

BIO-DATA



Prof.(Dr.) Ashish Kumar Srivastava

Director

Institute of Management

&

Dean

Faculty of Management Studies

Pt. Ravishankar Shukla University, Raipur

And

Proctor

Pt. Ravishankar Shukla University

Raipur (CG)

Mobile: 9424215539

BIO- DATA

Name : Dr. ASHISH KUMAR SRIVASTAVA

Father's Name : Late Shri R M D Srivastava

Date of Birth : 1st July 1967

Present Position : **-Professor & Director**
Institute of Management,
Pt. RaviShankar Shukla University, Raipur
(A State Government University of Chhattisgarh)
-Dean, Faculty of Management Studies
Pt. Ravishankar Shukla University, Raipur (C.G.)
- Proctor, Pt. Ravishankar Shukla University, Raipur (CG)
-Assistant Coordinator, IGNOU Study Centre, Raipur

Residential Address: P-2, Professor's Residence. Pt. RaviShankar Shukla
University Campus, Raipur (C.G.)

Email : ashish_1k@rediffmail.com

Contact Numbers: 0771-2262608, 2263513 (O)
0771- 2263884 (R)
094242-15539 (M), 7987174917(M)

Academic Qualification:

Course	Institution/ University	Year
Ph.D	MJP Rohilkhand University	2000
LL.B	Rohilkhand University	1993
MBA	LNM University	1990
B.Sc	Kanpur University	1987
Intermediate	Government Inter College , SPN	1984
High School	Janta Inter College , SPN	1982

1. Experience:

Teaching – More than 24 years

- **Professor**, Institute of Management, Pt. Ravishankar Shukla University **Since 5th March 2009 to continue. (More than 10 years)**
- Associate Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur Since 5th March 2006 to 4th March 2009.
- Reader, Institute of Management, Pt. Ravishankar Shukla University, Raipur since 5th March 2003 to 4th March 2006.
- Lecturer and Sr. Lecturer to teach PG, UG & Diploma students in Bareilly College Bareilly since 25th September 1993 to 3rd March 2003.
- Counsellor for Management Programme IGNOU Since 1995 to 2003 at Bareilly Study Centre. Bareilly
- Counsellor for Management Programme IGNOU Since 2003 to continue at Raipur Study Centre. Raipur

Administrative & other Assignments

- **Director**, Institute of Management, Pt. Ravishankar Shukla University, Raipur since 1st July 2013 to 30th June 2016 & August 2016 to Continue.
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since 8th Jan 2019 to Continue.
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University,
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since 1st Jan 2014 to 31st December 2015.
- **Proctor**, Pt. Ravishankar Shukla University, Raipur since 1st September 2010 to Continue.
- **Member Coordinator in Various NAAC visits** of different institutions since 2018.
- **Member in various AICTE visits** for different academic Institutions since 2018
- **Chairman**, Board of Study (Management) of Pt. Ravishankar Shukla University, Raipur **since 2013 to continue.**

- **Chairman,** Grievance Committee of Teachers, Staff and Students of Pt. Ravishankar Shukla University, Raipur. Since **1st September 2010 to Continue.**
- **Convener,** Discipline Committee of Pt. Ravishankar Shukla University, Raipur since **1st September 2010 to Continue.**
- **Convener,** Central Anti-Ragging Committee of Pt. Ravishankar Shukla University since **1st September 2010 to Continue.**
- **Member, Standing Committee** of the University since Member, Standing Committee of the University since **8th Sept 2016 to Continue.**
- Member, Standing Committee of the University since 1st Jan 2014 to 31st Dec 2015 & 8th Sept 2016 to 7th September 2018.
- **Member, Executive Council** of Pt. Ravishankar Shukla University, Raipur since Feb 2018 to September 2018.
- Assistant Coordinator, IGNOU Study Centre, Raipur Assistant Coordinator, IGNOU Study Centre, Raipur **since 2014 to continue.**
- Member, BOS (Management) Baster University, Jagdalpur **since 2018 to continue.**
- Member, **IQAC** of Pt. Ravishankar Shukla University, Raipur under the category of Administrative officers since **6th July 2018 to continue.**
- Member , Board of Study , Business Administration, Nagpur University , Nagpur Since 2018.
- Member, Sexual Harassment removal committee of the University since January 2015 to continue.
- Joint Proctor, Pt. Ravishankar Shukla University, Raipur since 19th Sept 2007 to 31st August 2010.
- Member, Seniority Committee of all teachers of Pt. Ravishankar Shukla University teachers and teachers of its affiliated Colleges for the session 2013 to 2017.
- Member, Tender committee of The University constituted for different purposes since 2010 to 2015.
- **Chairman,** screening committees for the recruitment of Assistant Professor in Law department of the University in 2016.
- **Chairman ,** Screening Committee of different positions for recruitment in the University in 2015
- Member, Dispute removal Committee of the Student Union 2016.
- **Chairman,** Committee for student union agitations regarding students problems and other matters in the university in 2015 to 2018.
- Member, Enquiry committee for examination and other related matters of the university since 2016 time to time.

- Member, Result Committee of Pt. Ravishankar Shukla University, Raipur since 2011 to 2014.
- Acted as UGC Observer for UGC Test for Junior Research Fellowship and eligibility for Lectureship number of times at Pt, Ravishankar Shukla University Raipur Since 2013.
- Acted as Centre Superintendent to conduct recruitment tests for various positions in Pt. Ravishankar University Raipur on 16th Dec 2012 & 20th Jan 2013.
- Acted as Centre Superintendent, for conducting CLAT -12 (Common Law Aptitude Test) for the Centre Pt.R.S University, Raipur held on 13th May 2012
- Member, Board of Study for Management, Baster Vishvidyalaya, Jagdalpur (CG) since 2010 to 2013.
- Member, Board of Study for Management, Pt. Ravishankar Shukla University, Raipur, Since March 2003 to June 2013.
- Member, Board of Study for Management, Kushabhau Patrakarita Vishvadyalay, Raipur, Since 04th April 2012 to 2015.
- Councillor, IGNOU Study Centre at Pt. Ravishankar shukla University, Raipur since 1st January 2009 to Continue.
- Acted as Joint Proctor of Pt. RaviShankar Shukla University, Raipur Sept.2007 to 31st August 2010
- Acted as Centre Superintendent of Examination in Institute of Management, Pt. R.S. University, Raipur number of times since 2004.
- Acted as Assistant Superintendent of Pt. R S University Annual Examination number of times since 2003.
- Acted as Assistant Coordinator in CG Sub Engineer Selection Examination of VYAPAM in April 2010 at District Level.
- Acted as UGC Observer for UGC Test for Junior Research Fellowship and eligibility for Lectureship number of times at different Universities like BHU, Varanasi, Ranchi University, Sambalpur University etc.
- Acted as member affiliation committee for different courses in the colleges affiliated to PT RSU Raipur number of times since 2005

Membership of Professional Bodies and Advisory Board

- Life Member of Indian Commerce Association
- Life Member of All India Accounting Association
- Member Advisory Board , ARASH-A Journal of ISMDR, Allahabad
- Member Advisory Board, Indian Journal of Humanities, Tripura

- Member Advisory Board, Shodh Sankalp, Durg.

Research

Ph.D on “Consumerism and Consumer Protection in India –A Study in District Bareilly”.

Research Guidance to Ph.D Scholars

Ph.D Degree Awarded under Supervision – Thirteen

- Pranab Kumar Bhattacharya on the Topic “Impact of Mechanization on Agricultural productivity – A study of the State of Chhattisgarh (CG)” on 18th January 2007.
- Ashok Chandra on the topic “A Multidimensional Study on Consumerism via Consumer Protection Act with reference to District Raipur (CG)” on 28th December 2007
- Snidh Madhusudan Das on the Topic “Impact of Family Life Cycle On Consumer behavior in Selected Durables – A comparative study
- Jyoti Prakash Dash on the Topic “Development of Social Marketing Campaign for promotion of Responsible Drinking among under-Graduate Students at Raipur city” 5th January 2009.
- Satish Chandra Ailawadi on the topic “Impact of Globalisation on Research and Development of Pharmaceutical Industry” on 20th August 2009.
- Dattatreya Hosker on the topic “A Comparative Study of Marketing Mix in Selected Life Insurance Companies in India” on 5th January 2011
- Sunder Lal Singh on the topic “ Role of Human Resource Management in Promotion of Labour-Management Relationship in Bhilai Steel Plant and Tata Steel- A Study” on 19th January 2011
- Shyamsher Dayal Sharma on the topic “ Value Addition through Information Technology in Public Sector Organisations : A Study on Airports Authority Of India” on 6th June 2012
- Saket Ranjan Praveer on the topic “Retail Marketing of Selected Fast Moving Consumer Goods: A Study in Chhattisgarh” on July 2012.

- Susheel Kumar Indurkar on the topic “Managing Service Quality: A Study of Selected Financial Institutions of Chhattisgarh” in April 2016
- Km. Dipti Baghel on the topic “ Role of Self Help Group on Socio-Economic Development of Rural Women : A Comparative Study of Durg and Rajnandgaon District of Chhattisgarh” in July 2016.
- Smt Archi Dubey on the topic “Customer Relationship Management Practices for Customer Loyalty in Telecommunication Sector in India-A Study” in November 2016
- Km. Ananya Sen on the topic “Influence of Store Image on Customer Purchas Intention for FMCG-A Study on Selected Organized Retail Outlets in Chhattisgarh” in Jan 2018

Work of Ph.D Scholars in Progress

- Smt. Jaya Chandra is pursuing her research work at present.

Book Edited

Book edited entitled “Principles of Entrepreneurship” written by Satish C Ailawadi & Romy Banerjee, published by Everest Publishing House, Pune, 2007

Project Guided:

- More than 120 Company based Projects of MBA students as a part of their Curriculum.
- Around 60 Projects of MBA IGNOU students.

Resource Person:

- Acted as Chairman for the Technical Session in the National Seminar on 1st Sept. 2018 organized by MASTS University, Raipur
- Acted as Resource person to deliver lecture on “Developing Decision Making Capacity” on 26th July 2018 in the College of Dairy Science & Food Technology, Raipur

- Acted as Guest Speaker on 24th June -2015 in the RUSA Sponsored Workshop organized by Govt. Nagarjuna PG College of Science, Raipur.
- Delivered Key Note Address on Infrastructure Development – Role of Marketing in International Conference on Infrastructure Finance Development Organised by Indira Gandhi National Tribal University, Amerkantak MP on 26th Feb-2015.
- Acted as Resource person to deliver UGC Sponsored National Work Shop On “Innovative Management Practices” on 15th Nov .2014. in Bhilai Mahila Mahavidyalya.
- Acted as Resource Person to deliver lecture in UGC Sponsored Refresher Course in the month Feb 2014 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme in the month Jan 2014 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in National Seminar on 17th Jan 214 organized by Shri Shankaracharya Mahavidyalaya, Sector -6 Bhilai Nagar.
- Acted as Chairman in Marketing Session of Three days International Conference organized by Prestiage Institute of Management Gwalior since 10th - 12th Jan 2014.
- Acted as Chairman in Marketing Session of Two days National Seminar on” Challenges on Micro , Medium and Small Scale Industries in India” organized by Punjabi University, Patiyala (Punjab) since 27-28 March 2014.
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme in the month October 2013 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in UGC Sponsored Principals Orientation Programme in the month August 2013 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource person to deliver lecture on the “ Rural Entrepreneurship Development: Opportunities and Challenges” in the National Seminar organized by Department of Commerce, Govt. Digvijay Autonomous P.G.College, Rajnandgaon.on 6-7 February 2012
- Acted Speaker as Subject Expert on the topic “Commerce in Daily Life” in the National Seminar Organised by Kalyan Degree College, Bhilai in December 2011.

- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme on 21st August 2011 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme on 7th August 2011 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme on 23rd Feb 2011 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme on 17th July 2010 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Session Chair & Speaker in 6th National Seminar Organized by Stusti Academy of Management, Bhubaneswar held on 11-13 March 2010.
- Acted as a Speaker in the National Conference organized by RIMT during 7th -8th November 2009.
- Acted as Resource Persons to deliver lecture in UGC Sponsored Refresher course on 11th Feb 2009 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted Speaker as Subject Expert in the National Seminar Organised by Kalyan Degree College, Bhilai in 7th February 2009.
- Acted as Session Chair & Speaker in National level Conference BITCON 2008 organized by BIT, Durg held on 8th Nov 2008.
- Acted as Resource person to deliver lecture in Seminar on “Merger & Acquisition” on 16th Feb 2008 organized by Faculty of Management Studies, Banaras Hindu University, Varanasi.
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme on 08th Feb 2008 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Person to deliver lecture in UGC Sponsored Orientation Programme on 22nd Jan 2008 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource person in “Live phone in Interactive Radio Programme” of IGNOU Regional Centre **Number of Times for different courses.**
- Delivered lectures to Probationary Officers selected by UPSC for Indian ordinance factory services at National Academy of Defense Production, Ambajhari (Nagpur) on the Management topic, 28th February and 1st March 2006.

- Delivered lectures to Administrative Officers selected by Public Service Commission (CG) on the Topic of **Management and Direction** on 7th January 2006.
- Acted as Co-Chairman in fourth technical session of 58th All India Commerce Conference organized by MG Kashi Vidhyapith Varanasi (UP), 27th to 29th December 2005.
- Acted as Resource Person to deliver lecture in UGC Sponsored Refresher course on 9th Sept 2004 organized by School of Computer Science, Pt. R.S. University, Raipur (C.G.).

Expert in Selection Committees:

- Acted as subject Expert four days in the interview conducted by CG Public Service Commission for the selection of State Administrative officers in 2019.
- Acted as subject Expert for the selection of Assistant Professor (Management) in The Mahara Sayajirao University of Baroda, Gujrat on 24th Nov. 2018.
- Acted as subject Expert for the selection of different posts in Management in Dr. RM Lohiya University, Faizabad on 25th June 2018.
- Acted as subject Expert for the selection of Assistant Professor (Contract)- Management in Baster University , Jagdalpur on 30th July 2018
- Acted as subject Expert for the selection of Assistant Professor in Pt Sunderlal Sharma University, Bilaspur.
- Acted as subject Expert for the selection of Assistant Professor for Government added institute in Indore 2013.
- Acted as Panel member and subject expert nominated by Hon'ble Vice-Chancellor for the selection of Lecturers in Management and commerce in various Colleges affiliated to Pt. RS University, Raipur time to time since 2003.
- Acted as Panel member for the selection of Research Associates (Marketing) in C.G. State Small Scale Forest (Trade & Dev.) Govt. Association, Raipur number of times since 2005.
- Acted as member in the selection process (G.D. & Interview) for Management Programme at different Institutions time to time since 2003.
- Acted as Panel Co-ordinator for Interview and Group Discussion for the Post of Assistant Manager in Public Sector Organization in Zonal Office, Kolkata, Zonal Office Mumbai, Zonal Office Delhi and Zonal Office Chennai in the

year, Zonal Office Ghauhati at different times in the year 2006 and its onwards.

- Acted as Panel member subject expert nominated by APS University, Rewa for the selection of Lecturers in Management in Rewa Institute of technology, Rewa held in August 2008.
- Acted as Panel Coordinator for the interview of the post “Management Trainee” in A Premier Mini Ratna PSU in the field of Warehousing held on December 2008 in Delhi.

Participated in Orientation / Refresher and Quality Improvement Programmes:

- Participated in Orientation Programme for Academic Counsellors of Management organized by Indira Gandhi National Open University, Regional Centre Karnal (Haryana) from 5-8, May 1999.
- Participated in Orientation Programme for Academic Counsellors for Economics & Commerce organized by Indira Gandhi National Open University, Regional Centre Dehradun (UP) from 21-22 April, 2000.
- Participated in Orientation Programme for Academic Counsellors of Management Programme organized by Indira Gandhi National Open University, Regional Centre Patna (Bihar) from 14-15 Feb., 2001.
- Participated in UGC Sponsored Refresher Course in Management organized by Department of Business Administration, MJP Rohilkhand University, Bareilly (UP) from 16th January to 05th February 2002.
- Participated in UGC Sponsored Refresher Course in Management organized by Department of Business Administration, MJP Rohilkhand University, Bareilly (UP) from 2nd December to 22nd December 2002.
- Participated in AICTE Sponsored Quality Improvement Programme for Management teachers on General Management organized by Narsee Monjee Institute of Management Studies (Deemed University) Mumbai (M.H) from 13th to 17th December 2004.
- Participated in Three days IPMA Workshop on Intercultural Challenges Building Project Oriented Global Community in association with Department of Management Studies, IIT, Delhi. Since 12th Nov – 15th Nov 2005

Papers presented in Seminars / Conferences of National & International Level:

- Paper entitled “Marketing Strategies in Banking Industries” presented in National Seminar organized by Department of Business Administration, Rohilkhand University Bareilly (UP) from 12-14th Oct. 1993.
- Paper entitled “Financing of Rural Industries” presented in XLVII All India Commerce Conference, Organized by Department of Commerce, Kurukshetra University, Kurukshetra (Haryana) from 29-31, Dec. 1993.
- Paper entitled “Consumer Protection in India Problems and Prospects. A case study of District Consumer Forum, Bareilly” presented in XLVIII All India Commerce Conference, Organized by Department of Commerce and Business Management, Kakatiya University, Warangal (AP) from 29-31, Dec. 1994.
- Paper entitled “Marketing Strategies of GIC – A study in Bareilly” presented in 51st All India Commerce Conference organized by Indian Institute of Business Management, Patna(Bihar) from 27-29 Dec. 1997.
- Paper entitled ‘Challenges and opportunities in 21st Century’ presented in National Seminar from 20-21 Sept. 1997 organized by FMS, MJP Rohilkhand University, Bareilly.
- Paper entitled “Business Education in India : An Analysis” presented in National Seminar organized by Rakshpal Bahadur Management Institute, Bareilly(UP) on 1st March-1998.
- Participated in one day Seminar on Corporate Governance organized by Bareilly Satellite Chapter of NIRC of the Institute of company secretaries of India and faculty of Commerce, Bareilly College, Bareilly (UP) on Nov. 1, 1998.
- Participated in XXII International Seminar & National Conference of Indian Accounting Association, Organized by Department of Accountancy & Business Statistics, University of Rajasthan, Jaipur (Raj.) dated 27-28, Feb. 1999.
- Paper entitled “Indian Scenario in International Business” presented in National Seminar Organized by Rakshpal Bahadur Management Institute, Bareilly (UP) on 18th Jan-2000.
- Paper entitled “Challenges and threats in Corporate Governance” presented in National Seminar organized by Department of Management, Kurukshetra University, Kurukshetra (Haryana) on March 11-12, 2000.

- Paper entitled “Global Marketing opportunities – An Analysis “presented in Academic Industry interface” presented in National Conference organized by Department of Management Kurukshetra University, Kurukshetra (Haryana) on Dec. 23-24, 2000.
- Participated in International Seminar on “Financial Management of Banking Industry in global perspective”organized by Faculty of Commerce, Bareilly College (MJP Rohilkhand University, Bareilly UP on 30-31, Jan. 2001.
- Paper entitled “Developing the Human Capital at Micro Level” presented in National Seminar organized by J.S. Hindu P.G. College Amroha (UP) on Feb. 3-4, 2001.
- Participated in National Seminar on “Rethinking on Economic Reforms” organized by Department of Economic, Bareilly College (MJP Rohilkhand University) Bareilly (UP) on Oct. 15, 2001.
- Paper entitled “Corporate Governance’ presented in National Seminar organized by the Institute of Chartered Accounts in India New Delhi and the Omkarananda Institute of Management and Technology, Rishikesh (Uttaranchal) on Dec. 1-2, 2001.
- Paper entitled “Change Management in IT Integration of Business System’ in National Seminar organized by Faculty of Management Science, SRMS College of Engineering and Technology, Bareilly (UP) on 13th Jan. 2002.
- Paper entitled “ Role of Tourism in Economic Development” in National Seminar organized by J.S. Hindu P.G. College, Amroha (UP) from Feb. 3-4, 2002
- Paper entitle “ Life Insurance in the Changed Scenario” presented in National Seminar organized by Bhai Gurdas Institute of Management & Technology Sangrur (Punjab) on March 2, 2002.
- Paper entitled “Strategies for E-commerce” presented in 55th All India Commerce Conference organized by Mohanlal Sukhadia Universtiy, Udaipur (Rajsthan) from 18-20,Oct. 2002.
- Paper entitled “Critical Analysis of Rural Market in India” presented in 55th All India Commerce organized by Mohan lal Sukhadia University, Udaipur (Rajstjhan) from 18-20, Oct. 2002.
- Paper entitled “Development as a function of quality population” presented in National Seminar organized by JS Hindu PG College, Amroha (UP) form 23-24 Feb., 2003.
- Paper entitled “Potential sectors of India’s foreign trade in the era of Globalisation” presented in 56th All India Commerce Conference organized by North Maharastra University, Jalgaon (Maharashtra) from 25-27, Dec. 2003.

- Paper entitled “ Growth share strategy for World Trade of Agriculture Produces” presented in Nirma International Conference on Management organized by Institute of Management, Nirma Ahmedabad (Gujrat) from January 2-4, 2004.
- Paper entitled “Role of IPR in WTO Regime” presented in National Seminar organized by Institute of Management Pt. R.S. University, Raipur 12-13 March 2004
- Paper entitled “Managing Brands for Sustainable Growth: An Indian Prospective” presented in the 57th All India. Commerce conference 26-28 Dec. 2004, organized by Devi Ahilya Vishwavidhyala , Indore.
- Paper entitled “Consumer Movement through Awareness of Consumer Right’s” presented in National Seminar organized by IBM, Sardar Patel University , Vallabh Vidhyanagar, Gujrat. Oct. 20-21, 2004
- Paper entitled “The Knowledge Asset in Human Resource Capital Valuation Study prospect” presented in 11th International Conference on Productivity and Quality Research (ICPQR 2005) organized by IIT, Delhi in association International Society on productivity and Quality Research December 12-15, 2005.
- Paper entitled “Woman Entrepreneurship of India in the Era of Liberalization” presented in 50th All India Commerce Conference organized by Faculty of Commerce and Management Studies, MG Kashi Vidhyapith Varanasi (UP) from 27th -29th December 2005.
- Paper entitled “CSR – Need for Business Excellence” presented in National Seminar on CSR in 21st Century organized by PG Departmental of Business Administration, Sambalpur University, Jyotivihar, Burla, on 12th March 2006.
- Paper entitled “leadership Traits and Styles Underlying Successful E-Governance” presented in 6th International Conference on E-Governance December 18-20, 2008 organized by IIT Delhi.
- Paper entitled “Customers’ Attitude towards Relationship Management: A Study on Fashion Apparels Purchase” presented in 61st All India Commerce Conference organized by Dhanwate National College, Nagpur, 27-29 December 2008.
- Paper entitled “Impact of Major Controllable Factors on Purchase Decision: A Study on Fashion Appeals through Cluster Analysis” presented in 62nd All India Commerce Conference organized by Maharshi Dayanand Saraswanti University, Ajmer (Raj) 10-12 October 2009.
- Paper entitled “Competitive Advantage through product Orientation- A Study on Strategy formulation Via Non-alcoholic beverages” presented in

- 2nd National Paper Presentation Conference On Unleashing The Power of Excellence in Management “Mastering The Future” Organised by Disha Institute of Management And Technology (DIMAT) Feb 20-21, 2010.
- Paper entitled “Indian Rural Enterprises and Marketing Strategies: A Study on Food Processing Industry’ presented in 63rd All India Commerce Conference organizes by Faculty of Commerce , Goa University, Goa 1st - 3rd October, 2010.
 - Paper entitled “MENREGA: Challenges ahead –A Study in Chhattisgarh’ presented in 64th All India Commerce Conference organizes by Faculty of Commerce , Pondicherry University, Pondicherry 13 -15, December 2011.
 - Participated in the VI Annual conference of Chhattisgarh Economic Association & Golden Jubilee National Seminar on “Role of Banks and financial Institutions in Economic Development” since Aug-31-Sep.02-2013
 - Paper entitled “Innovation Practice in HR’ presented in National Seminar on since 15th -17th January 2014 organized by Shri Shankaracharya mahavidyalaya , Sector-6 Bhilai,
 - Participated and presented a Paper entitled “Competitive Advantages Through Human Resource’- A Study on Non-Economic Dimensions Presented in 67th All India Commerce Conference organized by Faculty of Commerce , KIIT University, Bhubneswar 27th to 29th December 2014.
 - Participated 70th All India Commerce Conference organizes by Faculty of Commerce, Osmania University , Hyderabad since 21st Dec to 23rd Dec 2018

Papers Published in Journals:

- Paper entitled “Role of Intellectual Property Rights in WTO Regime” published Shodh-Prakalp Volume XXVIII No. 03 July-Sept 2004 pp. 31-32 by Srivastava, A.K. ISSN 097-6459
- Paper entitled “Innovation in Management Education” published in SCMS Journal of Indian Management, Kochi (Kerala) Vol-I, No.-4, Oct. 004, pp-16-26 by Bidhyarthi, Jha H.M. and Srivastava, A.K.
- Case entitled “The Choice to Grow for Gain VIS The Challenge of Retaining Asian Strategic Position – The CISCO’s” way published in the book management case study by Dr. Balvinder Shukla & Dr. Sanjeev Prasher Amity University Press, New Delhi by Bidhyarthi, Jha H.M. and Srivastava, A.K. pp 167-172, 2005. ISBN81 8011 0567

- Paper entitled “Rural Marketing in India- Problem and Prospects” Published in the Journal Management Trends of Saurashtra University, Rajkot (Gujrat) Vol.-02 No.-02, April -Sept. 2005 pp 66-67 by Srivastava A.K.
- Paper entitled “ Managing Customers with Indian Ethos” published in the Journal Business Vision by Department of Business Economics, VBS Purvanchal University, Jaunpur (UP) pp. 90-98 , by Srivastava A.K. and Choudhary V.N. ISSN 0973-1369
- Paper entitled “Brand Management for Sustainable Growth” published in the journal Sodh Prakalap Vol. No. XXXIII No. 04, Oct.-Dec 2005, pp. 05-07 by Srivastava A.K. ISSN 097-6459
- Paper entitled “Marketing Trends in Financial Services” Published in the Indian Journal of Accounting, Vol. No. –XXXVI (1) Dec.2005 pp.42-45 by Srivastva A.K and Bidhyarthi, Jha H.M. ISSN-0972-1479
- Case entitled “Boldly playing it out” published by Amity University Press in the book of management case studies in 2005 pp 134-146 by Bidhyarthi, Jha H.M and Srivastva A.K. ISBN 81 8011 099 0
- Paper entitled “Supply Chain Management for Effective Retailing” published in the journal Biz craft ,Vol 1, No. 1, July –Dec. 2005 pp. 13-16 by Srivastava A.K. and Mr. Satish Aailawadi.
- Paper entitled “Knowledge Asset in Banking Sector – A Human Captial Valuation Study” published in the **Reviewed** journal AIM Explore, Ghaziabad, Vol 2 No. 1& 2, 2005pp. 73-78 by Bidhyarthi, Jha H.M, Srivastva A.K and Monga M.H. ISSN:0973-0001
- Paper entitled “Corporate Social Responsibility – Need for Business Excellence”published in the Excellance journal of Management, Department of Sambalpur University, Jyotivihar, Burla, Vol. III, March 2006, pp. 114-119 by Srivastva A.K.
- Paper entitled “Mindset of Prospective Faculty of Technical Education” Published in **Reviewed** Indian Journal of Technical Education, IIT Delhi, and Vol. 29 No. 1, 2006 pp. 58-61 by Bidhyarthi, Jha H.M and Srivastva A.K. ISSN: 0971-3034
- Paper entitled “Business Ethics or Ethic’s Business” published by the journal Management Insight – The Journal of Incisive Analyses “ Vol 2 No. 1 , 2006 , pp 14-19 by, Jha H.M and Srivastva A.K. RNI: UPENG 02961/24/1/2004-TC
- Paper entitled “The Fourth wave Management – A Holistic Approach” published in the **Reviewed** Journal BVIMR Management Edge, New Delhi Vol. 3 No. 1, 2006 pp. 32-38, by Bidhyarthi, Jha H.M and Srivastva A.K.

- Paper entitled “Re-Tele-Marketing: Indian perspective” published in the journal The Manager Today, Journal of Management Science by Faculty of Management Studies. Dr. B.C. Roy Engineering College Drurgapur. April-June, 2006, Volume-1, No.2 pp 64-71, by Jha H.M. and Srivastava A.K.
- Paper entitled “Women Entrepreneurship – A Need for Social Development” published in the journal Bizcraft Vol.-1, No.-1 Sep -06 to Feb. 07 by FMS, Sri RMSC E& T, Bareilly, pp-21-26, by Srivastava A.K.
- Paper entitled “ E-governance and Citizen Identity System: Legal Issues” from Indian Perspectives” of Jha H.M. , Bokad V. Prabhakar & Srivastava A.K published in the Edited book of R.K. Mitra , by GIFT Publishing Global Institute of Flexible System Management , New Delhi, proceedings of International Conference on E-governance organized by IIT Delhi, pp no. 100-106, 2006.ISBN : 81-903397-5-3.
- Case entitled ‘Honda Unrest- The HR perspective” published in the book management of case study by Dr. Balvinder Shukla & DR. Sanjeev Prasher and Harvinder Singh by Bidhyarthy, Jha H.M. and Srivastava, A.K. published by Excel Books Pvt. Ltd. New Delhi pp 491-496, 2007. ISBN: 81-8323-016-4
- Paper entitled “Challenges of Indian Pharma Industry- Post TRIPS” by Satish Ailawadi & Srivastava A.K Published in the journal Bizcraft vol.1 No.2 March-August2007, pp50-58 RNI No.: UPENG/2007/19207.
- Paper entitled “Consumerism through Awareness of Consumer Rights” by Srivastava A.K published in TECNIA journal of management Studies, New Delhi, Vol.02, No-01, April 2007, PP 42-44 Reg. No.: DELENG/2006/20585.
- Paper entitled “Learning from US Policy Instrument Promoting Entrepreneurship in SMEs” by Dash JP & Srivastava A.K, published in edited Book on “Winning Strategies for small & medium Enterprises” ,by Central Institute of Business Management Research & Development, Nagpur, 2008
- Paper entitled “Citizens’ perspectives of E-Governance” of Bidyarthi H.M.Jha & Srivastav. A.k published in edited Book “E-Governance In Practice” of Mr. Amitabh Ojha by GIFT Publishing Global Institute of Flexible System Management, New Delhi, 2009 pp no. 69-76, ISBN: 978-81-906294-5-4.
- Paper entitled “Inclusive Growth Management-An Evolutionary Study” of Bidyarthi H.M.Jha, Srivastav. A.k, Pada.S Milind & Kashliwal Neelam S published in edited book “Changing Face Of Emerging India And Its

Impact on The New Global Order” of Dr. Shaila Bootwala & others, by Beda Inamdar Senior College, Pune, pp 292-295,2008 ISBN: 81907481-4.

- Paper entitled “Backward Compatibility- A Case of Interoperability of Application Programs for E-Governance” in edited book ‘Towards Next Generation E- Governance’ by Jaijit Bhattacharya published by GIFT Publishing, Global Institute of Flexible Systems Management, New Delhi, 2008, ISBN: 978-81-903397-9-7.
- Paper entitled “Leadership Traits and Styles underlying successful E-Governance” of Srivastava Ashish Kumar & Jha H.M published in edited book ‘Critical Thinking in E- Governance’ by Jaijit Bhattacharya published by GIFT Publishing, Global Institute of Flexible Systems Management, New Delhi, 2008, ISBN: 978-81-906294-3-0.
- Paper entitled “Human Dimension of Quality Management” Published in **Reviewed** Indian Journal of Technical Education, IIT Delhi, and Vol. 31 No.

4, Oct-Dec 2008 pp. 01-05 by Srivastva A.K. and Bidhyarthi, Jha H.M
ISSN: 0971-3034.

- Paper entitled “Organised Retail in FMCG Segment : Rural Market Perspects” of Srivastava Ashish Kumar & Praveer Saket Ranjan published in the **Reviewed** SCMS Journal Of Indian Management, Kochi (Kerala) Volume VI, Number III July-September2009,pp.53-64 ISSN-0973-3167.
- Paper entitled “Effectiveness of Soft Drinks Sales Diterminants: A Study Of Consumer Attitude” of Srivastava Ashish Kumar & Praveer Saket Ranjan published in the **Reviewed** Journal Of Business Solutions Published by RBM Bareilly, Volume 2 Number 1&2 june-Dec.2009,pp.69-75 ISSN-0974-4126.
- Paper entitled “Indian Corporate Performance Vis. A Vis. Economic Recession” of Srivastava Ashish Kumar & Satya Mohan Mishra published in the Journal PURUSHARTHA (A Journal of Holistic Approach to Management) of School of Management Sciences, Varanasi, Volume II, Number 2 September 2009,pp.80-86 ISSN-0975-024X
- Paper entitled “Marketing Strategies for SMEs – A Study on Food Processing Enterprises” published in the Indian journal of Public Enterprises of Institute of Public Enterprises Research, Allahabad by Ashish kr Srivastava & saket Ranjan Praveer Vol.25 No.47. Dec 2009, pp 114-127 ISSN 0974-4886.
- Paper entitled “Marketing Strategy for Dream Shelter Financing” published in Referred Journal SAARANSH- RKG Journal of Management by Ashish Kumar Srivastava, H.M.Jha Bidyarthi & Devesh K Sharma in Vol.1 No.1 july 2009 pp 74-77 ISSN 0975-4601.

- Paper entitled ‘From Subhiksha (Prosper) to Iksha (Perspire) – The Topsy Turvy Story of Indian Retail Business Model” published in the “American journal of Economics and Business Administration 2(2) 153-156, 2010 ISSN 1945-5488 © 2010 Science Publication by Bidyarthi Jha H.M. , Srivastava, Ashish kumar & Dande Mayur.
- Paper entitled “Demographic Inclination Towards Purchase Factors: A Study on Fashion Apparels ” published in the Asian Journal of Management by Saket Ranjan Praveer & Ashish Kumar Srivastava Vol-01, Issue -1, January-March 2010 pp 26-29, ISSN 0976-495X.
- Paper entitled “Retail Strategy through Product Orientation-A Study on Non-Alcoholic Beverages” published in the journal “Integral Review-A Journal of Management” by Srivastava Ashish kumar & Saket Ranjan Praveer Vol.3 No.1 June 2010, ISSN: 0974-8032.
- Paper entitled “Competitive Advantages through Product Orientation-A Study on Strategy Formulation Via Non-Alcoholic Beverages” published in Referred journal Disha Journal of management by Saket Ranjan Praveer & Ashish Kumar srivastava Vol.5 Jan-March 2010 ISSN: 0976-2574.
- Paper entitled “ Controllable Factors as the Predictors of Purchase Intention : A Study on Packaged Food Products” published in the Referred Journal JK Journal of Management & Technology” by Srivastava Ashish Kumar & Saket Ranjan Praveer Vol.2 No.1 June 2010 ISSN: 0975-024
- Experience of Mobile Handsets Market of H.M.Jha Bidyarthi, Ashish Kumar Srivastava, P.V.Bokad & L.S.Deshmukh published in the Book Leveraging Global Competitiveness for Organizational Excellence-Management cases edited by H.P.Gupta & Tojo Thatchenkery published by Macmillan Advanced Research Series, in 2010 pp428-435, ISBN: 023-033-194-7.
- Paper entitled “ Relationship Impact on Customer’s attitude: A Study on Apparels Retail” published in the Journal of Pt. Ravishankar Shukla University, Raipur by Ashish kr Srivastava & saket Ranjan Praveer in Vol.8-15 part A -2010 pp 20-25 ISSN 0970-5910.
- Paper entitled “ Product Mix Components as the Predictors of Repurchase Intention: A Study on Habitual Buying Behaviour for Beverages” by dr. Ashish Kumar Shrivastava and Saket Ranjan Praveer published in Reviewed journal named BHU Management Review in Vol-1, Issue-2,2010 published by FMS , BHU , Varanasi (UP) ISSN 81-85305-33-1
- Paper entitled “Decision variables of Purchase intention: A Multivariate Analysis of Promotional Tools” published in Asian Journal of Management

by Ashish kr Srivastava, Saket Ranjan Praveer & Charu Yadav in Vol.2 Issue 02 April – June 2011 pp 51-56, 0976-495X.

- Paper entitled “Antecedents of purchase Decision: A Study on Consumer Preference Via Readymade Garments” published in the Referred journal ARASH-A Journal of ISMDR by Ashish Kumar Srivastava, Saket Ranjan Praveer & Charu Yadav in Vol.1 No.2 July 2011, ISSN:2231-2072.
- Paper entitled “Determinants of Quality in Manufacturing “ published in National Journal Of Technology by Ashish kr Srivastava & Saket Ranjan Praveer in Vol7 No.3 Sept.2011 ISSN:0973-1334.
- Paper entitled “Antecedents of Impulse Buying Behaviour- A Multivariate Analysis” published in the edited book ‘The 21st Century Consumers – A Behavioural Perspective’ by Ashish kr Srivastava, S Ranjan praveer and Saket Jeswani, pp37-51 in 2011 ISBN: 978-81-8220-413-3.
- Paper entitled “Case Study- Nokia’s strategies in Indian mobiles handsets markets during 2002 to 2006” by H.M.Jha Bidyarthi, ashish kr. Srivastava, PV Bokad, LB. Deshmukh published in International Journal of \Technology Marketing of Inder Science publishers Vol6,Number 2/2011 page 178-188 ISSN no.1741-878X(print)
- Paper entitled “Strengthening The Marketing Strategied : A Study On Decision Variables of Buying Pattern” by Ashish kr Srivastava & Saket Ranjan Praveer published in the Reviewed Journal Of Business Solutions , Vol4,No1&2, June &Dec 2011.pp 69-73 ISSN : 0974-4126
- Paper entitled “UID-enabled banking upon unbanked through micro-ATM-a case study of a multinational bank ” by H.M.Jha Bidyarthi, SN Mishra,N.Y Kasliwal and Ashish kr. Srivastava, published in International Journal of \Technology Marketing of Inder Science publishers Vo8,Number 4/2013 ISSN no.1741-878X
- Paper entitled “Impact of Information Technology on In-Store Sales – A Study on Online Advertisement” by Ashish kr Srivastava , Saket Ranjan Praveer and Suresh Chandra Mishra published in the Asian Journal Of Management, Vol 4,No3, July- Sept 2013.pp 192-196 ISSN : 0974-495X
- Paper entitled “Predictors of Socio Economic Development: A Study on Common Patterns” published in the Referred journal ARASH-A Journal of ISMDR- An International Refereed Research Journal of Management by, Saket Ranjan Praveer , suresh chanra Mishra and Ashish Kumar Srivastava in Vol.3 No.1&2 January & July 2013, ISSN:2231-2072.
- Case entitled ‘Countering Disruptive Innovation Strategy in Indian Passenger Car Industry by Bidhyarthi, Jha H.M. and Srivastava, Ashish.Kumar. Bokad PV, Deshmukh LB and Mishra S M . published in

South Asia Journal Of Business And Management Cases vol. 3 No.2 Dec 2014. ISSN 2277-9779

- Paper entitled “ Demographic Impact on Employee Engagement” published in the Referred journal ARASH-A Journal of ISMDR- An International Refereed Research Journal of Management by, Rich Aishwarya and Ashish Kumar Srivastava in Vol.5 No.1&2 January & July 2015, ISSN:2231-2072.
- Paper entitled “ Determinants Of Employee Engagement in Banking Sector : A Multivariate Study In Central Chhattisgarh” published by, Rich Aishwarya and Ashish Kumar Srivastava d in Pacific Business Review International , Vol 8 Issue 3 Sep 2015 ISSN 0974-438x
- Paper entitled “Impact of Service Quality on Consumer Loyalty – A Study on Telecom Sector in India ” published Archi Dubey & Dr. A K Srivstava in IOSR Journal Of Business and Management (IOSR-JBM) e-ISSN: 2278-487X,p-ISSN: 2319-7668 Volume 18, Issue 2 VerI (Feb.2016)
- Case entitled ‘ Ownership –Driven Entrepreneurial Saga: A Case Study of Vinod Super Shop” by Bidhyarthi, Jha H.M. and Srivastava, Ashish.Kumar. Bokad Mayur A Dande, Pawan, Mishra S M . published in South Asia Journal Of Business And Management Cases vol. 6 No.1June 2017. ISSN 2277-9779
- Participated in 71st All India Commerce Conference of Indian Commerce Association during 20th to 22nd December 2018 organised by Osmania University , Hyderabad

- SD-

Date: 22-04-2019

(Dr. Ashish Kumar Srivastava)

