

## RESEARCH AND SCHOLARLY GROWTH

### Refereed Journal Publications

1. Sharma, Varinder M. and Andreas Klein (2023), "Impact of Website Features, Perceived Investment, and Consumer Initial Trust Formation on Unfamiliar Websites," Accepted for publication in the ***Journal of Marketing Theory and Practice***.
2. Agarwal, Ajay K., Dinesh S. Dave, and Varinder M. Sharma (2023), "Status of Circular Supply Chains in Asian and European Countries," ***Accepted for publication in International Journal of Logistics Systems and Management***.
3. Agarwal, Ajay K., Dinesh S. Dave, and Varinder M. Sharma (2023), "A Perspective of Circular Supply Chains," ***Sankhya Vignan***, 19 (1), (March), 06-12.
4. Agarwal, Ajay K., Varinder M. Sharma, and Dinesh S. Dave, (2022), "Circular Supply Chain in Today's Business Environment: A Discussion," ***Sankhya Vignan***, 18 (4), (December), 17-22.
5. Agarwal, Ajay K., Varinder M. Sharma, and Dinesh S. Dave, (2022), "Paradigm Shift in Building Supply Chains: Impact of Ongoing Russian/Ukraine Conflict," ***Sankhya Vignan***, 18 (2), (June), 9-13.
6. Agarwal, Ajay K., Dinesh S. Dave, and Varinder M. Sharma (2022), "Supply Chain Disruption at the U. S. Ports: An Assessment of Underpinnings using the Fishbone Approach," Accepted for publication in the ***International Journal of Productivity and Quality Management***.
7. Klein, Andreas and Varinder M. Sharma (2022), "Consumers Decision-Making Styles, Involvement, and the Intention to Participate in Online Group Buying," ***Journal of Retailing and Consumer Services***, 64. 102808.  
<https://doi.org/10.1016/j.jretconser.2021.102808>. A1 with SJR 1.568
8. Agarwal, Ajay K., Dinesh S. Dave, and Varinder M. Sharma (2021), "Supply Chain Blockage at the U. S. West Coast: A General Discussion," ***Sankhya Vignan***, 17 (4), (December), 12-17.
9. Klein, Andreas, and Varinder M. Sharma (2022), "Cultural Perspectives of Millennials' Decision-Making Styles in Online Group Buying," ***Journal of International Consumer Marketing***, 34 (4), 357-379.
10. Sharma, Varinder M, Ajay K. Aggarwal, Dinesh S. Dave (2021), "COVID-19 Pandemic Supply Chain Disruption and Simulation of Retail Store Resilience," Accepted for publication in the forthcoming issue of ***International Journal of Logistics Systems and Management***.

11. Sharma, Varinder M, Ajay K. Aggarwal, Dinesh S. Dave, and Kiran S. Sharma (2021), "Mitigation of High Consequence Supply Chain Disruptive Effects on Stores and Consumers," *International Journal of Logistics Systems and Management*, 45 (3), 397-413.
12. Sharma, Varinder M. (2021), "An Empirical Analysis of Dimensional Trust in Online Group Buying Sites," *International Review of Business and Economics*, 5 (1), 1-11.
13. Dave, Dinesh S., Varinder M. Sharma, and Ajay K. Agarwal (2021), "A Broad Overview of Analytical Models in Integrated Supply Chain Management," Accepted for publication in the forthcoming issue of *Sankhya Vignan*.
14. Agarwal, Ajay K., Dinesh S. Dave, and Varinder M. Sharma (2020), "A New Paradigm for the Materials Flow in a Supply Chain—An Overview," *Sankhya Vignan*, 16 (1), (June), 14-20.
15. Sharma, Varinder M. and Andreas Klein (2020), "Consumer Perceived Value, Involvement, Trust, and Susceptibility to Interpersonal Influence, and Intention-to-participate in Online Group Buying," *Journal of Retailing and Consumer Services*, 52 (January), 1-11. **A1 with SJR 1.568**
16. Klein, Andreas, and Varinder M. Sharma (2018), "German Millennials' Decision-Making Styles and Intention-to-participate in Online Group Buying," *Journal of Internet Commerce* 17 (4), 387-417. **A2 SJR .719**
17. Sharma, Varinder M. (2017), "A Comparative Assessment of Consumer Perception of Trust Triggering Interactive Features on Indian Group Buying Websites," *Journal of Digital Business*, 9 (1), 27-39.
18. Sharma, Varinder M., Andreas Klein (2016), "Intention-to-participate in Online Group Buying and Consumer Decision Making Styles," *International Journal of Electronic Marketing and Retailing*, 7 (3), 245-271.
19. Sharma, Varinder M., Sritulasi, and Smith Manjunath (2016), "A Comparative Assessment of Perception of Trustworthiness of Indian Consumer Online Group Buying Firms," *Journal of Competitive Studies*, 24 (4), 251-264.
20. Sharma, Varinder M. (2015), "A Comparison of Consumer Perception of Trust Triggering Appearance Features on Indian Group Buying Websites," *Indian Journal of Economics and Business*, 14 (2), 163-177.
21. Klein, Andreas, Henning Ahlf, and Varinder M. Sharma (2015), "Social Activity and Structural Centrality in Online Social Network," *Telematics and Informatics*, 32 (2), 321-332.

22. Framarz, Byramjee, Parimal Bhagat, and Varinder M. Sharma (2014), "The Institutional Theory perspective of Value-based Governance in Strategic Outsourcing," *International Journal of Business Strategy*, 14 (3), 131-136.
23. Sharma, Varinder M. (2013), "Enhancement of Trust in Export Management Company-Supplier Relationship Problems through E-Business," *International Journal of Commerce and Management*, 23 (1), 24-37.
24. Sharma, Varinder M., Fangbing Lee, and Liu Liu (2012), "A Comparative Assessment of Indian and Chinese 'Consumer Group Buying on the Web Firms': Some Marketing Implications," *Indian Journal of Economics and Business*, 11 (3), 637-655.
25. Sharma, Varinder M. and Brij M. Sharma (2012), "Enhancement of Commitment in the Export Management Company Supplier Relationship Through E-Business," *Indian Journal of Economics and Business*, 11 (2), 245-259.
26. Sharma, Varinder M. and Shobith Balaram (2011), "Emergence of 'Consumer Group Buying on the Web' Firms in India: What Differentiates them from the Failed Pioneers?" *International Journal of Global Management Studies Professional*, 3 (1), 31-46.
27. Sharma, Varinder M., Vincent P. Taiani, and Devraj V. Sharma (2010), "A Comparative Assessment of Resources of E-Business-Spawnd and E-Business-Adopting EMCs," *International Journal of Electronic Marketing and Retailing*, 3 (1), 38-54.
28. Bhagat, Parimal S., Andreas Klein, and Varinder M. Sharma (2009), "The Impact of New Media on Internet-Based Group Consumer Behavior," *Journal of Academy of Business and Economics*, 9 (3), 83-94.
29. Sharma, Varinder M. (2009), "E-Business Spawnd EMCs: An Overlooked Aspect of the Impact of E-Business Proliferation on EMCs," *International Journal of Electronic Marketing and Retailing*, 2 (3), 268-283.
30. Sharma, Varinder M., Vincent P. Taiani, and Arif A. Sariteke (2006), "Impact of E-Business on the Exporting Services of Export Management Companies," *International Journal of Commerce and Management*, 16 (1), 29-40.
31. Sharma, Varinder M. (2005), "Export Management Companies and E-Business: Impact of Export Services, Product Portfolio, and Global Market Coverage," *Journal of Marketing Theory and Practice*, 13 (4), 61-71.
32. Sharma, Varinder M., and M. Krishna Erramilli (2004), "Resource-Based Explanation of Entry Mode Choice," *Journal of Marketing Theory and Practice*, 12 (1), 1-18.
33. Sharma, Varinder M. (2002), "Entry into Latin American BEMs: High or Low Resource Commitment Modes," *International Journal of Commerce and Management*, 12 (1), 41-67.

34. Sharma, Varinder M. (2001), "Industrial and Organizational Salesforce Roles: A Relationship-Based Perspective," *Journal of Marketing Theory and Practice*, 9 (Summer), 44-60.
35. Sharma, Varinder M. and Krish S. Krishnan (2001), "Recognizing the Importance of Consumer Bargaining: Strategic Marketing Implications," *Journal of Marketing Theory and Practice*, 9 (Winter), 48-62.
36. Sharma, Varinder M., and José Parente (1999), "Big Emerging Markets in South America: Some Implications for Market Entry," *Pennsylvania Journal of Business and Economics*, 7 (Winter), 64-71.
37. Ogbuehi, Alphonso O. and Varinder M. Sharma (1998), "Redefining Industrial Salesforce Roles in a Changing Environment: Strategic Issues in Selection, Training, and Management," *Journal of Marketing Theory and Practice*, 7 (Winter), 64-71.
38. Sharma, Varinder M. and Vincent P. Taiani (1997), "Revisiting the Industrial Salesforce Roles in an Era of Long-Term Relationships," *Pennsylvania Journal of Business and Economics*, 5 (Winter), 75-87.
39. Hyman, Michael R., Varinder M. Sharma, and Parthasarthy Krishnamurthy (1995), "A Provider-Cost/Patron-Effort Schema for Classifying Products," *Journal of the Academy of Marketing Science*, 23 (Winter), 15-25.
40. Worrell, Dan L., Wallace N. Davidson III, and Varinder M. Sharma (1991), "Layoff Announcements and Stockholder Wealth," *Academy of Management Journal*, 34 (August), 662-678.

#### **Manuscript under review**

41. Sharma, Varinder M. and Andreas Klein (2023), "A Cross-Cultural Comparison of US, German, and Chinese Millennials' Decision-Making Styles and their Intention to shop at group Buying websites."

#### **Work-in-Progress**

42. Sharma, Varinder M. and Andreas Klein (2023), "Small Group Influence on Consumer Decision Making Styles and their Intention to shop at group Buying websites."
43. Sharma, Varinder M. (2023), "Resource-based Explanation of Entry Mode Choices of U.S. Firms."

## **NATIONAL AND INTERNATIONAL CONFERENCE PROCEEDINGS AND PRESENTATIONS**

1. Sharma, Varinder M. (2023), “An Empirical Testing of Entry Mode Choices from a Comprehensive Set of Entry Modes—A Working Paper,” at the International Conference on “Emerging Trends and Issues in Business Management and Social Innovation”, at AIMT at Greater Noida May 6, 2023.
2. **Zoom Conference X –Virtual Heber International Conference on Applied Mathematics (V-HICAM 2021)**  
April 26, 2021, Attended by over 60 faculty and researchers through Zoom. Keynote Speakers: Dr. Dinesh Dave and Dr. Varinder Sharma.  
Topic: Integration of Supply Chain Management and Resilience.
3. **Zoom Conference IX – Two Countries, One Goal October 23, 2020, Venue: U.S.-India Importers’ Council, US Chapter.**  
Attended by the U.S. Counsel in Mumbai, USIIC-US Chair, President—USIIC-US, and Indian businesses through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Ajay Agarwal, Dr. Varinder Sharma, and Laura Brewer.
4. **Zoom Conference X –Virtual Heber International Conference on Applied Mathematics (V-HICAM 2020)**  
July 11, 2020, attended by over 200 faculty and researchers through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave and Dr. Varinder Sharma.  
Topic: Theory Building and Theory Testing
5. **Zoom Conference VIII – Growing Supply Chain Opportunities in India July 13, 2020, Venue: M. E. S. College, Marampally, Kerala.**  
Attended by over 200 faculty and researchers through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Ajay Agarwal, Dr. Varinder Sharma, and Laura Brewer.
6. **Zoom Conference VII – Impact of Pandemic on Global Supply Chain June 22, 2020 Venue: Faculty of Management of Swami Rama Himalayan University, Dehradun.**  
Attended by over 200 faculty and researchers through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Ajay Agarwal, Dr. Varinder Sharma, and Laura Brewer.
7. **Zoom Conference VI – Impact of Pandemic on Global Supply Chain June 10, 2020, Venue: PG and Research Department of Mathematics and Actuarial Science, Bishop Heber College, Trichy, Tamil Nadu**  
Attended by over 200 faculty and researchers through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Ajay Agarwal, Dr. Varinder Sharma, and Laura Brewer.

8. **Zoom Conference V – International Trade and Opportunities for India Post Covid-19**  
**May 30, 2020, Venue: Post Graduate Department of Commerce, Mar Athanasius College, Kothamangalam, Kerala**  
Attended by over 200 faculty and researchers through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Ajay Agarwal, Dr. Varinder Sharma, and Laura Brewer.
9. **Zoom Conference IV – Role of Women Entrepreneurs in Logistics and Supply Chain Management-Part 2**  
**May 22, 2020, Venue: P. G. Department of Commerce and Research Center, St. Xavier's College for Women, Aluva, Kerala**  
Attended by nearly 100 participants through Google Meet.  
Presenters: Dr. Dinesh Dave, Dr. Varinder Sharma, and Dr. Ajay Agarwal.
10. **Zoom Conference III – Role of Women Entrepreneurs in Logistics and Supply Chain Management-Part 1**  
**May 14, 2020, Venue: P. G. Department of Commerce and Research Center, St. Xavier's College for Women, Aluva, Kerala**  
Attended by nearly 100 participants through Google Meet.  
Presenters: Dr. Dinesh Dave, Dr. Varinder Sharma, and Dr. Ajay Agarwal.
11. **Zoom Conference II – Recent Issues in Global Supply Chain Management:**  
**May 6, 2020, Venue: St. Albert's College, Kochi, Kerala**  
Attended by over one-hundred and fifty students, faculty, and researchers through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Varinder Sharma, and Dr. Ajay Agarwal.
12. **Zoom Conference I - SCM, GSCM, and Career Opportunities.**  
**May 1, 2020, Venue: Bharat Mata College, Kochi, Kerala, India**  
Attended by about 120 students, faculty, and research scholars through Zoom organized by Appalachian State University, NC, USA.  
Presenters: Dr. Dinesh Dave, Dr. Varinder Sharma, and Dr. Ajay Agarwal.
13. Sharma, Varinder M. (2020), Trust Perception in Unfamiliar Indian Daily Deal Sites: A Structured Abstract” at the 8<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium and Conference, *Innovating Customer Experiences in Digital Age* at BIMTECH January3-6, 2020.
14. Sharma, Varinder M. and Brij M. Sharma (2012) Enhancement of Commitment in Supplier-Export Management Relationship Through E-Business, Presented and abstract published in International Conference on Economic and Business Issues at New Delhi, India, December 2012.

15. Varinder M. Sharma (2010), "Consumer group Buying on the Web: Some Marketing Implications" Presented and abstract published at Kotler-Srinivasan Center for Research in Marketing in Chennai, India on December 23-24, 2010.
16. Bhagat, Parimal, Varinder M. Sharma, and Andreas Klein (2008), "The Role of New Media in Consumer Aggregate Buying Behavior on the Internet" Presented and abstract published at *Proceedings of the American Marketing Academy Summer Marketing Educators' Conference*, San Diego: CA, USA.
17. Sharma, Varinder M., Andreas Klein, and Parimal Bhagat (2008), "Consumer Bundling: Importance and Strategic Marketing Implications" Presented and abstract published at *Proceedings of the Academy of Marketing Science Conference on Cultural Perspectives in Marketing* New Orleans, USA.
18. Sharma, Varinder M. (2006), "E-business-Spawnd vs E-Business-Adopting Export Management Companies: A Comparative Assessment of Resources and Capabilities" Presented and abstract published at the **Fifth International Conference on "Global Arena the Challenge of Morrow"** organized in association with the Academy of Marketing Science U.S.A from December 28-30, 2006, at New Delhi, India.
19. Sharma, Varinder M. (2006), "Impact of E-business Proliferation on Product Portfolio of U.S. Export Management Companies" Presented, and abstract published at the **Seventh International Conference on "DESTINATION INDIA"** from January 3-6, 2006, at New Delhi, India.
20. Sharma, Varinder M. (2005), "Impact of E-Business on Export Management Companies Exporting Services," Paper Presented at the *Eberly College of Business faculty Working Paper Series* held in November 2005.
21. Sharma, Varinder M. (2005), "Export Management Companies in the E-Business Era: Impact on Resources and Capabilities," Paper Presented at the *Eberly College of Business faculty Working Paper Series* held in March 2005.
22. Sharma, Varinder M. (2004), "A Consumer Bargaining Framework," paper Presented at the *Eberly College of Business faculty Working Paper Series* held in April 2004.
23. Sharma, Varinder M. (2004), "Resource-Based Comprehensive Explanation of Entry Mode Choice." Presented and abstract published at the *ABIT Conference* in April.
24. Sharma, Varinder M. (2003), "Impact of E-Business on Export Management Companies." Presented and abstract published at the *30<sup>th</sup> World Marketing Conference* in New Delhi, India, January 9-11.
25. Sharma, Varinder M. (2003), "Consumer Skills, Attitudes and Bargaining of Traditional and Nontraditional Products and Services," Paper Presented at the *Association of International Business and Technology Conference* held in 2003.

26. Sharma, Varinder M. and Arif Sariteke (2002), "Impact of the Internet Proliferation on the Future of Export Management Companies," Presented and published at the *ABIT Conference* May 2-4.
27. Sharma, Varinder M. (2001), "Relationship-Based Perspective of Industrial Salesforce Roles," Presented and published at *5<sup>th</sup> Research Conference on Relationship Marketing* held on October 12-15 at Emory University in Atlanta.
28. Sharma, Varinder M. (2001), "A Comprehensive Explanation of Entry Mode Choices," Paper Presented at the *Eberly College of Business faculty Working Paper Series* held in April 2001.
29. IBEAR Conference was organized at the University of Southern California on March 11 and 12, 2001.
30. Sharma, Varinder M. (2001), "A Comparative Assessment of Market Imperfection and Behavioral Based Theories of Entry Mode Choices," Paper Presented at the *Association of International Business and Technology* held in May 2001.
31. Sharma, Varinder M. (2000), "Relationship Marketing and its Impact on Salesforce Management," Paper Presented at the *Department of Management Studies, Indiana Institute of Technology Delhi, India* held in December 2000.
32. Sharma, Varinder M. (2000), "A Value-Based Perspective of Consumer bargaining," accepted for publication in the proceedings of the *IABD Conference* held on March 30-April 2.
33. Sharma, Varinder M. (2000), "A Relationship-Based Perspective of Industrial Salesforce Roles," paper Presented at the *Eberly College of Business faculty Working Paper Series* held in October 2000.
34. Sharma, Varinder M. (2000), "Relationship Marketing and its Impact on Salesforce Management," Paper Presented at the *Department of Management Studies, Indiana Institute of Technology Delhi, India* held in December 2000.
35. Sharma, Varinder M., and Krish S. Krishnan (1999), "Recognizing the Importance of Consumer Bargaining: Implications for Marketing Strategies," paper Presented by Dr. Krishnan at *Eberly College of Business faculty Working Paper Series* held in October 1999.
36. Sharma, Varinder M. (1999), "Consumer Bargaining Power: Antecedents and Importance to Marketing Strategies," paper Presented at *Association of Pennsylvania Business and Economic Faculty Conference* held on October 1 and 2 at State College.
37. Sharma, Varinder, and José Parente (1998), "Consumer Bargaining Power as a Key Determinant of Market Entry in Latin American Big Emerging Markets," submitted for



presentation at the *Academy of Marketing Science Conference held* on May 26-29 at Coral Gables, Florida.

38. Sharma, Varinder and José Parente (1998), "Big Emerging Markets in South America: Some Implications for Market Entry," *Association of Pennsylvania Business and Economic Faculty Conference* held on October 1 and 2 at State College.
39. Sharma, Varinder M. (1998), "Emerging Roles of the Industrial Salesforce in an Era of Long-Term Relationship," in *Academy of Marketing Science conference* held between May 27-30 at Norfolk, VA.
40. Sharma, Varinder and Vincent Taiani (1997), "Revisiting the Roles of Industrial Salesforce in an Era of Long-Term Relationships," paper Presented at *Association of Pennsylvania Business and Economic Faculty Conference* held on October 1 and 2 at State College.