

BIO-DATA



Prof.(Dr.) Ashish Kumar Srivastava

Director

Institute of Management

&

Dean

Faculty of Management Studies

Pt. Ravishankar Shukla University, Raipur (Chhattisgarh)

And

Proctor

Pt. Ravishankar Shukla University

Raipur (CG)

Mobile: 9424215539

BIO- DATA

Name : **Dr. ASHISH KUMAR SRIVASTAVA**

Father's Name : Late Shri R M D Srivastava

Date of Birth : 1st July 1967

Present Positions : **Professor & Director**
Institute of Management,
Pt. RaviShankar Shukla University, Raipur
Dean
Faculty of Management Studies
Pt. Ravishankar Shukla University, Raipur (C.G.)

Proctor
Pt. Ravishankar Shukla University, Raipur (CG)

Residential Address : P-2, Professor's Residence. Pt. RaviShankar Shukla
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0771- 2905006 (R)
094242-15539 (M), 7987174917(M)

Academic Qualification:

| Course | Institution/ University | Year |
|--------------|--|------|
| Ph.D | MJP Rohilkhand University, Bareilly | 2000 |
| LL.B | Rohilkhand University, Bareilly | 1993 |
| MBA | LNM University | 1990 |
| B.Sc | Kanpur University | 1987 |
| Intermediate | Government Inter College , SPN | 1984 |
| High School | Janta Inter College , SPN | 1982 |

1. Experience:

(A) Teaching Experience – More than 30 years

- **Professor**, Institute of Management, Pt. Ravishankar Shukla University **Since 5th March 2009 to continue.**
- Reader /Associate Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur Since 5th March 2003 to 4th March 2009.
- Lecturer and Sr. Lecturer to teach PG, UG & Diploma students in Bareilly College Bareilly since 25th September 1993 to 3rd March 2003.
- Counsellor for Management Programme IGNOU Since 1995 to 2003 at Bareilly Study Centre. Bareilly
- Counsellor for Management Programme IGNOU Since 2003 to continue at Raipur Study Centre. Raipur

(B) Visiting Faculty

- Acted as Visiting Faculty to IIIT Raipur for Management Programme, in 2016 & 2017

(C) Administrative Experience

- **Director**, Institute of Management, Pt. Ravishankar Shukla University, Raipur since **1st July 2013 to Continue.**
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since **Jan 2023 to Continue.**
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since **2nd Feb 2021 to 1st Jan 2023.**
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since **8th Jan 2019 to 7th Jan 2021.**
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since **8th September 2016 to 7th Sept 2018.**
- **Dean**, Faculty of Management Studies, Pt. Ravishankar Shukla University, Raipur since **1st Jan 2014 to 31st December 2015.**
- **Proctor**, Pt. Ravishankar Shukla University, Raipur since **1st September 2010 to Continue.**
- **Member Coordinator** for NAAC visits of different institutions **14 times** since 2018.
- **Chairperson** for NAAC visits **02 times for different** institutions since 2023.
- **Expert Member**, in different Committees of AICTE to visit Institutions since 2017.

- **Chairman**, Board of Study (Management) of Pt. Ravishankar Shukla University, Raipur **since 2013 to continue.**
- **Chairman, Grievance Committee of Teachers, Staff and Students of Pt. Ravishankar Shukla University, Raipur since 1st September 2010 to Continue.**
- **Convener**, Discipline Committee of Pt. Ravishankar Shukla University, Raipur since **1st September 2010 to Continue.**
- **Convener**, Central Anti-Ragging Committee of Pt. Ravishankar Shukla University since **1st September 2010 to Continue.**
- **Member, Standing Committee** of the University since Member, Standing Committee of the University since **26th Dec 2013 to Continue.**
- **Member, Executive Council** of Pt. Ravishankar Shukla University, Raipur since Feb 2018 to September 2018.
- **Convenor, University -Industry partnership** to develop relations with Industry .
- **Assistant Coordinator**, IGNOU Study Centre, Raipur Assistant Coordinator, IGNOU Study Centre, Raipur **since 1st Jan 2014 to 31 Dec 2018**
- **Member, BOS (Management)** Baster University, Jagdalpur **since 2018 to continue.**
- **Member, IQAC** of Pt. Ravishankar Shukla University, Raipur under the category of Administrative officers since **6th July 2018 to continue.**
- **Member, Sexual Harassment removal committee** of the University since January 2015 to continue.
- **Joint Proctor**, Pt. Ravishankar Shukla University, Raipur since 19th Sept 2007 to 1st August 2010.
- **Member, Seniority Committee** of all teachers of Pt. Ravishankar Shukla University teachers and teachers of its affiliated Colleges for the session 2013 to 2017.
- **Member, tender committee** of The University constituted for different purposes since 2010 to 2015.
- **Chairman, screening committees** for the recruitment of Assistant Professor in Law department of the University in 2016.
- **Chairman , Screening Committee** of different positions for recruitment in the University in 2015
- **Member, Dispute removal Committee** of the Student Union 2016 onwards till 2018.
- **Chairman, Committee for student union/** political party's agitations regarding students problems and other matters in the university in 2015 to 2018.

- **Member, Enquiry committee** for examination and other related matters of the university since 2016.
- **Member, Result Committee** of Pt. Ravishankar Shukla University, Raipur since 2011 to 2014.
- **Acted as UGC Observer** for UGC Test for Junior Research Fellowship and eligibility for Lectureship number of times at Pt, Ravishankar Shukla University Raipur on 30th June 2013.
- Acted as **Centre Superintendent to conduct recruitment** tests for various positions in Pt. Ravishankar University Raipur on 16th Dec 2012 & 20th Jan 2013.
- Acted as **Centre Superintendent, for conducting CLAT -12** (Common Law Aptitude Test) for the Centre Pt. R.S University, Raipur held on 13th May 2012
- **Member, Board of Study for Management**, Baster Vishvidyalaya, Jagdalpur (CG) since 2010 to 2013.
- **Member, Board of Study for Management**, Pt. Ravishankar Shukla University, Raipur, Since March 2003 to Continue.
- **Member, Board of Study** for Management, Kushabhau Patrakarita Vishvadyalay, Raipur, Since 04th April 2012 to 2015.
- Acted as **Centre Superintendent of Examination** in Institute of Management, Pt. R.S. University, Raipur number of times since 2004.
- Acted as **Assistant Superintendent of Pt. R S University Annual Examination** number of times in the year 2003.
- Acted as **Assistant Coordinator in CG Sub Engineer Selection Examination** of VYAPAM in April 2010 at District Level.
- Acted as **UGC Observer for UGC Test for Junior Research Fellowship** and eligibility for Lectureship number of times at different Universities like BHU, Varanasi, Ranchi University, Sambalpur University etc.
- Acted as **member affiliation committee for different courses** in the Colleges affiliated to PT RSU Raipur number of times since 2005
- **Acted as Officiating DSW** in absence of regular DSW number of times.
- **Acted as Finance Controller** during on leave of regular finance controller in 2021

2. Membership of Professional Bodies and Advisory Board

- Life Member of Indian Commerce Association
- Life Member of All India Accounting Association
- Member Advisory Board , ARASH-A Journal of ISMDR, Allahabad

- Member Advisory Board, Indian Journal of Humanities, Tripura
- Member Advisory Board, Shodh Sankalp, Durg.

3. Research Guidance

Ph.D Awarded under Supervision – Fifteen

- Pranab Kumar Bhattacharya on the Topic “Impact of Mechanization on Agricultural productivity – A study of the State of Chhattisgarh (CG)” on 18th January 2007.
- Ashok Chandra on the topic “A Multidimensional Study on Consumerism via Consumer Protection Act with reference to District Raipur (CG)” on 28th December 2007
- Snidh Madhusudan Das on the Topic “Impact of Family Life Cycle On Consumer behavior in Selected Durables – A comparative study Of Orissa and Chhattisgarh (CG) on 31st December 2007
- Jyoti Prakash Dash on the Topic “Development of Social Marketing Campaign for promotion of Responsible Drinking among under-Graduate Students at Raipur city” 5th January 2009.
- Satish Chandra Ailawadi on the topic “Impact of Globalisation on Research and Development of Pharmaceutical Industry” on 20th August 2009.
- Dattatreya Hosker on the topic “A Comparative Study of Marketing Mix in Selected Life Insurance Companies in India” on 5th January 2011
- Sunder Lal Singh on the topic “ Role of Human Resource Management in Promotion of Labour-Management Relationship in Bhilai Steel Plant and Tata Steel- A Study” on 19th January 2011
- Shyamsher Dayal Sharma on the topic “ Value Addition through Information Technology in Public Sector Organisations : A Study on Airports Authority Of India” on 6th June 2012
- Saket Ranjan Praveer on the topic “Retail Marketing of Selected Fast Moving Consumer Goods: A Study in Chhattisgarh” on July 2012.
- Susheel Kumar Indurkar on the topic “Managing Service Quality: A Study of Selected Financial Institutions of Chhattisgarh” in April 2016
- Smt Archi Dubey on the topic “Customer Relationship Management Practices for Customer Loyalty in Telecommunication Sector in India- A Study” in November 2016
- Km. Dipti Baghel on the topic “Role of Self Help Group on Socio-

Economic Development of Rural Women: A Comparative Study of Durg and Rajnandgaon District of Chhattisgarh” in July 2016.

- Km. Ananya Sen on the topic “Influence of Store Image on Customer Purchas Intention for FMCG-A Study on Selected Organized Retail Outlets in Chhattisgarh” in Jan 2018
- Ku. Tripti Shahtri on the topic ‘ An Analytical Study of Complainant’s Perception on Consumer Agencies of Selected Districts of Chhattisgarh” in 2018
- Smt. Jaya Chandra on the topic ‘ Managing Sports Events : A Comparative Study of Sports Activities at different levels with respect to Selected Districts of Chhattisgarh” in 2020.

4. Research Work in Progress by Ph. D Scholar

- Smt. Apporva Pathak is pursuing her research work.
- Shri Shrish Shukla is pursuing his research work.

5. Book Published and Edited

- Published Edited Book entitled “ Artificial Challenges in Perspective of Commerce and Management” with Co- authors Yadav Sanjay, Yadav Disha , Patel Suraj and Srivastava A K in 2024 ISBN No 978-81-19428-80-9
- Book edited entitled “Principles of Entrepreneurship” written by Satish Ailawadi & Romy Banerjee, published by Everest Publishing House, Pune, 2007

6. Project Guided:

- More than 160 Company based Projects of MBA students as a part of their Curriculum.
- Around 60 Projects of MBA IGNOU students.

7. Resource Person:

- Acted as Resource person to deliver lecture in Orientation number of times in MMTC of Pt. Ravishankar Shukla University, Raipur in 2023
- Acted as Resource person to deliver lecture in FDP number of times in HRDC of Pt. Ravishankar Shukla University, Raipur in 2022.

- Acted as Resource person to deliver lecture in FDP number of times in HRDC of Pt. Ravishankar Shukla University, Raipur in 2021.
- Acted as Resource person to deliver lecture in FDP number of times in HRDC of Pt. Ravishankar Shukla University, Raipur in 2020.
- Co-Chairman in a Technical session of International Conference of Management Cases 2019 organised by Birla Institute of Management Technology, Greater Noida from 5th -6th Dec 2019.
- Acted as Resource person to deliver lecture in Orientation Programmes number of times in HRDC of Pt. Ravishankar Shukla University, Raipur in 2019.
- Acted as Resource person to deliver lecture in Chhattisgarh Judicial Academy, Bilaspur on 5th September 2019.
- Acted as Chairman for the Technical Session in the National Seminar on 1st Sept. 2018 organized by MASTS University, Raipur.
- Acted as Resource person to deliver lecture on Developing Decision Making Capacity on 26th July 2018 in the College of Dairy Science & Food Technology, Raipur
- Acted as Guest Speaker on 24th June -2015 in the RUSA Sponsored Workshop organized by Govt. Nagarjuna PG College of Science Raipur.
- Delivered Key Note Address on 26th Feb-2015 on Infrastructure Development – Role of Marketing in International Conference on Infrastructure Finance Development Organised by Indira Gandhi National Tribal University, Amerkantak (MP)
- Acted as Resource person to deliver UGC Sponsored National Work Shop On “Innovative Management Practices” on 15th Nov .2014.
- Acted as Resource Persons to deliver lecture in UGC Sponsored Refresher Course in the month Feb 2014 organized by Academic Staff College, Pt. R.S. University, and Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme in the month Jan 2014 organized by Academic Staff College, Pt. R.S. University, and Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in National Seminar on 17th Jan 214 organized by Shri Shankaracharya Mahavidyalaya, Sector -6 Bhilai Nagar.
- Acted as Chairman of Marketing Session of Three days International Conference organized by Prestiage Institute of Management Gwalior since 10th- 12th Jan 2014.
- Acted as Chairman of Marketing Session of Two days National Seminar on” Challenges on Micro, Medium and Small Scale Industries in India” organized

by Punjabi University, Patiyala (Punjab) since 27-28 March 2014.

- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme in the month October 2013 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in UGC Sponsored Principals Orientation Programme in the month August 2013 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource person to deliver lecture on the “ Rural Entrepreneurship Development: Opportunities and Challenges” in the National Seminar organized by Department of Commerce, Govt. Digvijay Autonomous P.G.College, Rajnandgaon.on 6-7 February 2012
- Acted Speaker as Subject Expert on the topic “Commerce in Daily Life” in the National Seminar Organised by Kalyan Degree College, Bhilai in December 2011.
- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme on 21st August 2011 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme on 7th August 2011 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme on 23rd Feb 2011 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme on 17th July 2010 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Session Chair & Speaker in 6th National Seminar Organized by Stusti Academy of Management, Bhubaneswar held on 11-13 March 2010.
- Acted as a Speaker in the National Conference organized by RIMT during 7th -8th November 2009.
- Acted as Resource Persons to deliver lecture in UGC Sponsored Refresher course on 11th Feb 2009 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted Speaker as Subject Expert in the National Seminar Organised by Kalyan Degree College, Bhilai in 7th February 2009.
- Acted as Session Chair & Speaker in National level Conference BITCON 2008 organized by BIT, Durg held on 8th Nov 2008.
- Acted as Resource person to deliver lecture in Seminar on “Merger & Acquisition” on 16th Feb 2008 organized by Faculty of Management Studies, Banaras Hindu University, Varanasi.

- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme on 08th Feb 2008 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource Persons to deliver lecture in UGC Sponsored Orientation Programme on 22nd Jan 2008 organized by Academic Staff College, Pt. R.S. University, Raipur (C.G.).
- Acted as Resource person in “Live phone in Interactive Radio Programme” of IGNOU Regional Centre **Number of Times for different courses.**
- 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, 28th February and 1st March 2006.
- Delivered lectures to Administrative Officers selected by Public Service Commission (CG) on the Topic of **Management and Direction** on 7th January 2006.
- Acted as Resource Persons to deliver lecture in UGC Sponsored Refresher course on 9th Sept 2004 organized by School of Computer Science, Pt. R.S. University, Raipur (C.G.).

8. Expert in Selection Committees:

- Acted as subject Expert for the selection of Professor and Associate professor in Management in Management College under Swami Vivekanand Technical University Durg in 2023.
- Acted as subject Expert for the selection of Professor in Management in Mizoram Central University, Izol in 2023.
- Acted as subject Expert for the selection of Professor and Associate professor in Management in Management College under Swami Vivekanand Technical University Durg in 2022.
- Acted as subject Expert for the selection of Professor in Management in Swami Vivekanand Technical University Durg in 2020.
- Acted as subject Expert for the selection of Professor in Management in Sambalpur University, Sambalpur on 16th September 2019.
- Acted as subject Expert in CG Public Service Commission for the selection of State Administrative officers in 2019.
- Acted as subject Expert for the selection of Assistant Professor (Management) in The Mahara Sayajirao University of Baroda, Gujrat on 24th Nov. 2018.
- Acted as subject Expert for the selection of different posts in Management in Dr. RM Lohiya University, Faizabad on 25th June 2018.
- Acted as subject Expert for the selection of Assistant Professor (Contract)-

- Management in Baster University, Jagdalpur on 30th July 2018
- Acted as subject Expert for the selection of Assistant Professor in Pt Sunderlal Sharma University, Bilaspur.
 - Acted as subject Expert for the selection of Assistant Professor for Government added institute in Indore 2013.
 - Acted as Panel member and subject expert nominated by Hon'ble Vice-Chancellor for the selection of Lecturers in Management in various Colleges affiliated to Pt. RS University, Raipur time to time since 2003.
 - Acted as Panel member for the selection of Research Associates (Marketing) in C.G. State Small Scale Forest (Trade & Dev.) Govt. Association, Raipur number of times since 2005.
 - Acted as subject expert in the government of MP and Chhattisgarh for the various administrative positions time to time.
 - Acted as member in the selection process (G.D. & Interview) for Management Programme at different Institutions time to time.
 - Acted as Panel Co-ordinator for Interview and Group Discussion for the Post of Assistant Manager in Public Sector Organization in Zonal Office, Kolkata, Zonal Office Mumbai, Zonal Office Delhi and Zonal Office Chennai in the year, Zonal Office Ghauhati at different times in the year 2006 and its onwards.
 - Acted as Panel member subject expert nominated the selection of Lecturers in Management in Rewa Institute of technology, Rewa held in August 2008.
 - Acted as Panel Coordinator for the interview of the post Management Trainee in A Premier Mini Ratna PSU in the field of Warehousing held on December 2008 in Delhi.

9. Participated in Orientation / Refresher and Quality Improvement Programmes:

- Participated in Orientation Programme for Academic Counsellors of Management organized by Indira Gandhi National Open University, Regional Centre Karnal (Haryana) from 5-8, May 1999.
- Participated in Orientation Programme for Academic Counsellors for Economics & Commerce organized by Indira Gandhi National Open University, Regional Centre Dehradun (UP) form 21-22 April, 2000.
- Participated in Orientation Programme for Academic Counsellors of Management Programme organized by Indira Gandhi National Open University, Regional Centre Patna (Bihar) form 14-15 Feb., 2001.
- Participated in UGC Sponsored Refresher Course in Management organized by Department of Business Administration, MJP Rohilkhand University,

Bareilly (UP) from 16th January to 05th February 2002.

- Participated in UGC Sponsored Refresher Course in Management organized by Department of Business Administration, MJP Rohilkhand University, Bareilly (UP) from 2nd December to 22nd December 2002.
- Participated in AICTE Sponsored Quality Improvement Programme for Management teachers on General Management organized by Narsee Monjee Institute of Management Studies (Deemed University) Mumbai (M.H) from 13th to 17th December 2004.
- Participated in Three days IPMA Workshop on Intercultural Challenges Building Project Oriented Global Community in association with Department of Management Studies, IIT, Delhi. Since 12th Nov – 15th Nov 2005

10. Papers presented in Seminars / Conferences of National & International Level:

- Paper entitled “Marketing Strategies in Banking Industries” presented in National Seminar organized by Department of Business Administration, Rohilkhand University Bareilly (UP) from 12-14th Oct. 1993.
- Paper entitled “Financing of Rural Industries” presented in XLVII All India Commerce Conference, Organized by Department of Commerce, Kurushetra University, Kurukshetra (Haryana) from 29-31, Dec. 1993.
- Paper entitled “Consumer Protection in India Problems and Prospects. A case study of District Consumer Forum, Bareilly” presented in XLVIII All India Commerce Conference, Organized by Department of Commerce and Business Management, kakatiya University, Warangal (AP) from 29-31, Dec. 1994.
- Paper entitled “Marketing Strategies of GIC – A study in Bareilly” presented in 51st All India Commerce Conference organized by Indian Institute of Business Management, Patna (Bihar) from 27-29 Dec. 1997.
- Paper entitled ‘Challenges and opportunities in 21st Century’ presented in National Seminar from 20-21 Sept. 1997 organized by FMS, MJP Rohilkhand University, Bareilly.
- Paper entitled “Business Education in India : An Analysis” presented in National Seminar organized by Rakshpal Bahadur Management Institute, Bareilly(UP) on 1st March-1998.
- Participated in one day Seminar on Corporate Governance organized by Bareilly Satellite Chapter of NIRC of the Institute of company secretaries of India and faculty of Commerce, Bareilly College, Bareilly (UP) on Nov. 1, 1998.
- Participated in XXII International Seminar & National Conference of Indian Accounting Association, Organized by Department of Accountancy &

Business Statistics, University of Rajasthan, Jaipur (Raj.) dated 27-28, Feb. 1999.

- Paper entitled “Indian Scenario in International Business” presented in National Seminar Organized by Rakshpal Bahadur Management Institute, Bareilly (UP) on 18th Jan-2000.
- Paper entitled “Challenges and threats in Corporate Governance” presented in National Seminar organized by Department of Management, Kurukshetra University, Kurukshetra (Haryana) on March 11-12, 2000.
- Paper entitled “Global Marketing opportunities – An Analysis “presented in Academic Industry interface” presented in National Conference organized by Department of Management Kurukshetra University, Kurukshetra (Haryana) on Dec. 23-24, 2000.
- Participated in International Seminar on “Financial Management of Banking Industry in global perspective” organized by Faculty of Commerce, Bareilly College (MJP Rohilkhand University, Bareilly UP on 30-31, Jan. 2001.
- Paper entitled “Developing the Human Capital at Micro Level” presented in National Seminar organized by J.S. Hindu P.G. College Amroha (UP) on Feb. 3-4, 2001.
- Participated in National Seminar on “Rethinking on Economic Reforms” organized by Department of Economic, Bareilly College (MJP Rohilkhand University) Bareilly (UP) on Oct. 15, 2001.
- Paper entitled “Corporate Governance’ presented in National Seminar organized by the Institute of Chartered Accounts in India New Delhi and the Omkarananda Institute of Management and Technology, Rishikesh (Uttaranchal) on Dec. 1-2, 2001.
- Paper entitled “Change Management in IT Integration of Business System’ in National Seminar organized by Faculty of Management Science, SRMS College of Engineering and Technology, Bareilly (UP) on 13th Jan. 2002.
- Paper entitled “ Role of Tourism in Economic Development” in National Seminar organized by J.S. Hindu P.G. College, Amroha (UP) from Feb. 3-4, 2002
- Paper entitle “ Life Insurance in the Changed Scenario” presented in National Seminar organized by Bhai Gurdas Institute of Management & Technology Sangrur (Punjab) on March 2, 2002.
- Paper entitled “Strategies for E-commerce” presented in 55th All India Commerce Conference organized by Mohanlal Sukhadia Universtiy, Udaipur (Rajasthan) from 18-20,Oct. 2002.
- Paper entitled “Critical Analysis of Rural Market in India” presented in 55th All India Commerce organized by Mohan lal Sukhadia University, Udaipur (Rajstjhan) from 18-20, Oct. 2002.

- Paper entitled “Development as a function of quality population” presented in National Seminar organized by JS Hindu PG College, Amroha (UP) from 23-24 Feb., 2003.
- Paper entitled “Potential sectors of India’s foreign trade in the era of Globalisation” presented in 56th All India Commerce Conference organized by North Maharashtra University, Jalgaon (Maharashtra) from 25-27, Dec. 2003.
- Paper entitled “ Growth share strategy for World Trade of Agriculture Produces” presented in Nirma International Conference on Management organized by Institute of Management, Nirma Ahmedabad (Gujrat) from January 2-4, 2004.
- Paper entitled “Role of IPR in WTO Regime” presented in National Seminar organized by Institute of Management Pt. R.S. University, Raipur 12-13 March 2004.
- Paper entitled “Managing Brands for Sustainable Growth: An Indian Prospective” presented in the 57th All India. Commerce conference 26-28 Dec. 2004, organized by Devi Ahilya Vishwavidhyala , Indore.
- Paper entitled “Consumer Movement through Awareness of Consumer Right’s” presented in National Seminar organized by IBM, Sardar Patel University, Vallabh Vidhyanagar, Gujrat. Oct. 20-21, 2004
- Paper entitled “The Knowledge Asset in Human Resource Capital Valuation Study prospect” presented in 11th International Conference on Productivity and Quality Research (ICPQR 2005) organized by IIT, Delhi in association International Society on productivity and Quality Research December 12-15, 2005.
- Paper entitled “Woman Entrepreneurship of India in the Era of Liberalization” presented in 50th All India Commerce Conference organized by Faculty of Commerce and Management Studies, MG Kashi Vidhyapith Varanasi (UP) from 27th -29th December 2005.
- Paper entitled “CSR – Need for Business Excellence” presented in National Seminar on CSR in 21st Century organized by PG Departmental of Business Administration, Sambalpur University, Jyotivihar, Burla, on 12th March 2006.
- Paper entitled “leadership Traits and Styles Underlying Successful E-Governance” presented in 6th International Conference on E-Governance December 18-20, 2008 organized by IIT Delhi...
- Paper entitled “Customers’ Attitude towards Relationship Management: A Study on Fashion Apparels Purchase” presented in 61st All India Commerce Conference organized by Dhanwate National College, Nagpur, 27-29 December 2008.
- Paper entitled “Impact of Major Controllable Factors on Purchase Decision:

A Study on Fashion Appeals through Cluster Analysis” presented in 62nd All India Commerce Conference organized by Maharshi Dayanand Saraswanti University, Ajmer (Raj) 10-12 October 2009.

- Paper entitled “Competitive Advantage through product Orientation- A Study on Strategy formulation Via Non-alcoholic beverages” presented in @nd National Paper Presentation Conference On Unleashing The Power of Excellence in Management “Mastering The Future” Organised by Disha Institute of Management And Technology (DIMAT) Feb 20-21, 2010.
- Paper entitled “Indian Rural Enterprises and Marketing Strategies: A Study on Food Processing Industry’ presented in 63rd All India Commerce Conference organizes by Faculty of Commerce , Goa University, Goa 1st -3rd October, 2010.
- Paper entitled “MENREGA: Challenges ahead –A Study in Chhattisgarh’ presented in 64th All India Commerce Conference organizes by Faculty of Commerce , Pondicherry University, Pondicherry 13 -15, December 2011.
- Participated in the VI Annual conference of Chhattisgarh Economic Association & Golden Jubilee National Seminar on “Role of Banks and financial Institutions in Economic Development” since Aug-31-Sep.02-2013
- Paper entitled “Innovation Practice in HR’ presented in National Seminar on since 15th -17th January 2014 organised bt Shri Shankaracharya Mahavidyalaya , Sector-6 Bhilai,
- Participated and presented a Paper entitled “Competitive Advantages Through Human Resource’ - A Study on Non-Economic Dimensions. Presented in 67th All India Commerce Conference organizes by Faculty of Commerce , KIIT University, Bhubneswar 27th to 29th December 2014.
- Participated 70th All India Commerce Conference organizes by Faculty of Commerce, Osmania University , Hyderabad Since 21st Dec to 23rd Dec 2018

11. Papers Published in Journals:

- Paper entitled “Role of Intellectual Property Rights in WTO Regime” published Shodh-Prakalp Volume XXVIII No. 03 July-Sept 2004 pp. 31-32 by Srivastava, A.K. ISSN 097-6459
- Paper entitled “Innovation in Management Education” published in SCMS Journal of Indian Management, Kochi (Kerala) Vol-I, No.-4, Oct. 004, pp-16-26 by Bidhyarthi, Jha H.M. and Srivastava, A.K.
- 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 by Dr. Balvinder Shukla & Dr. Sanjeev Prasher Amity University Press, New Delhi by Bidhyarthy, Jha H.M. and Srivastava, A.K. pp 167-172, 2005. ISBN81 8011 0567

- Paper entitled “Rural Marketing in India- Problem and Prospects” Published in the Journal Management Trends of Saurashtra University, Rajkot (Gujrat) Vol.-02 No.-02, April -Sept. 2005 pp 66-67 by Srivastava A.K.
- 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
- Paper entitled “Brand Management for Sustainable Growth” published in the journal Sodh Prakalap Vol. No. XXXIII No. 04, Oct.-Dec 2005, pp. 05-07 by Srivastava A.K. ISSN 097-6459
- 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 Bidhyarthy, Jha H.M. ISSN-0972-1479
- Case entitled “Boldly playing it out” published by Amity University Press in the book of management case studies in 2005 pp 134-146 by Bidhyarthy, Jha H.M and Srivastva A.K. ISBN 81 8011 099 0
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