

## RESUME

**Name** : Ashish Kumar Srivastava

**Designation** : Professor  
Department of Commerce,  
DDU Gorakhpur University

**Father's Name** : Late Prof. Jagdish Prasad Srivastava

**Date of Birth** : 28/12/1965

**Date of Joining the University** : 20.02.1989 (as Lecturer)

**Mobile No.** : 09838693650

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**Postal Address** : 22 Gha (H-107), Hirapuri Colony, University campus  
Gorakhpur- 273009 (U.P.)



### Educational Qualification :

Exam.	Board/ University	Subjects	Year	%age	Division
High School	U.P. Board	Commerce	1981	68.8	Ist
Intermediate	U.P. Board	Commerce	1983	69	Ist
B.Com.	DDU Gorakhpur University	Commerce	1985	62.9	Ist
M.Com.	DDU Gorakhpur University	Commerce	1987	65	Ist
Ph.D.	DDU Gorakhpur University	Advertising & Consumer Reaction: A Study of Men's Cosmetics, toiletries, Designer wears, etc.	2002		

Special Achievements : National Scholarship  
Gold Medal in M.Com.

Orientation Courses : 01 (1989, Academic Staff College, Gorakhpur University)

Refresher Courses : 03 (1995, 2000 & 2001 Academic Staff College,  
Gorakhpur University)

***List of Papers Published:***

<b>S. No.</b>	<b>Title of the Paper</b>	<b>Journal/ Edited Book</b>
1.	Ethics in Advertising is Passé'	<b>Indian Journal of Marketing, New Delhi, Aug. 2002.</b>
2.	Big. Bad & Parallel World of Counterfeits and Look-alikes	<b>Indian Journal of Marketing New Delhi, Aug. 2003.</b>
3.	A Peep into the Mindset of Consumers: A Study of Men's Personal Care Products	<b>Indian Journal of Marketing, New Delhi, June 2004.</b>
4.	Marketing Problems of Entrepreneurs, With Special Reference to Gorakhpur District.	<b>Entrepreneurship Development in India- Edited Book, M.G. Kashi Vidyapeeth, Varanasi, 2003.</b>
5.	Interactive Advertising and Ps of Marketing Mix.	<b>Management Insight, Journal of IPSAR-Cuttack, Jan-April-2004.</b>
6.	Understanding Rural Consumers of Urban Analogues Village a.k.a. Urban Ruralites of Gorakhpur District in Eastern Uttar Pradesh.	<b>Management Insight Journal of IPSAR-Cuttack, Sep-Dec. 2004.</b>
7.	Role of the State Trading Corporation of India Ltd. In Export Promotion in the LPG Regime.	<b>Indian Journal of Applied Economics, Lucknow, Jan- 2005.</b>
8.	A Study of Point of Purchase Advertising as an	<b>Aatmbodh, Journal of Rajarshi School</b>

	Important Tool in Retrieving Information and Ultimate Choice Making	<b>of Management and Technology, Spring-2005.</b>
9.	Ethics, Advertising and Regulatory Framework in India	<b>Synthesis The Journal of BLS Institute of Management, Jan-June. 2005.</b>
10.	A Decade of Privatization in India	<b>Effect &amp; Result of Disinvestments Policy in India- Edited Book Gorakhpur 2004.</b>
11.	Performance of SSIs on the Export Front in the Globalised Regime.	<b>Management Insight Journal of IPSAR Cuttack, April-July 2004.</b>
12.	An Analytical Study of Export Performance of MMTC in the Globalised Era	<b>International Journal of Research in Commerce &amp; Management, Haryana, Vol. No. 2 (2011) Issue No. 3 (March) ISSN 0976 2183</b>
13	Comparative Study of Online Business During Pandemic in India	<b>International Journal of Multidisciplinary Educational Research, Volume 9, Issue- 10(8), October, 2020. ISSN 2277 7881</b>
14	A Comparative Study on Analyzing the Impact of UPI on Debit Card Transactions	<b>Technix International Journal for Engineering Research, Volume 10, Issue-7, July, 2023. ISSN 2349 9249</b>
15	A Study on Customers Perception and Awareness of Loyalty Programmes in the Apparel Retail Sector	<b>Samdarshi, Volume 16, Issue-4, September, 2023, ISSN 2581-3986</b>
16	An Exploratory Study on the Scale Development for Perceived Attributes of Loyalty Programmes	<b>Journal of Informatics Education and Research, Volume 4, Issue-1, 2024, ISSN 1526-4726</b>

## **Chapters in Edited Books Published**

- Corporate Management in Times of Crisis –Pandemic Period: A Spurting Wave in Digital Marketing – National - 2021 – **ISBN: 978-81-953203-0-1** –Rudra Publishers & Distributors, New Delhi
- Corporate Management in Times of Crisis – Customer Relationship Management Practices and Challenges: Post-Covid Situation – National - 2021 – **ISBN: 978-81-953203-0-1** –Rudra Publishers & Distributors, New Delhi.
- Reclamation and Transformation Through Sustainable Development - Gender Equality Today: A Way for Sustainable Future – National - 2023 – **ISBN: 978-93-92108-73-0** – Rudra Publishers & Distributors, New Delhi
- \$5 Trillion Economy of India: Role of Marketing, Human Resource and Finance - Online Sales Promotional Strategies: A Game Changer For E-Commerce Company Flipkart – National - 2023 – **ISBN: 978-93-92108-83-9** – Rudra Publishers & Distributors, New Delhi
- Digital Transformation: Accounting and Finance – A Contemporary Research on Perception of Utilities and Obstacles of AI-Powered Accounting - National - 2023 – **ISBN: 978-93-88361-79-8** – Rudra Publishers & Distributors, New Delhi
- Digital Transformation: Accounting and Finance – Digital Transformation in Corporate Governance Procedures: Significance, Challenges and A Way Forward - National - 2023 – **ISBN: 978-93-88361-79-8** – Rudra Publishers & Distributors, New Delhi

## **Papers in Conference Proceedings**

- Perspectives on Smart City Vs Smart Village: A Path Towards Startup India- Opportunities, Issues and Challenges- Smart City Mission: New Issues and Challenges - National Seminar & 3<sup>rd</sup> Annual Conference of IAMD organized by MGKVP Varanasi, 2017- National- 2017- **ISBN: 978-93-85503-74-0** – DDU Gorakhpur University
- A Review of the Effectiveness of SWAYAM in Higher Education – Implementation of New Technology and Resources in Higher Education - National Webinar Organized by

Govt. College Karera, Shivpuri, August, 2023 – Ganga Prakashan, Prayagraj – **ISBN: 978-93-5514-540-6.**

**List of Papers Contributed to Conferences and Seminars :**

- Marketing Problems of Entrepreneurs, With Special Reference to Gorakhpur District, (National Seminar on Entrepreneurship Development in India, MGKVP Varanasi, 2002).
- A Decade of Privatization in India (National Seminar organized by H.R.P.G. College, Sant Kabirnagar, 2002).
- Understanding Rural Consumers of Urban Analogues Villages (55<sup>th</sup> All India Commerce Conference organized by M.S. University, Udaipur, 2002).
- Role of The State Trading Corporation of India Ltd. In Export Promotion in the LPG Regime (56<sup>th</sup> All India Commerce Conference organized by North Maharashtra University, Jalgaon, 2003).
- Performance of SSIs on the Export Front in the Globalised Regime (56<sup>th</sup> All India Commerce Conference organized by North Maharashtra University, Jalgaon, 2003).
- Interactive Advertising and Ps of Marketing Mix, (IV International Conference, New Delhi, 2003).
- W.T.O. Cancun Failure- Indian Agriculture Upgrade or Perish, (National Seminar organized by Faculty of Commerce, Lucknow University, Lucknow, 2004).
- Internet Advertising. The Innovative Face of Advertising! A Peep into How it Shapes up STP & Marketing Mix (58<sup>th</sup> All India Commerce Conference organized by M.G. Kashi Vidyapeeth, Varanasi, 2005).
- Orientation Curriculum – Effective New Mantra for Entrepreneurs to Motivate New Entrants and Arrest Employee Turnover in the Globalised Regime (58<sup>th</sup> All India Commerce Conference organized by M.G. Kashi Vidyapeeth, Varanasi, 2005).
- Marketing Strategies for SSIs Apposite for the Rural Consumer in Immediate Hinterland to Cities (National Seminar organized by VBS Purvanchal University, Jaunpur, 2006).
- Smart City Mission: New Issues and Challenges (National Seminar & 3<sup>rd</sup> Annual Conference of IAMD organized by MGKVP Varanasi, 2017).

- Reshaping Indian Economy: the GST Way (70<sup>th</sup> All India Commerce Conference organized by The IIS University. Jaipur, 2017).
- Emerging Fintech Implications: Analyzing the Impact of UPI on Debit Card Transactions (44<sup>th</sup> All India Accounting Conference and International Seminar organized by School of Commerce and Business Studies, Jiwaji University. Gwalior, 2022).
- The Era of Digitalization: A Study on the Impact of Online Sales Promotion & Customer's Review on Buying Decisions of Youths (73<sup>rd</sup> All India Commerce Conference organized by Dr. Babasaheb Ambedkar Marathwada University & MGM University, Aurangabad, 2022).
- A Study on Sustainable Customer Engagement Via Loyalty Programmes in the Apparel Retail Sector (International Conference organized by KIIT, Bhubaneswar, 2023).
- The Role of New Education Policy-2020 in the Skill Development in India (National Webinar Organized by Govt. Degree College Karera, Shivpuri, August 21, 2023).
- A Review of the Effectiveness of SWAYAM in Higher Education – Implementation of New Technology and Resources in Higher Education (National Webinar Organized by Govt. College Karera, Shivpuri, August 24, 2023).
- A Study on the Acceptance of E-Commerce by Consumers: A Digital Shopping Platform (74<sup>th</sup> All India Commerce Conference organized by Delhi School of Economics, University of Delhi in Association with O. P. Jindal Global University, Sonapat, 2023).
- Examining the Fintech Users' Behaviour in Retail Banking: A Comprehensive Study based on ECM (74<sup>th</sup> All India Commerce Conference organized by Delhi School of Economics, University of Delhi in Association with O. P. Jindal Global University, Sonapat, 2023).

**List of Conferences and Seminars Attended :**

- 1- XIX Joint Annual Conference of Indian Association for Management Development and Inter-University Council of Business Education and Research organized by the University of Gorakhpur, 1989.
- 2- National Seminar on Entrepreneurship Development in India organized by MGKV, Varanasi, 2002.
- 3- National Seminar organized by HRPG College, Sant Kabirnagar, 2002.
- 4- IV International Conference on Management & Technology, 2003.
5. All India Commerce Conference organized by North Maharashtra University, Jalgaon, 2003.
- 6- National Seminar organized by Lucknow University, 2004.
- 7- All India Commerce Conference organized by MGKVP, Varanasi, 2005.
- 8- National Seminar organized by Dept. of Business Administration, DDU University, 2013.
- 9- National Seminar & 3<sup>rd</sup> Annual Conference of IAMD organized by MGKV, Varanasi, 2017.
- 10- 70<sup>th</sup> All India Commerce Conference organized by The IIS University, Jaipur, 2017.
- 11- National Seminar organized by DDU Gorakhpur University, Gorakhpur, 2019.

**Ph.D. Awarded :**

- Dr. Chaitanya Kumar – 2004: Rozgar Awasar tatha Garibi Nivaran Karyakram- Nauvin Panchvarshiya yojna ke sambandh me vishesh Adhyayan.
- Dr. Manish Kumar Srivastava- 2006: A Study of the Export Promotion Strategy of the Minerals and Metals Trading Corporation Ltd. (MMTC) in the Globalized Regime.
- Dr. Alok Kumar Srivastava- 2009: A Study of Commercial Banking Services and Consumer Satisfaction in Gorakhpur Region.
- Dr. Chitra Srivastava- 2010: A Study of Customer Satisfaction, with Special Reference to Durable Products.
- Dr. Archana Srivastava- 2011: Uttar Pradesh Cooperative Bank Ltd. Ki Karyapranali va Prabandh- Ek Adhyayan
- Dr. Ved Prakash Yadav- 2014 Kushinagar Janpad me Cheeni Udyog: Samasyayen evam Sambhavnayen
- Dr. Mohammad Osama- 2016: Role of Cluster Development Approach in the Development of MSMEs in UP (A Comparative Study of GIDA & NOIDA).

- Dr. Abdul Jadid- 2021: A study into the patterns of Buying Behaviour of the Consumers of Gorakhpur City With Reference to Select Financial Products.

#### **Enrolled for Ph.D. :**

- Ms. Rukmani Jaiswal- 2019: Impact of Customer Loyalty Programmes on Consumer Behaviour: A Study of Apparels and Accessories in Organized Retail Sector with Special Reference to Gorakhpur City.
- Ms. Anshika Mishra- 2019: Impact of Sales Promotion Schemes of E-Commerce Companies on Women Consumers (With Special Reference to Gorakhpur District).
- Mr. Anandvardhan- 2019: A Study on the Acceptance of Social Media as a Marketing Communication Tool among the Consumers with reference to Gorakhpur District

#### **Developed E-Content for E-Pathshala of DDUGU:**

##### **UG**

Economic Theory – 20

Income Tax – 12

##### **PG**

Consumer Behaviour - 3

**Online classes ( UG, PG & Pre-Ph D Course) regularly during the pandemic.**

#### **Contribution to Corporate Life:**

- as Asst. Center Superintendent in conducting university exams, Pre-Admission tests and central evaluation and as a member of the Flying Squad and of various admission committees.
- as ADSW
- as a member, Draft Committee for the preparation of demand proposal for the 11<sup>th</sup> plan period.
- as a member, Course Restructuring Committee.
- as Secretary/Treasurer/ Chairperson, Athletic Association



- as Aast. Coordinator, Evening Class (B.Com.).
- as a member of various Committees in the Convocation Programme.
- as Secretary, in organizing East Zone Inter University Basketball (M) Tournament 2000-01.
- Associated with IGNOU, Gorakhpur as Counselor for Management and other programmes.
- Participated in orientation/ Refresher programmes of IGNOU held at New Delhi & Gorakhpur.
- Participated in SIFPSA's workshop by Srijan Counseling Center, DDU Gorakhpur University.