



SWAPNIL GANESH TAWDE

Overview:

Fifth-year doctoral research scholar (marketing specialization) in the area of green consumerism and green marketing, interested in investigating/understanding green consumers buying decisions.

Area of specialization: Green Marketing, Green Consumer Psychology.

Year of joining the programme: January 2019.

Email: fpm18.swapnil@spjimr.org

Educational background:

- Master of Management Studies (MMS) (2013-2015) – St. Francis Institute of Management & Research, Mumbai, India
- Bachelor of Management Studies (BMS) (2009-2012) – SVKM's Mithibai College, Mumbai, India

Research interest:

- Green Intention-Purchase Behavior Gap
- Green Skepticism
- Green Nudges
- Green Consumer Buying Decisions.

Professional appointments/ Work experience:

Before joining the FPM program, had four years of Industry experience in Media Audit, Compliance Consulting, and Risk (Advertising Industry) with advertising Media

agencies: Firm Decisions Plc (Ebiquity Plc), GroupM Media India Pvt.

Last Role: Audit Associate – Firm Decisions Plc.

Publications and working papers:

Published Article: Tawde, S., Kamath, R., & R.V., SH (2023). 'Mind will not mind'– Decoding consumers' green intention-green purchase behavior gap via moderated mediation effects of implementation intentions and self-efficacy. Journal of Cleaner Production, 383, 135506. (ABDC - A)

Under Review: Tawde, S., and RV, SH (2023). 'How does green consumers' self-concept drives WTPM in green buying? A sequential mediation model'. Invited for revision and resubmission at Journal of Consumer Behavior (ABDC - A).

Submitted: Bharani, S., Roy, S. and Tawde., S. (2023). "Green Products Packaging and environmental risks: Consumers preference for e-commerce firms with sustainable approaches", Manuscript submitted to 'The International Review of Retail, Distribution, and Consumer Research'. (ABDC - B)

Conference presentation/s:

Tawde, S., Kamath, R., R.V. SH., and Sharma, RW. "Green Intention-Purchase Behavior Gap: What makes consumers walk the talk". 2023 American Marketing Association Winter Academic (AMA) Conference (Nashville, USA), 06th February 2023.

Brown Bag/ Research Seminar presentations:

Tawde, S., Kamath, R., R.V., SH., and Sharma, RW. (2023) "Green Intention-Purchase Behavior Gap: What makes consumers walk the talk". (AMA conference paper).

Achievements: Gold-medallist (MMS Program, 2013-2015).