

Prithwiraj Nath
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Research interests

Prithwiraj conducts research into 3 areas: (a) Digital Marketing where he focuses on areas such as consumer behaviour on the digital platform, online reviews and dynamic personalization using marketing analytics, (b) Services Marketing where he explores issues such as customer relationship, service performance and the role of emotions on service loyalty, (c) Green/ Sustainability issues in Marketing where he focuses on the interdisciplinary research to understand resources and capabilities needed by firms to achieve environmental sustainability and its impact on consumer behaviour and firm performance.

His research is empirical and involves consumer experiments, survey design, and use of secondary financial/ sustainability databases.

Research outputs

Constituents of dynamic marketing capability: Strategic fit and heterogeneity in export performance

Hoque, M. T., Nath, P., Ahammad, M. F., Tzokas, N. & Yip, N., 1 May 2022, In: Journal of Business Research. 144, p. 1007-1023 17 p.

Green marketing capability: A configuration approach towards sustainable development

Nath, P. & Siepong, A., 20 Jun 2022, In: Journal of Cleaner Production. 354, 12 p., 131727.

Eyes open and hands on: market knowledge and marketing capabilities in export markets

Hoque, M., Ahammad, M., Tzokas, N., Tarba, S. & Nath, P., 11 Jan 2022, (E-pub ahead of print) In: International Marketing Review. 32 p.

Expectations vs. Reality: Can Sensory Incongruence Generate Positive Emotion and Behaviour in the Online Shopping Context? An Abstract

Emmerson, B., Barnes, C. & Nath, P., 18 Sep 2020, *Enlightened Marketing in Challenging Times: Enlightened Marketing in Challenging Times*. Pantoja, F., Wu, S. & Krey, N. (eds.). 1 ed. Cham, Switzerland: Springer, p. 59-60 2 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Impact of Environmental Initiatives on Environmental Performances: Evidence From the UK Manufacturing Sector

Nath, P. & Ramanathan, R., 20 Jan 2020, (E-pub ahead of print) *Encyclopedia of Renewable and Sustainable Materials*. Choudhury, I. & Hashmi, S. (eds.). Amsterdam: Elsevier, Vol. 5. p. 408-413 6 p. (Reference Module in Materials Science and Materials Engineering).

The effects of online reviews on service expectations: Do cultural value orientations matter?

Nath, P., Devlin, J. & Reid, V., Sep 2018, In: Journal of Business Research. 90, p. 123-133 11 p.

New insights into emotion valence and loyalty intentions in relational exchanges

McKechnie, S., Nath, P. & Xun, J., Feb 2018, In: Psychology and Marketing. 32, 2, p. 160-169 9 p.

Environmental pressures and performance: An analysis of the roles of environmental innovation strategy and marketing capability

Yu, W., Ramanathan, R. & Nath, P., 1 Apr 2017, In: Technological Forecasting and Social Change. 117, p. 160-169 10 p.

Effects of new-to-market e-store features on first time browsers

McKechnie, S. & Nath, P., Jun 2016, In: International Journal of Human Computer Studies. 90, p. 14-26 13 p.

Task facilitative tools, choice goals, and risk averseness: A process-view study of e-stores

Nath, P. & McKechnie, S., 1 May 2016, In: Journal of Business Research. 69, 5, p. 1572-1576 5 p.

Expectation Formation in Case of Newer Hotels: The Role of Advertising, Price, and Culture

Nath, P., Devlin, J. & Reid, V., 1 Feb 2016, In: Journal of Travel Research. 55, 2, p. 261-275 15 p.

Green competence framework: evidence from China

Subramanian, N., Abdulrahman, M., Wu, L. & Nath, P., 19 Jan 2016, In: International Journal of Human Resource Management. 27, 2, p. 151-172 22 p.

Environmental management practices, environmental technology portfolio, and environmental commitment: A content analytic approach for UK manufacturing firms

Nath, P. & Ramanathan, R., Jan 2016, In: International Journal of Production Economics. 171, 3, p. 427-437 11 p.

The impact of organizational pressures on environmental performance of firms

Ramanathan, R., Poomkaew, B. & Nath, P., Apr 2014, In: Business Ethics. 23, 2, p. 169-182 14 p.

The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective

Yu, W., Ramanathan, R. & Nath, P., Jan 2014, In: Industrial Marketing Management. 43, 1, p. 25-31 7 p.

Complementary effects of relational bonds in information asymmetry contexts

Nath, P. & Mukherjee, A., 1 May 2012, In: Journal of Services Marketing. 26, 3, p. 168-180 13 p.

Impact of environmental regulations on innovation and performance in the UK industrial sector

Ramanathan, R., Black, A., Nath, P. & Muyldermans, L., 1 Nov 2010, In: Management Decision. 48, 10, p. 1493-1513 21 p.

The impact of marketing capability, operations capability and diversification strategy on performance: A resource-based view

Nath, P., Nachiappan, S. & Ramanathan, R., 1 Feb 2010, In: Industrial Marketing Management. 39, 2, p. 317-329 13 p.

Role of electronic trust in online retailing: A re-examination of the commitment-trust theory

Mukherjee, A. & Nath, P., 14 Sep 2007, In: European Journal of Marketing. 41, 9-10, p. 1173-1202 30 p.

An empirical assessment of comparative approaches to service quality measurement

Mukherjee, A. & Nath, P., 24 Jun 2005, In: Journal of Services Marketing. 19, 3, p. 174-184 11 p.

Reverse auctions and buyer-seller relationships: A rejoinder to Emiliani and Stec's commentary

Daly, S. P. & Nath, P., Feb 2005, In: Industrial Marketing Management. 34, 2 SPEC. ISS., p. 173-176 4 p.

Reverse auctions for relationship marketers

Daly, S. P. & Nath, P., Feb 2005, In: Industrial Marketing Management. 34, 2 SPEC. ISS., p. 157-166 10 p.

Resource, service quality and performance triad: A framework for measuring efficiency of banking services

Mukherjee, A., Nath, P. & Pal, M., Jul 2003, In: Journal of the Operational Research Society. 54, 7, p. 723-735 13 p.

A model of trust in online relationship banking

Mukherjee, A. & Nath, P., 1 Feb 2003, In: International Journal of Bank Marketing. 21, 1, p. 5-15 11 p.

Performance benchmarking and strategic homogeneity of Indian banks

Mukherjee, A., Nath, P. & Pal, M., 1 Jun 2002, In: International Journal of Bank Marketing. 20, 3, p. 122-139 18 p.

Activities

British Academy of Management (External organisation)

Prithwiraj Nath (Chair)

2005 → ...

European Marketing Academy (External organisation)

Prithwiraj Nath (Chair)

2005 → ...

Industrial Marketing Management (Journal)

Prithwiraj Nath (Reviewer)

2005 → ...