

## BIO-DATA



**Name** Dr.Sanskrity Joseph  
**Father's Name** Shri D D Joseph  
**Date of Birth** :31/7/77  
**Present Position** Senior Lecturer  
Institute of Management  
Pt. Ravishankar Shukla University  
Raipur- 492010 ( C. G. )  
Tel. (0771) 2262008  
**E-mail** sudeep.joey@ gmail.com  
**Residential Address** e/2, Shri Ram Nagar,  
(for correspondence) Raipur- 492007  
Mo. 9425513506

### Academic Qualification

Ph.D. Management : Pt. Ravishankar Shukla University, Raipur (CG)  
M.B.A. (Marketing) : IMS, DAVV, Indore, in 2000  
B. COM : Pt. Ravishankar Shukla University, Raipur (C.G.)

**Teaching Experience** : Working as permanent Lecturer at Institute of Management, Pt. R.S. University, Raipur (C.G.) from 2003.  
: Since 2009 promoted as Senior Lecturer (Astt. Professor).

### Visiting Faculty for Management Subjects

- Indira Gandhi Krishi Vishvavidyalaya, Raipur

- Area of Specialization** :
- Marketing Management
  - Financial Management
  - Communication

**Administrative Responsibilities** :

- Member, Board of Studies in Management, Pt. R.S. University, Raipur
- Advisor, Alumni Association of Institute of Management, Pt. R.S. University, Raipur since its inception in. 2006 to 2009.
- Incharge, Young Managers Club of Institute of Management, Pt. R.S. University, Raipur from 2004 to 2006
- Member Academic Council, Pt. R S University, Raipur

**Papers Published**

- Das , R.P., Deshmukh, G. K. & Joseph, Sanskriti : Peoples Participation in Consumer Movement – Problems and Perspectives. **Synergy –Journal of Management** , PP. 20-31, Vol. 6, Nos. 1 & 2 , January 2003-December, 2004.
- Deshmukh, G. K. & Joseph, Sanskriti & Indurkar , S. K. : Strategic Orientation of Retailing. **Biz Craft**, Vol. V, No: 1 Dec. 2005.
- Das, R.P., Deshmukh, G. and Joseph, S. Towards Better Corporate Governance of Indian Banks, **Excellence –The Journal of Management**, Vol. III. PP.77-86, March, 2006.
- Deshmukh, G. K. & Joseph, Sanskriti. Redefining Services through Business Process Outsourcing- A Study. **Sodh Prakalp**, Vol. 36, Year 11, No: 3 , July – Sept 2006.
- Published Abstract of Paper entitled “ **The Marketing Perspective of Brand India**” in Indian Journal of Commerce Vol 60 No: 3 July- Sept 2007
- Das,R.P. and Joseph,S. Product Reengineering in Finanacial Institutions- A Descriptive Study, **Management Vistas,Vol.1(2&3) PP.1-4, July-Dec.2008**

**Contributed to Edited Books**

- Das , R.P., Deshmukh, G. K. & Joseph, Sanskriti : Peoples Participation in Consumer Movement – Problems and Perspectives. In Mathur, N , Pawar, J S, Dave, Darshna R

(Ed.) **Consumerism: Indian and Global Perspective.** RBSA Publishers, Jaipur, 2006, P.P.

### **Participation in Orientation Programme / FDP**

1. **Orientation Programme** conducted by Academic Staff College, Jamia Millia Islamia, New Delhi on Nov. 23<sup>rd</sup> to 21<sup>st</sup> December 2004.
2. **Faculty Development Programme** Conducted by ICFAI University, on 9<sup>th</sup> January 2005.

### **Participation in Workshops**

1. Attended One Day **National Workshop on Indian Ethos and Business Ethics** on 23 March, 2005 at Pt. R. S. University, Raipur.
2. Attended One Day **Workshop on Research Methodology** on 3<sup>rd</sup> and 4<sup>th</sup> Sept 2005 organised by Sri Shankaracharya College of Engineering and Technology, Bhilai
3. Attended One Day **Workshop on Census 2001 Data Dissemination** on 11<sup>th</sup> Mar 2006 organised by Directorate of Census Operations, MP and CG.

### **Participation in Conferences/ Seminars**

1. Attended seminar on “ **Double Digit Growth Rate : Prospects and Challenges in the State of Chhattisgarh**” organised by Raipur School of Economics at Raipur on 28-09-2003.
2. Attended Two Days National Seminar on **Role of Intellectual Property Rights in the Era of Globalisation** on 12-13, March, 2004 at **Institute of Management, Pt. R. S. University, Raipur.**
3. **Research Methodolgy for Rural Development Professionals** conducted by **NIRD, MHRD, Govt. of India** June 1<sup>st</sup> to 12<sup>th</sup> 2004.
4. **Consumer Movements in India : Strategies for Peoples Involvement** conducted by Sardar Patel University, Vallabh, Vidya Nagar, Gujarat on Oct. 20-21<sup>st</sup> 2004.
5. Attended Three Days National Seminar on **Indian Ethos, Business Ethics and Corporate Governance** on 23-25, 2005.