

### PROFILE OF THE TEACHERS

1. **Name:** Dr.Manish Kumar Srivastava
2. **Father's Name:** Sri Amar Nath Srivastava
3. **Mother's Name:** Smt. Madhu Srivastava
4. **Department:** Commerce
5. **Date of Joining the University:** 02.07.2022



6. **Total Teaching Experience:** UG- 17 PG- 15
7. **Total Research Experience:** 12
8. **Area of specialization:** Marketing
9. **Academic Qualifications:**

UG	B.Com.
PG	M.Com., MBA
Ph.D.	Ph.D.(Commerce)
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Any Other	NET (Commerce), UPSLET (Commerce) NET(Management),

10. **International/National fellowship/financial support for advance studies/research**

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

#### 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.	Best Teacher Award	2021			DDUGU Gorakhpur

#### 12. Extension activity participation

S. No.	Name of activity	Year
1.	Member, IQAC, D.D.U. Gorakhpur University	
2.	Former Member, Entrepreneurship and Incubation Cell, D.D.U. Gorakhpur University	
3.	Member, Placement Cell, D.D.U. Gorakhpur University Member, International Student Cell, D.D.U. Gorakhpur University	
4.	Former Assistant DSW, D.D.U. Gorakhpur University	
5.	Member Board of Studies, D.D.U. Gorakhpur University	
6.	Member Board of Faculties, D.D.U. Gorakhpur University	
7.	Member, Academic Council, D.D.U. Gorakhpur University	

**If any award/recognition received-**

S. No.	Name of activity	Name of the award/recognition	Year of Award	National/International	Awarding Agency
	Teaching & Research	Best Teacher Award	2021		DDUGU Gorakhpur

**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.	Anubhav Anand Mishra	An empirical examination of the effect of consumer s perceived shopping value on satisfaction and its behavioural outcomes in the purchase of private label branded products	2010	2013

**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	Link to article/paper /abstract of the article	Is it listed in UGC Care list/Scopus/W

						Jou rna l		eb of Science /other, mentio n
	Impact Of Advertising On Fairer Sex: A Study Of Gorakhpur District	Ana nd Sen gupt a And Mani sh Kum ar Sriva stav a	International Journal Of Business And Management Invention (IJBMI)	2021	2319-8028		<a href="https://www.ijbmi.org/papers/Vol(10)3/Ser-1/A1003010104.pdf">https://www.ijbmi.org/papers/Vol(10)3/Ser-1/A1003010104.pdf</a>	
	Online Food Delivery: Study With Special Reference To Food Aggregators	Mani sh Kum ar Sriva stav a & A.K. Sriva stav a	International Journal Of Multidisciplinary Research And Analysis	2021	2643-9875		<a href="http://www.ijmra.in/v4i3.php">http://www.ijmra.in/v4i3.php</a>	
	Impact Of Covid-19 On Media And Entertainment Industry	Mani sh Kum ar Sriva stav a & Mam ta Yad av	IJRCM	2021	2231-1009		<a href="https://ijrcm.org.in/article_info.php?article_id=9560">https://ijrcm.org.in/article_info.php?article_id=9560</a>	
	A Study Of Consumer Attitude Towards Covid Caller Tune	Mani sh Kum ar	The Journal Of Oriental Research Madras	2021	0022-3301			<b>UGC Care</b>

		Srivastava & A. K. Tiwari					
	Role Of ASCI In Regulating Advertisements: A Review	Manish Kumar Srivastava	Shodh Sarita	2021	2348-2397		UGC Care
	Performance of Minerals & Metals Trading Corporation (MMTC) Limited: A Review	Manish Kumar Srivastava	Kala Sarovar	2021	0975-4520		UGC Care
	Celebrity Endorsement: A Study of Indian Banks	Manish Kumar Srivastava & A. K. Tiwari	Pacific Business Review International	2020	0974-438X		Web of Science
	A Study of Changing Consumer Trends in the Entertainment Industry	Mamta Yadav & Manish Kumar Srivastava	Iconic Research And Engineering Journals	2020	2456-8880	<a href="https://irejournals.com/paper-details/1702493">https://irejournals.com/paper-details/1702493</a>	
	Growth of Web Series: A Descriptive Study	Manish	Iconic Research And Engineering Journals	2020	2456-	<a href="https://irejournals.com/formatedpaper/">https://irejournals.com/formatedpaper/</a>	

		Kumar Srivastava			8880		1702527.pdf	
	Social Media: Use and impact on Consumer Behaviour	Manish Kumar Srivastava & A. K. Tiwari	Shodh Sanchar Bulletin	2020	2229-3620			UGC Care
	A study of demographic and socio-economic factors affecting fertility behaviour of Indian states	Shivam Mishra, A. K. Tiwari & Manish Kumar Srivastava	Contemporary Management	2018	9744002			
	A study of the Organisational Structure of MMTC Ltd.	Manish Kumar Srivastava	American International Journal of Research in Humanities, Art and Social Sciences (AIJRHASS)	2018	23283734		<a href="http://iasir.net/AIJRHASSpapers/AIJRHASS18-202.pdf">http://iasir.net/AIJRHASSpapers/AIJRHASS18-202.pdf</a>	
	Trade Performance of MMTC Ltd.: A Review	Manish Kumar Srivastava	Varanasi Management Review	2018	23950390			

	Talent Retention Management: Must for robust Corporate Growth	Dr. Manish Kumar Srivastava and Ms. Swarita Sharma	American International Journal of Research in Humanities, Art and Social Sciences (AIJRHASS)	2017	23283734		<a href="http://iasir.net/AIJRHASSpapers/AIJRHASS17-404.pdf">http://iasir.net/AIJRHASSpapers/AIJRHASS17-404.pdf</a>	
	A Study of Awareness and Preference of various Advertising Media in Gorakhpur District	Dr. Manish Kumar Srivastava, Dr. Anand Sen Gupta and Dr. Seema Srivastava	Contemporary Management	2017	9744002			
	Workplace flexibility scenario in HRM practices including gender facilitations	Rina Kumari, Pranav Sharma and Manish Kumar	American International Journal of Research in Humanities, Art and Social Sciences (AIJRHASS)	2015	2328-3734		<a href="http://iasir.net/AIJRHASSpapers/AIJRHASS15-794.pdf">http://iasir.net/AIJRHASSpapers/AIJRHASS15-794.pdf</a>	

		ar Sriva stav a						
	Population and Standard of Living in States Formed in 2000	A. K. Tiwa ri & Mani sh Kum ar Sriva stav a	Arthashastra: Indian Journal of Economics & Research	2015	2278 - 1811		<a href="http://indianjournalofeconomicsandresearch.com/index.php/aijer/article/view/77676">http://indianjournalofeconomicsandresearch.com/index.php/aijer/article/view/77676</a>	
	A study of Consumer behavior with reference to Brand Lay's	Mani sh Kum ar Sriva stav a & A. K. Tiwa ri	Pacific Business Review International	2014	0974- 438X		<a href="http://www.pbr.co.in/2014/2014_month/May/16.pdf">http://www.pbr.co.in/2014/2014_month/May/16.pdf</a>	Web of Science
	Negative Decadal Growth Rate in Two Districts of Uttarakhand: An Investigation	A. K. Tiwa ri & Mani sh Kum ar Sriva stav a	Journal of Family Welfare	2014	0022- 1074		<a href="https://www.fpaindia.org/pdf/JFW-december-2014.pdf">https://www.fpaindia.org/pdf/JFW-december-2014.pdf</a>	PubMe d
	Gender Inequality in Food Consumption: A Study for EAG States	A. K. Tiwa ri & Mani sh Kum ar Sriva stav	ANVESHANA	2012	2249- 1449			



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	Shopping Value, Satisfaction and its Behavioral Outcomes in the Purchase of Private Label Branded Products: A Theoretical framework	Anu bhav Ana nd Mish ra & Mani sh Kum ar Sriva stav a	Journal of Marketing and Operations Management Research, Volume 1 Issue 3	2012	1949-4912		
	A Study of Behaviour of Maruti SX4 and Honda City Customers in Jaipur	Mani sh Kum ar Sriva stav a & A. K. Tiwa ri	Pacific Business Review International	2011	0974-438X	<a href="http://www.pbr.co.in/2011/2011_month/April_June/chapter%201.pdf">http://www.pbr.co.in/2011/2011_month/April_June/chapter%201.pdf</a>	Web of Science
	An analytical study of export performance of Minerals and Metals Trading Corporation Ltd. (MMTC) in the globalised era	Mani sh Kum ar Sriva stav a & A.K. Sriva stav a	International Journal of Research in Commerce and Management	2011	0976-2183	<a href="https://ijrcm.org.in/article_info.php?article_id=350">https://ijrcm.org.in/article_info.php?article_id=350</a>	
	Creativity and Ethical Dimensions: Media Space	Mani sh Kum ar Sriva stav a & Bani Koch	SCMS Journal of Indian Management	2010	0973-3167	<a href="https://www.scms.edu.in/uploads/journal/SCMS%20Journal%20July-September%202010.pdf">https://www.scms.edu.in/uploads/journal/SCMS%20Journal%20July-September%202010.pdf</a>	Scopus

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	Medical Tourism in India - Unexplored Opportunities	Manish Kumar Srivastava, Ravindra K, Abhay Kumar Tiwari	Marketing Mastermind	2010	9725156		
	Advertising and the new age women	Manish Kumar Srivastava & Bani Kochar	SCMS Journal of Indian Management	2009	0973-3167	<a href="https://www.scms.edu.in/uploads/journal/SCMS%20Journal%20July-September%202009.pdf">https://www.scms.edu.in/uploads/journal/SCMS%20Journal%20July-September%202009.pdf</a>	Scopus
	Cause Related Marketing: The Road Ahead	Manish Kumar Srivastava & Ms. Bani Kochar	Pacific Business Review	2009	0974-438X	<a href="http://www.pbr.co.in/2009/oct_dec.aspx">http://www.pbr.co.in/2009/oct_dec.aspx</a>	Web of Science
	Women in Indian Advertising: From 'Lalita' to 'Lolita'	Manish Kumar Srivastava	Marketing Mastermind	2009	9725156		

		a & Bani Kochar					
	Cutting round the corners in creative advertising	Manish Kumar Srivastava, Bani Kochar	Marketing Mastermind	2009	9725156		
	Emergence of Online good delivery-A descriptive study	A.K. Srivastava & Manish Kumar Srivastava	BJMR journal				

**15. Books and chapters in edited volumes / books published**

S No.	Title of the book	Title of the chapter	National / international	Year of publication	ISBN number	Affiliating Institute at the time of publication	Name of the publisher
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	Emerging Concepts in Marketing and Human Resource Management	Online Marketing-A Promising tool of digital marketing	National Press Associates in association with Research Solutions Global 978-81-948872-5-6				
	Self-Reliant India: Since Independence	Green Responsibility: A Way Towards Self Reliant India	KUNAL BOOKS New Delhi-110002 , India, ISBN: 978-93-91908-23-2				
	Corporate Management In Times Of Crisis		Rudra Publishers & Distributors, 978-81953203				

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	Indian Economy: The Emerging Issues	Television Advertising: A Study of Consumers' Perception'	81-89441-13-2				
		E-tailing in India: A Review	978-93-5213-212-6				
		Socio-Economic Development in EAG States	978-81-921516-0-2				

		Pharmacy Chains in India: An Overview	978-93-86256-90-4				
		Hunger in India with special reference to Madhya Pradesh	978-9382411079				

**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

**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)
1.	2008	Faculty Practice School	3 <sup>rd</sup> April to 2 <sup>nd</sup> May 2008

**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**

<b>Title of the collaborative activity</b>	<b>Name of the collaborating agency with contact details</b>	<b>Year of collaboration</b>	<b>Duration</b>	<b>Nature of the activity</b>

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

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

**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**

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



**24. Consultancy and corporate training-**

**Consultancy**

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

**Corporate training**

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

**25. Details of Conference/Seminar attended –**

<b>Year</b>	<b>Name of the conference/workshop</b>	<b>International/National /State</b>	<b>Name of the professional body for which membership fee provided</b>	<b>Amount of support (in INR)</b>
	Integrating Customer Focus Across The Firm:Issues & Challenges Before Service Marketers	<b>National</b>		
	Paradigm Shift In Indian Economy	<b>National</b>		
	International Conference On Innovations In	<b>National</b>		

	Business Management			
	Sustainable Development of Poorvanchal	<b>National</b>		
	Integral Humanism: A Viable Pathway To Sustainable Development	<b>National</b>		
	Global Contribution of Nath Panth	<b>National</b>		
	Impact of Covid-19 on Retail Sector in India	<b>National</b>		

**26. Any other information:**