

Faculty Profile

Name: **Ankit Kesharwani**
Designation: Associate Professor
Teaching Areas: Online / Digital Marketing,
Business Research Methods,
Marketing Management,
Customer Relationship Marketing
Research Interest: Digital and Social Media Marketing
Healthcare Marketing
Technology in Higher Education
Web Analytics
Education: Ph. D., IBS Hyderabad, IFHE University, India, 2014
M.B.A., DDU Gorakhpur University, India, 2008
B.Sc., Ewing Christian College, Allahabad University, India,
2006



Professional Experience (9 Years)

1. Since 2009: IFHE, IBS Hyderabad

Research/Selected Publications

1. Ankit Kesharwani, Sanjit Roy, Makam S. Balaji, and Harjit Sekhon (2017). "Predicting Internet Banking Adoption in India: A Perceived Risk Perspective", *Journal of Strategic Marketing*, Vol. 25, No. 5-6, pp. 418-438. [ABDC-A, Scopus]
2. Ankit Kesharwani, Mukesh Mishra, and Dolli Das (2016). "The Relationship between Risk Aversion, Brand Trust, Brand affect and Loyalty: Evidence from FMCG Industry", *Journal of Indian Business Research*, Vol. 8, No. 2, pp. 78- 97. [ABDC-C, Scopus]
3. Ankit Kesharwani, Subhash Jha, and Marla Royné, (2014) "The Interplay of Website Aesthetics and Information Quality on Website Trust", *Journal of Digital & Social Media Marketing*, Vol. 2, No. 3, pp. 269-280.
4. Ankit Kesharwani, and Shailendra Singh Bisht (2012). "The Impact of Trust and Perceived Risk on Internet Banking Adoption in India: An Extension of Technology Acceptance Model", *International Journal of Bank Marketing*, Vol. 30, No. 4, pp. 303-322.
5. Ankit Kesharwani, and Trilochan Tripathy (2012). "Dimensionality of Perceived Risk and its Impact on Internet Banking Adoption: An Empirical Investigation", *Services Marketing Quarterly*, Vol. 33, No. 2, pp. 177-193.