand embedded in the game? Analyzing the effects of nature of game, brand prominence and game-product congruence”, *Journal of Research in Interactive Marketing*, Vol. 10 No. 3, pp. 249-264. [Indexed by ABDC - B Ranking; Scopus; Cabell's Directory of Publishing Opportunities in Management and Marketing; Electronic Collections Online; Emerging Sources Citation Index; INSPEC; ReadCube Discover; ProQuest; Zetoc (British Library), AIDEA, CABS UK; Total Citations: 6; Downloads: 485 since 2016]
- Vashisht, D. and Chauhan, A (2016), “Impact of Advergames on Brand Recall and Brand”, *Business Sciences International Research Journal*, Vol. 1 No. 2, pp. 211-217. [Indexed by UGC; Total Citations: 3; Downloads: 3 since 2016]
- Vashisht, D. and S. S. (2016), “The effect of nature of online advergames on gamers’ ad-persuasion: Moderating roles of game involvement and need for cognition”, *International Journal of Internet Marketing & Advertising*, Vol. 10 No. 3, pp. 171-185. [Indexed by ABDC-C Ranking; Scopus; Academic OneFile; Expanded Academic ASAP; Total Citations: 5; Downloads: 321 since 2016]

Publications in the year 2015

- Vashisht, D. and S. S. (2015), “Impact of nature of advergames on brand recall and brand attitude among young Indian gamers: Moderating roles of game-product congruence and persuasion knowledge”, *Young Consumers*, Vol. 16 No. 4, pp. 454-467. [Indexed by ABDC - B Ranking; Scopus; Business Source Complete; Cabell's Directory of Publishing Opportunities in Management and Marketing; Cabell's Directory of Publishing Opportunities in Psychology and Psychiatry; EBSCO (Business Source Complete); EBSCO (TOC Premier); Electronic Collections Online; PsycINFO; ReadCube Discover; The Publication Forum (Finland); Thomson Reuters Emerging Sources Citation Index; Zetoc (British Library); Total Citations: 13; Downloads: 710 since 2015]
- Vashisht, D. (2015), “Advertising to children: Earlier television and now advergames”, *Business Sciences International Research Journal*, Vol. 1 No. 2, pp. 354-358. [Indexed by UGC; Total Citations: 3; Downloads: 8 since 2015]
- Vashisht, D. and S. S. (2015), “Effects of brand placement strength, prior game playing experience and game involvement on brand recall in advergames”, *Journal of Indian Business Research*, Vol. 7 No. 3, pp. 292-312. [Indexed by ABDC - C Ranking; Scopus; ABI-Inform; Cabell's Directory of Publishing Opportunities in Management & Marketing; EBSCO Discovery Service; INSPEC; International Bibliography of Social Sciences; Zetoc (British Library); Total Citations: 19; Downloads: 540 since 2015]

INTERNATIONAL CONFERENCES

Abroad: Paper Presented and Published in Conference Proceedings

1. Paper titled “The Mediating Role of Narrative Realism in Congruence and Brand Attitude for In-game Advertising”, presented at Society for Marketing Advances International Conference in November **2021** at **Orlando, USA**.
2. Paper titled “The Mediating Role of Narrative Transportation in Historical Connection and Brand Image for Heritage Hotels”, presented at European Advertising Association (EAA) ICORIA Conference in June **2021** at **France, Europe**.
3. Paper titled “Impact of advergame speed, brand placement strength and persuasion knowledge on brand recall”, presented at Society for Marketing Advances International Conference in November **2015** at **San Antonio, Texas, USA**.
4. Paper titled “Advertising to children” accepted and presented in Mustang Academic Conference, in February **2013** at **Las Vegas, Nevada, USA**.

In India: Paper Presented and Published in Conference Proceedings

1. A research paper titled “Gamification of brands and its effects”, presented at Second International Conference on Digital Economy in December **2019** at **IIM-Raipur, India**.
2. A research paper titled “Effect of game-interactivity and fit on brand attitude and brand advocacy”, presented at Fifth Pan-IIM World Management Conference in December **2017** at **IIM-Lucknow, India**.
3. A research paper titled “Effect of brand prominence and product involvement on ad-persuasion in advergames”, presented at Conference on Brand Management in April **2016** at **IIT-Delhi, India**.
4. A research paper titled “Impact of advergame speed, game-product congruence and persuasion knowledge on brand recall”, presented at First International Marketing Conference on “Globalizing Brand India: Opportunities and Challenges” in March **2015** at **IIM-Kashipur, India**.
5. A research paper titled “An empirical study on advergames” presented at International Conference on Evidence Based Management, in March **2015** at **BITS-Pilani, India**.
6. A research paper titled “Impact of advergame speed and persuasion knowledge on brand recall and brand attitude”, presented at AIMS-12 International Conference on Management in January **2015** at **IIM-Kozhikode**.
7. A research paper titled “Effects of brand placement strength, prior game playing experience and game involvement on gamers’ brand recall in advergames” presented at International Conference in Business Paradigms in Emerging Markets, in November **2014** at **NIT-Rourkela, India**.
8. A research paper titled “Advergames” in Eleventh AIMS International Conference, in December **2013** at **IMT Ghaziabad**.
9. A research paper titled “Advertising to children - earlier television and now advergames”, presented at International Conference on Management, Business & Economics in June **2013** at **Vijayawada, India**.
10. A research paper entitled “Order of Entry: Impact of Firm Level Variables on Firms’ Sales” in International Conference FOBE-2012 in November **2012** at **IMT Ghaziabad, India**.
11. A research paper titled “Firm Level Variables & Impact on Sales” in 4th International Conference Convergence in January **2012** at **IFIM Business School, Bangalore, India**.
12. A research paper titled “Impact of firm level variables on firm sales with reference to liberalization effect and order of entry phenomenon”, presented at 7th SIMSR Asia Marketing Conference in January **2012** at **K.J. Somaiya Institute of Management Studies & Research, Mumbai, India**.

AWARDS, GRANTS, FELLOWSHIPS, RECOGNITIONS, SCHOLARSHIPS & DISTINCTIONS:

- **Best Teacher Award 2019** at IBS Gurgaon with a money prize of **Rs. 1 Lakh** on 5th September 2019.
- **Best Paper Award** at Fifth Pan-IIM World Management Conference in December 2017 at **IIM-Lucknow, India**.
- **Best Internship-Mentor Award** in September 2016 at ICFAI Business School, Gurgaon, India.
- **Best Paper Award** at Society for Marketing Advances International Conference in November 2015 at **San Antonio, Texas, USA**.
- **Best Paper Award** at International Marketing Conference in March 2015 at **IIM-Kashipur, India**.
- **Professional Development Grant** for **Visiting Research Scholar Program** from August 2012 – June 2013, at **Fogelman College of Business and Economics, University of Memphis, TN, USA**.
- **Scholarships & Distinctions** during B.Sc.Ed. (2003-2007), MBA (2007-2009) and Ph.D. (2010-2015).

APPOINTMENTS IN OTHER SCHOOLS

- As a **Visiting Research Scholar** at **University of Memphis, TN, USA** (August 2012 - May 2013) – Guided by Dr. Marla Royne Stafford, Interim Dean, Professor of Marketing, Fogelman College of Business and Economics, University of Memphis.

FDP-RESOURCE PERSON & WORKSHOPS OR EVENTS ORGANIZED

FDP Resource Person

- Webinar Panelist at **Trade Promotion Council of India (TPCI)** on “Steering the EV Revolution in India”, on 26th April 2022.
- Online FDP Resource Person at Sabarmati University, Gujrat in association with **E & ICT Academy, NIT Warangal (Sponsored by Ministry of Electronics and Information Technology (MeitY), Government of India)**, on the topics “Learning to do Academic Research for Publishing in International Journals” & “Applications of SPSS in Conducting Research”, on 2nd February 2022.
- Online FDP Coordinator and Resource Person at **AICTE Training & Learning Academy (ATAL) Online FDP** for Five Days at IIM Sirmaur at National Level, on the topic “Erudition to do Academic Research in Marketing Management: For Publishing in Top-Tier Journals and Doctoral Dissertations” from 31st May 2021 to 4th June 2021.
- Webinar-FDP-Resource Person at MIET, Jammu, on the topic “How to Write Research Papers in Scopus Listed Journals” on 23rd July 2020.
- Webinar-FDP-Resource Person at JIMS, Noida, on the topic “Statistics and Business Analytics” on 12th June 2020.
- Webinar-FDP-Resource Person at Aryabhata College, University of Delhi, on the topic “Applications of SPSS in Conducting Research” on 7th June 2020.
- FDP-Resource Person at Krishna Engineering College, Ghaziabad, India on the topic “Marketing trends in 2019” in October 2019.
- FDP-Resource Person at DAV Centenary College, Faridabad, India on the topic “Sales and Promotion Techniques” in September 2018.
- FDP-Resource Person at IBS-Gurgaon on the topic “Use of Advanced Teaching Methods” in June 2017.
- FDP-Resource Person at Maharshi Dayanand University, Rohtak on the topic “Use of SPSS in Research” in September 2016.

Workshop or Events Organized

- Organized workshops for alumni at IBS-Gurgaon on the topic “Digital Marketing” in 2018 and 2019.
- Organized Alumni Meets at Ramada Plaza, Chandigarh in November 2017, September 2018 and 2019.
- Organized Alumni Meets at Gurgaon in December 2017, 2018 and 2019.