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Dr. Rishi Kant is an Assistant Professor, Department of Commerce, University of Lucknow, Lucknow, Uttar Pradesh, India. Before joining University of Lucknow, he served as an Assistant Professor in Central University of Haryana. He obtained his Ph.D. from Central University of Himachal Pradesh in the field of service quality management and consumer behaviour. He holds more than six years of teaching experience along with decent research experience. He is keen in doing research work with new and innovative ideas. His research interests include Green Consumption, Service Marketing, Internet Banking and Consumer Behaviour. He has published more than 20 research articles in international journals of very high repute and he earned **1414 citations, h-index 11 and i10- index 11** to his credit. His research work has been published in several reputed journals like Technological Forecasting and Social Change (ELSEVIER: Scopus & SSCI Index, **ABDC- A ranking, Cite-Score 12.1, Impact Factor 8.593**), Journal of Retailing and Consumer Services (ELSEVIER; *Scopus Index*, **ABDC- A ranking, Cite-Score 9.0, Impact Factor 7.135**), International Journal of Bank Marketing (EMERALD: *Scopus & SSCI Index*, **ABDC- A ranking, Cite-Score 7.3, Impact Factor 5.494**), Marketing Intelligence and Planning (EMERALD: Scopus & SSCI Index, **ABDC- A ranking, Cite-Score 5.3, Impact Factor 4.357**), Benchmarking: An International Journal and Internal Journal of Emerging Markets (EMERALD: Scopus & SSCI Index, **ABDC- B ranking, Cite-Score 7.3, Impact Factor 3.93**) to name of few. He has also presented more than 25 research papers in international and national conferences.