**Interdepartmental and Inter-institutional collaborative activity – Prof. A. K. Srivastava, Institute of Managment, PRSU, Raipur**

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| Sr.  | Type of Collaboration | Collaboration with | Dates | Description |
| 1 |  | Academy of Administration,Govt of Chhattisgarh | 07-01-2015 | Delivered lectures to Administrative Officers selected by Public Service Commission (CG) on the Topic of **Management and Direction**. |
| National Academy of Defense Production, Ambajhari (Nagpur)  | 28th February and 1st March 2006 | Delivered lectures to Probationary Officers selected by UPSC for Indian ordinance factory services at National Academy of Defense Production, Ambajhari (Nagpur) on the Management topic. |
| IGNOU Regional Centre, Raipur | No. of times | Acted as Resource person in“Live phone in Interactive Radio Programme” Number of Times for different courses. |
| Faculty of Management Studies, Banaras Hindu University, Varanasi. | 16th Feb 2008  | Acted as Resource person to deliver lecture in Seminar on “Merger & Acquisition”  |
| BIT, Durg  | 8th Nov 2008. | Acted as Session Chair & Speaker in National level Conference BITCON 2008 |
| Kalyan Degree College, Bhilai  | 7th February 2009.  | Acted Speaker as Subject Expert in the National Seminar  |
| RIMT | 7th -8th November 2009 | Acted as a Speaker in the National Conference organized by during  |
| Srusti Academy of Management, Bhubaneswar  | 11-13 March 2010 | Acted as Session Chair & Speaker in 6th National Seminar Organized by  |
| Kalyan Degree College, Bhilai  | December 2011 | Acted Speaker as Subject Expert on the topic “Commerce in Daily Life” in the National Seminar  |
| Department of Commerce, Govt. Digvijay Autonomous P.G.College, Rajnandgaon  | 6-7 Feb. 2012 | Acted as Resource person to deliver lecture on the “ Rural Entrepreneurship Development: Opportunities and Challenges” in the National Seminar  |
| Shri Shankaracharya Mahavidyalay Bhilai  | 17-1-2014 | Acted as Resource Persons to deliver lecture in National Seminar  |
| UGC – HRDC, Pt. R. S. University | Sept. 2004Jan. 2008Feb. 200811-2-200917-7-201023-2-201107-8-201121-08-2011Aug. 2013Jan. 2014Feb. 2014 | Lectures were delivered on different topics in Orientation and Refresher courses to participants. |
| 2 | Session Chairman | All India Commerce Conference organized by MG Kashi Vidhyapith Varanasi, UP | 27th to 29th December 2005.  | Acted as Co-Chairman in fourth technical session of 58th All India Commerce Conference organized by MG Kashi Vidhyapith Varanasi, UP |
| 3 | Book Edited | Satish C Ailawadi & Romy Banerjee, Pune | 2007 | Book edited entitled “Principles of Entrepreneurship” written by Satish C Ailawadi & Romy Banerjee, published by Everest Publishing House. |
| 4 | Member of Selection Board | C.G. State Small Scale Forest (Trade & Deve.) Govt. Association, Raipur  | number of times Since 2005. | Acted as Panel member for the selection of Research Associates (Marketing).  |
| Public Sector Organization in Zonal Office, Kolkata, Zonal Office Mumbai, Zonal Office Delhi and Zonal Office Chennai , Zonal Office Ghauhati.  | different times in the year 2006 and its onwards.  | Acted as Panel Co-ordinator for Interview and Group Discussion for the Post of Assistant Manager in PSU. |
| Rewa Institute of technology, Rewa  | August 2008 | Acted as Panel member subject expert nominated the selection of Lecturers in Management. |
| A Premier Mini Ratna PSU | December 2008 | Acted as Panel Coordinator for the interview of the post Management Trainee in in the field of Warehousing held in Delhi |
| 5 | Doctoral research | C V Raman University, Bilaspur | - | PhD work is going on |
| 6. | Joint Publications | Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | Oct. 2004 | Paper entitled “Innovation in Management Education” published in SCMS Journal of Indian Management, Kochi (Kerala) Vol-I, No.-4, Oct. 2004, pp-16-26.  |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2005 | Case entitled “The Choice to Grow for Gain VIS The Challenge of Retaining Asian Strategic Position – The CISCO’s” way published in the book management case study Amity University Press, New pp 167-172, 2005. ISBN81 8011 0567. |
| Choudhary V.N. VBS Purvanchal University, Jaunpur ( UP) |  | Paper entitled “ Managing Customers with Indian Ethos” published in the Journal Business Vision by Department of Business Economics, VBS Purvanchal University, Jaunpur ( UP) pp. 90-98 , by Srivastava A.K. and Choudhary V.N. ISSN 0973-1369  |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | Dec.2005 | Paper entitled “Marketing Trends in Financial Services” Published in the Indian Journal of Accounting, Vol. No. –XXXVI (1) Dec.2005 pp.42-45 by Srivastva A.K and Bidhyarthi, Jha H.M. ISSN-0972-1479 |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2005 | Case entitled “Boldly playing it out” published by Amity University Press in the book of management case studies in 2005 pp 134-146 by Bidhyarthi, Jha H.M and Srivastva A.K. ISBN 81 8011 099 0 |
| Ailawadi, Ashish. K. G. Somaiyya Institute of Management, Mumbai | 2005 | Paper entitled “Supply Chain Management for Effective Retailing” published in the journal Biz craft ,Vol 1, No. 1, July –Dec. 2005 pp. 13-16 by Srivastava A.K. and Mr. Ashish Aailawadi. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2005 | Paper entitled “Knowledge Asset in Banking Sector – A Human Captial Valuation Study” published in the Reviewed journal AIM Explore, Ghaziabad, Vol 2 No. 1& 2, 2005pp. 73-78 by Bidhyarthi, Jha H.M, Srivastva A.K and Monga M.H. ISSN:0973-0001 |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2006 | Paper entitled “Mindset of Prospective Faculty of Technical Education” Published in **Reviewed** Indian Journal of Technical Education, IIT Delhi, and Vol. 29 No. 1, 2006 pp. 58-61 by Bidhyarthi, Jha H.M and Srivastva A.K. ISSN: 0971-3034 |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2006 | Paper entitled “Business Ethics or Ethic’s Business” published by the journal Management Insight – The Journal of Incisive Analyses “ Vol 2 No. 1 , 2006 , pp 14-19 by, Jha H.M and Srivastva A.K. RNI: UPENG 02961/24/1/2004-TC |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2006 | Paper entitled “The Fourth wave Management – A Holistic Approach" published in the **Reviewed** Journal BVIMR Management Edge, New Delhi Vol. 3 No. 1, 2006 pp. 32-38, by Bidhyarthi, Jha H.M and Srivastva A.K. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2006 | Paper entitled “Re-Tele-Marketing: Indian perspective” published in the journal The Manager Today, Journal of Management Science by Faculty of Management Studies. Dr. B.C. Roy Engineering College Drurgapur. April-June, 2006, Volume-1, No.2 pp 64-71, by Jha H.M. and Srivastava A.K.  |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2006 | Paper entitled “ E-governance and Citizen Identity System: Legal Issues” from Indian Perspectives” of Jha H.M. , Bokad V. Prabhakar & Srivastava A.K published in the Edited book of R.K. Mitra , by GIFT Publishing Global Institute of Flexible System Management , New Delhi, proceedings of International Conference on E-governance organized by IIT Delhi, pp no. 100-106, 2006.ISBN : 81-903397-5-3. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2007 | Case entitled ‘Honda Unrest- The HR perspective” published in the book management of case study by Bidhyarthi, Jha H.M. and Srivastava, A.K. published by Excel Books Pvt. Ltd. New Delhi pp 491-496, 2007. ISBN: 81-8323-016-4 |
| Ailawadi, Satish. K. J. Somaiyya Institute of Management,Mumbai | 2007 | Paper entitled “Challenges of Indian Pharma Industry- Post TRIPS” by Satish Ailawadi & Srivastava A.K Published in the journal Bizcraft vol.1 No.2 March-August2007, pp50-58 RNI No.: UPENG/2007/19207 |
| Dash J. P. Nagpur | 2008 | Paper entitled “Learning from US Policy Instrument Promoting Entrepreneurship in SMEs” by Dash JP & Srivastava A.K, published in edited Book on “Winning Strategies for small & medium Enterprises” ,by Central Institute of Business Management Research & Development, Nagpur, 2008 |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2009 | Paper entitled “Citizens’ perspectives of E-Governance” of Bidyarthi H.M.Jha & Srivastav. A.k published in edited Book “E-Governance In Practice”, GIFT Publishing Global Institute of Flexible System Management, New Delhi, 2009 pp no. 69-76, ISBN: 978-81-906294-5-4. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2008 | Paper entitled “Inclusive Growth Management-An Evolutionary Study” of Bidyarthi H.M.Jha, Srivastav. A.k, Pada.S Milind & Kashliwal Neelam S published in edited book “Changing Face Of Emerging India And Its Impact on The New Global Order” , Beda Inamdar Senior College, Pune, pp 292-295,2008 ISBN: 81907481-4. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2008 | Paper entitled “Backward Compatibility- A Case of Interoperability of Application Programs for E-Governance” in edited book ‘Towards Next Generation E- Governance’ published by GIFT Publishing, Global Institute of Flexible Systems Management, New Delhi, 2008, ISBN: 978-81-903397-9-7.  |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2008 | Paper entitled “Leadership Traits and Styles underlying successful E-Governance” of Srivastava Ashish Kumar & Jha H.M published in edited book ‘Critical Thinking in E- Governance’ published by GIFT Publishing, Global Institute of Flexible Systems Management, New Delhi, 2008, ISBN: 978-81-906294-3-0.  |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2008 | Paper entitled “Human Dimension of Quality Management” Published in **Reviewed** Indian Journal of Technical Education, IIT Delhi, and Vol. 31 No. 4, Oct-Dec 2008 pp. 01-05 by Srivastva A.K. and Bidhyarthi, Jha H.M ISSN: 0971-3034. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2009 | Paper entitled “Organised Retail in FMCG Segment : Rural Market Perspects” of Srivastava Ashish Kumar & Praveer Saket Ranjan published in the **Reviewed** SCMS Journal Of Indian Management, Kochi (Kerala) Volume VI, Number III July-September2009,pp.53-64 ISSN-0973-3167. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2009 | Paper entitled “Effectiveness of Soft Drinks Sales Diterminants: A Study Of Consumer Attitude” of Srivastava Ashish Kumar & Praveer Saket Ranjan published in the **Reviewed**  Journal Of Business Solutions Published by RBM Bareilly,Volume 2 Number 1&2 june-Dec.2009,pp.69-75 ISSN-0974-4126. |
| Satya Mohan Mishra | 2009 | Paper entitled “Indian Corporate Performance Vis. A Vis. Economic Recession” of Srivastava Ashish Kumar & Satya Mohan Mishra published in the Journal PURUSHARTHA (A Journal of Holistic Approach to Management) of School of Management Sciences, Varanasi, Volume II, Number 2 September 2009,pp.80-86 ISSN-0975-024X |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2009 | Paper entitled “Marketing Strategies for SMEs – A Study on Food Processing Enterprises” published in the Indian journal of Public Enterprises of Institute of Public Enterprises Research, Allahabad by Ashish kr Srivastava & saket Ranjan Praveer Vol.25 No.47. Dec 2009, pp 114-127 ISSN 0974-4886. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, MaharashtraAnd Devesh K Sharma, Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, (MS) | 2009 | Paper entitled “Marketing Strategy for Dream Shelter Financing” published in Referred Journal SAARANSH- RKG Journal of Management by Ashish Kumar Srivastava, H.M.Jha Bidyarthi & Devesh K Sharma in Vol.1 No.1 july 2009 pp 74-77 ISSN 0975-4601. |
| Bidhyarthi, Jha H.M. , Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, MaharashtraAnd Dande Mayur Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2010 | Paper entitled ‘From Subhiksha (Prosper) to Iksha (Perspire) – The Topsy Turvy Story of Indian Retail Business Model” published in the “American journal of Economics and Business Administration 2(2) 153-156, 2010 ISSN 1945-5488 © 2010 Science Publication by Bidyarthi Jha H.M. , Srivastava, Ashish kumar & Dande Mayur. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “Demographic Inclination Towards Purchase Factors: A Study on Fashion Apparels ” published in the Asian Journal of Management by Saket Ranjan Praveer & Ashish Kumar Srivastava Vol-01,Issue -1, January-March 2010 pp 26-29, ISSN 0976-495X.  |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “Retail Strategy through Product Orientation-A Study on Non-Alcoholic Beverages” published in the journal “Integral Review-A Journal of Management” by Srivastava Ashish kumar & Saket Ranjan Praveer Vol.3 No.1 June 2010, ISSN: 0974-8032. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “Competitive Advantages through Product Orientation-A Study on Strategy Formulation Via Non-Alcoholic Beverages” published in Referred journal Disha Journal of management by Saket Ranjan Praveer & Ashish Kumar srivastava Vol.5 Jan-March 2010 ISSN: 0976-2574. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “ Controllable Factors as the Predictors of Purchase Intention : A Study on Packaged Food Products” published in the Referred Journal JK Journal of Management & Technology” by Srivastava Ashish Kumar & Saket Ranjan Praveer Vol.2 No.1 June 2010 ISSN: 0975-024 |
| Bidhyarthi, Jha H.M. , V Bokad and L S Deshmukh Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra,  | 2010 | Experience of Mobile Handsets Market of H.M.Jha Bidyarthi, Ashish Kumar Srivastava, P.V.Bokad & L.S.Deshmukh published in the Book Leveraging Global Competitiveness for Organizational Excellence- Management published by Macmillion Advanced Research Series, in 2010 pp428-435, ISBN: 023-033-194-7. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “ Relationship Impact on Customer’s attitude: A Study on Apparels Retail” published in the Journal of Pt. Ravishankar Shukla University, Raipur by Ashish kr Srivastava & saket Ranjan Praveer in Vol.8-15 part A -2010 pp 20-25 ISSN 0970-5910. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “ Product Mix Components as the Predictors of Repurchase Intention: A Study on Habitual Buying Behaviour for Beverages” by dr. Ashish Kumar Shrivastava and Saket Ranjan Praveer published in Reviewed journal named BHU Management Review in Vol-1, Issue-2,2010 published by FMS , BHU , Varanasi (UP) ISSN 81-85305-33-1 |
| Praveer Saket Ranjan and Yadav Charu Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2011 | Paper entitled “Decision variables of Purchase intention: A Multivariate Analysis of Promotional Tools” published in Asian Journal of Management by Ashish kr Srivastava, Saket Ranjan Praveer & Charu Yadav in Vol.2 Issue 02 April – June 2011 pp 51-56, 0976-495X. |
| Praveer Saket Ranjan and Yadav Charu Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2010 | Paper entitled “Antecedents of purchase Decision: A Study on Consumer Preference Via Readymade Garments” published in the Referred journal ARASH-A Journal of ISMDR by Ashish Kumar Srivastava, Saket Ranjan Praveer & Charu Yadav in Vol.1 No.2 July 2011, ISSN:2231-2072. |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2011 | Paper entitled “Determinants of Quality in Manufacturing “ published in National Journal Of Technology by Ashish kr Srivastava & Saket Ranjan Praveer in Vol7 No.3 Sept.2011 ISSN:0973-1334. |
| Praveer Saket Ranjan and Saket Jaswani, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2011 | Paper entitled “Antecedents of Impulse Buying Behaviour- A Multivariate Analysis” published in the edited book ‘The 21st Century Consumers – A Behavioural Perspective’ by Ashish kr Srivastava, S Ranjan praveer and Saket Jeswani, pp37-51.. in 2011 ISBN: 978-81-8220-413-3. |
| Bidhyarthi, Jha H.M. , V Bokad and L B Deshmukh Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra,  | 2011 | Paper entitled “Case Study- Nokia’s strategies in Indian mobiles handsets markets during 2002 to 2006” by H.M.Jha Bidyarthi, ashish kr. Srivastava, PV Bokad, LB. Deshmukh published in International Journal of \Technology Marketing of Inder Science publishers Vol6,Number 2/2011 page 178-188 ISSN no.1741-878X(print) |
| Praveer Saket Ranjan, Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2011 | Paper entitled “Strengthening The Marketing Strategied : A Study On Decision Variables of Buying Pattern” by Ashish kr Srivastava & Saket Ranjan Praveer published in the Reviewed Journal Of Business Solutions , Vol4,No1&2, June &Dec 2011.pp 69-73 ISSN : 0974-4126 |
| H.M.Jha Bidyarthi, SN Mishra,N.Y Kasliwal, Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra | 2013 | Paper entitled “UID-enabled banking upon unbanked through micro-ATM-a case study of a multinational bank ” by H.M.Jha Bidyarthi, SN Mishra,N.Y Kasliwal and Ashish kr. Srivastava, published in International Journal of \Technology Marketing of Inder Science publishers Vo8,Number 4/2013 ISSN no.1741-878X |
| Saket Ranjan Praveer and Suresh Chandra Mishra Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2013 | Paper entitled “Impact of Information Technology on In-Store Sales – A Study on Online Advertisement” by Ashish kr Srivastava , Saket Ranjan Praveer and Suresh Chandra Mishra published in the Asian Journal Of Management, Vol 4,No3, July- Sept 2013.pp 192-196 ISSN : 0974-495X |
| Saket Ranjan Praveer and Suresh Chandra Mishra Sri Shankracharya Institute of Engineering and Management, Junwani Bhilai | 2013 | Paper entitled “Predictors of Socio Economic Development: A Study on Common Patterns” published in the Referred journal ARASH-A Journal of ISMDR- An International Refereed Research Journal of Management by, Saket Ranjan Praveer , suresh chanra Mishra and Ashish Kumar Srivastava in Vol.3 No.1&2 January & July 2013, ISSN:2231-2072. |
|  | Bidhyarthi, Jha H.M. , V Bokad and L B Deshmukh Sant Shri Gajanan Maharaj College of Engineering & Management, Shegaon, Maharashtra, P | 2014 | Paper entitled “Case Study- Countering Disruptive Innovation Strategy in Indian Passenger Car Industry” by H.M.Jha Bidyarthi, Ashish kr. Srivastava, PV Bokad, LB. Deshmukh published in South Asian Journal of Business and Management Cases, SAGE Publication, Vol. 3,Number 2, 2014, ISSN no.2277-9779(print) |