



Notice for the PhD Viva Voce Examination

Mr Jobin Jacob (Registration Number: 1980173), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Pune Lavasa Campus will defend his PhD thesis at the public viva-voce examination on Monday, 5 June 2023 at 2.00 pm in the Board Room (Room No. 1002), Ground Floor, Central Block, CHRIST (Deemed to be University), Pune Lavasa- 412112.

Title of the Thesis	:	Antecedents and Consequences of Green Marketing Orientation in Automobile Industry: A Customer-Based Corporate Reputation Mediation Model
Discipline	:	Management
External Examiner (Outside Maharashtra)	:	Dr Rowena Wright Associate Professor Aloysius Institute of Management and Information Technology, St Aloysius College Mangalore, Karnataka - 575003
External Examiner (Within Maharashtra)	:	Dr Manju Chopra Professor Pune Business School Sector No 26, Pradhikaran, Nigdi, Pune Maharashtra - 411044
Supervisor	:	Dr Arun Antony Chully Associate Professor School of Business and Management CHRIST (Deemed to be University) Pune Lavasa campus Pune, Maharashtra - 412112

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru

Date: 03 June 2023

Registrar

ABSTRACT

This dissertation presents a study that explores the influence of social cost and green innovation on environmental justice and their impact on green marketing. It also examines the role of customer-based corporate reputation as a mediator between customer cost-benefit (CCB) and customer loyalty. The research was conducted using a sample of 382 hybrid and electric vehicle owners in three major cities in India. The findings indicate that green innovation, social cost, and environmental justice significantly contribute to the green marketing orientation. Moreover, green marketing orientation positively affects corporate reputation, which subsequently enhances customer loyalty and purchase intention. The study underscores the significance of implementing sustainable and responsible business practices and developing effective green marketing strategies to gain a competitive edge in environmentally conscious markets. The outcomes of this study have practical implications for automobile companies, offering insights on how to enhance corporate reputation and customer loyalty through green marketing strategies. Additionally, future research may explore the moderating effects of cultural and contextual factors on the relationship between antecedents, green marketing orientation, and desired outcomes. Overall, this research contributes to the existing body of knowledge on green marketing and corporate reputation. It emphasizes the need for automobile companies to adopt a more sustainable and responsible approach in their business practices, aligning with the growing environmental concerns and expectations of consumers.

Keywords: Social Cost, Green Innovation, Environmental Justice, Green Marketing Orientation, Customer Citizenship Behavior, Customer Loyalty.

Publications:

1. **Jacob, J., Vijayalakshmi, O. & Godwin, B. J.**(2022). Paradigm of green technologies in hospitality industry and its sustainability analytics. *2022 International Conference on Trends in Quantum Computing and Emerging Business Technologies (TQCEBT)*. <https://doi.org/10.1109/tqcebt54229.2022.10041639>
2. **Jacob, J., Chully, A. A., Godwin, B. J., & George, J. P.** (2023). Young consumers' green marketing orientation: Role of customer citizenship behavior in determining real estate purchase intention in India. *International Journal of Housing Markets and Analysis*. <https://doi.org/10.1108/ijhma-01-2023-0002>
3. **Jacob, J. & Chully, A. A.**(2023), Customer Perspective through Artificial Intelligence: Forecasting Green Products' Sustainable Development, AI Forecasting Tools and Techniques Book Chapter CRC PRESS -Taylor and Francis Group (Accepted: to be published)
4. **Jacob, J.& Chully, A. A.**(2023), Forecasting of Environmental Sustainability through Green Innovation of E-Vehicle Industry, AI Forecasting Tools and Techniques Book Chapter CRC PRESS -Taylor and Francis Group (Accepted: to be published)