

Dr. (Mrs) BIJUNA C MOHAN

Associate Professor

School of Humanities, Social Sciences and Management,
National Institute of Technology Karnataka
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Areas of expertise:

Consumer Behaviour, Brand Management and Digital Marketing

Teaching Experience-20 years**Industrial Experience: 6 years****Ph.D Guidance**

Completed-5

Ongoing-4

Funded Projects and Consultancy

Coordinator, Implementing Agency -Design Scheme, Ministry of MSME

Completed Projects for Ministry of MSME

Developed the guidelines for Media and public outreach for all the ports-Ministry of Ports

Shipping and Waterways and New Mangalore Port Authority

Ongoing projects- Department of Science and Technology

Recent Book/chapters/ Case Publications

1. He Said, She Said: Understanding Gender Variances in Factors Influencing Cognitive Dissonance in Online Shopping of Electronic Products Available to Purchase (2025) Emerald.
2. Co-Edited the book titled Tackling the VUCA world through Industry 4.0- Insights for businesses and researchers, published by Authors press, 2021.
3. Co-Edited the book titled 'Outcome Based Education towards a Pedagogic shift' published by Authors press, 2016, pages-132, ISBN-13: 9789352073214.

Journal Publications

- Amith Dev & Mohan, B. C. (2025). An integration of information communication technologies and entrepreneurial ventures: a bibliometric analysis and future research directions. *Journal of Small Business and Enterprise Development*, 32(6), 1376-1400

- Naik, C., & Mohan, B. C. (2024). Factors influencing paddy farmers' choice of marketing channels: study of a nationally representative survey from India. *Journal of Agribusiness in Developing and Emerging Economies*.
- Dhaigude, S. A., & Mohan, B. C. (2024). Customer Experience in Social Commerce: Thematic and Intellectual Structure Mapping Using Bibliometric Analysis. *International Journal of Human–Computer Interaction*, 1-25.
- Naik, C., & Mohan, B. C. (2023). Role of agricultural marketing channels in price realization: an empirical analysis of selected crops in India. *Journal of Agribusiness in Developing and Emerging Economies*.
- Dhaigude, S. A., & Mohan, B. C. (2023). Customer experience in social commerce: A systematic literature review and research agenda. *International Journal of Consumer Studies*, 47(5), 1629-1668.
- Dhaigude, S. A., & Mohan, B. C. (2023). Logistics service quality in online shopping: A bibliometric analysis. *Journal of Internet Commerce*, 22(1), 157-188.
- Haritha, S., & Mohan, B. C. (2022). Cognitive Dissonance in Online Shopping in an Emerging E-tailing Market. *Transnational Marketing Journal*, 10(3), 719-737.
- Deshbhag, R. R., & Mohan, B. C. (2020). Study on influential role of celebrity credibility on consumer risk perceptions. *Journal of Indian Business Research*.
- Anitha P, & Mohan, Bijuna. (2020) Cognitive, Affective and Conative Concepts as an Antecedent to Parental and Child Purchase Influence Strategies-Observational Evidences, *International Journal of Business Innovation and Research* 1(1):1.
- Ranjith, V. K., Maya, L. P., & Mohan, B. C. (2020). The Employment Characteristics, Job Satisfaction and Turnover Intention of Indian Dentists. *Indian Journal of Public Health Research & Development*, 11(7), 932-937.

Recognitions/ Awards Received

- Received the ABP News National B –School Award 2012, for Best Professor Teaching Advertising Management.