

Press Release

IIM Jammu faculty in the top 2% of researchers on the Stanford University Scientists list

17th Oct 2022 Jammu: Indian Institute of Management (IIM) Jammu faculty Dr. Rambalak Yadav, Assistant Professor, Marketing got featured in the list of the world's top 2% researchers published by Stanford University (2022). The list features scientists from all disciplines, including science, engineering, technology management, etc. The list includes about 200,000 scientists from all over the world in 22 scientific fields and 176 subfields. The Top 2% is based on the academics' scientific achievements measured by the bibliometric index with Scopus, and Elsevier data. The evaluation criteria include the Scopus H-index (rather than the number of publications), the impact factor, total citations, etc.

Till today, Dr. Yadav has published more than 30 research papers in journals of international and national repute. His research interests lie in green consumption, pro-environmental behavior, and online retailing. He has edited special issues in various journals of international repute. He also serves on the Editorial Review Board of the Journal of Consumer Behavior (Wiley Publication).

From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. IIM Jammu encourages contemporary research concentrating on regional, national, and global issues.

For Press/Media Enquiries please contact:



: pro@iimj.ac.in



: +91-8000121616



Indian Institute of Management Jammu

Congratulates

Dr. Rambalak Yadav on being featured in the list of the **top 2% of researchers in the world** released by **Stanford University**.



DR. RAMBALAK YADAV
ASSISTANT PROFESSOR OF MARKETING
INDIAN INSTITUTE OF MANAGEMENT JAMMU