Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	Saurabh	Last Name	Verma	Photograph
Designation		Associate Professor				
Department		Department of Business Administration				
Address (Campus)		MJP Rohilkhand Universit, Bareilly				
(Residence)		Bareilly				
Phone No (Campus)		91 70170 64558				
(Residence)		Bareilly				
Mobile		91 70170 64558				
Fax						
Email		saurabhverm@mjpru.ac.in				
Web-Page						

Educational Qualifications (Graduation Onwards)

Course/Degree	Institution	Year	Details/Thesis Topic/Subjects
B.Com.	Bareilly College, Bareilly	2001	Commerce
M.Com.	SM College Chanduasi	2003	Commerce
Ph.D.	SM College Chanduasi	2006	A Critical Study of Sales Promotion and Marketing of Fast-Moving Consumer Goods in India

Career Profile

Organization / Institution	Designation	Duration	Role
Department of Business Administration	Associate Professor	2023 to Present	Teaching & Research
Upadhi PG College Pilibhit	Assistant Professor	2008-2023	Teaching

Research Interests / Specialization

Commerce, Marketing & Finance

Teaching Experience (Subjects/Courses Taught)

Marketing Management, Research Methodology, Advertising and Product Management, Sales Management, Company Law, Business Communication, Office Management, Finance, Income Tax, Financial Management, Auditing, Company Accounts, Accounting For Decision Making

Honors & Awards

- Awarded "Vishwa Hindi Sevi Samman" in the year 2021 by the Vishwa Hindi Manch Pilibhit.
- Awarded "Shrijan Shri" in the year 2015 by the International Research Conference organized by Akriti educational welfare society, at Upadhi P. G. College Pilibhit.
- Awarded Rani Chandrawati Gaurabh Shamaan, in year 2024 at Upadhi P. G. College Pilibhit.

Publications /Academic Activities (Numbers Only)

Books & Monographs (Single Author)	**9**	**Research Papers Published in International Journals**	**35**	**Papers Presented in Seminars/ Conferences**	**28**	**Seminars/ Conferences Organized**		**Research Projects (Completed)**	**01**
Books (Co-authored)	**1**	**Research Papers Published in Other Journals**	**15**	**Seminar/ Conferences Attended**	**45**	**Workshops Organized**		**Research Projects (Ongoing)**	
Books (Edited)	1	**Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.**		**Sessions Chaired in Seminars/ Conferences**	10	**Membership of Academic/ Professional Bodies**	3	**Foreign Countries Visited for Academic Assignments**	1
Chapters in Edited Books	10			**Resource Lectures Delivered**	6				

Details of Publications /Academic Activities (2010 Onwards)

(a) Books / Monographs

Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)
2022	Business Organisation (2nd Edition)	Neel Kamal Prakashan	978-9393248251	-
2022	Introduction to Computer Applications (2nd Edition)	Neel Kamal Prakashan	978-9393248275	-
2021	Covid-19 History, Structure, Development & Its Economic, Political and Sociological Aspects	Neel Kamal Prakashan	978-9393248121	-
2019	Concepts of E-Commerce	K.G. Publication	978-81-939741-2-4	Yes
2025	Modern Auditing Assurance Service & the Integrity of financial Reporting	Momentum Publishers Distributors	978-93-49088-85-6	-
2025	अनुसधान क्रियाक्रिक्रध	Asia Publisher and Distributors	978-93-7044-969-5	-
2025	Rebuilding A Self-Resilient and Sustainable India	Kunal books (Publisher and Distributors)	978-93-6389-409-9	-
2025	Procurement and Principles Management	Seva Books	978-93-48527-86-8	-
2025	Financial Management in the Public Sector	Rishabh Books	978-93-48526-14-4	-
2025	Strategic Marketing For Nonprofit Organizations	Momentum Publishers Distributors	978-93-49088-38-2	-

(b) Papers Published in Indexed/ Peer Reviewed Journals

Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)
2026	Hyper-Personalisation in Customer Marketing : A Systematic Literature Review on AI-Driven Strategies and Consumer Engagement	SAARANSH RK Journal of Management	0975-4601	Ms. Jyoti Rani,
2026	Impact of social media influencers and green knowledge sharing on the green products buying intention: empirical evidence	Int. J. Process Management and Benchmarking,	Accepted	-
2026	Navigating ethical dilemmas: the role of deepfake technology in modern advertising campaigns	International Journal of Artificial Intelligence Governance and Human Rights	2977-604X	Pushpendra Mourya, Dr Priyanka Rastogi
2025	Does presence matter? Impact of telepresence and social presence on purchase intention from VR shopping sites: empirical examination	International Journal of Business and Systems Research	1751-2018	Lalit Kumar, Ruchi Srivastava and Bhoopendra Bharti
2025	Influence of AI on Green Consumer Behavior Towards FMCG Products Using Theory of Planned Behavior	Shodh Samarth-Research Journal of Commerce, Management & Economics	3048-6505 (Online)	Ms. Jyoti Rani,
2025	International Journal of Scientific Research in Humanities and Social Sciences	International Journal of Scientific Research	3048-8176	Pushpendra Mourya

		in Humanities and Social Sciences		
2025	Role of Arficial Intelligence in Sustainable Beauty Products with Special Reference to Mamaearth	JIM QUEST Journal of Management and Technology	0975-6280	Ms. Jyoti Rani,
2025	When Green Turns Grey: The Impact of Greenwashing on the Erosion of Consumer Trust	Gyanshauryam, International Scientific Refereed Research Journal	2582-0095	Pushpendra Mourya
2024	An Empirical Analysis of Consumer Perception and Green Purchase Behaviour toward Green Marketing Practices	Shodhshauryam, International Scientific Refereed Research Journal	2581-6306	Pushpendra Mourya
2024	Milk Companies distribution channel special case in Uttar Pradesh	International Journal of Trend in Scientific Research and Development	2456 –6470	-
2024	An Empirical Analysis of the Influence of Green Marketing Communication on Consumer Green Purchase Behaviour	International Journal of Scientific Research in Science, Engineering and Technology	2394-4099	Pushpendra Mourya
2024	Combination of financial literacy, strategic marketing and effective human resource for sustainable household wealth development	The Scientific Temper	*2833-2838*	T Saxena, , R Saxena, S Dron, S Singh
2024	A Study of Role of Financial Planner in Stock Market Investment in India	Shodhkosh:Journal of Visual And Performing Arts	*2582-7472*	Sunder Singh Dr. Amit Deval ,Dr. Shivendra Singh, Dr.Sunil Kumar
2024	Marketing Strategies of Ice Cream Companies in India	International Journal on Orange Technologies (IJOT)	*2615 – 8140*	-
2024	The Role of Education in Empowering the Bhutia Community: A Socio-Cultural Perspective	International Journal of Scientific Research in Science and Technology	*2395-602X*	-
2024	Socio-Economic Empowerment of Rural Women Through Home-Based Enterprises: A Theoretical Perspective on Cultural Sustainability in Bareilly Mandal	Shodhshauryam, International Scientific Refereed Research Journal	*2581-6306*	Pushpendra Mourya
2024	A Comprehensive Examination of Green Marketing Strategy Implementation Across Diverse Companies	ShodhKosh: Journal of Visual and Performing	247–256	Pushpendra Mourya
2024	Green Marketing in India: Challenges and Opportunities	International Journal of Trend in Scientific Research and Development (IJTSRD)	2456 – 6470	Pushpendra Mourya
2024	Investigating Green Finance as a Mediator in the Relationship between Predictors and Environmental Sustainability	CINEFORUM	0009-7039	-
2024	Economic Growth and Employment Generation through MSMEs: Uncovering India's Potential	The Indian Economic Journal	0019-4662	-

2024	**Analyzing the Hybrid Workspace: Descriptive Insights into How Physical and Virtual Spaces Affect Employee Efficiency**	**American Journal of Economics and Business Management**	**2576-5973**	**-**
2023	**Socio-Economic Development Through Rural Women Home-Based Products: An Analytical Study in Bareilly Mandal, Uttar Pradesh**	**Gyanshauryam, International Scientific Refereed Research Journal**	**2582-0095**	**-**
2023	**Financial Freedom or Independence**	**Procedia on Economic Scientific Research**	**2795-5648**	**--**
2022	**Sales Promotion in Marketing**	**IJMRSETM**	***2395-7639***	**-**
2020	**A Study of Digital Banking (Cash-Less Payment) and its Status in Present Scenario**	**Shodh Sarita, An International Multidisciplinary Quarterly Bilingual Peer Reviewed Refereed Research Journal**	***2348-2397***	**-**
2019	**The Role of Tourism in Sustainable Socio-Economic Development of Uttrakhand**	**Gyanshauryam, International Scientific Refereed Research Journal**	***2582-0095***	**-**

(c) Articles

(d) Seminar/Conference Presentations

The Indian Economic Journal

Economic Growth and Employment Generation through MSMEs: Uncovering India's Potential

(e) Resource Lectures Delivered

12

(f) Seminars/Conferences/Workshops Organized

(g) Public Service / University Service / Consulting Activity

(h) Memberships of Academic/Professional Bodies

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Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Title of the project: Study of socio-economic development and sustaining the culture through rural woman home-made product in the Bareilly Mandal of Uttar Pradesh Sponsoring agency: U.P Higher Education department

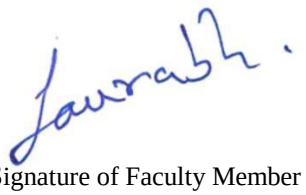
Funding; 90,000/-

Administrative Positions/Assignments Held

Proctor Department of Business Administration, MJP Rohilkhand University, Bareilly
Convener Pt. Deen Dayal Upadhyay Shodh Peeth MJP Rohilkhand University, Bareilly
Assistant Member Cultural Club MJP Rohilkhand University, Bareilly
Member of Common Academic Calendar MJP Rohilkhand University, Bareilly
Former Coordinator of Raj Rishi Tandon Open University, Uttar Pradesh

Academic Foreign Visits

01
Any Other Details



Signature of Faculty Member

Note: Please submit this file to E-mail ID: rkg@mjpru.ac.in through your own E-mail ID.