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Notice for the PhD Viva Voce Examination

Ms Triveshika S S, Registration Number: 2270017, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Thursday, 14 May 2026 at 02.30 pm in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka,

Title of the Thesis : **Enhancing Customer-Centricity through Servitization Strategies, Circularity, and Neuromarketing Integration: An Indian Automotive Industry Perspective**

Discipline : **Commerce**

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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.

Registrar (Academics)

Place: Bengaluru

Date: 07 May 2026

ABSTRACT

The purpose of this research is to investigate how servitization strategies (SS), circularity (CIR), and neuromarketing integration (NMI) enhance customer-centricity (CC) in the Indian automotive industry. Despite theoretical advancements in this domain, it remains unclear how service providers in emerging economies such as India can effectively translate servitization into circular, customer-centric outcomes. This examines the relationship between SS, CIR, and NMI in enhancing CC in the Indian automotive industry. The literature review employed the Systematic Literature Network Analysis technique. Six primary clusters were identified from the literature using BibExcel and Gephi. These themes were used to identify the constructs, and a conceptual model was developed. Grounded in service-dominant logic, dynamic capabilities theory, and the product-service systems approach, this study views SS as a multifaceted capability encompassing service design, service capability, and service adaptability, enhancing CC in the Indian automotive industry. CIR is conceptualized as a mediating variable, while NMI is modelled as a moderating variable. Data were collected from 323 automotive service providers in Indian Tier-1 cities using a quantitative, cross-sectional survey. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used for measurement, structural, and predictive model assessment. Although CIR itself does not significantly enhance CC, SS boosts CC and strongly drives CIR adoption. The findings reveal that CIR does not mediate the relationship between SS and CC. Furthermore, the direct relationship between SS and CC is not significantly strengthened by NMI, as indicated by simple moderation analysis. However, the mediated moderation analysis reveals that NMI significantly enhances the effect of CIR on CC, indicating that NMI becomes meaningful when integrated with CIR. Additionally, the study employs Fuzzy-set Qualitative Comparative Analysis (fsQCA) to identify configurational pathways among constructs that lead to higher CC in the automotive industry. The results provide theoretical and practical insights for Indian automotive service providers, advancing both theory and practice. The 5W1H framework was used to identify the future research avenues.

Keywords: Automotive industry, circularity, customer-centricity, dynamic capabilities theory, neuromarketing integration, product-service systems, servitization strategies, service-dominant logic.

Publications:

1. **Triveshika, S. S.**, Srivastava, S., Dwivedi, A., Shardeo, V., & Dubey, S. (2026). Modelling the Path from Servitization Enablers to Customer Centricity in the Automotive Industry: An fsQCA and ANN Analysis. *Global Business Review*.
<https://doi.org/10.1177/09721509261423472>
2. **Triveshika, S. S.**, & Srivastava, S. (2025). Method for enhancing customer-centricity using eye-tracking in servitization and circular business models in the automotive industry (Indian Patent Application No. 202541062213 A). *Patent Office Journal No. 28/2025, India*.
Publication Date: July 11, 2025.