

Das, Manish

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Websites & Social Links

<https://publons.com/researcher/3068566/manish-das/> (<https://www.scopus.com/authid/detail.uri?authorId=55756567800>)

Country

India

Keywords

Culture, Consumer Culture Theory, Masstige, Emerging Market, Materialism, Ethnocentrism, Luxury

Other IDs

Scopus Author ID: 55756567800 (<http://www.scopus.com/inward/authorDetails.url?authorID=55756567800&partnerID=MN8TOARS>)

Biography

Dr. Das is currently serving at Tripura University (A Central University), India as an Assistant Professor. To date, he has published in multiple ABDC 'A*' and 'A' listed journals including European Journal of Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of Marketing Management, Journal of Product and Brand Management, International Journal of Consumer Studies, Journal of Business and industrial Marketing among others. His areas of research interest include Consumer Culture Theory, Consumer psychology, Values and Ethics, CSR, Sustainability, Retailing, Rural marketing, and Services marketing. He has successfully completed research projects sponsored by agencies like the Indian Council of Social Science Research (ICSSR). He is also a reviewer for multiple ABDC 'A' listed journals including Journal of Business Research, Psychology and Marketing, International Journal of Retailing and Distribution Management, Journal of Consumer Behavior, Journal of Product and Brand Management among others.

His Web of Science profile can be viewed in <https://publons.com/researcher/3068566/manish-das-mmm-phd/>

Employment (1)

Tripura university: Surjyamaninagar, Tripura, IN

2011-08-31 to present | Assistant Professor (Department of Business Management)

Employment

Source:Das, Manish

Education and qualifications (4)

University Grants Commission: Delhi, IN

| NET (Management)

Qualification

Source:Das, Manish

Tripura University: Agartala, Tripura, IN

2020 | PhD (Department of Business Management)

Education

Source:Das, Manish

University of Pune: Pune, IN

2008 | Masters in Marketing Management

Education

Source:Das, Manish

National Institute of Technology Agartala: Agartala, Tripura, IN

2004 | BE (Mechanical Engineering)

Education

Source:Das, Manish

Invited positions and distinctions (1)

Birla Institute of Technology and Science Pilani: Pilani, Rajasthan, IN

2021-11 to present | Resource Person (Executive MBA)

Invited position

Source:Das, Manish

Funding (1)

Consumer Demographics, Consumption Habits, Acculturation of the Global Consumer Culture and Consumer Ethnocentrism: A Rural India Perspective with special reference to Tripura

Indian Council of Social Science Research (Delhi)

2014-11 to 2017-09|Grant

GRANT_NUMBER: F.No.02-322/ (SC)/2014-15/ICSSR/RPR dated 31.12.2014

Source:Das, Manish

Works (23 of 23)

Cultural consequences of brands' masstige: An emerging market perspective

Journal of Business Research

2022-07 | journal-article

DOI: 10.1016/j.jbusres.2022.03.081

Part of ISSN: 0148-2963

Source: Das, Manish

Predicting collaborative consumption behaviour: a meta-analytic path analysis on the theory of planned behaviour

European Journal of Marketing

2022-04-13 | journal-article

DOI: 10.1108/ejm-07-2020-0563

Part of ISSN: 0309-0566

Part of ISSN: 0309-0566

Source: Das, Manish

How to Enhance Customer Loyalty to Retail Stores via Retail Service Quality Practices? A Moderated Mediated Mechanism

Services Marketing Quarterly

2022-01-08 | journal-article

DOI: 10.1080/15332969.2021.1997504

Part of ISSN: 1533-2969

Part of ISSN: 1533-2977

Source: Das, Manish

Building trust among channel members via power sources

Journal of Business & Industrial Marketing

2021-11-25 | journal-article

DOI: 10.1108/jbim-04-2021-0210

Part of ISSN: 0885-8624

Part of ISSN: 0885-8624

Source: Das, Manish

Deciphering in-store-online switching in multi-channel retailing context: Role of affective commitment to purchase situation

Journal of Retailing and Consumer Services

2021-11 | journal-article

DOI: 10.1016/j.jretconser.2021.102742

Part of ISSN: 0969-6989

Source: Das, Manish

Inspired and Engaged: Decoding MASSTIGE Value in Engagement

International Journal of Consumer Studies

2021-06-21 | journal-article

DOI: 10.1111/ijcs.12726

Part of ISSN: 1470-6423

Part of ISSN: 1470-6431

Source: Das, Manish

“Standing out” and “fitting in”: understanding inspiration value of masstige in an emerging market context

Journal of Product & Brand Management

2021-06-19 | journal-article

DOI: 10.1108/jpbm-12-2020-3260

Part of ISSN: 1061-0421

Part of ISSN: 1061-0421

Source: Das, Manish

Bandwagon vs snob luxuries: Targeting consumers based on uniqueness dominance

Journal of Retailing and Consumer Services

2021-05-11 | journal-article

DOI: <https://doi.org/10.1016/j.jretconser.2021.102582>

Source: Das, Manish

Uniqueness and luxury: A moderated mediation approach

Journal of Retailing and Consumer Services

2021-02-06 | journal-article

DOI: <https://doi.org/10.1016/j.jretconser.2021.102477>

Source: Das, Manish

Understanding on-the-go consumption: A retail mix perspective

Journal of Retailing and Consumer Services

2021-01 | journal-article

DOI: 10.1016/j.jretconser.2020.102327

Part of ISSN: 0969-6989

Source:Das, Manish

Acculturation and apparel store loyalty among immigrants in Western countries

Journal of Marketing Management

2020-11-05 | journal-article

DOI: <https://doi.org/10.1080/0267257X.2020.1833963>

Source:Das, Manish

Impact of acculturation to western culture (AWC) on western fashion luxury consumption among Gen-Y consumers in the Asia-Pacific region

Journal of Retailing and Consumer Services

2020-09 | journal-article

DOI: 10.1016/j.jretconser.2020.102179

Part of ISSN: 0969-6989

Source:Das, Manish

How self-construal drives intention for status consumption: A moderated mediated mechanism

Journal of Retailing and Consumer Services

2020-07 | journal-article

DOI: 10.1016/j.jretconser.2020.102065

Part of ISSN: 0969-6989

Source:Das, Manish

Ethnic Identity Impact on Consumers' Ethnocentric Tendencies: The Moderating Role of Acculturation and Materialism

Management and Labour Studies

2020-02 | journal-article

DOI: 10.1177/0258042x19890245

Part of ISSN: 0258-042X

Part of ISSN: 2321-0710

Source:Das, Manish

Cosmopolitanism, Materialism, Consumer Ethnocentrism and Consumer Behaviour: Evidence from Aboriginal Tripuri Tribe of India

IIM Kozhikode Society & Management Review

2019-07 | journal-article

DOI: 10.1177/2277975218809207

Part of ISSN: 2277-9752

Part of ISSN: 2321-029X

Source:Das, Manish

Impact Assessment of Consumer Demographics on Rural Consumers' Ethnocentric Tendencies (CE) and Social Comparison Information (ATSCI) Habits

Indian Journal of Marketing

2018-08-01 | journal-article

DOI: 10.17010/ijom/2018/v48/i8/130539

Part of ISSN: 0973-8703

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Source:Das, Manish

Consumer ethnocentrism, status and consumption behaviour: evidence from a communist governed state in a transitional economy

International Journal of Management Development

2018 | journal-article

DOI: 10.1504/ijmd.2018.093612

Part of ISSN: 1752-8240

Part of ISSN: 1752-850X

Source:Das, Manish

Construction of Personality Measurement Scale based on the 'Guna- Traya' concepts of the Bhagavad-Gita

Purushartha - A Journal of Management , Ethics and Spirituality

2017-05-21 | journal-article

DOI: 10.21844/pajmes.v10i1.7791

Part of ISSN: 2456-1371

Part of ISSN: 0975-024X

Source:Das, Manish

**Consumer Demographics and Environmental
Responsibility: An Empirical Investigation of the
Consumers in Tripura**

Prabandhan: Indian Journal of Management

2015-05-01 | journal-article

DOI: 10.17010/pijom/2015/v8i5/68777

Part of ISSN: 0975-2854

Source: Das, Manish

**Effect of Values and Business Ethics Course on Students'
Perception of Ethics in Business: An Empirical
Investigation of Management Students in Tripura**

Prabandhan: Indian Journal of Management

2014-03-01 | journal-article

DOI: 10.17010/pijom/2014/v7i3/59299

Part of ISSN: 0975-2854

Source: Das, Manish

**Effect of values and business ethics course on students'
perception of ethics in business: An empirical
investigation of management students in tripura**

Prabandhan: Indian Journal of Management

2014 | journal-article

EID: 2-s2.0-85000669484

Part of ISSN: 09752854

Source: Das, Manish via Scopus - Elsevier

Factors Affecting the Purchase of Staple Goods: An Empirical Study of Edible Oil Purchase in Tripura

Indian Journal of Marketing

2013-06-23 | journal-article

DOI: 10.17010/ijom/2013/v43/i6/36392

Part of ISSN: 0973-8703

Part of ISSN: 0973-8703

Source:Das, Manish

Dynamic Yet Static: A Boon for High Performance Organizations

Prabandhan: Indian Journal of Management

2013-01-01 | journal-article

DOI: 10.17010/pijom/2013/v6i1/59954

Part of ISSN: 0975-2854

Source:Das, Manish

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