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# Vijay Victor, PhD

## Professional Experience

Feb 2024–Present **Assistant Professor**, *Department of Humanities and Social Sciences*, Indian Institute of Technology Roorkee (IIT Roorkee), Roorkee, India

Aug 2021–Present **Visiting Researcher**, *College of Business and Economics*, University of Johannesburg, South Africa

Jul 2022–Jan 2024 **Assistant Professor and Area Co-Chair**, *Accounting, Economics and Finance Area*, TA Pai Management Institute (TAPMI), Manipal Academy of Higher Education, Manipal, Karnataka, India

Jul 2020–Jun 2022 **Assistant Professor**, *Department of Economics*, CHRIST University, Bangalore, Karnataka, India

Aug 2018–Feb 2019 **Guest Lecturer**, *Faculty of Economics and Social Sciences*, Szent István University, Gödöllő, Hungary

## Education

2017–2020 **Doctor of Philosophy**, *Hungarian University of Agriculture and Life Sciences (erstwhile Szent István University)*, Doctoral School of Economic and Regional Sciences, Gödöllő, Hungary
Summa Cum Laude

2014–2016 **Master's Degree in Economics**, *Kerala University*, Kerala, Aggregate: 78.27%, Second Rank – University of Kerala

2011–2014 **Bachelor's Degree in Economics**, *St. Michael's College*, Cherthala, Alappuzha, Credits: 3.48/4 GPA, Aggregate: 87%

2009–2011 **Higher Secondary – Humanities**, *Leo XIII Higher Secondary School*, Alappuzha
1120/1200 – 93.7%, Ranked among State Toppers

2007–2008 **SSLC**, *Leo XIII Higher Secondary School*, Alappuzha, Kerala
Distinction

## Achievements

2017 Stipendium Hungaricum fully funded Ph.D. scholarship by the Hungarian Government

2016 Second Rank in M.A. Economics – University of Kerala

2014 Erasmus Mundus India to Europe (EMINTE) fellowship awarded by the European Commission, University of Warsaw

Qualified UGC NET in Economics

## Editorial Assignments

Feb 2026 Scientific Editor, *International Review of Economics and Finance* (Elsevier)

Jan 2026 Editorial Board Member, *Journal of Economic Exploitation and Inequality* (Emerald)

Apr 2025 Editorial Board Member, *Humanities and Social Sciences Communications* (Nature Portfolio)

## Funded Research Projects

Nov 2023–Aug 2024 **Rs. 16,26,785 (approx. $19,800)**, *J-PAL South Asia (affiliated to MIT, USA; co-founded by Nobel Laureates Prof. Abhijit Banerjee and Prof. Esther Duflo)*
Topic: Mapping Climate-induced Dengue Proliferation Zones in Kerala for Targeted Health Interventions (PI).

Oct 2021–Aug 2022 **Rs. 20,81,162 (approx. $25,400)**, *J-PAL South Asia*
Topic: Effectiveness of Behavioural Interventions on Dietary Intake of Pregnant Women in Chikkaballapur District, Karnataka, India (Co-PI).

## Selected Publications

2026 VICTOR, V., SUBRAMANIAN, S., & PRADEEP, D. (2026). Behavioural Nudges and Maternal Diet: Results from a Cluster-Randomised Pilot Trial among Pregnant Women in India. *Journal of Behavioral and Experimental Economics*, 102557, **Scopus Q1**.

2026 VICTOR, V. (2026). Spousal bereavement and depression: Testing moderating effects of pre-loss circumstances and social support in India. *Economics & Human Biology*, 101585, **Scopus Q1**.

2024 VICTOR, V., JAMES, N., & DOMINIC, E. (2024). Incentivised dishonesty: Moral frameworks underlying fake online reviews. *International Journal of Consumer Studies*, 48(2), e13037, **Scopus Q1**.

2023 VICTOR, V., NAIR, A. M., & MEYER, D. F. (2023). Nudges and Choice Architecture in Public Policy: A Bibliometric Analysis. *Journal of Behavioral and Experimental Economics*, 102020, **Scopus Q1**.

2022 PRAKASH, A., JEYAKUMAR NATHAN, R., KINI, S., & VICTOR, V. (2022). Message framing and COVID-19 vaccine acceptance among millennials in South India. *PLOS ONE*, 17(7), e0269487, **Scopus Q1**.

2022 NATHAN, R. J., VICTOR, V., & PEI KIAN, T. (2022). Gym-goers' self-identification with physically attractive fitness trainers and intention to exercise. *Behavioral Sciences*, 12(5), 158, **Scopus Q1**.

2021 NATHAN, R. J., VICTOR, V., POPP, J., FEKETE-FARKAS, M., & OLÁH, J. (2021). Food Innovation Adoption and Organic Food Consumerism—A Cross-National Study between Malaysia and Hungary. *Foods*, 10(2), 363, **Scopus Q1**.

## Book Chapters

2023 Victor, V. (2023). Nudging the Masses: The Paradox of Libertarian Paternalism in Global Populist Movements. In Chacko Chennattuserry, J., Deshpande, M., & Hong, P. (eds), *Encyclopedia of New Populism and Responses in the 21st Century*. Springer, Singapore.

2020 Victor, V., & Dominic, E. (2020). Paying a Price to Get a Value: Choose Wisely. In *Consumer Happiness: Multiple Perspectives*. Springer.

## Conference Presentations

2026 VICTOR, V. Does integrating pharmaceutical coverage into publicly financed health insurance reduce out-of-pocket spending? Difference-in-differences evidence from Kerala, India. ETEF Conference, BITS Goa, India.

2023 VICTOR, V., SUBRAMANIAN, S., & PRADEEP, D. Effectiveness of Behavioural Nudges on Dietary Intake of Pregnant Women in Karnataka, India. Prague Conference on Behavioral Sciences, University of New York in Prague, Czech Republic.

2019 VICTOR, V. An empirical analysis of the validity of the Phillips curve in Hungary. 5th Winter DOSZ-KTO Conference, Gödöllő, Hungary.

2019 VICTOR, V., THOPPAN, J. J., & NATHAN, R. J. Consumer Attitude and Reaction towards Personalised Pricing in the E-Tail Segment. 9th Global Conference on Business and Social Sciences, Malé, Maldives.

2018 VICTOR, V. Prospects of Big Data-Driven Innovation in Enterprises. 31st International Business Information Management Association Conference (IBIMA), Milan, Italy.

## Courses Taught

IIT Roorkee (2024–2026) HSC-204: Advanced Econometrics; HS 504: Econometrics Lab (Causal Inference); HSN 512: Behavioural Economics; HS 501: Industrial Organisation

## Popular Writing

### Guest Author

Foundation for Economic Education (FEE) – `https://fee.org/people/vijay-victor/`

Mises Institute – `https://mises.org/profile/vijay-victor`

### Selected Newspaper Articles

2023 Greening the MBA, not greenwashing it – *Hindu BusinessLine*, 09 May 2023

2023 Rupee is a long way from replacing the dollar – *Deccan Herald*, 16 May 2023

2023 High bank fixed deposit (FD) interest rates may not last for long. Here is why – *Mint*, 12 June 2023

2022 Inflation: Misled by mismeasurement – *Deccan Herald*, 08 December 2022

2022 Economics isn't dismal if it opens up! – *Deccan Herald*, 25 March 2022

## Journal Reviewer

Applied Economics; Journal of Business Research (JBR); International Journal of Emerging Markets; Policy and Society; International Journal of Applied Behavioural Economics

Publons Profile: `https://publons.com/researcher/1608242/vijay-victor/`

## Technical Skills

Software R, STATA, SmartPLS, Microfit, Tableau, SPSS, MS Office

Languages English (Excellent), Malayalam (Excellent), Hindi (Good), Tamil (Good)

## MOOC Certificates

Human Subjects Research – Social and Behavioral Research Investigators, *CITI Program*

Financial Programming and Policies, Part 1: Macroeconomic Accounts and Analysis – *International Monetary Fund*

Economics 1 – Principles of Economics – *Stanford Online*

R Programming – *Johns Hopkins University*

## Interests

Guitar and Ukulele, Basketball, Swimming, Cycling

## References

Prof. Dr. Maria Fekete-Farkas, Hungarian University of Agriculture and Life Sciences, Faculty of Economics and Social Sciences, Gödöllő, Hungary, Farkasne.Fekete.Maria@uni-mate.hu (PhD Advisor)

Dr. Robert Jeyakumar Nathan, Deputy Director, Centre for Lifelong Education and Learning Innovation, Multimedia University, Melaka, Malaysia, robert.jeyakumar@mmu.edu.my

Prof. Dr. Daniel Meyer, Head of the Department, College of Business and Economics, University of Johannesburg, South Africa, dfmeyer@uj.ac.za