



Dr Zeeshan Majeed Nadroo, Ph.D. is Assistant Professor in the Marketing area at the School of Management, IILM University, Gurugram, India. He earned his Postdoctoral Fellowship from the Indian Institute of Management, Visakhapatnam, India, and was also conferred a Doctoral Fellowship by the Indian Council of Social Science Research (ICSSR) during his PhD. His research has been published in reputed journals, including the Journal of Retailing and Consumer Services and International Journal of

Consumer Studies. He has presented his work at several international conferences, including the 2025 Global Marketing Conference in Hong Kong. His teaching interests include Marketing Management, Services Marketing, Brand Management, Consumer Behaviour, and Strategic Marketing etc. His research interests lie in Influencer Marketing, Parasocial Interactions, Online Shopping Behaviour, and Branding.

Educational Qualification

- Post Doctorate, 2025 (Indian Institute of Management, Visakhapatnam)
- Ph.D., Marketing, 2020-2024 (IUST-Fellow Indian Council of Social Science Research).
- MBA., Marketing and HR 2017-2020 (Central University of Kashmir).
- M.COM 2018-2020 (IGNOU-Distance Mode)
- Post Graduate Diploma in International Business Organisation, 2018 (IGNOU-Distance Mode)
- B.COM, 2014-2017 (University of Kashmir).
- UGC NET (Management) DEC 2018
- JK State Eligibility Test (Management) 2023

Work Experience/ Professional Appointments

- Strategic Associate Intern, Assets Monetization, OYO Rooms, Corporate Office Gurugram.
- Marketing Associate Intern , Internshalla.
- Intern Digital Payments, Paytm.
- Intern, "United Nations Volunteer".
- Marketplace Intern, PaytmMall

Research and Scholarly Publication

ABDC/SCOPUS/WOS PUBLICATION

- Nadroo, Z. M., Lim, W. M., & Naqshbandi, M. A. (2024). Domino effect of Parasocial interaction: Of vicarious expression, electronic word-of-mouth, and bandwagon effect in online shopping. Journal of Retailing and Consumer Services, 78, 103746. <https://doi.org/10.1016/j.jretconser.2024.103746> (A In ABDC)
- Nadroo, Z. M., Islam, Jamid, & Naqshbandi, M. A. (2024). Parasocial Interaction in Marketing Domain: Unveiling Insights Through a Systematic Literature Review. International Journal of Consumer Studies. <https://doi.org/10.1111/ijcs.70079> (A In ABDC)

- An examination on the parasocial interaction in generating bandwagon effect: A propervaluation of parasocial relationships with influencers. Spanish Journal of Marketing (Accepted)-(**B In ABDC**)

UGC CARE LIST PUBLICATION

- Nadroo, Z. M., & Naqshbandi, M. A. (2023). Thematic Progression and Emerging Trends in Online Purchase Intention Research: A Bibliometric Analysis. Journal Press India, 10(2).<https://doi.org/10.17492/jpi.manthan.v10i2.1022309>. (UGC Care)
- Nadroo, Z. M., & Naqshbandi, M. A. (2023). Influence of Electronic Positive Word-of-Mouth on Online Purchase Intention: A TPB-TAM Study on Electronic Gadgets Consumers. The IUP Journal of Marketing Management, 22(4). (UGC Care)
- Riyaz, M., Jan, A., Khan, D., & Nadroo, Z. M. (2024). Purchase Intention of Gen X and Millennials for Eco-Friendly Home Appliances: A Moderated Multi-Group Analysis. IUP Journal of Marketing Management, 23(3). (UGC Care)

Book Chapters

- Introduction to the Concept of Social Proof in Social Media Marketing, Book: Digital Advertising and Consumer Behavior, Springer Nature (Accepted)
- Enhancing the Virtual Shopping Experience with Virtual Reality, Augmented Reality, and Mixed Reality Videos. Book-Marketing in Metaverse, Springer Nature (Accepted)

Conferences

- How Parasocial Interactions Drive Purchase Intention: A Meta-Analysis. 2025 Global Marketing Conference at Hong Kong; ANZMAC-GAMMA Joint Symposium.
- Leveraging parasocial interaction to drive the bandwagon effect in online retail. Delhi School of Business, 2025.
- E-learning portals becoming a success in India: A Conceptual Overview. 2nd International Conference on Sustainable Technological innovation. DMS, Islamic University of Science and Technology. 2022
- Contribution of Major Online Marketplaces in Sustainable Consumption Across the Electronic Gadgets Product Category. 2nd International Conference Sustainable Development and Technological innovation. 2022.
- A Bibliometric Review of Online Purchase Intention Research: Mapping the Field from 2000 to 2022. International Conference on Business Management and Data Analytics. 2023

Awards, Recognition

- Centrally Sponsored, Doctoral Fellowship Award by the Indian Council of Social Science Research.
- Reviewer Award by Elsevier

Workshop's

Attended

- 01st-07th Dec 2021. The Art of Writing A Research Paper , DMS IUST
- 14th-23rd Nov 2022, ICSSR Sponsored Ten Days Research Methodology Course, Central University of Kashmir.
- Academic Publishing: Read & Publish With Cambridge University Press

Workshop's Conducted

- Hands-on experience on Mendeley Reference Manager for Phd Scholars, IIM Visakhapatnam; 2024.