

CURRICULUM VITAE



Dr. ASHISH KUMAR SRIVASTAVA

Designation: Associate Professor

Department: Management Studies

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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, June2013.
- 2) Srivastava A.K (2013), Impact of Globalization on Marketing of Durable Goods, IJMBS Journal, ISSN No: 22309519 (online) / 2231-2463 (print), Vol-3, Issue-4, 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, May2014.
- 4) Srivastava A.K (2015), A critical study on exposure to globalization has led to increase in conspicuous consumption for the consumer durable goods, IJSR, ISSN No 2277 – 8179, Volume : 4, Issue : 2, February 2015.

BOOK PUBLICATION(If Any):-

FDP / FTP / CONFERENCES ATTENDED:-

- Participated in BBD University (Babu Banarasi Das University) for faculty development Programme on “Effective strategies for improving teaching skills and learning” in January 05, 2013.

ACHIEVEMENTS:-

OTHER RESPONSIBILITIES: Class Coordinator, T&P Coordinator, Alumni Coordinator, ED Cell Convenor- Corporate Relation & Start-up Connect

Date: 05/06/2022

Place: Lucknow

(Dr. Ashish Kumar Srivastava)



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