

Dr. Gunjan Gumber
Assistant Professor
Department of Management Studies
J.C. Bose University of Science and Technology, YMCA, Faridabad
Email Id – gunjan@icboseust.ac.in

Qualifications: Ph.D., MBA, NET

Specialization: Marketing, Business Strategy

Subjects Taught:

- Marketing Management
- Consumer Behaviour
- Product and Brand Management
- Strategic Management
- Management Principles and Organizational Behaviour
- Human Resource Management
- Business Research Methods
- Presentation and Communication Skills

Publications:

- Gumber, G., Rana, J. (2021). Who buys Organic Food? Understanding different types of consumers, (1-21), published in June 2021, in Cogent Business and Management (ISSN: 2331-1975)
- Gumber, G., Rana, J. (2019). Who buys Organic Fruits, Vegetables & Milk? A Demographic Portrayal of Consumers, (283-292), published in March-April 2019, in Journal of Management (ISSN: 2347-3959).
- Gumber, G., Kalsi, V. (2018). Impact of Demographic Factors on Purchase of Organic Food Products in National Capital Region: An Empirical Study, (11-23), published in April 2018, in DAVCC's Advance Management Research: An International Journal (ISSN: 2231-2616).
- Gumber, G., Rana, J. (2017). Factors Influencing Willingness to Pay Price Premium for Organic Food in India, (1-15), published in February 2017, in International Journal of Emerging Research in Management & Technology (ISSN: 2278-9359).
- Gumber, G., Rana, J. (2017). Does Brand Awareness Impact Purchase Decision: A Case of Organic Grocery, (45-50), published in July 2017 in International Journal of Emerging Research in Management & Technology (ISSN: 2278-9359).

- Gumber, G., Rana, J. (2017). Consumers' Preferences for Buying Organic Food, (217-223), published in December 2017 in Review of Business and Technology Research (ISSN: 1941-9414).
- Gumber, G. (2015). Drivers and Deterrents of Organic Food: A Critical Review, (21-29), published in April 2015 in KCMT Journal of Professional Management & Research (ISSN: 2395-1818).
- Gumber, G., Rana, J. (2015). Making of Brand India: Going Back to Basics (The Case of Organic Food), (11-22), published in Oct 2015, in DAVCC's Advance Management Research: An International Journal (ISSN: 2231-2616).
- Rana, J., Gumber, G., Vij, N. (2012). A paper titled "Indian Rural Retail: Prospects and Problems" presented at National Conference on Retailing in India: Opportunities and Challenges held at Baba Farid College of Management & Technology, Bathinda, Punjab. Full paper was published in conference proceedings with ISBN 978 93 82062 07 6
- Rana, J., Gumber, G. (2012). A paper titled "Modelling the Challenges in Promotion of Organic Food in India" presented at National Conference on Emerging Paradigms in Marketing by Centre for Management Studies, Jamia Millia Islamia. Full paper was published in conference proceedings with ISBN 978 93 81505 42 7
- Gumber, G., Rana, J. (2012). A paper titled "Understanding the Role of ICT in Promoting Premium FMCG Brands in the Indian Rural Market" presented on 3 November 2012 at International Conference on Advanced Computing & Communication Technologies by Asia Pacific Institute of Information Technology SD India, Panipat. Full paper was published in conference proceedings with ISBN 978 93 82062 68 4

Achievements:

- Marketing - Domain Specialization from NPTEL
- NPTEL Super Star from NPTEL
- Best Paper Award for paper titled "Impact of Knowledge and Awareness on Purchase of Organic Food" presented in International Conference on Sustainable Development through Research in Engineering and Management, organized by YMCA University of Science and Technology, Faridabad during 26-27 December 2016.

Social Work: Member of Matribhoomi Sewa Sanstha