

VIKAS GOYAL

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ACADEMIC POSITIONS

Professor of Marketing	Jun 2022—Present
Indian Institute of Management Indore, India	
Associate Professor (<i>Marketing</i>)	Jul 2017— Jun 2022
Indian Institute of Management Indore, India	
Assistant Professor (<i>Marketing</i>)	Dec 2012—Jun 2017
Indian Institute of Management Indore, India	
Visiting Faculty	Aug 2011—Sep 2012
Loyola Institute of Business Administration, Chennai (India)	

EDUCATION QUALIFICATION

Degree/Program	Year	Institute
Fellow Program in Management (PhD) <i>Major: Marketing</i>	2007-12	Indian Institute of Management (IIM) Calcutta
B. Tech (Hon.) Civil Engineering Ranked 7 th [CGPA 8.18] in Department	2002-06	Indian Institute of Technology (IIT) Kharagpur

DOCTORAL THESIS WORK

- **Topic: Influence of Organizational Environment on Managerial Choice of Dealer Performance Measures: A Multi-Dimensional Framework**

The thesis developed a comprehensive framework for performance evaluation of channel partners under contingent external task environment. Specifically, it examined the influence of environmental munificence, dynamism and complexity on the three distinct dimensions of channel partner's performance i.e., output, activity and capability performance measures.

RESEARCH INTERESTS

- Effects of socio-psychological factors in inter-firm (distribution channel) relationships.
- Behavioral judgement and decision-making
 - Role of visualization and Imaginability
 - Information processing mechanisms and their consequences for decision outcomes.

JOURNAL ARTICLES AND OTHER PEER REVIEWED PUBLICATIONS

- Goyal, Vikas (2025). Curtailing opportunism and enhancing compliance in manufacturer-distributor relationships: The stewardship way (co-authored), **Marketing Intelligence and Planning**, Vol. (ahead-of-print), Issue ahead-of-print , pp. 1-22. [ABDC-A]. DOI: <https://doi.org/10.1108/MIP-10-2024-0701>
- Goyal, Vikas (2024). The antecedents and consequence of distributor's stewardship-oriented behaviors in manufacturer–distributor relationships (co-authored), **Journal of Business & Industrial Marketing**, Vol. (40), Issue 1, pp. 136-155. [ABDC-A]. DOI: <https://doi.org/10.1108/JBIM-11-2023-0645>
- Goyal, Vikas (2023). Feedback persistence matters! Uncovering the varying effects of success and failure persistence on firm risk-taking (co-authored), **Strategic Organization**, Vol (22) Issue 2, [ABDC-A]. DOI: [10.1177/14761270231195506](https://doi.org/10.1177/14761270231195506)
- Goyal, Vikas (2021). Performance shortfall, feedback interpretation and R&D search: the differential effects of peers' performance below historical and social aspirations (co-authored), **British Journal of Management**, Vol (0), pp. 1-25. [ABS-4; ABDC-A* as per the IIM Indore's "Equivalence table for journal classification"]. DOI: [10.1111/1467-8551.12532](https://doi.org/10.1111/1467-8551.12532)
- Goyal, Vikas (2020). Tripartite Role of Communications in Channel Relationships: Mitigating Exchange Hazards, Reducing Opportunism, and Curtailing its Ill Effects on Relationship Performance (co-authored), **Industrial Marketing Management**, Vol (85), pp. 281-294. [ABDC-A*]. DOI: <https://doi.org/10.1016/j.indmarman.2019.11.015>
- Goyal, Vikas (2019). Evaluating Channel Partner's Performance: Impact of Task Environments on the Relevance of Measurement Metrics (co-authored), **Journal of Business and Industrial Marketing**, Vol 34 (2), pp. 488-504. [ABDC-A]. <https://doi.org/10.1108/JBIM-04-2018-0124>
- Goyal, Vikas (2018). Sweets of Olive (SOO): Tasting Success through Sales and Distribution Management, **South Asian Journal of Management**, Vol 25 (1), pp. 150-174. [ABDC-C].
- Goyal, Vikas (2017). Target Chemicals India Private Limited (TCL): In Search of Distribution Efficiencies, **South Asian Journal of Management**, Vol 24 (1), pp. 165-188. [ABDC-C].
- Goyal, Vikas (2017). The Dual Effects of Perceived Unfairness on Opportunism in Channel Relationships (co-authored), **Industrial Marketing Management**, Vol (64), pp. 135-146. [ABDC-A*]. <https://doi.org/10.1016/j.indmarman.2017.01.008>
- Goyal, Vikas (2016). A Framework for Performance Evaluation of Channel Partners in Distribution Relationships (co-authored), **International Journal of Productivity and Performance Management**, Vol. 65 (4), pp. 503 - 531. [ABDC-B]. <https://www.emerald.com/insight/content/doi/10.1108/IJPPM-10-2014-0168/full/html>

- Goyal, Vikas (2014). Influence of Business Strategy on Inter-firm Coordination Efforts: Moderating Role of Environment (co-authored), **Indore Management Journal**, Vol. 6 (1), pp. 13-24.
- Goyal, Vikas (2013). A Conceptual Framework for Eliciting Dealer's Selling Efforts Through Dealer-Supplier Identification (co-authored), **Indore Management Journal**, Vol. 5 (1), pp. 81-91.

PAPERS IN PROGRESS

- Goyal, Vikas (2026 – *in the final round of review*). "The Direct and Indirect Effects of Instrumental and Social Communication on Channel Performance Outcomes" (co-authored), **European Journal of Marketing [ABDC-A*]**
- "Effects of Relationship Specific Investments on Opportunism: Incorporating Relationship Life-Stage Perspective", **Journal of the Academy of Marketing Science [FT-50]** (*To be submitted to JAMS soon: Earlier submitted to IMM – working on comments to ready the final draft*)
- "Building Relationship with Independent Channel Partners through Distributer-Supplier Identification", **Industrial Marketing Management [ABDC-A*]** (*Data Collection*).
- "Salesperson's Job Satisfaction and the Sales Performance Levels: A Double-Edged Sword?" (*Literature Review*).

PAPERS IN PROGRESS (JUDGEMENT AND DECISION MAKING)

- Goyal, Vikas, "Price Perception in Foreign Currencies: The Reference Dependence View", (*Data Collection*).
- Goyal, Vikas, "Influence of Usage-Occasion Based Feature Information on Perceived Value of New Product Features: Role of Product Familiarity", (*Lit. Review and 2 exp. studies to test primary propositions are done*).
- Goyal, Vikas, "Numerosity Effect on Price Perceptions and Spending Decisions in Foreign Currencies: The Contingency Dependence View", (*Literature Review*).

PEER REVIEWED CONFERENCE PRESENTATIONS (Selected List)

- Goyal, Vikas (2024), "Performance Feedback, National Innovation Policies, and Technological Catch-Up Strategies", Selected at The 84th Annual Meeting of the Academy of Management 2024, Chicago, USA, August 9-13, 2024
- Goyal, Vikas (2023), ANZMAC, New Zealand, Dec 2023

- Goyal, Vikas (2023), “Price Perceptions in Foreign Currencies” selected at the *Society for Judgment and Decision Making The 52nd NEDSI Annual Conference*, Washington DC, USA, March 30 – April 1, 2023.
- Goyal, Vikas (2019), “The Dual Impact of New Feature Information on its Perceived Value” selected at the *Society for Judgment and Decision Making The 40th Annual Conference*, Montreal, Canada, November 15-18, 2019.
- European Academy of Management (EURAM) Conference, Reykjavik, Iceland, June 20-23, 2018.
- Goyal, Vikas (2018), “Evaluating Channel Partner’s Performance: Impact of Task Environment on Relevance of Measurement Metrics” selected at the European Academy of Management (EURAM) Conference, Reykjavik, Iceland, June 20-23, 2018.
- Goyal, Vikas (2017), “Consumer Preference for Multi-feature Products: The Moderating Influence of Feature Information” selected at the *Society for Judgment and Decision Making The 38th Annual Conference*, Vancouver, Canada, November 10-13, 2017.
- Goyal, Vikas (2016), “Impact of Usage-Occasion based Marketing Communications on Perceived Value” accepted at the *Sustainability, Ethics and Entrepreneurship (SEE) Research Conference*, San Juan, Puerto Rico, Feb 26 – Mar 2, 2017.
- “Price Perception in Foreign Currencies: The Reference Dependence View” selected at the *Society for Judgment and Decision Making The 36th Annual Conference*, Chicago, Illinois, November 20-23, 2015.
- Goyal, Vikas (2015), “Price Perception in Foreign Currencies: The Reference Dependence View” selected at the *Society for Judgment and Decision Making The 36th Annual Conference*, Chicago, Illinois, November 20-23, 2015.
- Goyal, Vikas (2014), “The Impact of Feature Information on the Perceived Value of New Features: The Role of Product Familiarity” selected at the *Society for Judgment and Decision Making The 35th Annual Conference*, Long Beach, California, November 21-24, 2014.
- Goyal, Vikas and Prashant Mishra (2011), “Influence of Organizational Task Environment on the Managerial Choice of Performance Measures: A Multi-Dimensional Model,” selected at the *33rd INFORMS Marketing Science Conference*, Houston, Texas, June 9-11, 2011.
- Goyal, Vikas and Prashant Mishra (2010), “Influence of Organizational Environment on the Managerial Choice of Performance Measures: A Multi-Dimensional Model,” Presented at the *10th Annual Hawaii International Conference on Business*, Honolulu, Hawaii May 27–30, 2010.

GUIDANCE OF DOCTORAL STUDENTS AT IIM INDORE

Doctoral Candidate	Area	Completion	Current Employment	Role in TAC
		Year		
Subrata Sarkar	Marketing	2016	Ajay Biotech (India) Ltd.	Member
Amol Subhash Dhaigude	OM & QT	2016	TAPMI, Karnataka	Member
Sandip K. Gokalbhai Trada	Marketing	2017	NIRMA, Ahmedabad	Chairperson
Baljeet Singh Sani	Marketing	2018	IIM Jammu	Chairperson
Priyvrat Sanyal	Marketing	2020	IIM Visakhapatnam	Chairperson
Abhishek Yellepeddy	Marketing	2024	-	Member

TEACHING EXPERIENCE

▪ Graduate Courses (Core and Elective):

- Strategic Marketing
- Marketing Research
- Customer Data Analytics
- Advanced Marketing Research (Marketing data analytics using SPSS)
- Sales and Distribution Management
- Customer Relationship Management
- Marketing Communications and Advertising

▪ Post Graduate (Doctoral) Seminar:

- Introduction to Management Research
- Data Analysis in Marketing Research
- Seminar in Distribution Management

PROFESSIONAL SERVICE

- Ad Hoc Reviewer, Journal of Business Research
- Ad Hoc Reviewer, California Management Review
- Ad Hoc Reviewer, Journal of Business and Industrial Marketing
- Ad Hoc Reviewer, Association for Consumer Research Conference
- Ad Hoc Reviewer, Journal of Asia Business Studies
- Ad Hoc Reviewer, Indore Management Journal

INSTITUTE SERVICE

- Chairperson, Hostel and Student Affairs, IIM Indore (2013-14)
- Coordinator, Management Education Program, IIM Indore (2013-14)

ACADEMIC/RESEARCH GRANTS

- Received the “Academic Mobility Grant” from Porto Business School, Univ. of Porto, Portugal under the EUPHRATES Erasmus Mundus Program (2015) funded by the EU.
- Received the “Research Excellence Grant” from University of Santiago de Compostela, Spain to carry out research mobility under the USC-India Research Excellence Program (2013).

INVITED RESEARCH PRESENTATIONS

- Goyal, Vikas (June 2015), “The Dynamics of Indian Economy and its Impact on Indian Consumer Markets,” Faculty of Economics, University of Porto, Portugal.
- Goyal, Vikas (June 2015), “Performance Management: A Multi-Dimensional Approach for Inter-firm Relationships,” Faculty of Economics, University of Porto, Portugal.

PROFESSIONAL MEMBERSHIPS

- Society for Judgement and Decision Making (SJDM)
- Association for Consumer Research (ACR)
- European Academy of Management (EURAM)

CORPORATE EXPERIENCE

Company: CRISIL Ltd. (Global Research & Analytics) May '11 – Jul '12

Designation: Executive Assistant to Senior Director

Company: NM Rothschild India Pvt. Ltd. Apr '08 – Jun '08

Designation: Summer Intern

Company: Reliance Industries Ltd. Jun '06 – May '07

Designation: Assistant Manager (Construction)

Overall Project: Navi Mumbai SEZ development (area: 50 Sq. Km, cost: INR 26 billion)

Brief Profile

Dr. Vikas Goyal is a Professor of Marketing at IIM Indore, India. He received his Ph.D. in Marketing from Indian Institute of Management (IIM Calcutta, 2012). He holds B.Tech from Indian Institute of Technology (IIT Kharagpur, 2002-06). Prior to joining IIM Indore as faculty, he has had brief corporate experience with CRISIL Ltd. in their Global Research & Analytics (GRA) services and Reliance Industries Ltd. in their construction business.

His research focuses on the influence of environmental and socio-psychological factors on the strategic decisions and organizational outcomes in the context of inter-firm relationships (mostly distribution channel, but not limited to it). Empirical examination is based on data from surveys, experiments and archival sources, using contemporary statistical tools and packages. Additionally, he is interested in research in the area of 'Judgement and Decision Making (JDM)'. His research has been published in some of the leading academic journals in the field.

His teaching interests are in the area of Strategic Marketing, Marketing Research, Customer Data Analytics, Advanced Marketing Research (with SPSS), Sales and Distribution Management, and Customer Relationship Management, Marketing Communications and Advertising. He is involved in executive training and continued education through MDPs for a few public sector enterprises and large corporates.