

PROFILE OF THE TEACHERS

- 1. **Name:** Dr.Ashish Kumar Srivastava
- 2. **Father's Name:** Prof. Jagdish Prasad Srivastava
- 3. **Mother's Name:** Smt. Bina Srivastava
- 4. **Department:** Commerce
- 5. **Date of Joining the University:** 20/02/1989



- 6. **Total Teaching Experience:** UG- 33 PG- 30
- 7. **Total Research Experience:** 25 years
- 8. **Area of specialization:** Taxation, Marketing, Economics
- 9. **Academic Qualifications:**

UG	B.Com.
PG	M.Com.
Ph.D.	Ph.D.(Commerce)
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Any Other	

10. International/National fellowship/financial supportfor advance studies/research

S. No.	Name of the fellowship/	Year of Award	National/International	Awarding Agency
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	financial support			
	-	-	-	-

11. International/National award/recognition for academics

S. No.	Name of the award/recognition	Year of Award	Title of the innovation	National/International	Awarding Agency
1.					

12. Extension activity participation

S. No.	Name of activity	Year
1.		

If any award/recognition received-

S. No.	Name of activity	Name of the award/recognition	Year of Award	National/International	Awarding Agency

13. Ph.D. supervised

S. No.	Name of the Ph.D. scholar	Title of the thesis	Year of registration of the scholar	Year of award of Ph.D.
1.	Chaitanya Kumar	Rozgar Awasar tatha Garibi Nivaran Karyakram-Nauvin Panchvarshiya yojna ke sambandh me vishesh Adhyayan	2000	2004
2	Manish Kumar Stivastava	A Study of the Export Promotion Strategy of The Minerals and Metals Trading Corporation Ltd. (MMTC) in the Globalised Regime	2004	2007
3	Alok Kumar Srivastava	A Study of Commercial Banking Services and Customer Satisfaction	2006	2009

		in Gorakhpur Region		
4	Chitra Srivastava	A Study of Customer Satisfaction: With Special Reference to Durable Products	2007	2011
5	Archana Srivastava	Uttar Pradesh Cooperative Bank Ltd. Ki Karyapranali va Prabandh-Ek Adhyayan	2007	2012
6	Ved Prakash Yadav	Kushinagar Janpad me Cheeni Udyog: Samasyayen evam Sambhavnayen	2009	2014
7	Mohammad Osama	Role of Cluster Development Approach in the Development of MSMEs in UP (A Comparative Study of GIDA and NOIDA)	2011	2016
8	Abdul Jadid	A Study into the Patterns of Buying Behaviour of the Consumers of Gorakhpur City With Reference to Select Financial Products	2013	2021

14. Research/Review Papers published

S. No.	Title of paper	Name of the author/s	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal		
						Link to website of the Journal	Link to article/paper /abstract of the article	Is it listed in UGC Care list/Scopus/Web of Science /other, mention
	Comparative Study of Online Business During Pandemic in India		International Journal of Multidisciplinary Research	2020	2277-7881			
	An Analytical Study of Export Performance of Minerals and Metals Trading Corporation Ltd. (MMTC) in the Globalised Era		International Journal of Research in Commerce and Management	2011	0976-2183			
	A Study of Point of Purchase Advertising as an Important Tool in Retrieving		Aatmbodh, Rajarshi School of Management	2005	0972-			

	Information and Ultimate Choice Making		and Technology, Varanasi		1398			
	Ethics, Advertising and Regulatory Framework in India		Synthesis-BLS Institute of Management, Gazizbad	2005	0973-2357			
	Role of the State Trading Corporation of India Ltd. In Export promotion in the LPG Regime		Indian Journal of Applied Economics, Lucknow	2005				
	Performance of SSIs on the Export Front in the Globalised Regime		Management Insight, Journal of IPSAR, Cuttack	2004				
	Understanding Rural Consumers of Urban Analogues Villages a.k.a. Urban Ruralite of Gorakhpur District in Eastern Uttar Pradesh		Management Insight, Journal of IPSAR, Cuttack	2004				
	A Peep into the Mindset of Consumers: A Study of Men's Personal Care Products		Indian Journal of Marketing, New Delhi	2004				
	Big, Bad and Parallel World of Counterfeits and Look-alikes		Indian Journal of Marketing, New Delhi	2003				
	Ethics in Advertising is Passe		Indian Journal of Marketing, New Delhi	2002				

15. Books and chapters in edited volumes / books published

S No.	Title of thebook	Title ofthe chapter	National / international	Year of publication	ISBN number	Affiliating Institute at the time of publication	Name of the publisher
1.	Corporate Management in Times of Crisis	Pandemic Period: A Spurting Wave in Digital Marketing	National	2021	978-81-953203-0-1	DDU Gorakhpur University	Rudra Publishers & Distributors, New Delhi
2.	Corporate Management in Times of Crisis	Customer Relationship Management Practices and Challenges: Post-Covid Situation	National	2021	978-81-953203-0-1	DDU Gorakhpur University	Rudra Publishers & Distributors, New Delhi

16. Papers in national/international conference-proceedings

S No.	Title of the proceedings of the conference	Name of the conference	National / international	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication
	Perspectives on Smart City Vs Smart Village: A Path Towards Startup India- Opportunities, Issues and Challenges	National Seminar & 3 rd Annual Conference of IAMD	National	2017	ISBN: 978-93-85503-74-0	DDU Gorakhpur University

17. Professional development Programmes, viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programmes

S. No.	Year	Title of the professional development Programme	Date and Duration (from – to)

18. Research projects sponsored by government agencies

S. No.	Name of the principal Investigator	Name of the Research Project	Name of funding agency	Amount/Fund provided	Year of sanction	Duration of the project	Status (Completed/Ongoing)

19. Research projects sponsored by non-government sources such as industry, corporate houses, international bodies

S. No.	Name of the principal Investigator	Name of the Research Project	Name of funding agency	Amount/Fund provided	Year of sanction	Duration of the project	Status (Completed/Ongoing)

20. Patents filed/granted

S. No.	Name of the patent filed/granted	Patent Number	Year of filing/award/ publish of patent

21. Collaborative activities with other institutions/ research establishments/industry for research and academic development

Title of the collaborative activity	Name of the collaborating agency with contact details	Year of collaboration	Duration	Nature of the activity

22. Functional MoUs with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research

Name of the Organisation/ Institution/ Industry with whom MoU is signed	Year of signing MoU	Duration of MoU	Actual activities under each MOU year wise

23. E-content is developed

i. For e-PG-Pathshala, ii. For CEC (Under Graduate), iii. For SWAYAM, iv. For other MOOCs platform, v. For NPTEL/NMEICT/any other Government Initiatives

Name of the module developed	Platform on which module is developed	Date of launching e content	Link to the relevant document and facility available in the institution	List of the e-content development facility available	Provide link to videos of the media centre and recording facility

24. Consultancy and corporate training-

Consultancy

Name of consultancy project	Consulting/Sponsoring agency with contact	Year	Revenue generated (amount in rupees)

	details		

Corporate training

Title of the corporate training program	Agency seeking training with contact details	Year	Revenue generated (amount in rupees)	Number of trainees

25. Details of Conference/Seminar attended –

Year	Name of the conference/ workshop	International/National /State	Name of the professional body for which membership fee provided	Amount of support (in INR)
2019	Two-Day National Seminar & 3rd Annual Conference of IAMD	National	DDUGU	
2017	70th All India Commerce Conference	National	Indian Commerce Association	
2017	Two-Day National Seminar & 3rd Annual Conference of IAMD	National	MGKV & IAMD	
2013	National Seminar on Foreign Direct Investment in India's Retail Sector: Issues & Options	National	Dept. of Business Administration, DDUGU	
2005	58th All India Commerce Conference	National	Indian Commerce Association	
2004	National Seminar on WTO	National	Lucknow University	
2003	56th All India Commerce Conference	National	Indian Commerce Association	
2003	4th International Conference, Management &	International	DSPSR	

	Technology			
2002	National Seminar on Entrepreneurship Development in India	National	IMS, MGKV, Varanasi	
1989	XIX Joint Annual Conference	National	IAMD & IUCBER	

26. Any other information: