




## Faculty Profile on University Website

www.mjpru.ac.in

<b>Title</b>	<b>Prof.</b>	<b>First Name</b>	Sanjay	<b>Last Name</b>	Mishra	<b>Photograph</b> 
<b>Designation</b>		<b>Professor</b>				
<b>Department</b>		<b>Business Administration</b>				
<b>Address</b>	<b>Campus</b>	<b>DBA,MJP Rohilkhand University</b>				
	<b>Residence</b>	<b>Kothi Saheb, Phool Bagh, Kila, Bareilly</b>				
<b>Mobile No.</b>		<b>9412603100</b>				
<b>Email ID</b>		Personal	<b>mishra_sanju5@yahoo.com</b>			
		University Domain	Sanjay.mishra@mjpru.ac.in			
<b>Professional Networking ID, i.e. LinkedIn, Twitter etc.</b>		<b>www.linkedin.com/in/sanjaymishra909</b>				
<b>Educational Qualifications (Graduation Onwards)</b>						
Course/Degree	Institution	Year	Details/Thesis Topic/Subjects			
B.Sc.	Rohilkhand University	1994	Physics, Maths, Statistics			
M.Sc.	Rohilkhand University	1996	Statistics			
M.A.	MJP Rohilkhand University	1999	Economics			
Ph.D.	MJP Rohilkhand University	2003	Subject – Business Administration Title - “Impact of Liberalisation & Globalisation on India’s Foreign Trade with WECs”			
<b>Career Profile</b>						
Organization / Institution	Designation	Duration	Nature of Duties			
MJPRU Bareilly	Professor	currently	Teaching and Research			
MJPRU Bareilly	Professor-HoD & Dean	03 Years	Teaching ,Research & Administrative			
MJPRU Bareilly	Assistant Professor	12 years	Teaching and Research			
MJPRU Bareilly	Associate Professor	03 years	Teaching and Research			
MJPRU Bareilly	Professor	08 years	Teaching and Research			

<b>Research Interests / Specialization</b>									
Corporate Social Responsibility, International Business, Business Environment, Strategy									
<b>Research Experience in Years – 27 years</b>									
<b>No of Research Scholars Successfully Guided - 09</b>									
Name of Programme		Awarded			Under Supervision				
<b>Ph.D.</b>		<b>09</b>			<b>06</b>				
<b>M.Phil.</b>		-			-				
<b>Dissertation (MBA)</b>		<b>More than 300</b>							
<b>Researcher/ Expert ID</b>	<b>Scopus</b>		<b>Orcid</b>		<b>Publons</b>		<b>Vidwan</b>		<b>Google Scholar</b>
	Sanjay.mishra @mjpru.ac.in		0000-0002- 2749-2987		AAZ-6479-2020		165678		Sanjay.mishra @mjpru.ac.in
<b>Teaching Experience (Subjects/Courses Taught)</b>									
Quantitative Techniques, Business Statistics, Research Methodology, International Business, Business Environment, Strategic Management									
<b>Honours / Awards &amp; Fellowship FOR OUTSTANDING WORK</b>									
<b>Publications /Academic Activities (Numbers Only)</b>									
Books & Monographs (Single Author)	01	Research Papers Published in International Journals	32	Papers Presented in Seminars/ Conferences	35	Seminars/ Conferences Organized	07	Research Projects (Completed)	<b>04</b>
Books (Co-authored)	2	Research Papers Published in Other Journals	41	Seminar/ Conferences Attended	65	Workshops Organized	08	Research Projects (Ongoing)	
Books (Edited)	02	Articles Published in Popular Fora, e.g., websites, Blogs, Newspapers, Magazines etc.		Sessions Chaired in Seminars/ Conferences	15	Memberships of Academic/ Professional Bodies	12	Foreign Countries Visited for Academic Assignments	
Chapters in Edited Books	8			Resource Lectures Delivered	12				

Name of Book		Year of Publication	
International Business – Text and Cases		2009	
Year of Publication	Title	Publisher	ISBN
Year of Publication	Title	Name of Journal	ISSN No
2010	Inclusive Growth – A Case of Rural Sector	KAIM Journal of Management & Research	0974-9462
2011	Leadership styles prevalent in the Indian ITES-BPO Industry	Future Business Review	2229-5534
2012	FDI in Retail – A Threadbare Analysis	AIM Explore	0973 - 0001
2012	SAP – Utilities in Pan India with special reference to IBM	Mumukshu	0976 - 5085
2012	A Study of the Influence of Brand Attributes on Consumers' Preference of FMCG Brands in India	Vimarsh	0976 - 5174
2012	Mr Bhatia's Dilemma – What Next?	IMT Case Journal	2229 - 6743
2013	Is CRM The Strategic Competitive Tool in The Hands of Unorganised Retailers	Candour	2320 - 5512
2013	Impact of 'Country of Origin' on Brand Positioning and The Influence of Country Perception on Brand Preference	Bizcraft	2231 - 0231
2013	Influence of Selected Psychographic Factors on Consumers' Preference of FMCG Brands	Global Journal of Business Management	0973 - 8533
2014	A Study on Customers'	Vimarsh	0976 - 5174

	Perception towards Banking Services : A Case of OBC Bank in Bareilly City		
2014	Performance Appraisal in Service Sector-A Comparative Study of Public and Private Sector Banks	Pacific Business Review International	0974-438X
2015	Effectiveness of Micro-finance schemes among SHGs in Bareilly and Badaun Districts of Uttar Pradesh	Lorem Ipsum	2277-2170
2015	Empirical Study of the Relationship between Age Groups & the Purchasing Behaviour towards LIC Products in Bareilly, UP	KCMT Journal of Professional Management & Research	2395 - 1818
2016	Successful Strategies for Targeting India's Bottom of Pyramid Market	SHODH	2249 – 152X
2017	Real Malls vs. Virtual Malls	Bizcraft	2231 - 0231
2017	Competitive Edge in Higher Education – Is it a Complex Issue?	Vimarsh	0976 - 5174
2020	Consumer purchase behavior towards branded footwear – Moderating effect of Gender	Studies in Indian Place Names	2394-3114
2020	Future of E-commerce in India	Studies in Indian Place Names	2394-3114
2021	“Consumer Perception towards E-Shopping in India: A Study of NCR (National Capital Region),”	Shodh Sanchar	ISSN: 2229-3620) Volume11 /Issue 41 • Jan - Mar 2021.

2021	“GHRM in India: A Step towards Environment Sustainability,”		Kanpur Philosophers	(ISSN: 2348-8301) Volume VIII/Issue III • 2021	
2021	Exploring the Determinants of Digital Marketing Using Exploratory Factor Analysis		Indian Journal of Economics and Business	Vol. 20 No. 2 (July-December, 2021)	
2021	Effect of Demographic Variables on Consumers' Buying Behaviour of Fashion Products in a Digital Marketing Environment - A Case Study of Uttar Pradesh		BHU Management Review	Vol. 9, Issue-2, July – Dec 2021	
2022	“Influencer Marketing – Review and Implications for Marketers,”		“Kanpur Philosophers	(ISSN: 2348-8301) Volume IX/Issue II • 2022	
2022	Planning Strategies for Success of Higher Education Institutions in Pandemic Period.		Sohem Publications	ISBN 978-81-949722-2-8	
Publication		Title of the Book	Title of the Chapter	Name & Address of Publisher	Year
National	International				
<b>National</b>		Enhancing Organisational Growth through Innovation & Creativity: Issues, Opportunities & Challenges	Business Opportunities in Rural India: A Gateway of Economic Growth	EXCEL India Publishers	2011
		Global Meltdown – Opportunities and Challenges	Promoting Organised Retail in Hinterland : Challenges and Strategies	Himalaya Publishing House	2009

		Management Innovations	Opportunities and Challenges in Indian Banking Industry : An ICT Perspective	McGraw Hill Education (India) Private Limited	2014
		Indian Economy-Development Prospects and Perspectives	Serving and Retaining the Valuable Customers : The Role of E-CRM in Indian Banking Industry	Bharti Publications	2014
		Tourism-Concepts, Issues and Challenges	Tourism in India: A 360 Degree Boon	Neha Publishers & Distributors	2014

<b>Resource person</b>	<b>Detail of Event</b>	<b>Title of Lecture</b>	<b>Date</b>
Keynote Speaker	FDP	Research Methodology & its Statistical Applications in Management Research	18 <sup>th</sup> March 2009
Keynote Speaker	Orientation Programme	How to pursue Future Goals?	2010
Keynote Speaker	Orientation Programme	Motivation	Aug. 2010
Delivered a talk	Senior Management and Middle Management Level Officers of Kesar Enterprises	Team Building	Sep. 10
Delivered a talk	Participants of the rank of SGM, GMs, DGMS and Chief Managers	Leadership	13 <sup>th</sup> , Dec. 2010
Resource Person	Conducted a two days Corporate Inhouse Programme	Interpersonal Relationship	28 <sup>th</sup> Feb. & 1 <sup>st</sup> Mar. 2011
Co-Chairperson	International Seminar	Consumer Protection and Behaviour in Present Privatized Era	February 25 <sup>th</sup> & 26 <sup>th</sup> , 2012
Acted as Judge & delivered a talk	Manthan-2012 (National Case Study Competition)	Learning Through Cases	Mar. 31, 2012

Keynote Speaker	Orientation Programme	Work – Life Balance	Aug. 2012
Keynote Speaker	Orientation Programme	Work – Life Balance	Sep. 3, 2012
Keynote Speaker	Orientation Programme	Future Planning	Sep. 2015
Keynote Speaker	2 <sup>nd</sup> National Conference	Paradigm Shift in Management Practices & Usage of Technology	Nov. 21, 2015
Co-Chairperson	International Seminar	Tourism, Mercantilism & Human Happiness: Challenges & Opportunities	January 30 <sup>th</sup> & 31 <sup>st</sup> , 2016
Keynote Speaker	National Seminar	Emerging Trends in Commerce & Trade towards better India	Feb. 20, 2016
Resource Person	FDP	Research Methodology & Data Analysis	Feb. 2 <sup>nd</sup> to 6 <sup>th</sup> , 2016
Speaker	FDP	Ten Methods to become an Effective Management Teacher	27 <sup>th</sup> Feb. 2016
Resource Person	Workshop on “Quality Education: An Investment for Future”	Participative Learning	Feb. 28 to Mar. 01, 2016
Resource Person	Workshop on “NAAC for Quality & Excellence in Higher Education”	Governance, Leadership & Management	Mar. 27 - 29, 2016
Chairperson	22 <sup>nd</sup> National Seminar	New Frontiers in Indian Management – Innovation and Integration of Management Practices & Technology for Global Competitiveness	October 7, 2017
<b>Year</b>	<b>Name of Project</b>		<b>Funding Agency</b>
2004-05	Case Writing project on CSR		AICTE-UNDP-CII-MDI
2016-18	Study of CSR practices of Important Industrial Organisations operating in Bareilly and nearby region		UP Government
<b>Post</b>		<b>Organization</b>	
Expert Member of NAAC Peer Team			
Dean		Faculty of Management, MJPRU	
Head		Department of Business Administration, MJPRU	
Head		Department of HM&CT, MJPRU	
Member of NAAC Peer Team in different capacities		NAAC Bengaluru	
Coordinator - RUSA		MJPRU	
Coordinator- NAAC Steering Committee		MJPRU	
Coordinator - IQAC		MJPRU	

Finance Officer	MJPRU
Registrar	MJPRU
Dy. Coordinator - RUSA	MJPRU
State Nodal Officer UP State BEd Entrance Exam	UP Government
Centre Coordinator- Central Evaluation	MJPRU
Asst. Centre Coordinator- Central Evaluation	MJPRU
Coordinator – Flying Squad	MJPRU
Observer – Different Examinations	MJPRU/Others

Signature of Faculty Member