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Date: 10.05.2025

From
N.Nagasubba Reddy
Assistant Professor
Department of IT and Business Analytics
R V Institute of Management
Bangalore-41

To
The Director,
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Bangalore-41.

Forwarded to Honorary Secy Sir, RSST
RP was selected for presentation & Publication at ICBT Cardiff -2025 conference at UK (Hybrid mode).
As per career Dev. Allowance policy, all the authors have balance of Rs. 83150/- each.
Total Regn. fees is Rs. 16850/- (for all the three research chs)
For your kind consideration & approval.
Lattam: 10.05.2025.

RASHTREEYA SIKSHANA SAMITHI TRUST
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Date: 10/5/25

Respected Sir,

Sub: Request for International Conference Registration fee

With reference to the above subject, we will be presenting a paper titled "A bibliometric investigation into the evolving consumer behavior and market dynamics", has been ACCEPTED **for the presentation and publication in the conference Book/Proceedings in** The International Conference on Business and Technology (ICBTCardiff' 2025), **organized by the** EuroMid Academy of Business and Technology. ICBTCardiff' 2025 **will be hosted by** the Cardiff Business School, Cardiff University, Cardiff, UK, **and is scheduled to take place on** July 23-24, 2025 at Cardiff Business School, Cardiff University, Cardiff, United Kingdom. **The conference committee is delighted to include your research in the conference Proceedings/Book, which will be published by Springer and indexed by Scopus.** Please do consider of Conference Registration fees of Rs. 16,850/- (Rupees Sixteen Thousand Eighty Fifty only). We will submit Participation certificate/ full paper to the library and IQAC After publishing.

Authors in the Paper: 1.N. Nagasubba Reddy 2. Dr.Purushottam Bung,3.Dr.Jahnavi M

Please find herewith enclosed online payment receipts for your kind perusal.

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Yours faithfully,

N.Nagasubba Reddy

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→ He is our permanent staff member. 10/05/2025

1> Dr. Purushottam Bung - 5149
2> Dr. Jahanvi. M - 7233
3> Prof. Nagasubba Reddy - 5158

Details of utilization under CDA policy of staff. members.

Sl. No.	Name.	Fund approved	Utilized	Balance as on day.
1.	Dr. Purushottam Bung	1,00,000/-	16,849/-	83,151/-
2.	Dr. Jahnavi M	1,00,000/-	16,850/-	83,150/-
3.	Prof. Nagasubba Reddy.	1,00,000/-	16,850/-	83,150/-

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Accounts, RUIM

- Perused and discussed with the Director, RUIM.
- We may sanction CDA of ₹16,850/- to Mr. N. Nagasubba Reddy, Asst. Prof towards conference registration fee.
- College/Accounts to share CDA utilization of the faculty requesting for the funding.
- Submitted for approval please.

Approved 14/5

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13/05

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CONF MANAGE

The International Conference on Business and Technology (ICBTCardiff' 2025)

Paper acceptance notification

Paper Details

Paper ID	**ICBTCardiff' 2025_0045**
Paper Title	A bibliometric investigation into the evolving consumer behavior and market dynamics
Submitted by	Mr. Nagasubba Reddy N
Date	2025/04/26
Status	Accepted

Dear Nagasubba Reddy N, Prof.M V Ramaprasad , Dr. Jahnavi M, Dr.Purushottam Bung,

On behalf of the The International Conference on Business and Technology (ICBTCardiff' 2025) Committee, we are pleased to inform you that your submission with ID: (ICBTCardiff' 2025_0045) entitled "A bibliometric investigation into the evolving consumer behavior and market dynamics", has been ACCEPTED for the presentation and publication in the conference Book/Proceedings, Congratulation!

The conference committee is delighted to include your research in the conference Proceedings/Book, which will be published by Springer and indexed by Scopus. Your participation enhances the conference's focus on exploring new ideas and transformative developments in various fields.

We appreciate your commitment to academic excellence and look forward to your participation in The International Conference on Business and Technology (ICBTCardiff' 2025). This conference will undoubtedly benefit from the insights and expertise you bring to the table.

Should you have any questions or require further information, please do not hesitate to contact us at icbt@embta.com

Congratulations once again, and we eagerly anticipate your presentation at the conference !!.

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Thank you for your business....!!!

A bibliometric investigation into the evolving consumer behavior and market dynamics

N.Nagasubba Reddy
[000-0002-1155-3810]
Research scholar,
GITAM (Deemed to be University),
Bangalore Campus,
nnsreddy.rvim@rvei.edu
Prof.M V Ramaprasad
[0000-0002-0221-0162],
Professor,
GITAM (Deemed to be University),
Bangalore Campus.
Dr. Jahnavi M
[0009-0001-7396-392X]
Associate Professor,
Department of Finance and Business Analytics,
RV Institute of Management,
Bangalore - 560041
Dr.Purushottam Bung
[0000-0001-9167-5713],
Professor and Director,
RV Institute of Management,
Bangalore – 560041
director.rvim@rvei.edu.in

Abstract

This study aims to illustrate the research progress historical and topic trends in consumer behavior and market dynamics during the last 47 years. In the present study data is extracted from the SCOPUS database, R Studio and VOS software are employed to analyze the study results. In addition, this research illustrate Key topics, trends, main achievements, research directions, and future prospects in consumer behaviour and market dynamics. However, there is a significant relationship between consumer behaviour, consumer marketing, retailing, internet, marketing, marketing segmentation, retail marketing, customer loyalty, marketing strategy, advertising, shopping, marketing communication, customer satisfaction, decision-making, marketing theory, brand, marketing research, purchase intention, customer psychology, perception, e-commerce, and electronic commerce. Adopting those keywords will assist the research scholar in getting a deep understanding of consumer behaviour and market dynamics. This study provides a complete picture and description of resulting body knowledge in consumer behaviour and market dynamics area.

Keywords: consumer behaviour, market dynamics, thematic map, bibliometric, performance analysis

JEL classification: M0, M1, M3

1) Introduction

In consumer marketplaces, the behavior of consumers has become an intricate matter for organizations in the current generation of always-changing marketplaces (Saricam, 2023). Marketing and consumer behavior are closely linked and focus on analyzing the processes and interactions that make it possible for individuals or groups to select, purchase, use, or dispose of merchandise, service, idea, or experience to satisfy their wants

and requirements (Karpushkin, 2024). The varied and multifaceted consumer markets vary from one another as a result of various components. These factors include cultural, social, personal, and psychosomatic influences (Chatterjee et al., 2022). Understanding consumer behavior allows businesses to modify their products and marketing strategies to fulfill the specifications and tastes of their buyers (Josimovski et al., 2023). For instance, due to the dissemination of knowledge, consumers are more knowledgeable and connected, thus becoming adaptable as their behaviors shift, consequently affecting the offer. Nonetheless, investigations and customization should be done to meet their requirements (Liu et al., 2015). It is also an input to the creation of the goods in terms of processes, the determination of pricing, positioning, and publicity, which aids in the design of strategies that will enable the market as a focal point for both buyers and consumers (Zhou et al., 2022). The idea has transformed from differing thoughts of the procedures to which people make and implement in every marketplace.

An implied intricate dance towards the optimal research environment which manifests in the bibliometric review form is the existing preferences and the rapidly adjusting ones of the vast array of consumers to the market dynamics (Sun et al., 2023). It should be particularly emphasized that the market dynamics, which appear to keep changing, support the necessity of this paper. Precisely, the overall retail and business-to-consumer marketplaces have been significantly influenced by the appearance of e-commerce channels and digital platforms (Boyce & Mano, 2018). The alleged occurrence destroyed the common ways consumers understand value and communicate with companies. In addition, the consumer culture is now much more imbued, and the diversities in their behavior, desires, and expectations are mainly noticeable (Wang et al., 2023). It appears that addressing these emerging needs and desires to satisfy the needs of a much broader target audience is a kind of problem for any business (Loebbecke et al., 2010). Therefore, The knowledge contribution and strategic path perspective of bibliometrics are discussed more directly and generate the academic implications through a strategic path method analysis (Ilieva & Gabriel, 2020). Upon researching the stated problems and trends through bibliometrics, it is possible to assume these changes will satisfy major trends and obstacles (Assad et al., 2021).

2) Literature review

Consumer market research has seen significant evolution, shaping business strategies and broader societal trends. In its early stages, the focus was on surveys and observational methods to understand consumer preferences (Twine et al., 2023). By the mid-20th century, demographic and psychographic analyses became essential tools for market segmentation and targeted marketing (Bruwer & Buller, 2012). The emergence of digital technologies introduced data mining and machine learning, enabling deeper insights and real-time tracking of consumer trends (Zoupos & Spais, 2023; Lysonski et al., 2012). Today, behavioral economics and neuroscience are used to explore subconscious influences on consumer decision-making, shifting the research approach from reactive to proactive (Woo et al., 2008; Sheu & Choi, 2023).

Several theories form the foundation of consumer behavior research. The "Economic Man" theory and Freud's psychodynamic approach suggest that consumers make rational decisions to maximize utility (Carter & Curry, 2010; Rajgopal, 2009). Pavlov and Skinner's behavioral theories emphasize the role of external stimuli (Van der Kroon et al., 2014). The Theory of Planned Behavior explains consumer choices based on attitudes, intentions, and perceived control (Djafarova & Foots, 2022). Additionally, Maslow's hierarchy of needs and the AIDA model help explain consumer motivations and the steps involved in the buying process (Twine et al., 2023; Maciel & Wallendorf,

2017).Consumer decision-making involves evaluating alternatives based on price, features, and emotional factors (Trzebiński et al., 2024). Post-purchase behavior provides insights into consumer loyalty and repeat purchasing (Mitchell & Boustani, 1994). Buying decisions are further influenced by social, economic, cultural, and technological factors (Zhou et al., 2022; Banerjee & Shivani, 2015; Wróblewski et al., 2017).Recent bibliometric studies have identified key trends in the field. Research by Bashar et al. (2023), Susanty et al. (2022), and others highlight areas such as sustainability, digital behavior, and consumer loyalty. These studies reflect the dynamic nature of consumer behavior and the need for continuous research to stay aligned with evolving market demands.

RQ1: What is the authorship interaction between the countries of Consumer behavior and consumer market research?
RQ2: What is the co-occurrence of keywords of Consumer behavior and consumer market research?
RQ3: Which are the top cited countries and their relationship to Consumer behavior and consumer market research?
RQ4: Who are the top and co-cited authors of Consumer behavior and consumer market research?
RQ5: Which are the bibliographically coupled sources of Consumer behavior and consumer market research?
RQ6: What is the intellectual structure of Consumer behavior and consumer market research?

To systematically map and analyze the worldwide research landscape of consumer behavior and consumer market research, it is necessary to investigate authorship interactions, keyword dynamics, citation patterns, and thematic trends. In addition to determining the extent of international collaboration between countries, the purpose of this study is to investigate the co-occurrence of critical keywords within the literature, determine the influence and citation networks of leading contributing countries and authors, and shed light on the intellectual structure and major themes that are driving research in this field.

3) Methods

In the present study, the bibliographic data was downloaded from the Scopus database. Scopus contains high-quality peer-reviewed journal articles and is acknowledged worldwide (Li & Hassan, 2023). A specific search string was employed to include vast literature for the analysis. The search string used was: ("Consumer market*" OR "Retail market*" OR "B2C market*" OR "End-user Market*") AND ("Consumer behavior" OR "Consumer behavior" OR "Buying behavior" OR "Buying behavior" OR "Consumer decision making" OR "Consumer preferences" OR "Shopping behavior" OR "Shopping behavior"). The search string captured various aspects of consumer behavior and the dynamics of markets.

To screen and refine the results several filters were applied. The subject area was limited to Business, management and accounting, and Economics, econometrics, and finance which are closely related to the marketing domain. To enhance the quality of the bibliometric study the document type was limited to Articles and Reviews excluding conference proceedings and book chapters. To ensure that only peer-reviewed documents were involved in the study, the source type was limited to journals. Finally, only English language documents are included in the study to enhance comprehension. After refining and filtering, we have obtained 505 documents. Among them, 35 documents

which are duplicates and lack of information were deleted from the data. Finally, 470 documents were processed for analysis.

4) Results

Co-authorship analysis (Countries): Co-authorship analysis demonstrates the authorship interaction between the countries in consumer behavior and market dynamics (Gan et al., 2022), in this analysis the minimum number of documents per country is 5. While, the minimum number of citations per country is 20, as a result, the number of countries that have been selected is 28 (USA, Australia, China, UK, Canada, Hong Kong, South Korea, India, Germany, Austria, Finland, Malaysia, New Zealand, France, Netherland, Taiwan, Japan, Pakistan, South Africa, Denmark, Italy, Poland, UAE, Norway, Portugal, Spain, Brazil, and Iran). In this analysis we have seven clusters (Red cluster, green cluster, blue cluster, yellow cluster, purple cluster, light-blue cluster, and orange cluster) in each cluster there are several nodes. There is a center node in each cluster, this center node represents the biggest amount of publications from the country (Donthu et al., 2021). However, the line between the nodes represents the relationship level between the authorship interaction between the countries. As shown in Figure 1, there is a critical interaction between the USA, China, Germany, India South Korea, the UK, and Australia.

In addition, there is a significant interaction between Hong Kong, China, Canada, and Malaysia in the consumer behavior and market dynamics field. However, there is a strong connection between Denmark, the UK, and the USA. Furthermore. the authorship interaction between the Netherlands, South Africa, Canada, Australia, and Italy is significant. In the same way, there is a strong relationship between India, France, Canada, and UAE (Mukherjee et al., 2022). On the other hand, there is an insignificant interaction between China with the UK, Australia with France, Australia with Canada, Japan with Canada, Germany with Canada, India with Poland. France with Spain, Brazil with Germany, Pakistan with Malaysia, and UAE with Poland.

This analysis Illustrates that the best join publications in consumer behavior and market dynamics come from the USA with Canada, the USA with India, the USA with China, the UK with the USA, and India with Canada

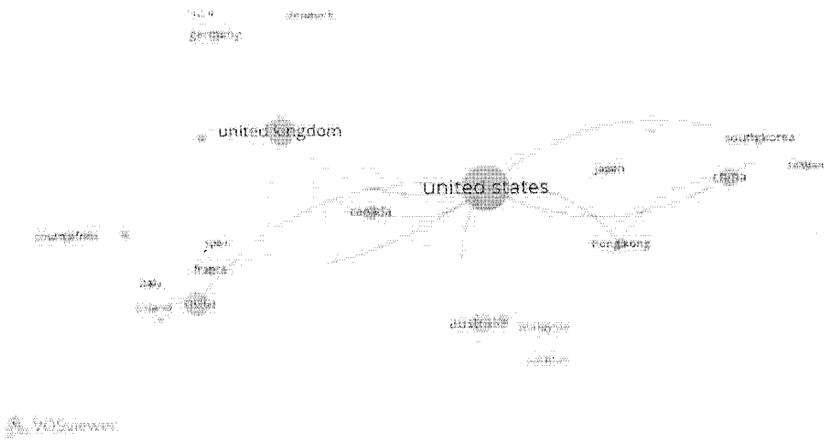

Figure 1: Co-authorship country analysis

Co-occurrence analysis: Co-occurrence analysis Illustrates the relationship between the author's keywords in consumer behavior and market dynamics, in this analysis the minimum number of occurrences of a keyword is 5. The number of keywords that have been selected is 48 (Consumer behavior, consumer marketing, retailing, internet, marketing, marketing segmentation, retail marketing, customer loyalty, marketing strategy, advertising, shopping, marketing communication, customer satisfaction, decision making, marketing theory, brand, marketing research, purchase intention, customer psychology, perception, e-commerce, electronic commerce and so on).

In this analysis we have seven clusters (Red cluster, green cluster, blue cluster, yellow cluster, purple cluster, light-blue cluster, and orange cluster) in each cluster there are several nodes. There is a center node in each cluster, this center node represents the most popular keyword in consumer behavior and market dynamics topics such as consumer behavior, consumer marketing, market segmentation, and the internet. However, the line between the nodes represents the relationship level between the author's keywords. As shown in Figure 2. There is a significant relationship between consumer behavior, consumer marketing, retailing, internet, marketing, marketing segmentation, retail marketing, customer loyalty, marketing strategy, advertising, shopping, marketing communication, customer satisfaction, decision-making, marketing theory, brand, marketing research, purchase intention, customer psychology, perception, e-commerce, and electronic commerce. Adopting those keywords will assist the research scholar in getting a deep understanding of consumer behavior and market dynamics (Mukherjee et al., 2022)



Figure 2: Co-occurrence keywords analysis

Citation analysis: In this analysis, we demonstrate the number of citations from each country and the citation relationship between the countries in this analysis the minimum number of documents per country is 2. While, the minimum number of citations per country is 30, as a result, the number of countries that have been selected is 43 (Algeria, Australia, Austria, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Greece, Honk Kong, India, Indonesia, Israel, Japan and so on). The great citation

quantity in consumer behavior and market dynamics come from the UK, India, Denmark, Australia, New Zealand, Slovakia, Iran, Canada UAE, and as shown in Figure 3.

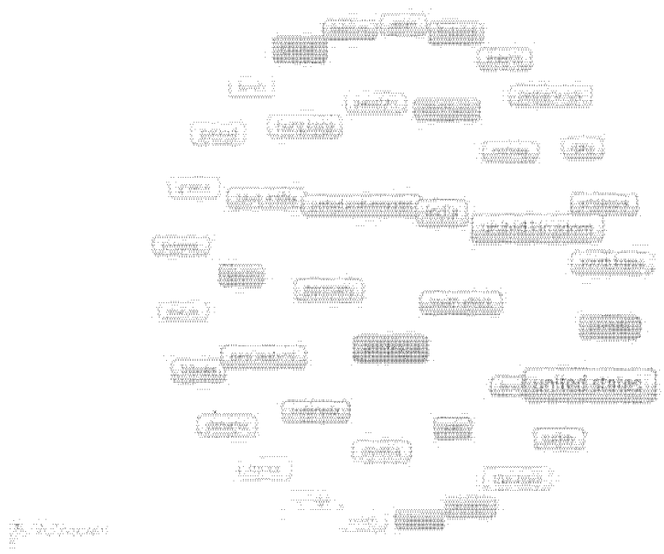

Figure 3: Citation country analysis

Co-citation Networking: In this analysis, we illustrate the co-cited manuscript that appears in the third manuscript, as shown figure 5 the majority of publications in consumer behavior and market dynamics come from fornell c. 1981-1, zeithaml v.a. 1988, bagozzi r.p. 1988, nunnally j.c. 1994, sweeney j.c. 2001, bellenger d.n. 1980, bloch p.h. 1994, arnold m.j. 2003, babin b.j. 1994, childers t.l. 2001, goswami p. 2009, morgan r.m. 1994, westbrook r.a. 1985, mehrabian a. 1974, baker j. 1994, donovan r.j. 1994, baker j. 2002, fornell c. 1981-2, hair j.f. 2010,kacen j.j. 2002, rook d.w. 1995, rook d.w. 1987, beatty s.e. 1998, de mooij m. 2002, and zeithaml v.a. 1996. in this analysis we have five clusters (Red, blue, purple, orange, and green) each cluster represents the co-citation network of authors with another document, to clarify that we can observe that there is a co-cited relationship between Fishbein m, Ajzen i, and Anderson j c.

Additionally, there is a co-cited relationship between fornell c. 1981-1, zeithaml v.a. 1988, bagozzi r.p. 1988, nunnally j.c. 1994, sweeney j.c. 2001, bellenger d.n. 1980, bloch p.h. 1994, arnold m.j. 2003, babin b.j. 1994, childers t.l. 2001, goswami p. 2009, morgan r.m. 1994, and westbrook r.a. 1985. Furthermore, there is a significant co-cited connection between mehrabian a. 1974, baker j. 1994, donovan r.j. 1994, baker j. 2002, fornell c. 1981-2, hair j.f. 2010,kacen j.j. 2002, rook d.w. 1995, rook d.w. 1987, beatty s.e. 1998, and de mooij m. 2002. As shown below table 1.

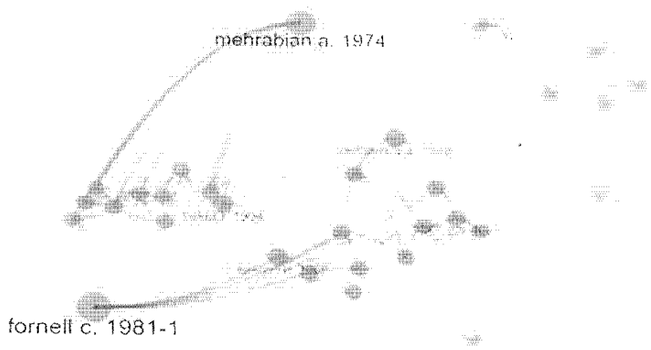

Figure 5: Co-citation Networking

Table 1: Co-citation Networking Details

Node	Betweenness	Closeness	PageRank
fornell c. 1981-1	179.1351988	0.007874016	0.057874199
zeithaml v.a. 1988	2.4	0.005405405	0.020142415
bagozzi r.p. 1988	3.403805081	0.006369427	0.025223423
nunnally j.c. 1994	13.52380952	0.004444444	0.022256525
sweeney j.c. 2001	74.68888889	0.006896552	0.032366118
bellenger d.n. 1980	11.84920635	0.004444444	0.032278214
bloch p.h. 1994	3	0.003267974	0.030262287
arnold m.j. 2003	13.9968254	0.006711409	0.030515142
babin b.j. 1994	23.14634412	0.005208333	0.039197795
childers t.l. 2001	0	0.004273504	0.024261356
goswami p. 2009	0	0.003003003	0.023844409
morgan r.m. 1994	0	0.003968254	0.010199185
westbrook r.a. 1985	18.62698413	0.004484305	0.037913174
mehrabian a. 1974	104.1379926	0.007352941	0.060521534
baker j. 1994	119.6722567	0.007462687	0.02313137
donovan r.j. 1994	27.7	0.006097561	0.020056784
baker j. 2002	12.80385328	0.004975124	0.023099287
fornell c. 1981-2	0	0.004098361	0.023994334
hair j.f. 2010	0	0.003984064	0.017411564
kacen j.j. 2002	6.653846154	0.004807692	0.046813619
rook d.w. 1995	0.535714286	0.0041841	0.031173848
rook d.w. 1987	3.725274725	0.004587156	0.045111579
beatty s.e. 1998	0	0.004484305	0.027105607
de mooij m. 2002	0	0.004098361	0.014147014
zeithaml v.a. 1996	9.6	0.006666667	0.02532754

Bibliographic coupling analysis reveals the relation between sources, authors, documents, organizations, and countries in consumer behavior and market dynamics. the minimum number of documents per source is 6. While. the minimum number of citations per source is 10, The number of sources that have been selected is 19 (journal of consumer marketing. journal of International Consumer International Review of Retail,

European Journal of Marketing, International Journal of Retail & Distribution, Marketing Intelligence, and Planning, Journal of Business Research, journal of Islamic Marketing, marketing intelligence & planning, journal of global fashion marketing, journal of consumer affairs, British food journal, journal of international food and agriculture, innovative marketing, Indian journal of marketing, international journal of research in marketing). In this analysis, we have four clusters (Red, green, blue, and yellow)

in each cluster, there are several nodes. There is a center node in each cluster, this center node represents the relationship between the sources in consumer behavior and market dynamics. As shown in Figure 6, there is a significant relationship between the Journal of Consumer Marketing the International Review of Retail, the Journal of International Consumer, Innovative Marketing, the Journal of Global Fashion Market, Marketing Intelligence and Planning, the British Journal, Journal of Islamic marketing, journal of retailing and consumer, and journal of consumer affair.

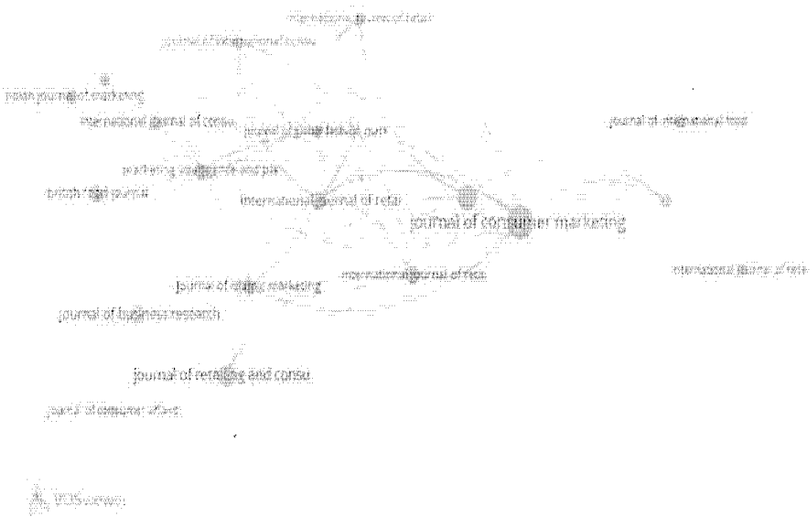

Figure 6: Bibliographic coupling analysis

In the same way there is a significant historical effect and the relationship between ahmed a 2008, amine a 2012, anam j 2008, muhamad n 2013, and muhamad n 2016 on consumer behaviour and market dynamics theory. However, there is a critical impact of reutterer t 2009, teller c 2012, mcgoldrick pj 1997, and granzin ki 1997 publications on our study theory. Furthermore, the publications of prashat s 2017, seghieri c 2007, hausman a 2000, lockshin is 1997, shamdasani pn 1995, and brown m 2003 have a strong impact on consumer behaviour literature. In the same way, zhou i 2004, davis iy 2013, rodgers w 2021, fan jx 1998, wong gkm 2003, moore m 2008, and moore m 2006 have a positive effect on consumer behaviour and market dynamics theory development

5) Discussion

In this study we demonstrate the co-authorship, co-occurrence, citation, co-citation, bibliographic coupling, intellectual structure, and topic trend in countries in consumer

behavior and market dynamics, the results illustrate that there is a research gap in consumer behavior and market dynamics. A similar finding is supported by a previous study (Lim et al., 2023).

This study has a significant impact on consumer behavior and market dynamics literature by revealing the authorship interaction between the countries, the relationship between authors key keywords, the number of citations from each country, the co-cited document from the most influence authors in consumer behavior, the relationship between the sources in consumer behavior, the historical development in consumer behavior, and illustrate the future research gap in our study field.

Additionally, this study has a practical implication effect on consumer behavior and market dynamics stream via demonstrating the critical method to develop consumer behavior all over the world. However, this study provides an overview of the historical development in consumer behavior and market dynamics topic. This study provides a guideline for understanding consumer behavior in the marketplace and achieving sustainable competitive advantage.

6) Conclusion

The purpose of this study is to investigate the improvement in the area of consumer behavior and market dynamics. In this study we apply bibliometric analysis by using VOS viewer software, we got our data from the Scopus database to meet our research objectives. For our study objectives, we find that there is a significant interaction between Hong Kong, China, Canada, and Malaysia in the consumer behavior and market dynamics field. However, there is a strong connection between Denmark, the UK, and the USA. Furthermore, the authorship interaction between the Netherlands, South Africa, Canada, Australia, and Italy is significant. In the same way, there is a strong relationship between India, France, Canada, and UAE.

In the same way, we find There is a significant relationship between consumer behavior, consumer marketing, retailing, internet, marketing, marketing segmentation, retail marketing, customer loyalty, marketing strategy, advertising, shopping, marketing communication, customer satisfaction, decision-making, marketing theory, brand, marketing research, purchase intention, customer psychology, perception, e-commerce, and electronic commerce. Adopting those keywords will assist the research scholar in getting a deep understanding of consumer behavior and market dynamics. Furthermore, there is a co-cited relationship between Fornell c. 1981-1, zeithaml v.a. 1988, bagozzi r.p. 1988, nunnally j.c. 1994, sweeney j.c. 2001, bellenger d.n. 1980, bloch p.h. 1994, arnold m.j. 2003, babin b.j. 1994, childers t.l. 2001, goswami p. 2009, morgan r.m. 1994, and westbrook r.a. 1985. Furthermore, there is a significant co-cited connection between mehrabian a. 1974, baker j. 1994, donovan r.j. 1994, baker j. 2002, fornell c. and 1981-2, hair j.f. Additionally, there is a significant relationship between the Journal of Consumer Marketing the International Review of Retail, the Journal of International Consumer, Innovative Marketing, the Journal of Global Fashion Market, Marketing Intelligence and Planning, the British Journal, the Journal of Islamic Marketing, journal of retailing and consumer, and journal of consumer affair.

In Intellectual structure results we reveal that there is a significant historical effect and the relationship between ahmed a 2008, amine a 2012, anam j 2008, muhamad n 2013, and muhamad n 2016 on consumer behaviour and market dynamics theory. However, there is a critical impact of reutterer t 2009, teller c 2012, megoldrick pj 1997, and granzin kl 1997 publications on our study theory. Furthermore, the publications of prashat s 2017, seghieri c 2007, hausman a 2000, lockshin is 1997, shamdasani pn 1995, and brown m 2003 have a strong impact on consumer behaviour literature. In the same

way, zhou i 2004, davis iy 2013, rodgers w 2021, fan jx 1998, wong gkm 2003, moore m 2008, and moore m 2006 have a positive effect on consumer behaviour and market dynamics theory development.

The limitation of this study is that the dataset used is from a single source; Scopus. This is because the Bibliöshiny interface does not have the facility to merge BibTeX files from different sources, Future work may use a different database and filter out the duplicates. Future research should investigate the relationship between consumer behaviour and Mata technology, and examine the impact of globalization on consumer behaviour psychology.

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RV Institute of Management

Affiliated to Bangalore ... University

Approved by AICTE, New Delhi ... NAAC ...

contact rvim@rvei.edu.in
www.rvim.edu.in
Tel 080 42540300
080 26547048

Ref NO: 431/RVIM/MBA/2024-25

19/12/2024
26

RASHTREEYA SIKSHANA SAMITHI TRUST
No: 6399
Date: 26/12/24

To
The Secretary, RSST
Through The Director
RV Institute of Management
Bangalore

299
2024-25
30/1/2025

Subject: Seeking Approval for Career Development Allowance Policy

Dear Sir/Madam,

I am pleased to seek your kind approval for the implementation of the **Career Development Allowance Policy** as suggested by the Research Advisory Committee (RAC) members. These initiatives have been designed to encourage and reward academic excellence, promote professional growth, and enhance the research output of faculty members at our institute.

The Career Development Allowance Policy aims to provide financial assistance to faculty members for attending conferences, workshops, and other academic events, thereby fostering continuous learning and development. These initiatives are in line with our institution's commitment to fostering an environment of academic and professional excellence. I kindly request you to approve this policy for implementation from 01.01.2025. Detailed policy have been attached for your reference and consideration.

Thanking you.

Yours faithfully,

RASHTREEYA SIKSHANA SAMITHI TRUST
No: 8254
Date: 29/1/25

Dr Tamizharasi D
Professor, RVIM

Forwarded to Hon'ble Secy Sir, RSST.
As requested by Registrar Sir, we have developed career development Allowance Policy after consulting the RVU and RVCE and keeping their policies as reference.
Framing such policies will help the Institute in increasing its research output and ensure that more faculty make use of the opportunity it is reqd for NAAC & other accreditations.
For your kind consideration & approval.

26.12.2024

Director/RVIM: for u/a pl.

- Perused the CDA Policy
- Revised copy enclosed for perusal and approval please.

Registrar

Approved on copy
28/01/25

Hon. Secretary
RSST

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contactrvim@rvei.edu.in
www.rvim.edu.in
Tel: 080 42540300
080 26547048

CAREER DEVELOPMENT ALLOWANCE POLICY

Policy Name:	Career Development Allowance Policy
Date of Policy	w.e.f. 01.02.2025
Objectives:	RV Institute of Management aspires to become a leading research-driven institute, where teaching is led by research, and the faculty undertake meaningful and relevant research. • To build required capability in the faculty to emerge as a better teacher/researcher/consultant. • RVIM encourages faculty members to disseminate outcomes of their research as widely as possible, by publishing in reputed journals, as book chapters, books, etc., and also discussing the same in appropriate platform including conferences/seminars/colloquium. • This policy supports expenses incurred by faculty members towards participation in national and international conferences organised by **institutions of repute** (NIT/IIT/IIM/IISc, etc.)
Scope and definition:	• Conference, for the purposes of this policy means conferences, seminars, workshops, symposiums (in which the applicant shall present a research paper), relevant training programmes and visiting scholar programmes.
Eligibility and maximum limit of CDA funding allowed in a financial year as per employment type	• All full-time faculty members at positions of Professor, Associate Professor, and Assistant Professor are eligible to avail benefits under this policy. • To become eligible for benefits under this policy, the faculty member should have spent at least SIX months of continuous employment with the institute. Calculated from the date of application. However, under exceptional circumstances, the Management / Director may waive off this requirement. • A regular faculty member of RVIM can avail funding for 1(One) international and 1 (one) national conference per financial year.

S. No.	Type of event	Funding cap for confirmed faculty	Funding cap for the employee on probationary (75%)	Funding cap for the employee on contract (50%)
1	High impact International Conferences(Outside India)	₹ 1,00,000	₹ 75,000	₹ 50,000
2	High impact National/International Conferences (Within India)	₹ 50,000	₹ 37,500	₹ 25,000
3	FDPs/MDPS/Seminars/Workshops in India and abroad	₹ 50.000	₹ 37,500	₹ 25,000

28/01/25 28/01/25

How to apply for financial support and conference leave:	Faculty members seeking to apply for financial support and conference leave shall submit the application and follow the procedure outlined below. The following information must be mentioned in the application and follow the process. 1. Name of the conference organizer. 2. Place and venue of the conference. 3. Title of the paper. 4. Travel itinerary. 5. Acceptance letter from the conference Organisers. Verbal request for participation in conferences shall not be accepted as formal requests. 6. The head of the department/account section/head of the centre shall keep records of all the Career Development Allowance funds sanctioned to the faculty members of the department/centre during the financial year, and ensure that the eligibility and financial support criteria as mentioned in the policy are adhered to.
Process to be followed for approval	• A faculty member who wishes to avail CDA funding must submit the application form with complete details and all supporting documents to the Director. The Director, after scrutiny, forward the application to • **RVIM HR:** To check the eligibility of the employee w.r.t. their employment and any other remarks • **RVIM Accounts:** To indicate the CDA funding availed by the faculty member in the particular calender year and to check the eligibility of travel expenses indicated and their entitlement as per the policy. • If the application meets the institute standards, the Director shall forward the file to the Management for approval. • The decision will be conveyed to the applicant. • **The decision of the Management shall be final and binding.**
Cancellation of Conference /failure to attend the events:	In case of failure by the faculty member to attend a conference / cancellation of a conference after funding has been disbursed by the institute. The disbursed amount shall be refunded by the concerned faculty and an explanation for non - attendance shall be furnished.

28/01/25

28/01/25