

MBA - Faculty Profile



Sumanth Kashyap. R

PhD (pursuing) in Marketing from RGIPT (an institute of national importance)

Assistant Professor

SCMS-PG Marketing,

Dayanand Sagar University

Brief Profile

Mr. Sumanth Kashyap. R is an Assistant Professor in the area of Marketing at the School of Commerce and Management Studies- PG, Dayanand Sagar University, City Campus, Bangalore, and he is also pursuing a PhD from Rajiv Gandhi Institute of Petroleum Technology (RGIPT), an Institute of National Importance. He holds M.Com from Bangalore University and a PGDBA from Symbiosis Centre for Distance Learning, Pune. He has also qualified for UGC-NET and K-SET.

His doctoral research has focused on understanding Indian smartphone users' responses to in-app advertisements. His research examines the drivers of consumers' click-through intentions by integrating behavioral frameworks with contemporary developments in AI-powered personalization.

His research has resulted in a publication in the *Journal of Marketing Theory and Practice*, a Scopus indexed, Q1 journal. His research article, **“What drives smartphone users to click on the in-app advertisements? An S-O-R model approach,”** examines the factors influencing smartphone users' click-through intentions towards in-app advertisements. The study analyzed data from 522 smartphone users using PLS-SEM and offers insights into the role of advertising value, flow experience, ad congruity, credibility, incentives, and consumer-related factors.

His second research study examines the influence of AI-based personalized in-app advertisements on consumers' click-through intentions and is currently under review.

Research and Teaching interests

His academic and research interests include Marketing, Consumer Behavior, Digital Marketing, Mobile Advertising, In-App Advertising, and Consumer psychology, AI and emotions in marketing, etc.

His teaching focuses in the marketing area such as Marketing management, Retailing, Consumer behavior, International Business, Sales and Distribution Management, Advertising, E-commerce etc.

Publications

- **Research Papers**

- 1) “What drives smartphone users to click on the in-app advertisements? An S-O-R model approach” - Journal of Marketing Theory and Practice, Taylor and Francis, **IF: 5.3, Q1, Scopus**

• Conference Paper Presentations

- 1) Presented a Paper titled “The Evolution of Mobile Advertising: A Literature Review” at the ISDSI-Global International Conference on Leading Business in a FLUID World- 2021 held in **IIM Nagpur** from 27th to 30th December 2021.
- 2) Presented a Paper titled “Smartphone Users’ Click Through Intention Towards In-App Advertising: An S-O-R Model Approach” at ISDSI GLOBAL CONFERENCE-2023 held in **IIM Ranchi** from 27th to 29th December, 2023.
- 3) Presented a paper titled “Decoding Smartphone User’s Click Through Intentions: The Role of AI-Personalized Mobile App Ads” at the Seventh Emerging Research Paradigms in Business and Social Sciences (ERPSS 2024) conference held at **Middlesex University Dubai** from May 13th to 15th 2024.

Workshops

- 1) Attended online workshop on “Quality research and scholarly publications in social sciences.” from 18th to 22nd January 2021 at NIT Hamirpur.
- 2) Attended online FDP on “Digital and Social Media Marketing” from 20th to 23rd September 2021 conducted by IIM Vishakhapatnam.
- 3) Attended FDP titled “Co-variance based Partial Least Square Modelling” conducted during 26th and 27th March 2022 at IIM Shillong.
- 4) Attended workshop on “Structural Equation Modelling and Artificial Neural Network” conducted from 21st May - 19th June 2022 at Lal Bahadur Shastri Research Centre for Public Policy and Social Change (LBSRC), New Delhi.

Awards and Accomplishments:

- 1) Second Prize, Intra-College Quiz Competition from RGIPT.
- 2) Second Prize, Inter-College Business Quiz Competition, Nitte Meenakshi Institute of Management, Bengaluru.
- 3) Institute Fellowship, Rajiv Gandhi Institute of Petroleum Technology (RGIPT).

Contact Details

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