




Faculty Details proforma for DU Web-site

Title	First Name	Last Name	Photograph
Name	Dr. KAVITA SHARMA		
Designation	PROFESSOR		
Department	COMMERCE		
Address (Campus)	Department of Commerce, Delhi School of Economics, University of Delhi		
(Residence)	45, Vaishali, Pitam Pura, Delhi-34		
Phone No. (Campus)	27667891		
(Residence)			
Mobile	9868214616		
Email	ksharma.dse@gmail.com		
Educational Qualifications			
Degree	Institution	Year	
Ph.D in Commerce	Department of Commerce, Delhi School of Economics, University of Delhi, Delhi	1998	
M.Phil in Commerce	Department of Commerce, Delhi School of Economics, University of Delhi, Delhi	1987	
M.Com	Ramjas College, University of Delhi, Delhi	1985	
B.Com (Hons.)	Zakir Husain College, University of Delhi, Delhi	1983	
Career Profile			
Organization / Institution	Designation	Duration	Role
Zakir Husain College, University of Delhi, Delhi	Lecturer in Commerce	1985-86	Teaching of B.Com (Hons) Courses
Daulat Ram College, University of Delhi, Delhi	Reader in Commerce	1998-2006	Teaching of B.Com (Hons) Courses Started Placement Cell in the college; Worked as Council secretary for two years Twice worked as Head of the Department Conducted Seminars Developed Excel based worksheets for
Daulat Ram College, University of Delhi, Delhi	Associate Professor in Commerce	2006-2009	

			computerized calculations of internal assessment and customized them to the marking schemes as per university norms for various courses Worked as Convener of various council committees.
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi	Associate Professor	2009 – 2012	Teaching Post Graduation Courses Supervising research projects,
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi	Professor	2012-till date	
Administrative Assignments			
Head of Department since January 2016; Dean Faculty of Commerce & Business since May 2017			
Coordinator for M.Com. -2009-10. Coordinator MIB Course 2009-2015. Convener-Examination since 2013. Convener-Purchase Committee since 2013. Founding Editor - Journal and Other Publications. Editor-in-Chief since 2016; Convener-Four Year Degree Programme. Convener-Departmental Research Committee 2013-2015. Convener-CBCS;			
Chairperson- Standing Committee (Students) of Academic Council; Chairperson-Committee for Re-Examining Quantum of Punishment in Unfair Means Cases; Co-Chairperson- Committee for Revising of UG-PG Courses; Member – Academic Council, Standing Committee of Academic Matters, Business Advisory Committee of Academic Council, University Court, B.A. Programme Committee			
Areas of Interest / Specialization			
Marketing, Consumer Behaviour, Advertising, Customer Relationship Management			
Subjects Taught			
Advertising, Sales Management, Quantitative Techniques for Business Decisions, Consumer Behaviour, Services Marketing, Customer Relationship Management, Marketing management			
Research Guidance			
<i>Supervision of Ph.D Research Work:</i> <ol style="list-style-type: none"> 1. Degree Awarded s– 11 2. Doctoral Thesis submitted-2 3. Doctoral Thesis, under progress – 9 <i>Supervision of M.Phil Research Work:</i> <ol style="list-style-type: none"> 1. Degree awarded -6 2. Dissertation submitted -1 3. Research of M. Phil dissertations work under progress - 6 			
Publications Profile			
Books/Chapters/Book Reviews			
Year of Publication	Title	Co-author	
2000	Impact of Consumer Involvement on Consumer Behaviour: A Case Study of India' New century Publications		
2009	Book Chapter- Case on 'Political Advertising in Indian Context' in Cases in Management (ed.), Wisdom Publication		

2011	Advertising: Planning and Decision Making', Taxmann Publishers	
2011	Book Review: "Marketing" by Dhruv Grewal and Michael Levy, NICE Journal of Business, Vol. 6, No. 2: July-December.	
2013	Book Chapter -A Study of Developing Segments Based on the Lifetime Value of Customers through Weighted RFM Model' Business in Post Globalized Era, (ed.) pp 85-93.	Co-authored
2015	New Horizons for Leveraging Business,Anmol Publishers	Co-authored
2016	Book Chapter - Measuring Environmental Consciousness' in Emerging Dynamics of Sustainability in Multinational Enterprises, ed. Vol. by John R McIntyre, Silvester Ivanaj, Vera Ivanaj, and Rabi Narayan Kar, E Elgar, UK and USA	Co-authored
2016	Book Chapter - Branding in Emerging Markets-in edited volume - The Routledge Companion to Contemporary Brand Management.	Co-authored
2018	Book Chapter – Sectoral Approach to Skills for Green Jobs in India – in Changing the Indian Economy by Elsevier	Co-authored

Research Papers in Indexed/ Peer Reviewed Journals

Research papers published in national and international journals including Vikalpa –A Journal of Decision Making (IIMA), Vision-The Journal of Business Perspective (MDI), Journal of Indian Business Research (Emerald), Journal of Law and Social Sciences, Business Analyst, MIMS, Journal of Commerce & Business Studies

Year of Publication	Title	Co-author
1995	Consumer Involvement-Its Meaning, Antecedents and Consequences Business Analyst', Vol 16, No 2, July-Dec.	Co-authored
2000	Product Related Antecedents of Consumer Involvement: An Empirical Investigation' Vikalpa-The Journal for Decision Makers, Vol. 25, No 1, pp.29-42	Co-authored
2002	Relevance of Personal Factors as Antecedents of Consumer Involvement: An Exploration' Vision: The Journal of Business Perspective, Vol. 6, No. 1 , pp 13-26. (ISSN 0972-	Co-authored
2010	Pulse Polio Programme in India - A Marketing Perspective to Government Initiatives' Business Analyst, Vol. 31, Issue 1, April-Sep.	Co-authored
2011	A Conceptual Framework on Customer Lifetime value: Its Components and Metrics, Business Analyst, Vol. 32, No 2, October 2011 – March 2012	Co-authored
2011	An Investigation into the Relevance of Political Advertising in India' Annual International Conference Proceedings, Political Science, Sociology and International Relations, (PSSIR -2011),7-8 November, Singapore.Ulrich Web- Global Serial Directory, EBSCO, Cross Ref,	

	Pro Quest.	
2012	Political Advertising and Voting Behaviour in India: Mediating Role of Voting Decision Involvement' GSTF Journal of Law and Social Sciences, Vol. 1, No.1, January	
2013	Environmental Consciousness, Its Antecedents and Behavioural Outcomes' Journal of Indian Business Research (JIBR), Vol. 5, No.3,	Co-authored
2013	'Environmental Consciousness, Its Antecedents and Behavioural Outcomes' Journal of Commerce & Business Studies, Vol. 1 No. 1, 2013. This republishing of the paper was a part of the services offered to the authors by Emerald Literati Network.	Co-authored
2013	An Investigation into Consumer Behaviour for Energy Labeled Products' Vision: The Journal of Business Perspective, December 17: 269-278,	Co-authored
2013	'Framework of Understanding Customer Relationship with the Firm', IIM Journal, pp. 31-40.	Co-authored
2013	'Customer Evaluation of Technology Based Self-Service Options in India' MAIMS Journal of Management, Vol.9 No 1.	Co-authored
2016	An Investigation into Consumer Search and Evaluation Behaviour: Effect of Brand Name and Price Perceptions' Vision -The Journal for Business Perspective, Vol. 20(1), 24-26.	Co-authored
2016	A Study of Customer Life Time Value and Its Impact on Customer Retention' Journal of Marketing Vistas, Vol 6(1), 14-25.	Co-authored
2016	'From Complaint Handling to Customer Commitment: An Investigation in Indian Context' Journal of Consumer & Business Studies, Vol 3(1)	Co-authored
2016	'Assessing Sustainable Food Buying Behavior of Postgraduate Students" Journal of Consumer & Business Studies, Vol 3(2) (Special Issue)	Co-authored
2016	'Label Perceptions and Consumer Decision-Making: An Empirical Investigation' in Marketing at the Confluence between Entertainment and Analytics, Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress, Springer	
2017	Revisiting Environmental Kuznet's Curve: An Empirical Analysis of India and China Carbon Emission', Hermeneutics- A Biannual Refereed International Journal of Business and Social Studies, Vol 7(1), 1-5	<u>Co-authored</u>
Abstract/Extended Abstract		

2012	Measuring Environmental Consciousness', The Discussant, The Journal of Centre for Reforms, Development and Justice, Vol. 1 No. 3, December 2012 (ISSN 2250-3412).	Co-authored
2013	An Investigation into Consumer Behaviour For Energy Labeled Products' Proceedings of 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11, (ISSN978-81-920800-1-7)	Co-authored
2013	Customer Evaluation of Technology Based Self-Service Options in India, Proceedings of 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11, (ISSN 978-81-920800-1-7)	Co-authored
2014	'An Analysis of Trust Based Customer Relationships' -Proceedings, 2014 AMA Annual Conference- Global Marketing Special Interest Group - The Honorable Merchant in International Marketing.	Co-authored
2014	A Study of Customer Life Time Value and its Impact on Customer Retention', Proceedings 2014 AMA Annual Conference- Global Marketing Special Interest Group-The Honorable Merchant in International Marketing	Co-authored
2015	'A Study of Customer Life Time Value and its Impact on Customer Retention' in Conference Proceedings 6th IIMA Conference on Marketing in Emerging Economies.	Co-authored
2017	A Study of Paradox of Franchisor Franchisee Relationship in Conference Proceedings 7th IIMA Conference on Marketing in Emerging Economies	Co-authored
Organization of Conference/Seminars/Workshops		
Conferences.....		
April 3 rd , 2013	Emerging Issues in Corporate Governance	Convener
April, 12-13, 2014	Leveraging Business Discovering New Horizons: 3 rd Annual Commerce Conference	Convener
Dec. 18-19, 2015	Corporate Governance & CSR: Retrospect and Prospect	Convener
4-5, Nov. 2016	Start-up to Sustainability: Initiatives and Challenges	Conference Chair
Jan. 11-12, 2018	Digital Outreach and Future of Marketing Practices	Conference Chair
Seminars...		
Jan.21 st , 2017	Cyber Laws and Crimes	Patron
Feb. 15 th , 2017	Goods & Service Tax-The Road Ahead	Patron
Feb. 28 th , 2018	Goods and Services Tax (GST): The Road Ahead"	<u>Patron</u>

Workshops/....		
Dec 15, 2016 -Jan 17, 2017	Pre-NET Winter School for Weaker Section Students	Convener
May 30 th , 2017 - June 13 th , 2017	Pre-Entrance Summer School for Weaker Sections	Convener
April 11-12, 2017	Workshop on Advances in Research Methods	Convener
Paper Presentation		
Sep, 2009.	A Conceptual Framework on Customer Lifetime Value: Its Components and Metrics' in PCMA 6th International Conference	Co-authored
September, 23 rd , 2011.	An Investigation into the Relevance of Political Advertising in India' in Conference of Marketing Scholars and Practitioners, CMSP-2011, organized by Appejay School of Management, Delhi,	
Nov. 7-8, 2011.	An Investigation into the Relevance of Political Advertising in India' in Annual International Conference on Political Science, Sociology and International Relations, PSSIR -2011, held in Singapore,	
December 2012	'Measuring Environmental Consciousness' in Third International Conference, MESD 2012 organized by Shahid Bhagat Singh Evening College, University of Delhi	Co-authored
July 29-30, 2012	'Environmental Consciousness: Its Antecedents and Behavioural Outcomes' presented at AIM's 2nd International Conference on the theme of "INNOVATION IN MARKETING FOR EMERGING MARKETS - Global Challenges and Opportunities" to be held at Hotel Leela Palace, Bangalore	Co-authored
Nov., 2012	A Study of Developing Segments Based on The Lifetime Value of Customers Through Weighted RFM Model' was presented in COSMAR, 2012 organized by Department of Management Studies, IISC Bangalore	Co-authored
Nov., 2012	Dimensions of Trust Based Customer Relationship with the Firm: An Empirical Investigation' presented at COSMAR, 2012 organized by Department of Management Studies, IISC Bangalore	Co-authored
January 9-11, 2013	'Customer Evaluation of Technology Based Self-Service Options in India' in 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11, 2013.	Co-authored
January 9-11, 2013	An Investigation into Consumer Behaviour for Energy Labelled Products in 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India,	Co-authored
JAN 09-11, 2014.	An Investigation into Consumer Search and Evaluation Behaviour: Effect of Brand Name and Price Perceptions', Listening to	Co-authored

	Consumers of Emerging Markets, 2014 Annual Conference of the Emerging Markets Conference Board, IIM Lucknow	
Jan 13-14, 2014.	Customer Evaluation of Technology Based Self-Service Options in India' Innoserve 2014' International Conference at ITM School of Business ITM University, Gwalior	Co-authored
April 16- 19, 2014	An Analysis of Trust Based Customer Relationships' -Proceedings, 2014 AMA Annual Conference- Global Marketing Special Interest Group - The Honorable Merchant in International Marketing, held at Cancun, Mexico,	Co-authored
April 16- 19, 2014	A Study of Customer Life Time Value and its Impact on Customer Retention', Proceedings 2014 AMA Annual Conference- Global Marketing Special Interest Group-The Honorable Merchant in International Marketing, held at Cancun, Mexico,	Co-authored
Jan 7-9, 2015	A Study of Customer Life Time Value and its Impact on Customer Retention' in 6 th IIMA Conference on Marketing in Emerging Economies	Co-authored
Dec. 13-15, 2015	Label Perceptions and Consumer Behaviour- An Empirical Investigations Resolving Sustainability Paradox' as MESD'15 Conference organized by ISCTE-IUL, ICN- Business School, and Centre for International Business Education and Research, Georgia Institute of Technology from at Lisbon, Portugal.	
Dec-18-19,2015	'From Complaint Handling to Customer Commitment: An Investigation in Indian Context' in 4 th Annual International Commerce Conference	Co-authored
Oct 21-23, 2016	Antecedents of Consumer Behaviour Towards Energy Efficient Products, in International Conference on Corporate Finance, Governance & Sustainability, organized by Delhi School of Business, Delhi	Co-authored
Nov-4-5, 2016	Consumer Behavior toward highly energy efficient product: Influence of Sociability, Product Knowledge and Concern for the Environment	Co-authored
July 19-21,2017	Label Perceptions and Consumer Decision-Making: An Empirical Investigation in 19 th WMC, Paris	
Jan. 11-12, 2018	Personality Traits and Online Impulse Buying in 6 th Annual International Commerce Conference	
Invited Lectures		
Dec 10 th , 2012	Delivered the talk on Delivered lecture on 'Business Philosophies & Moments of Truth: An Insights for Management' at Refresher Course organized at CPDHE, University of Delhi.	
March 8 th , 2013	Delivered Keynote address on 'Labeling Policy and Consumer Decision Making'. during technical session in Marketing by ATM University, Gwalior	
Jan, 2013	'Role of Marketing in Understanding Stakeholder Perspective to Corporate Responsibility' in Excellence in Management Series held at ATM University, Gwalior.	
February 13, 2016	Keynote address on Green Marketing at the 6 th International Conference on Technology Innovation and Motivation for Sustainable Development held at ITM University Gwalior, Madhya Pradesh India	

February, 20 th 2016	Resource Person for a Technical Session and chaired a session in the National Conference on Faculty Improvement Programme with special reference to “Human Resource Development- Swami Vivekanand’s Perspective”
March 10 th , 2016	A lecture at Maitrayi College Fest “COMFESCO” on Business and Sustainability
	A lecture on ‘Corporate Social Responsibility, Corporate Philanthropy and Corporate Reputation’ during the Special Lecture Series organized by IMS Ghaziabad.
31.3.2016.	Invited as Chief Guest for Annual Commerce Fest ‘Unnati’ organized by Department of Commerce, Shahid Bhagat Singh College, university of Delhi and delivered A lecture ‘Start-up, Entrepreneurship and Economic Growth’
September 16th, 2015.	Delivered the talk on ‘Perspectives on Managing Return on Marketing’ as Panel Speaker in the Joint Seminar on ‘Recent Advances in Accounting, Commerce and Taxation’ organized by Amity College of Commerce and Finance & Board of Studies, Institute of Chartered Accountants of India (ICAI)
Sep. 11, 2016.	Invited for presentation in Workshop organized by Dayal Bagh University, Agra on Commerce Education in Dayal Bagh Education Institute
Feb. 23 rd , 2018	Invited as Distinguished Guest during two days National Conference on “Emerging Dimensions of Indian Business & Economy: Pace & Pattern” organized by the Department of Commerce, Sri Aurobindo College
March 6, 2018	Delivered talk as panel speaker on Green Jobs: Reconnecting Past with Present held during International Conference Developing Countries and Sustainable Development: Reconnecting Past with Present <i>organized by IQAC, Shyam Lal College</i>
March 15, 2018.	Delivered inaugural talk on the topic ‘Green Jobs: Reconnecting Past with Present’ during Annual function OPTIMUM of the Deptt. of Commerce, Shivaji College, University of Delhi.
Session Chairs	
Feb. 10 th , 2014	Invited as Keynote Speaker in International Conference on Management organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar
February 5, 2016.	Invited as Guest of Honour at National Conference on ‘Marketing in 21st Century: Issues and Challenges’ organized by Shahid Bhagat Singh College, University of Delhi
February 6, 2016	Chaired a Technical Session in the National Conference organized by Department of Commerce, Shaheed Bhagat Singh College on the theme “Marketing in the 21 st Century: Issues and Challenges on at Vallabhbhai Patel Chest Institute Auditorium, University of Delhi.
March 30th, 2016	Invited as Chief Guest in the Valedictory Session of UGC-National Seminar on ‘Role of Behavioural Finance in Indian Financial Market, ‘organized by Satyawati College
March 30, 2016	Invited as a Chief Guest in the Inaugural Session of the Annual Commerce Festival OPTIMUM on organized by Department of Commerce, Shivaji College.
21st April 2016	Invited for inauguration of one-week FDP on ‘Tally Accounting’ organized by GGSCC, University of Delhi
May 2, 2016	Invited as Chief Guest for the inauguration of FDP on ‘Research Methodology and Data Analysis using SPSS, Excel & E-Views’ organized by Moti Lal Nehru (Evening) College, University of Delhi
July 12 to July 18, 2016	Invited as Guest of Honor at inaugural session of one-week Faculty Development Programme from on “Various Aspects of E- Business’ organized by Zakir Husain College, University of Delhi
7 th March, 2016	Invited as a Guest of Honour in the Launch of First Issue of Magazine ‘Vaaniya Doot’ by Department of Commerce, A.R.S.D. on. Delivered a lecture on ‘Start-up,

	Entrepreneurship and Economic Growth’.
March 30, 2016.	Invited as a Guest of Honour in two days National Seminar on “Global Trade in Services: A WTO Perspective” organized by Shahid Bhagat Singh College, University of Delhi
March 16, 2016.	Invited as Distinguished panel speaker for Round Table discussions on ‘Business Models in emerging Economies’ during the international conference organized by Department of Commerce, Shyam Lal College, University of Delhi
April -21 th April, 2016	Invited as a Guest of Honour in inaugural of seven days Faculty Development Programme organized by Sri Guru Gobind Singh College of Commerce in association with Tally Education Private Limited
1 st Dec., 2016	Invited as Chief Guest for Faculty Development Programme on Qualitative & Quantitative Research Methods using SPSS organized by Daulat Ram College, University of Delhi
	Invited as chairperson for the technical session on ‘Impact of Globalization on Corporate Social Responsibility’ during the 5 th International Conference on Social Responsibility: The Ethical Dimensions’ organized by Ramanujan College, University of Delhi
Jan 6, 2017	Invited as Chairperson for 9 th Monthly Lecture Series on ‘Demonetization’ organized by DCRC, University of Delhi
Feb. 26 th , 2017	Invited as Chief Guest for Vanijyam -2017 organized by Aditi Mahavidyalya, University of Delhi
March 19, 2017	Invited as Chief Guest for Workshop on Goods and Services Tax organized by Centre for Professional Development organized by Shri Ram College of Commerce, University of Delhi
Sep 28, 2017	Invited as Chief Guest for Inaugural -Cum-Orientation Programme of Commerce Society of Satyawati College, University of Delhi
March 1 st , 2017	Invited as Guest of Honour in the inaugural session of two days seminar on ‘International Financial System: Challenges and Implications for India, organized by Shahid Bhagat Singh College, University of Delhi
April 8 th -9 th , 2017	Chaired Technical Session during International Conference on Emerging India and Second Generation Reforms: Initiative and Implications organised by Department of Applied Economics, University of Lucknow
21 st Aug., 2017	Invited as Chief Guest in Valedictory Session of Faculty Development Programme on Marketing Research organized by Internal Quality Assurance Cell, Shyam Lal College, University of Delhi
26 th Dec., 2017	Invited as Chief Guest for faculty development Programme on Fundamentals of Goods & Services Tax (GST) organized by Daulat Ram College, University of Delhi
Jan. 30 th , 2018	Invited as Chief Guest for Vying Street’18 Annual Programme of S Marketing Cell of Daulat Ram College, University of Delhi
March 8 th -9 th , 2018	Invited as Session Chair for International Seminar organised by P.G. Department of Commerce, Utkal, University, Bhubaneshwar, Odisha
March 15 th , 2018	Invited as Chief Guest for Annual Commerce Festival -Optimum’18 – organized by Shivaji College, University of Delhi
March 19 th , 2018	Invited as Chief Guest for Alohomora 2018- Social Media Marketing: Expanding Boundaries organized by Gargi College, University of Delhi

Participation in Conference, Workshops, Seminars	
July 16 th , 2013	Selected among 15 Academicians from all over the world for participation in Biennial Faculty Consortium organized by Academy of Marketing Science, held in Australia
July 17-19, 2013	Participated in World Marketing Congress held in Australia
Awards and Distinctions	
<p>Awarded for best paper in PSSIR Conference held in November 2011 in Singapore</p> <p>Awarded best paper in AIM conference held in July 2012 in Bangalore</p> <p>Awarded best paper in IIMA Marketing Conference held in January, 2013</p> <p>Awarded best paper award in BVP Conference held in Delhi in January, 2013</p> <p>Awarded Best Paper Award in International Conference on Corporate Finance, Governance & Sustainability, organized by Delhi School of Business, Delhi, October 2016</p>	
Association with Professional Bodies	
<p>Associated with ILLL as Quiz Coordinator for B. Com (Prog)</p> <p>Twice Convened for three week Refresher Course in Commerce at CPDHE</p> <p>Member, Academy of Marketing Science, USA</p> <p>Associated with AIMA as Accredited Management Teacher (AMT) Member:</p> <p>(i) Governing Body Member of Shyama Prasad College, University of Delhi</p> <p>(ii) Served as Governing body member of Mata Sundari College, University of Delhi;</p> <p>(iii) Served as Board of Research Studies, Jiwaji University</p> <p>(iv) Board of Research Studies, Hemwati Nadan Bahuguna Garhwal University</p> <p>(v) Member, PG board of Studies in Commerce for the Directorate of Distance Education, Puducherry</p> <p>(vi) Standing Committee, Academic Council, University of Delhi</p> <p>(vii) Business Advisory Committee of Academic Council</p> <p>(viii) Standing Committee on Academic Matters of Academic Council</p> <p>(ix) B.A. Programme Committee, University of Delhi Departmental Research Committee (DRC) for Ph.D.-Amity College of Commerce & Finance</p> <p>(x) Doctoral Committee - Birla Institute of Technology, NOIDA Campus</p> <p>(xi) Research Development Committee- Jiwaji University, Gwalior</p> <p>(xii) Research Development Committee – Hemwatinandan Bahuguna University, Garhwal</p> <p>(xiii) Chairperson, Standing Committee for (Student) Academic Council, University of Delhi</p> <p>(xiv) Chairperson, Committee to re-examine cases of punishment for using unfair means</p> <p>(xv) VC nominee for Board of Research Studies, Faculty of management Science, University of</p>	
Other Activities	
<p>Contributed E-Lectures to ICAI</p> <p>Reviewer - Industrial Marketing Management; Qualitative Market Research- An International Journal, Journal of Business Research, Journal NDIM, Journal of Commerce & Business Studies</p> <p>Reviewed the book titled ‘‘Contemporary Selling: Building Relationships, Creating Value’ by JOHNSTON AND MARSHALL, published by Routledge</p>	