



**Name:** Dr Vishal Srivastava

**Designation:** Associate Professor

**Specialization:** Business Analytics & Marketing

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**Qualification**

EDP (IIM-Kashipur, 2019),  
PhD (Management, 2014),  
MBA (Marketing, 2001), BSc  
(Bio, 1998)

**Work Experience**

Academic Experience (13 Years)

- Associate Professor & Program Coordinator Jain (Deemed-to-be) University, Bengaluru Dec 2020 – Present
- Associate Professor & Head of Department Sikkim Manipal University, Gangtok April 2017 – Dec 2020
- Assistant Professor & Research Coordinator Raj Kumar Goel Institute of Technology, Ghaziabad Jan 2008 – April 2017

Industrial Experience (07 Years)

- Area Sales Manager Wanbury Ltd, Agra HQ April 2007 – Jan 2008
- Professional Service Officer, Pfizer Inc, Aligarh HQ April 2006 – April 2007
- Senior Business Officer Zydus Cadila, Agra HQ March 2004 – April 2007
- Marketing Officer USV Ltd, Agra HQ Dec 2001 – March 2004
- Dealer Network Officer Citibank Car Finance April 2001 – Dec 2001

**Career Summary**

21 years experienced education administrator & faculty of analytics and marketing, based on 07 years’ industrial experience & training certifications from IIM-Kashipur, IIT Roorkee, and IIT-Madras.

**Research Interest**

Service Marketing, Retailing, Business Model Development

**Research Publications**

16 Article, 01 Book (Scopus 02, UGC Care 03, International 06, National 06)

**Articles / Case Studies**

1. Srivastava, V., & Srivastava, M. K. (2021). Modelling Enablers of Customer-Centricity in Convenience Food Retail. In Innovations in Information and Communication Technologies (IICT-2020) (pp. 181-192). Springer, Cham.(Scopus)
2. Pathak, N., & Srivastava, V. (2016). Post Demonetisation E-tailing in India. Academic Leadership Journal (ISSN:1533-7812). 18 (3), 10-19.
3. Srivastava, V., & Tyagi, A. (2013). The study of impact of after sales services of passenger cars on customer retention. International Journal of Current Research and Review (ISSN: 0975-5241), 5(1), 127.
4. Srivastava, V., & Tyagi, A. (2017). Student personalities & impact of extrinsic factors to improve their academics and employability. Pranjana: The Journal of Management Awareness (ISSN: 0974-0945), 20(1), 64-74. (EBSCO, ProQuest)
5. Tyagi, A., & Srivastava, V. (2012). A study of the quality circles concept in Indian industry (A Case Study on Bharat Electronics Limited, Ghaziabad). International Journal of Management Research and Reviews, 2(9), 1445. (EBSCO)
6. Srivastava, V., Srivastava, M. K., & Singhal, R. K. (2019). Challenges for Organized Retailing in India. Think India Journal, 22(14), 15584-15597. (Crossref, UGC)
7. Srivastava, V., & Chettri, B. (2019). Assessment of Unorganised Commuter Service Quality in East Sikkim Zone Over SERVQUAL Dimension. Anusandhan. 1(2), 36-45
8. Srivastava, V., Sengupta, K. (2017). East Sikkim Consumers Analysis In Reference To Lifestyle Goods And Food & Beverages. International Journal of Engineering and Management Science. 8(4), 186-191.

<p><b>Courses Facilitated</b></p> <ul style="list-style-type: none"> <li>Marketing Analytics</li> <li>Research Methodology</li> <li>Service Marketing</li> <li>Economics</li> <li>Digital Marketing</li> </ul>		<p>9. Srivastava, V. (2016). Assessment of Advertisement Acceptance of Idea, Airtel and Vodafone Telecom services among various age groups in Ghaziabad. Raffles Business Review. 1(1), 103-107.</p> <p>10. Srivastava, V. (2012). Passenger Car Owners' Perceptions of After Sales Service Quality of Service Centres: An Assessment of the SERVQUAL Dimensions. SAARANSH Bi-annual International Journal of Management. 4(1), 97-101.</p> <p>11. Srivastava, V., Singh A (2009). An Empirical Study of Customer Perception About Organized Vs Unorganized Retail. Wisdom journal. 1(2), 151-162.</p> <p>12. Srivastava, V. (2009). Core Competencies required for Auto component MNCs. Shodh Journal. 1(1), 142-160.</p>
<p><b>Member on Committees / Editorial Boards</b></p> <p>Coordinator-PCL</p> <p>IB-Program Coordinator</p> <p><b>Professional Memberships</b></p> <ul style="list-style-type: none"> <li>AIMS</li> <li>GMA</li> </ul>	<p><b>Consultancy / Projects</b></p>	<p>05 Research Projects: 01 with Govt. of India, 03 with Industries &amp; 01 for Community</p> <ol style="list-style-type: none"> <li>1. Analysis of Selected Fellowships awarded during 2005-13 in the Field of Science &amp; Technology, sponsored by Govt. Of India, as Statistician from 01/01/2014 to 30/07/2015.</li> <li>2. Study the service quality &amp; implementation of sales strategy of Pepsi Soft-drinks in Ghaziabad District' in year 2010</li> <li>3. Study of the satisfaction of Delhi NCR customers for Grolier Publication product &amp; services' in year 2001.</li> <li>4. Study on 'Marketing strategy of GAIL-UPPC vis-à-vis comparative study with Reliance, IOC' in year 2000 in GAIL-UPPC Pata Plant.</li> <li>5. Worked on the 'Water Pollutants, sources &amp; their Pollution Level in Yamuna River' in Etawah town' in year 1997-98.</li> </ol>
	<p><b>Books / Chapters</b></p>	<ul style="list-style-type: none"> <li>Marketing Research Theory &amp; Concepts (ISBN-9789380444581), A B Publication, New Delhi (2011)</li> </ul>
	<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>Got first prize on article presentation, titled- Marketing Strategies &amp; Changing Economic Scenario in International conference on Contemporary Issue in Business, Management and Information Technology 2020, Amity University Patna, June 2020, DOI: 10.13140/RG.2.2.16058.21445</li> <li>Indian patent on- "A Method to Retrace Financial Deception" (Application No. 202121047314A; Patent Office Journal No-44/2021); to provide a method to retrace of credit and debit card deception by using his/her previous or current transactions.</li> </ul>
	<p><b>Recognition / Awards</b></p>	<p><b>Certification</b></p> <ul style="list-style-type: none"> <li>IIM-Kashipur: Big Data Analytics</li> <li>IIT-Madras: Data Analysis</li> <li>IIT-Roorkee: Marketing Analytics</li> <li>Other Certificate: 27</li> </ul>
	<p><b>Seminar Conferences Attended</b></p>	<ul style="list-style-type: none"> <li>07 Presentations: 04 International &amp; 03 National Seminars</li> <li>Attended more than 10 seminar &amp; conference</li> </ul>