

Curriculum Vitae

Yupal Shukla (Ph.D.)

Adjunct Professor,

Department of Management- School of Economics and Management,

Alma Mater Studiorum Universita di Bologna,

University of Bologna, Via Capo Di Lucca 34, 40126

Bologna, Italy.

Email: yupal.shukla3@unibo.it; shukla.yupal@gmail.com

Phone: +39 3348812436

India: (+91) 9979663904

Education

- 2018 - Current: Ph.D. Scholar Department of Management- School of Economics and Management, Alma Mater Studiorum Universita di Bologna, University of Bologna, Italy
- 2015 Ph.D. in Management (Marketing), Ganpat University, India
- 2015 Master of Business Administration in Marketing, Indira Gandhi National Open University, New Delhi, India
- 2009 Master of Business Administration in Agribusiness, Ganpat University, India

Teaching and Research Interest

Service Recovery, Customer Experience, Customer Engagement, Mobile Shopping, Digital Transformation

Academic Positions

- September 2019 to February 2020: Visiting Research Scholar- Henken School of Economics, Helsinki, Finland
- September 2019 to November 2019- Research Assistant, Department of Management-Marketing Area (University of Bologna)
- June 2019 to September 2019: Visiting Research Fellow- MICA- The School of Ideas, India.
- February 2019 to Current: Adjunct Professor, School of Economics and Management, Universita Di Bologna, Italy
- April 2015 –October 2018-Assistant Professor of Marketing, V. M. Patel Institute of Management (Post Graduate Department), Ganpat University, India
- July 2009 – April 2015- Assistant Professor, V. M. Patel College of Management (Undergraduate Department), Ganpat University, India

Honors and Awards

- 2021- Distinguished Alumni Award for exceptional achievement & leadership in Academics by GEMS Faculty of Management Studies, Ganpat University, India
- 2020- Participant doctoral fellow at 8th AIM-AMA Sheth Foundation Doctoral Consortium, hosted by BIMTECH, India
- 2019- Highly Commended Award Sponsored by *Journal of Services Management* at 10th International Research Symposium in Services Management (IRSSM) hosted by Murdoch University, Dubai, United Arab Emirates.

- 2019- Participant doctoral fellow at 7th AIM-AMA Sheth Foundation Doctoral Consortium, hosted by MICA, India
- 2018- Liam Glynn Research Scholarship Award by Center for Services Leadership of Arizona State University and American Marketing Association's (AMA) Services Research Special Interest Group (SERVSIG) at Doctoral Consortium at Frontiers in Services 2018, Austin, Texas, USA.
- 2018- University of Bologna- Ph.D. Full Scholarship.
- 2017- Highly Commended Award Sponsored by *Journal of Services Management* at 8th IRSSM hosted by Yonsei School of Business, Seoul, Korea.
- 2016- Emerald LiteratiNetwork Outstanding Paper Award by *Journal of Services Management* at 7th IRSSM hosted by Mahidol University, Thailand.
- 2015- Emerald LiteratiNetwork Highly Commended Award by *Journal of Services Management* at 6th IRSSM hosted by Universiti Teknologi Mara Sarawak, Malaysia.
- 2013- Young Service Researcher Award at the 4th IRSSM hosted by MIIM, India.

Publications

- Mishra, S. **Shukla, Y.**, Saxena, G., Chatterjee, R., (Forthcoming). Impact of Self-expressiveness and Environmental Commitment on Sustainable Consumption Behavior: The Moderating Role of Fashion Consciousness. *Journal of Strategic Marketing*
- Hollebeek, L. D., Das, K., & **Shukla, Y.** (2021). Game on! How gamified loyalty programs boost customer engagement value. *International Journal of Information Management*, 102308. (ABS 2, ABDC A*, IF:8.210)
- Patel, V., Das, K., Chatterjee, R., & **Shukla, Y.** (2020). Does the interface quality of mobile shopping apps affect purchase intention? An empirical study. *Australasian Marketing Journal (AMJ)*, 28(4), 300-309.
- **Y Shukla**, M Pandey (Forthcoming). Role of the Service Value Network in Social Transformation. *World Review of Entrepreneurship, Management and Sustainable Development*.
- Chatterjee, R., & **Shukla, Y. S.** (2020). Examining the role of culture, retail environment, and emotions in determining festival shopping engagement: an emerging market perspective. *International Journal of Indian Culture and Business Management*, 20(3), 385-408.
- Gadhavi, D. D., Patel, J. D., & **Shukla, Y. S.** (2018). Role of information of service quality in formation of behavioural intention among students: Empirical analysis in university settings. *International Journal of Services, Economics and Management*, 9(1), 61-76.
- Pandey, M., & **Shukla, Y. S.** (2017). Dilemma of “Make in India” for Dalmec industrial manipulator SPA, Italy. *Emerald Emerging Markets Case Studies*.

- Patel, J. D., Gadhavi, D. D., & **Shukla, Y. S.** (2017). Consumers' responses to cause related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention. *International Review on Public and Nonprofit Marketing*, 14(1), 1-18.
- Patel, J. D., & **Shukla, Y. S.** (2016). Consumer shopping orientation: identification and characterization of outshoppers. *Journal of Indian Business Research*.
- Patel, J. D., Bhatt, N., **Shukla, Y.**, & Gadhavi, D. (2015). Antecedents of rural and urban consumers' propensity to outshop and product specific outshopping behaviour. *Journal of Retailing and Consumer Services*, 26, 97-103.
- Rathod, K. L., Gadhavi, D. D., & **Shukla, Y. S.** (2014). Effect of cause-related marketing on corporate image and purchase intention: evidence from India. *International Journal of Business and Emerging Markets*, 2, 6(3), 230-246.
- Modi, A., Patel, J. D., **Shukla, Y. S.**, & Gadhavi, D. D. (2014). Consumers' attitudes and purchase intention towards counterfeits of luxury brands. *International Journal of Business and Emerging Markets*, 2, 6(3), 203-216.

Research Paper Under Review

- Kandampully, J., Bujisic, M., Kaplan, A., Jarvis, C., Bilgihan, A., **Shukla, Y.S.**, Service Transformation: How can it be achieved?, Revising Major Revision- *Journal of Business Research*.
- Sarmah, B., **Shukla, Y.S.**, Chatterjee, R.,. Examining the role of user innovativeness and perceived trust in predicting adoption intention using SNS smartphone apps-Major Revision- Revising for *International Journal of Emerging Markets*.
- Banerjee, D., **Shukla, Y.S.**, Chatterjee, R., Using a discrete choice experiment (DCE) to overcome response bias: A Service Perspective, Under review *Journal of Services Marketing*
- Mishra, S. **Shukla, Y.**, Saxena, G., Millennials' Self-Identity and Intention to Purchase Sustainable Products. Under Review *Australasian Marketing Journal (AMJ)*
- Singh, R., **Shukla Y.**, Chatterjee, R., (2021), Social Transformation of the Bottom of Pyramid Community: A Service Ecosystem Approach, Major Revision (Revising)- *Journal of Global Marketing*
- **Shukla, Y.**, Patel, J., and Gadhavi, D., (2021). Investigation of service quality and social servicescape on visitors' revisit intention, Under Review in *Tourism Analysis*
- Mishra, S. **Shukla, Y.**, Saxena, G., Exploring the Role of Psychological Resilience and Psychological Ownership Theory in predicting tourists' revisit intention. Under Review in *Tourism Analysis*
- Paliwal, P., & **Shukla, Y.**, Seeking Reliable Services: A Case of Natural Gas Distribution Utility. Minor revision submitted *Emerald Emerging Markets Case Studies*

Presentations at Conferences

- 2019- "Using a discrete choice experiment (DCE) to overcome response bias: A Service Perspective", (with Diptiman Banerji and Ravi Chatterjee), International Research

Symposium in Services Management 10 (IRSSM10), October 6 to October 10, hosted by Murdoch University, Dubai.

- 2019- "Return on Service Recovery: Is Recovery Really a Profitable Art?" (With Chiara Orsingher and Yves Van Vaerenberg), QUIS16 Advancing Service Research and Practice June 10-13, Karlstad, Sweden.
- 2019- "Value Co-creation and Co-destruction in Buyer-Seller Relationships in BOP Service Ecosystems" (With Ramendra Singh), The 10th year Naples Forum on Service, June 04-07, Naples, Italy.
- 2018- "Creativity, Innovation and Frontline Employees: Opportunities or Threats " (With Joan Ball), Frontiers in Services Conference, September 06-10, Austin, TX, USA.
- 2018- "Expanding Routes to Customer Delight: Application of PERMA model of wellbeing" (With Joan Ball, Donald Barnes), September 06-10, Austin, TX, USA.
- 2017- "Role of the service value network for social transformation" (With Mithilesh Pandey, Sameer Pandit), 7th International Research Symposium in Service Management 8 (IRSSM 8), August 01-05, Yonsei School of Business, Yonsei University, Seoul, Korea.
- 2017- "Social transformation of the bottom of pyramid community in service ecosystem" (With Ramendra Singh, Ravi Chatterjee, Prabhat K Dwivedi), 7th International Research Symposium in Service Management 8 (IRSSM 8), August 01-05, Yonsei School of Business, Yonsei University, Seoul, Korea.
- 2017- "Examining the Role of Culture and Emotions in Determining Festival Shopping Engagement and Retail Services Preferences: An Emerging Market Perspective" (With Ravi Chatterjee), 7th International Research Symposium in Service Management (IRSSM 7), August 02-06, Yonsei School of Business, Yonsei University, Seoul, Korea.
- 2016- "Picking up from service research priorities: Customer experience through smart service" (with Jayesh Patel and Dharmesh Gadhavi), 3rd International Communication Management Conference, February 18-20, MICA, Ahmedabad, India.
- 2015- "Service Innovation: A review and synthesis of research priorities" (With Subhash Jha and Jayesh Patel), 6th International Research Symposium in Service Management 6 (IRSSM 6), August 11-15, Malaysia.
- "Antecedents of Consumer store preference by investigating its relationship with store & product attribute" (With Ashwin Modi and B A Prajapati), an annual international conference on business research and management practice in the global environment, April 02-03, San Diego, California, USA.
- 2015- "Role of Dramatization in education" (With Ashish Thaker), Third International Conference on Creativity and Innovations at Grassroots, January 19-22, Indian Institute of Management- Ahmedabad (IIM-A) – India.
- 2014- "Detecting antecedents of rural and urban consumers' propensity to outshop and product-specific out shopping behavior" (With Rohit Trivedi, Jayesh Patel, Dharmesh Gadhavi), Annual conference of the emerging markets conference board, January 09-12, Indian Institute of Management- Lucknow (IIM-L), India.
- 2014- "Consumers' responses to cause-related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention" (With Jayesh Patel and Dharmesh Gadhavi), Annual conference of the emerging markets conference board, January 09-12, Indian Institute of Management- Lucknow (IIM-L), India.

- 2013- "Consumer Out shopping in Retail Service Setting: Identification and Characterization" (with Jayesh Patel), 4th International Research Symposium in Service Management 4 (IRSSM 4), July 02-06, MIIM, India.

Invited Talks

- 2018- "Writing Papers and Publishing" Mahidol University, Thailand
- 2017- "Scientific Writing for Publishing in Scholarly Journals" during a workshop on Writing Research Papers and Publishing in Scholarly Journals organized by the Institute of Management & Research, People's University, Bhopal.
- 2016- "Application of Regression Analysis and ANOVA" in Management Research during Faculty Development Programme on Advanced Data Analysis: Tools and Techniques organized by Department of Business & Industrial Management, VNSGU, Surat, India.

Workshop Participation

- 2019- Journal of Marketing-AMBS Research Development Workshop on September 12-13 at the University of Manchester.
- 2019- International Research Symposium in Services Management-10 (IRSSM10), Symposium Research Workshop on October 6 2019 at Murdoch University, Dubai

Professional Services: Ad-Hoc Reviewer

- *International Business Review (Elsevier)*
- *Journal of Business Research (Elsevier)*
- *European Management Journal (Elsevier)*
- *Journal of Strategic Marketing (Taylor & Francis Online)*
- *International Journal of Information Management (Elsevier)*
- *Journal of Creative Communication (Sage publishing)*
- *Marketing Intelligence and Planning (Emerald Publishing)*
- *Tourism Review (Emerald Publishing)*
- *Journal of Service Theory and Practice (Emerald Publishing)*
- *Health Policy and Technology (Elsevier)*
- *British Food Journal (Emerald Publishing)*
- *Journal of Global Marketing (Taylor & Francis Online)*
- *Emerald Emerging Market Case Studies (Emerald Publishing)*
- *EMAC- Reviewer for 2018-2019 & 2019-2020*