

Dr. Ritu Chhikara
Associate Professor (Senior Grade), Faculty of Management
South Asian University, New Delhi

Dr. Ritu Chhikara is an Associate Professor (Senior Grade) in the Faculty of Management at South Asian University (SAU), New Delhi. With a transdisciplinary background in engineering, marketing, and sustainability, and over 15 years of industry and academic experience, she brings a unique blend of industry insights, pedagogical innovation, and research excellence.

Before joining SAU, Dr. Chhikara served at BML Munjal University (Hero Group), where she held various academic leadership positions including Area Chair (Marketing), Program Head of the Executive MBA Program, and Director of the Centre for Sustainability Research and Advocacy (CSRA).

She specializes in Consumer Behaviour, Marketing and Sustainability, Brand Strategy, and Qualitative Research. Dr. Chhikara's research has appeared in several peer-reviewed journals like *Transportation Research Part D*, *Journal of Brand Management*, *Health Marketing Quarterly*, *Construction Innovation*, and *others*. She has also published business cases with SAGE, Taylor & Francis, and IGI Global, and co-authored books and book chapters addressing the evolving dynamics of digital transformation, sustainability, and consumer behaviour. A recipient of multiple awards including the Best Researcher and Best Teacher awards, Dr. Chhikara has been invited to share her expertise at prominent academic conferences and international forums. She has done consulting for national-level research and policy projects, including those funded by ICSSR and NITI Aayog.

In addition to her academic endeavours, she actively contributes to public discourse through opinion pieces published in *The Hindu*, *Business World*, *Outlook Business*, *360 Info*, *Times of India*, and *India Today*, etc championing causes such as sustainability in higher education, digital inclusion, and climate-conscious consumption.

Dr. Chhikara is deeply invested in preparing the next generation of South Asian leaders by fostering critical thinking, ethical leadership, and context-relevant business solutions.

Educational Qualifications

- Ph.D.– Faculty of Management Studies (FMS), University of Delhi, 2014
- MBA (full-time)– Faculty of Management Studies (FMS), University of Delhi, 2009
- B. Tech– MDU, Haryana, 2005

Current Research Interests

1. Consumer Behaviour and Mindful Consumption
2. Consumer Technology Adoption
3. Sustainability and Marketing
4. Experiential Branding and Sensory Marketing
5. Digital Pedagogy and Higher Education Futures

Select Publications

(Journal Articles)

- Chhikara,R., Garg,R., Chhabra,S., et.al (2021), “Factors affecting the adoption of Battery Electric Vehicles in India: An Exploratory Study”, *Transportation Research (Part D) (ABDC-A)*
- Kataria, A.; Garg, R., Chhikara, R.; Motwani, J. (2025), “Examining the Change Readiness of Anganwadi Teachers for Implementing New Education Policy (2020) in Rajasthan, India” (*Scopus, Q1*)
- Garg, R., Chhikara, A. Agrawal, Rathi, R. (2024), “Sustainable Marketing Mix and Supply Chain Integration: A Systematic Review and Research Agenda”, *Sustainable Futures (Scopus-Q1)*
- Garg, R., Chhikara, R. Kataria, A. Agrawal, G. (2024), “Exploring the drivers and barriers to the Non-formal Education in Anganwadi Center’s for Sustainable Development: A Multiple Stakeholder Study”, *Journal of Inclusive Education (Scopus-Q1)*
- Garg, R., Chhikara, R., Kataria, A., & Rathi, R. (2023), “Acceptance for e-learning through development programmes among faculty and students in India”, *Journal of Business Ethics and Society (BMU Research Journal)*
- Bhatia, R., Garg, R., Chhikara, R., Singh, R. (2022), “If I feel it, I desire it...: “Harnessing visual-induced tactile imagery for enhancing purchase intention”, *Vision, (ABDC- C)*
- Agrawal, G. Rathi, R., Garg, R., Chhikara, R. (2022), “Abundantly rare: changing consumer trends in the luxury market “*Vision, (ABDC- C)*
- Rathi, R., Garg, R., Kataria, A.. & Chhikara, R. (2022), “Evolution of luxury marketing landscape: a bibliometric analysis and future directions”, *Journal of Brand Management 29 (3), (ABDC-A)*
- Agrawal, G., Sodhi, S., Chhikara, R. & Garg, G. (2022), “A Study of Covid-19 cognition on Likelihood to Share Again: A Pro-Environment Behaviour”, *Academy of Marketing Studies Journal 26(1) (ABDC-B)*
- Sharma, Anshu., Mor, S., Garg,R., Chhikara, R., Pal, A.,Narula, N. (2021), “Work-Life Study balance and Executive Education: Case of India”, *Millenial Asia (ABDC- C)*
- Garg,R., Chhikara,R., Chhabra,S, & Bhardwaj, A. (2021), “Factors determining intention to vaccinate against Covid-19: A Developing nation Perspective”, *Health Marketing Quarterly (ABDC-B)*
- Bhatia,R.,Garg,R. Chhikara, R., Kataria,A. & Talwar,V (2021)“Sensory Marketing: A review and research agenda”, *Academy of Marketing Studies Journal (ABDC-B)*
- Agrawal,G., Sehgal, S. & Chhikara, R. (2021), “Effects of trusting Beliefs on intentions to buy Online: Evidence from online grocery and essential retail during Crisis”, *South Asian Journal of Management (ABDC-C)*
- Mor, S., Madan, S. & Chhikara, R. (2020), “Risk-Seeking Propensity of Indian Entrepreneurs: A Study Using GEM Data”, *Strategic Change (ABDC- C)*
- Garg, R., Chhikara, R., Singh, R. et.al (2020), “A Qualitative study to understand the factors affecting the adoption of glass fibre-reinforced gypsum (GFRG) as a Sustainable Building Technology: Insights from Indian Construction Industry”, *Construction Innovation (Emerald) (ABDC-B)*
- Aggarwal, G., Garg, R., Chhikara, R.& Deshpande, A. (2020), “Exploration of Retail Design in Integrated Bricks & Clicks Environment”, *Materials Today: Proceedings (Scopus-Q1)*
- Chhikara, R.& Agrawal, G. (2019), “Employee Satisfaction of Shop-floor workers in Modern Indian Retail Stores”, *The Orissa Journal of Commerce (UGC Care)*

- Chhikara, R., Agrawal, G. & Garg, R. (2019), “Opportunities and Challenges for HR Managers in relation with shop-floor employees of Multi- Brand Retail companies in India”, Studies in Indian Place Names (UGC care)
- Garg, R. & Chhikara, R. (2018), “Power of the Scent: Exploring the role of Sensory appeals on Consumer Product Attitude”, Journal of Business and Management (Scopus- Q2)
- Chhabra, S. & Chhikara, R. (2016), “Segmentation of Cinema Audiences in the Indian Movie Industry: A Marketing Strategy Perspective”, Aweshkar (UGC care)

(Business Cases)

- Chhabra, S., Chhikara, R & Garg, R. (2021), “Lakshya Food India Limited (LFIL): Finding the Right Position in Dairy Business”, Asian Journal of Management Cases (ABDC and Scopus)
- Agrawal, G., Chhabra, S., Chhikara, R. & Garg, G. (2021), “Senior Citizen Homes: Search for a Viable Business Model”, Emerging Economies Cases Journal (ABDC and Scopus)
- Agrawal, G., Chhikara, R., Garg, R & Ahmad, J.T. (2020), “Pepperfry: Challenges ahead in the Growing Competition of Indian Home Furnishing Market”, Sage Business Cases (Scopus)
- Ahmad, J., Sultana, H., Ahmad A., & Chhikara, R. (2019), “Natura Siberica: Challenging Entry in Organic Cosmetics Business”, Journal of Operations and Strategic Planning, Sage Business Cases (Scopus)
- Ahmad, J., Mohammad Hoque, T., Chhikara, R. (2019), “Women Entrepreneurs and their Fast Food Business: A Case Study on Challenging Social Prejudice through Entrepreneurship”, Small Enterprise Research (Taylor and Francis) (Scopus)

(Book Chapters):

- Chhikara, R., Krishna, E. & Parasher, A. (2025), “The Pivotal Role of Additive Manufacturing in Product Development and Innovation”, Intelligent Manufacturing Systems, Taylor and Francis (Accepted)
- Agarwal, G., S, Sodhi, Chhikara, R., Garg, R. (2024), “Exploring Socially constructed technological platform- Metaverse- As an Educational tool for attaining SDG 4 & PRME”, Immersive Technology and Experiences: Implications for Business and Society, Nature, Springer
- Agarwal, G., Chhikara, R. (2023), “Ludo Board Game: Selection of Retail Channels” in Rani, A. (Ed.). Essentials of operations management. Paarth Publications.
- Chhikara, R., Garg, R. & Solanki, R. (2021), “New-Age technologies and tools for better Student Engagement”, In Managing Education: Post Covid Challenges and Opportunities, Haryana Government Press
- Agarwal, G., Rathi, R., Chhikara, R. & Garg, R. (2021), “Abundantly Rare: Changing Consumer Trends in the Luxury Market”, In New Paradigms in Management Science. Bloomsbury Publishing
- Chauhan, U., Garg, R. & Chhikara, R. (Eds.) (2019), “Corporate social responsibility and Digital Marketing”, In Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics, IGI Global
- Kumar, H., Garg, R., Kumar, P., & Chhikara, R. (Eds.) (2019), “A Qualitative Insight into Personal Factors Impacting Online Impulse Behaviour” In Strategies and Tools for Managing Connected Customers. IGI Global
- Garg, R., Chhikara, R., Suman, H., Pande, S., Sharan, R., & Panda, T. K. (2018), “Consumer-Brand Relations: An Investigation into the Concept of Brand Hate, In Driving Customer Appeal Through the Use of Emotional Branding
- Garg, R., Chhikara, R., Suman, H., Pande, S., Sharan, R., & Panda, T. (2018).” Consumer-brand relations: An investigation into the concept of brand hate”, In R. Garg, R. Chhikara, T. K. Panda,

& A. Kataria (Eds.), *Advances in marketing, customer relationship management, and e-services. Driving customer appeal through the use of emotional branding*, IGI Global Publishing

(Selected Books and Edited Volumes)

- *Digital Transformation and Sustainability in Advanced Manufacturing and Business Management Practices* (forthcoming), Taylor & Francis
- *Driving Customer Appeal Through Emotional Branding*, IGI Global
- *Bharat Pragya Bodh: Glimpses from Indian Wisdom*, Harsh Priya Publications

Awards & Recognitions

- Best Researcher Award – BML Munjal University (2021)
- Best Teacher Award – BML Munjal University (2018, 2020)
- Best All-Rounder Award (2019)

Grants & Funded Projects (Select)

- ICSSR Project on Transformative Potential of Digital Adoption for Health and Education: A Mixed Method Research in Rajasthan'. ICSSR, Government of India (2023–25)
- ICSSR Study on 'A study to Understand the Challenges and Support Mechanism for Adopting NEP 2020 among Anganwadi Teachers in Rajasthan" (2022–23)
- Consultant – NITI Aayog on 'Enhancing the efficiency and effectiveness of Pradhan Mantri Jan Aushadhi Yojna'(2018–19)
- Consulting project completed with Lakshya Dairy Foods Limited, titled 'Brand Revitalization'(2018-19)