

## Recent Publications

### Books

Shrivastava, M. Retail Marketing Strategy. Sage Publications.

### Book Chapters

Shrivastava, M. Thakur, R. (2011). Effect of Consumer Innovativeness and Perceived Credibility on adoption of electronic retailing. Marketing in Transition. New Delhi: EXCEL BOOKS.

Shrivastava, M., Thakur, R. (2010). Factors Affecting Consumer Acceptance of mobile Payments. Managing Global Services Emerging Trends. New Delhi: EXCEL BOOKS.

Kamdar, R., Naik, V., Shrivastava, M. (2008). The Effect of Parental Interactions on Children's Abilities to form Brand Images. Childhood, child labour and youth. New Delhi: Manak Publication.

Shrivastava, M., Agrawal, R., Parashar, S., Kalia, S. L. (2008). Tri Star International Ventures into U.S Market. In Michael R. Czinkota, Ilkka A. Ronkainen, and Michael H. Moffett (Ed.), Global Marketing. Toronto: Nelson education

Shrivastava, M. (2006). An empirical study to understand the prestige values associated with a brand. In Marketing in the new Global order: challenges and opportunities. New Delhi: EXCEL BOOKS.

Johri, S., Shrivastava, M. (2005). Bonus Packs: A perceptual study of consumers. Domestic Brilliance to Universal Excellence Quest for Organizational Success. New Delhi: EXCEL BOOKS.

Johri, S., Shrivastava, M., Singh, V. (2004). Adolescent's Involvement in the family decision making. In Upinder Dhar, Santosh Dhar and Yogeshwari Phatak (Ed.), Enhancing Performance. New Delhi: EXCEL BOOKS.

Shrivastava, M., Arora, S. (2004). Advertising Intrusiveness through Television and Pop-up ads. Human behavior and organizational excellence. New Delhi: Sunrise.

Shrivastava, M., Parasher, S., Berry, R. (2004). Product gender as an attribute of product differentiation: A case study of Indian consumers. In Upinder Dhar, Santosh Dhar and Yogeshwari Phatak (Ed.), Enhancing Performance. New Delhi: EXCEL BOOKS.

Johri, S., Shrivastava, M., Verma, S. (2003). A Study of Market Segmentation of Chocolates. In Upinder Dhar, Santosh Dhar and Richa Agrawal (Ed.), Changing Trends in Management: Challenges and Opportunities (pp. 226-234). New Delhi: EXCEL BOOKS.

Shrivastava, M., Johri, S., Mamtani, L. (2003). Cause Related Marketing: Customer Perception. In Upinder Dhar, Santosh Dhar and Richa Agrawal (Ed.), Changing Trends in Management: Challenges and Opportunities (pp. 242-248). New Delhi: EXCEL BOOKS.

Shrivastava, M., Johri, S. (2003). Impact of Consumer Values on Attitude Towards Social Advertising. In Manoj Kumar and Prashant Mishra (Ed.), Strategic Marketing in the Global Economy (pp. 260-272). New Delhi: EXCEL BOOKS.

Phatak, Y., Shrivastava, M. (2001). Electronic banking in India a study of evolution of service and customer reaction. In Dhar Upinder, Santosh Dhar, S.S. Bhakar and Prashant Mishra (Ed.), Organisational Challenges : Insights and solutions.. New Delhi: EXCEL BOOKS.

Shrivastava, M. (2001). Student ethnocentrism and attitude towards foreign car. In Dhar Upinder, Santosh Dhar, S.S. Bhakar and Prashant Mishra (Ed.), Organisational Challenges: Insights and solutions. New Delhi: EXCEL BOOKS.

Shrivastava, M., Kamdar, R., Naik, V. (2008). Construction of a tool to measure brand image formation among children. In Brand Rising as Products fall. New Delhi: Macmillan Advances research series.

Shrivastava, M. (2000). Impact of Age and Sex on Materialism. In Upinder, Santosh Dhar, Mala Srivastava, Santosh Rangnekar (Ed.), People Processes and Organisation : Emerging Realities. New Delhi: EXCEL BOOKS.

Shrivastava, M., Jain, R., Malik, K. (2000). Relationship Marketing: The Customer Perspective. In Dhar Upinder, Santosh Dhar, Mala Srivastava, Santosh Rangnekar (Ed.), People Processes and Organisation: Emerging Realities. New Delhi: EXCEL BOOKS.

Saxena, R. P., Shrivastava, M. (1999). Kamikaze pricing-A suicidal attempt. In Upinder Dhar et al (Ed.), Human behavior and management practices in the twentieth century.

Saxena, R. P., Shrivastava, M. (1999). Marketing in the multicultural and multilingual markets of India. In Upinder Dhar et al (Ed.), Productivity (4th ed., vol. XXXIX).

Shrivastava, M. (1998). The Internationalization Of The Banking Sector And The Service Challenges Faced By The Public Sector Banks. In C.Jayaramacharan, N.Balasubramaniam and S.N.Dastagir (Ed.), Managing Economic liberalisation in South Asia. Chennai: Macmillian India.

## **Refereed Journal Articles**

Shrivastava, M., Thakur, R. (2014). Adoption Readiness, Personal Innovativeness, Perceived Risk and Usage Intention across customer groups for Mobile Payment Services in India. Journal of internet research (accepted for publication).

Shrivastava, M., Thakur, R. (2013). Customer usage intention of mobile commerce in India: an empirical study. *Journal of Indian Business Research*, V(1), 52-72.

Shrivastava, M. (2009). Age, social class, involvement, self-expressions as predictors of fashion involvement. *JDBIMS Management review*, I(1).

Shrivastava, M. (2008). An empirical analysis to study the impact of switching costs on switching behavior in Indian insurance sector. *Journal of Risk and Insurance*, VIII(2).

Shrivastava, M., Mody, R. (2008). Brand Image Formation As A Function Of Involvement And Familiarity. *Paradigm*.

Shrivastava, M. (1999). Corporate Social responsibility-A perceptual study. *Prestige Journal of Management and Research*, III(1 & 2), 109.

## Grant

Shrivastava, M., "Indian Case Study Development Initiative," Sponsored by Aditya V. Birla India Centre at London Business School, Private. (2007).

## Cases registered with ECCH

Mala Srivastava (2008) AIR INDIA: THE IMAGE MAKE OVER - IS IT WORKING ECCH, 308-345-1 London Business School

Mala Srivastava (2008) AIR INDIA: THE IMAGE MAKE OVER - IS IT WORKING ECCH 308-345-1 London Business School Teaching notes

Mala Srivastava and Upinder Dhar, Meena Galliara, Seema Mahajan and Shailejo Rego, (2006) Adeco in Indian market. Case study monograph NMIMS publication

Mala Srivastava, Upinder Dhar , Meena Galliara, Seema Mahajan and Shailejo Rego. (2006) Gazona Pesticide Controversy Case study monograph NMIMS publication

Mala Srivastava, Richa Agrawal, Sapna Parashar, S.L.Kalia and Yashwant Thakur (2002). Excel Exports: The Dilemma of Entering Domestic Market. *Prestige Journal of Management and Research*, 6 (1-2), pp 129-131. Case Study.

Mala Srivastava, Richa Agrawal, Sapna Parashar, S.L.Kalia and Yashwant Thakur (2002). Tri Star International Ventures into U.S Market. *Prestige Journal of Management and Research*, 6 (1-2), pp 132-136 .Case Study.

Mala Srivastava, Smriti Johri, Smriti Jain, Shubhada, M.Kulkarni and Vinod Sambrani (2002). Dilemma of Multi Branding. In Upinder Dhar and Santosh Dhar. *Case Method in Management Education : Text and Illustrations*. New Delhi, Excel.

Mala Srivastava, S. S. Bhakar, Richa Agrawal, Smriti Johri and Prashant Mishra. (2002) Venturing Into HCV Segment (case of EML), published in Prestige Journal of Management and Research Volume 5 No. 1

Mala Srivastava, (2002) Cases In Management An Indian Perspective, PIMR Monograph Series May 2001, Case Method In Management Education, edited by Upinder Dhar and Santosh Dhar. Excel Books: New Delhi

Yogeshwari Phatak, Mala Srivastava, Ashutosh Verma and Swati Singh (2000). Hawpar Texters: Struggling to succeed. Prestige Journal of Management and Research, 4, 2,p334.  
V.G.Kondalkar, M Srivastava, Gulnar Sharma and Ashish Pareek. (2000).Dilemma of restructuring, Prestige Journal of Management and Research,4, 1,p185

V.G.Kondalkar, M Srivastava, Gulnar Sharma and Ashish Pareek. (2000). Me Too Products Prestige Journal of Management and Research, 4, 1, p185

V.G.Kondalkar, Y.Phatak, S Rangnekar, M Srivastava, R.P. Saxena, S.Jain (1999) Survival tactics-Artic Mysore, Prestige Journal of Management and Research,4, 1,p192

Bhaker, S, S Rangnekar, M Srivastava, R.P. Saxena, G. Sharma and G. Santosh (1998) Subramaniam's Dilemma , Prestige Journal of Management and Research 2,1

Mala Srivastava, Ashutosh Verma, Renu Gupta, Anshu Arora and Manisha Jain, (2003) Apna Ghar. Prestige Journal of Management and Research,7,1,90.

Mala Srivastava (2005) Searching for new horizon: A case study of Money Bank. Prestige Journal of Management and Research.

Mala Srivastava (2005) Indiatel. Prestige Journal of Management and Research. Monograph Series'

Mala Srivastava (2005) DOP at cross roads. Prestige Journal of Management and Research. Monograph Series