



Name: Dr. Ajay K Srivastava

Designation: Asst. Professor

Specialization: Marketing

Email : aksedu123@gmail.com

Linkedin: linkedin.com/in/dr-ajay-k-srivatsava-bb5b60231

Qualifications:

**B.A.-Eco, M.A.(MIH),
MCM(MBA), LLB,
PhD**

**Work Experience 21
years experience**

**Courses Facilitated:
MBA, MCom, BTech,
BBA, BMS, BCom-
Hon., BCom.**

**Member on
Committees / Editorial
Boards:
Commerce and
Management Research
Association, Lucknow**

**Professional
Memberships:
International Journal
of Commerce and
Management (Dr SMR
University, U P Govt.,
Lucknow)**

**Career
Summary**

Have been active participants in all academic activities since last 17 years with 3 years industrial experiences in Marketing and Brand Management

**Research
Interest**

Various research work for the purpose of Industrial segment, course completion and others purposes

**Research
Publications**

15 Publications including ABDC, SCOPUS and UGC care:
6 International Journals and 1 Online International Journal, 2 research papers National seminars, 3 in National Conference and 4 in International conference published (15)

**Articles / Case
Studies**

Various articles published and 5 Patents registered

**Consultancy /
Projects**

Conducted for industrial purposes

**Books /
Chapters**

3 Books published as Main author

Activities

Conducted FDP for SPSS tools for Statistical Analysis
Conducted FDP
Organised Sports and Cultural activities and Organised Trade Fair

**Recognition /
Awards**

Achievement in Job:
-Principal in charge
-Coordinator of Steering Committee for NAAC purpose
-Head- IQAC Cell and Head CDC (College Development Cell)
-Head Grievance Cell and Programme Coordinator- MBA, BBA
-Approved as Assistant Professor (University of Lucknow in 2011)
-Selected for various services in Central/State Govt and cleared various Written exams for central govt./State Govt. services
-State Govt. Scholarship, From 1985 to 1987

**Seminar
Conferences
Attended**

- Attended Convention on the topic of ‘Making of a Modern and Prosperous State- Challenges and Strategies’ conducted by AIMA
- Attended INTERNATIONAL WORKSHOP on E-Learning Brihaspati-3 Software conducted by IIT-Kanpur
- Attended 3 days’ Workshop on Administrative Professionals on Financial and Administrative Problems conducted by UGC-ASC
- Attended several Seminars and Conferences
- Attended Faculty Development Programme on ‘Contemporary Teaching Methodology in Management Education – A Critical Assessment’ conducted by IEM in collaboration with IIM-Lucknow
- Participated in various FDP
- Attended 22 Days Refresher Course sponsored by UGC-AGC

