

## CURRICULUM VITAE

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### Dr. ASHISH KUMAR SRIVASTAVA

Designation: Associate Professor  
Department: Management Studies  
OfficialEmailID: ashishkumar@uak12.ac.in

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**ACADEMIC/INDUSTRIAL EXPERIENCE:- 12 Years**

**QUALIFICATION:-** - B.C.A (Bachelor in Computer Application), M.M.M (Master's in Marketing Management), P.hD (Management)

**AREA OF INTEREST:-** Marketing Management, Business Statistics, Quantitative Techniques for Managers, Research Methodology, Digital Marketing, Social Media and Web Analytics, Strategic Management, System Analysis and Design.

**RESEARCH PUBLICATION:-**

- 1) Srivastava A.K (2013), Consumerism and Its Impact on Middle Class People, IJABS Journal, ISSN No: 2321-1121(online) / 2321-2268 (print), Vol-1, Issue-1, June 2013.
- 2) Srivastava A.K (2013), Impact of Globalization on Marketing of Durable Goods, IJSEBS Journal, ISSN No: 22509519 (online) / 2231-2463 (print); Vol-3, Issue-6, Oct-Dec 2013.
- 3) Srivastava A.K (2014), A critical on preference of Consumers Towards organized & Unorganized Outlet for the Consumer Durable Goods with Special Reference to Lucknow City (U.P), IJAR, ISSN No: 2249-555X, Vol-4, Issue-5, May 2014.
- 4) Srivastava A.K (2015), A critical study on exposure to globalization has led to increase in conspicuous consumption for the consumer durable goods, IJNR, ISSN No 2277 – 8179, Volume : 4, Issue : 2, February 2015.