



Name Dr. Saurabh Srivastava

Designation Sr. Assistant Professor

Specialization: Marketing

Email: dr.saurabhsrivastava@cms.ac.in

Linkedin: www.linkedin.com/in/dr-saurabhsrivastava

Qualification

- **PHD** (Faculty of Commerce), Central University of Allahabad, Allahabad
- **UGC NET – Management**
- **M.B.A.** Veer Bahadur Singh University, Jaunpur
- **L.L.B:** Kanpur University
- **B.A** Faculty of Arts, Central University of Allahabad, Allahabad
- **Cyber Law & Cyber Security** Indian Law Institute, Delhi
- **E-commerce** Big-Leap (El-Net3L), Allahabad

Work Experience

- **Sr. Assistant Professor** CMS Business School, Jain Deemed to be University, Bangalore since 4th July '20
- **Professor & Programme Manager**, AIMS, Bangalore
- **Director, Head and Associate Professor** BBSIMT, Allahabad
- **Assistant Professor** ICFAI, Allahabad
- **Lecturer** BBDNITM, Lucknow
- **Marketing Executive** UPTEC Computer Consultancy, Allahabad
- **Marketing Executive**, The Care, Lucknow
- **Management Trainee** Cipla, Lucknow

Career Summary

- Highly motivated, team-oriented Tech savvy competent M.B.A Professional, Ph.D., NET, LLB and Cyber Law specialist, 21 years of rich experience (17 years academic experience coupled with 4 years of industry experience), completed consultancy project, organized International and National seminars. Good communication and interpersonal skills.
- Successfully completed 10 online certifications from prestigious International Universities as under during (April – June 2020)
 - Learning to Teach Online, UNSW, Sydney, Australia
 - New Technologies for Business Leaders, Rutgers, The State University of New Jersey
 - Brand Identity and Strategy IE Business School, Spain
 - Brand and Content Marketing, IE Business School, Spain
 - Global Impact: Business Ethics, University of Illinois
 - The Strategy of Content Marketing, University of California
 - Business Model Canvas, University System of Georgia
 - Improve Business Performance with Google Forms, Rhyme
 - Essentials of Entrepreneurship, University of California, Irvine
 - New Models of Business in Society, University of Virginia

Research Interest

Entrepreneurship, Retail, Consumer Behaviour, Branding

Research Publications

- 2019: A study on consumers perception towards smart phone with special reference to Bangalore in International Journal of Advance and Innovative Research (Volume 6, Issue 2 (XXXXI) ISSN 2394 – 7780 April - June 2019) Impact Factor: 7.36
- 2019: The effectiveness of social media marketing on consumer behavior of smart phone buyers with reference to age group 18 years to 30 years in UGC Approved journal – Review of Research, ISSN: 2249-894X Impact factor 5.76
- 2017: Issues and Challenges in Cashless economy, in Seminar Proceedings of National Seminar on Cashless economy problems and prospects (ISBN: 978-81-933393-2-9)
- 2017: Strategic Approach Towards Sustainable Development in conference proceedings for International Round Table Conference on Pathways to Global Sustainability: Strategies and Frameworks
- 2013: Rural education: Key to success of a developing Nation- 'Democracies' (ISSN: 0970-7751)
- 2012: Branding for Rural India – Conference Proceeding in Bundelkhand University Jhansi (ISSN:978-81-920714-8-0)

Articles / Case Studies

- Managing consumers in meltdown era – at ICFAI University Ranchi
- Marketing: As it is today -published in "Quest for Management" by ICFAI University Ranchi

| | | |
|---|--|--|
| <p><u>Courses Facilitated</u></p> <ul style="list-style-type: none"> • Marketing management • Entrepreneurship • Strategic management • Retail marketing • Services marketing • Consumer behaviour • Organizational behaviour • Principles and practices of management • International marketing strategy | <p>Consultancy / Projects</p> | <p>2016: Principal Investigator in Government Project- “Satisfaction survey of International passengers with special reference to customs rules and regulations” for Indian Customs and Airport, Bengaluru</p> |
| <p><u>Member on Committees / Editorial Boards</u></p> <p>Nominated AIMA Member from AIMS</p> <p><u>Professional Memberships</u></p> | <p>Books / Chapters</p> | <ul style="list-style-type: none"> • 2012: Urban to Rural-A paradigm shift in the Indian market in "Rural Management in Post Reform Era"(ISSN: 978-93-80574-32-5) • 2005: Future of BPO in Managerial Rainbow (Allahabad University) (ISSN 81-225-0381-0) |
| | <p>Activities</p> | <ul style="list-style-type: none"> • 2019: Guest lecture on ‘Incubation and Entrepreneurship’ at MLA Academy of Higher Learning • 2019: Winner – AIMA’s National Management Week 2019 • 2013: Organized Dr. A.P.J Abdul Kalaam visit at campus • Active in cultural programme and singing • Certified “Basic Level Pranic Healer” • 2007: Guest Lecture on ‘Corporate Expectations’ at Kulbhaskar Degree College, Allahabad <p style="text-align: center;">SEMINAR ORGANIZED</p> <ul style="list-style-type: none"> • 2018: International Round Table Conference on “Circular Economy for Global Certainty” at AIMS • 2017: International Round Table Conference on “Pathways to global sustainability: Strategies and frameworks” • 2014: Conference Chairman: National Conference on “Sustainable development in rural India: Issues and challenges” • 2012: Convener International Seminar- “Emerging Indian Economy: Opportunities and Challenges” • 2006: Economics of modernized retail sector and its likely impact on Indian scenario at ICFAL. • 2001: Quality in I.T. Education at SIEMAT, Allahabad <p style="text-align: center;">WORKSHOP CONDUCTED</p> <ul style="list-style-type: none"> • 2015: Coordinator of the workshop conducted in collaboration with IIM C and Makeintern.com • 2011: ‘Learning with Case Study Method’ at BBS, Allahabad. • 2007: ‘Confidence Building’ at INC, Allahabad. • 2007: ‘Confidence Building’ at Ishwar Saran Degree College Allahabad • 2006: ‘Career Management’ at Ishwar Saran Degree College, Allahabad |
| | <p>Recognition / Awards</p> | <ul style="list-style-type: none"> • Under my Directorship, BBSIMT ranked B++ Chronicle in year 2015 and 2012 • Recognized PHD guide for Mysore University (For AIMS) • Honoured by AIMA for contribution towards Education |
| | <p>Seminar Conferences Attended</p> | <p style="text-align: center;">INTERNATIONAL: Attended and presented paper</p> <ul style="list-style-type: none"> • 2019: Social Media: Special emphasis on online buying behaviour towards smartphones in Bangalore in International Conference at Kristu Jayanti College, Bangalore. • 2017: Phronesis and their application in management in Global Conference at Bangalore University • 2017: Cyber Law: Security need for E-Commerce in International Seminar at AIMS • 2014: Virtual Banking: The ultimate reality in International seminar at RSMT, Varanasi • 2011: A study on inclination of young management graduates towards entrepreneurship –International Conference at FRI Dehradun <p style="text-align: center;">NATIONAL: Attended and presented paper</p> <ul style="list-style-type: none"> • 2017: Digital Economy: Issues and Challenges conference proceedings for National conference on Competitive strategies in digital economy – opportunities and challenges |

- 2014: Corporate ethics, governance and social responsibility – National Seminar at SHIATS
- 2013: Economic meltdown Opportunities and challenges for India at BHU
- 2013: Corporate Social Responsibility – Contemporary scenario at ICFAI University Jharkhand, Ranchi
- 2009: Industry academic tie up – Strategic need of the hour! –at KNIPSS Sultanpur

Attended

- 2020: FDP: Webinar on Recent trends in artificial intelligence and impact on teaching professionals
- 2019: Workshop on Personal branding conducted by IIM Bangalore
- 2018: Faculty Development Workshop on Bloom’s Taxonomy for Learning outcomes
- 2018: One Nation, One Tax -Inter college Seminar on GST at AIMS
- 2017: FDP on Strategic approach on research proposal funding at ABBS Bangalore
- 2017: Workshop on Statistical analysis using SPSS at AIMS
- 2016: Aviation Security Awareness Programme at Bengaluru International Airport
- 2016: FDP on Research guidance skills for MBA Project/Dissertation
- 2016: FDP on Case writing analysis and presentation
- 2016: Workshop on Case Writing at AIMS
- 2016: FDP on Equal opportunities and disabilities issues
- 2012: UGC 21 days Refresher course on “Commerce, Economics and Business Studies”
- 2011: MSME’s One day Workshop on Barcodes
- 2009: AIMA’s National Seminar on ‘Growth Opportunities through Industry Institution Interaction’
- 2008: AIMA’s National Seminar on ‘Allahabad A star Tourist center Opportunities and Challenges’.
- 2008: FDW on ‘Developments in Marketing’ at INC R.O. Lucknow.
- 2007: ICFAI’s One week ‘Faculty Development Workshop’ on MCIS at Hyderabad
- 2006: ICFAI’s One month ‘Faculty Training Programme’ at Hyderabad
- 2004: LMA’s ‘Faculty Development Workshop on Research & Teaching Technique’
- 2004: LMA’s ‘Faculty Development Workshop on Leadership’