

Name: Dr Navneet Gera

Jagannath International Management School
MOR Pocket -105, KALKAJI New Delhi -110019

Email: navneet.gera@jagannath.org
Telephone no. Ext -210
Mobile: +91-9911041198



Specialization	International Business
Designation	Professor and HOD (PGDM-IB)
Educational Qualification	Ph.D. , M.Com (Bus Adm), MIB, UGC Net, M.Sc(IT)
Experience	Teaching : 16 Industry : 1
Research Interest	International Business, Marketing and Entrepreneurship
Membership of Professional / Academic Bodies	AIB (Academy of International Business) , ICA (Indian Commerce Association)
Research Publications	<p>Research Publications –Total -43</p> <p>ABDC Listed /Scopus /Web of Science (Selected Papers)</p> <p>Wahee, S., Dana, L-P., Gera, N. and Vesperi, W. (2022) ‘Antecedents of entrepreneurial intention with specific reference to cyber entrepreneurship in Delhi/NCR’, Int. J. Entrepreneurship and Innovation Management, Vol. 26, Nos. 1/2, pp.110–131.</p> <p>Gera, N. (2019) ‘Key performance indicators for enhancing the export potential of Indian carpet industry’, Global Business and Economics Review, Vol. 21, No. 6, pp.777–797 DOI: 10.1504/GBER.2020.10018927</p> <p>Di Fatta, D., Gera, N., Mishra N. (2019)Buying Intention, Acceptability and Frequency of Purchase: Analyzing their Determinants using SEM. Int. J. Electronic Marketing and Retailing, DOI: 10.1504/IJEMR.2019.10013678</p> <p>Gera, N., Di Fatta, D., Garg, R. and Malik, S. (2021) ‘Which are online shopping determinants? Analysing ease and convenience to use, prior shopping experience, online benefits, social influence in India’, Int. J. Electronic Marketing and Retailing, Vol. 12, No. 1, pp.19–35. DOI: 10.1504/IJEMR.2021.10019314</p> <p>Gera, N., Vesperi, W. andKumar, A. (2021) ‘Determinants of stress amongst B-school students:an empirical investigation’, Int. J. Management Practice, Vol. 14, No. 5,pp.601–620.</p> <p>Gera, N. and Di Fatta, D.(2020) ‘Determinants of consumer’s buying behaviour for digital products in trade fair’, Int. J. Business Excellence, Vol. 22, No. 4, pp.542–563.</p> <p>Gupta S, Sinha A K & Gera, N. (2019) The impact of economic and political events on performance of selected mutual funds of emerging economy: A SYSTEMIC VIEW. Indian Journal of Economics & Business, Vol. 18, No.1 (2019) : 263-292</p> <p>Gera et. al., (2019). Absorption, vigor and dedication: Determinants of employee engagement in B-schools Indian Journal of Economics & Business, Vol. 18, No.1, pp. 61-70 (24 citations)</p> <p>Sharma R.K et. al., (2020). A study of IPO listing returns in National Stock Exchange. International Journal of Financial Markets and Derivatives (IJFMD), Vol. 7, No. 3, 2020</p> <p>N. Saxena et. al., (2020).Exploring the effect of perceived risk on adoption of mobile banking in</p>

- Gera, N. and Di Fatta, D. (2020) 'Determinants of consumer's buying behaviour for digital products in trade fair', *Int. J. Business Excellence*, Vol. 22, No. 4, pp.542-563.
- Saxena, N., Gera, N., Nagdev, K. and Di Fatta, D. (2021) 'A conjoint analysis of customers' preferences for e-banking channels', *Int. J. Electronic Marketing and Retailing*, Vol. 12, No. 1, pp.52-68.
- Gera, N., Mishra, N. K., & Bajaj, R. (2016). A Comparative study on the Growth Prospects of Private Label Brands to that of National Brands in FMCG Retail in Delhi with Special Reference to Atta. *IJABER* , 14 (6(II)), 4419-4442. /scopus/

UGC CARE

- Neetu, J, Gera, N (2019). Analysis of trade integration of SAARC Nations. *HSSS*, Vol. 8, No.1, pp. 1-11 <https://hsssjournal.com/2019-vol-8-issue-1/>

UGC Listed

- Gera, N. Analytical Study of Focus on Green Marketing and Caring Environment by MNCs in India Jan-Jun 2012 (2012). *Gyan Management (International Journal)* , 87-94.
- Deo, S., & Gera, N. (2011). Euro: The Rising Tide – Growth & Development in International Financial Markets. *GBAMS Vidushi* , 71-80.
- deo, S., Gera, N., & Pandey, A. (2011). Contribution of SEZ in External Trade of India. *JOM- NIET* , 3-10.
- Gera, N. (2012). Customer Perception for the Fast food destination of Indian youth-KFC: An exploratory research. *Al-Barkaat Journal of Finance & Management*, 4 (2), 93-99.
- Gera, N. (2014). Impact of Gender on purchase of Branded Gems & Jewelry with specific reference to NCR India. *NIMS Journal of Management Research*, 3 (1), 1-11.
- Gera, N., & deo, S. (2010, Dec). International Currency Dollar & Young Currency Euro compete for Global Trust. *EFFULGENCE* , 58-64.
- Gera, N., & Deo, S. (2010). Rise and Fall of Dollar and Euro as an alternative currency to International Financial Market . *PRAGYAAN* , 8 (2), 42 - 55.
- Gera, N., & Wadhwa, P. (2011). Market Entry of McDonalds in Indian Market . *Journal of Management & Technology*, 5 (1), 64-71.
- Gera, N., deo, s., & pandey, A. (2011). Historical Background of Euro currency & its race to catch US Dollar in International Finance Market 2011. *SYNERGY*, IX (1), 23-39.
- Gera, N., Sharma, A., & Murthy, H. L. (2012). Customer Perception for International Trade Fair & Exhibitions in ITPO with specific reference to Handicrafts Theme. *Galgotias (Management Insights)*, 4, 26-33.
- Gera, N., Tyagi, L., & Sharma, D. (2013). "Retailer's Perception for Branded Gems & Jewelry Sector and Strategic Options to Connect to Customers by Organized G&J Retailers". *CARE Journal of Management*, 03, 50-55.
- Gera N & Pandey,A (2011) Managing & Recovery of Global Recession in India. (2011, Dec). *Pratibimba* , 54-72.

International

- Gera, N. (2012). Significance and Future Prospects of Textile Exports in Indian Economy. *International Research Journal*, 2 (1), 1-17.
- Gera, N., & Kaur, J. (2012). The Rising tide and development of Indian economy through service sector . *Gyan Management (International Journal)*, 6 (2), 59-70.
- Gera, N., & Pandey, A. (2012). Acceptance of Malls in Delhi NCR: An Empirical Study. *ANVIKSHIKI (International Journal)* , 22-30.

- Gera, N., & Tulsian, R. P. (2014). Significance and Composition of Gems and Jewellery Exports in External Trade of India Jan-June 2014 Dr Navneet Gera. ShriNathJi Journal of Business & Research, 5 (1), 20-30.
- Gera, N. (2015). "Retailer's and Customer Perception towards Branded Gems & Jewelry-A Comparative Study". Gurukul Business Review (GBR) , 11, 60-66. /Web Of Science/
- Gera, N. (2013). Consequences of accelerated global warming on nature and economy and the remedies for global green economy. International Research Journal, 3 (1), 1-14.
- Gera, N., Mishra, N. K., & Bajaj, R. (2016). A Comparative study on the Growth Prospects of Private Label Brands to that of National Brands in FMCG Retail in Delhi with Special Reference to Atta. IJABER , 14 (6(II)), 4419-4442. /scopus/
- Mishra, N. K., & Gera, N. (2016). Determinants of Consumer Buying Behaviour of Private Label Brands in Delhi in Retail: Proposition and test of SEM Model. IRJMESH, 7 (3), 56--68.
- Mishra, N. K., & Gera, N. (2014). Presence and impact of private label brands in Indian organised retailing. IRJMST, 5 (7), 104-115.
- Tyagi, L., & Gera, N. (2012, Oct-Dec). Impact of CRM in e-tailing in India: A customer perception study. International Journal of Management and Economics 17-23.
- Gera, N., & Bajaj, R. (2017). Strategically Positioning the ASBAH Rice in Delhi NCR: Analysis of Determinants of Consumer Buying Behaviour. Manthan: Journal of Commerce and Management, 94-105.

Web of Science

- Di Fatta, D., Gera, N., Tyagi, L. and Grisold, T. (2019), "Export knowledge: Determinant of export strategy, export commitment and export performance in carpet industry", Kybernetes, <https://doi.org/10.1108/K-05-2018-0245>

Books/Books Chapter/Review

Edited Books –Conference Proceedings –Generation Next -2015

Other Achievements

Invited as a resource person –NIBSCOM, NIESBUD, IIFT Delhi.

- *Delivered a session on Foreign Trade Policy 2009-14 to exporters in NIESBUD, Noida on 26th June 2014*
- *Delivered a session to exporters on Opportunities in developing countries in NIESBUD on 18th Aug 2014*
- *Invited as resource person in UGC-Staff Academic Staff College in Ranchi on 22nd and 23rd Aug 2014 on "Strategic Leadership and Art of Teaching Professional Courses" and "Export Business –Preliminaries for IEC no and Methods of Payment"*
- *Invited as resource person for session on Markets for Handicraft exports textiles sector at DIAS on 27th Oct 2014*
- *Invited as Resource Person to PNB STC on 30-31 Dec 2014*
- *Invited as Resource Person by NIEC for Export Workshop 4th Feb 2015.*
- *Delivered session to Exporters at NIESBUD*
- *Delivered a session to Exporters at NIESBUD on "Inco Terms and Methods of Payment" on 27th Nov 2016*
- *Delivered a session to Bankers at NIBSCOM on "Leadership challenges and positive*

Attitude in Managerial Effectiveness” on 20th Dec 2016

- *Delivered a session on “Foreign Trade Policy 2015-20 for Bankers” at NIBSCOM on 11th May 2017*
- *Delivered a session on “How to Process Export Order” at NIESBUD on 30th July 2017*
- *Delivered a session on “INCO Terms” at NIESBUD on 27th August 2017*
- *Delivered a session on “Import Finance, Buyer’s credit, Operational Aspects of Trade” to Bankers at NIBSCOM on 21th Sept 2017/30th Nov 2017*
- *Delivered a session on “Import Finance, Buyer’s credit, Operational Aspects of Trade” to Bankers at NIBSCOM on 9th Jan 2018*
- *Invited as resource person in Ranchi University to deliver talk in refresher programme of UGC-HRD on 13th Sept 2018*
- *Delivered 3 sessions in NIBSCOM on Forex to bankers in 2018-19*
- *Delivered 3 sessions in MDP for exporters at NIESBUD in 2018-19*
- *Training to MSME officers in Jaipur, ODOP –Full Day Jan -2019*

IIFT – Indian Institute of Foreign Trade

Session delivered in MDP at IIFT on 27th Sept 2019

Session 1- Leveraging MEIS Scheme in Export Operations

Session -2 Leveraging SEIS/MAI/Status Holders

Session delivered in MDP at IIFT on 2nd Dec 2019

Session -1 Defence Exports –Strategy and policy issues

Session -2 Commercial documents in defence exports

Session -3 Regulatory Documents in defence exports

Session Delivered –IIFT (DGR) 28th Jan 2022

Session -1 Export Documentation

I. Session Chaired

Chaired a session in International Conference on Applied business and Economic Research July 2016

Chaired a session in International Conference on Applied business and Economic Research Dec 2017

Resource persons for refresher course (UGC) in Ranchi University on 13-9-2018 for the topics –Make in India, Demonetization and start up India.

II. Awards

Won the 3rd Best Paper Award in 10th National Conference on Green Marketing Practices as Competitive Strategy: Innovations, Globalization and Policies”-**21st & 22nd Jan 2012**, New Delhi.

Won the 3rd Best Paper Award for presenting the Paper in 3rd National Research

Paper Presentation Competition organized on **17th March 2012** by BVIMR.

Certificate of Best Paper Presentation - “A Comparative study on the growth prospects of PLBs to that of National Brands in FMCG Retail” - 3rd International Conference on Applied Business and Economic Research 30-31 July 2016

Certificate of Best Paper Presentation - “Measurement of Employee Engagement in B-Schools” –9thInternational Conference on Applied Business and Economic Research 27-28 Dec 2017

Marketing Summit 2022 -1st Position in Case study Presentation at G L Bajaj Institute of Management on 8th Jan 2022.