



DR. V. N. BAJPAI

Professor

Chairperson: PGDM Programme

EDUCATIONAL QUALIFICATION

- **Ph.D.** in Business Administration from Dr. B R Ambedkar University, Agra in 2007.
Topic –“Opportunities and Challenges of Marketing Passenger Cars in India and Abroad”
- Master of Business Administration (**MBA**) in **Marketing Management** from Dr. B. R. Ambedkar University, Agra in 2001 with 70% marks.
- Bachelors of Science (**B.Sc.**) from Allahabad University in 1998.

AREA OF INTEREST:

- Marketing
- Strategy
- Sales & Distribution Management
- Innovation & Technology Management
- Supply Chain Management

EXPERIENCE :

18 Years

MTP Certification of Strategic Management Forum (SMF) of India

- Attended 18th Annual Convention of Strategic Management Forum on 17th – 19th December, 2015 at **Indian Institute of Foreign Trade (IIFT), Delhi** and presented a case on Gillette India: The Innovation Trap.
- Management Teachers' Programme on “Blue Ocean Strategy” elective course-5 (From May 18 to 22, 2015), at **Indian Institute of Management (IIM), Kozhikode**.
- Management Teachers' Programme on “Inorganic Growth Strategy” elective course-4 (From October 22 to 26, 2013), at **Birla Institute of Management Technology (BIMTECH), Gr Noida**.
- Management Teachers' Programme on “International Business Strategy” elective course-3 (From May 17 to May 22, 2010), at **Indian Institute of Foreign Trade (IIFT), New Delhi**.
- Management Teachers' Programme on “Strategic Change & Transformation” elective course-2 (From December 07 to December 12, 2009), at **Indian Institute of Management (IIM), Lucknow**.

- Management Teachers' Programme on "Innovation and Technology Strategy" elective course-1 (From April 13 to April 18, 2009), at **Management Development Institute (MDI), Gurgaon.**
- Management Teachers' Programme on "Strategic Management" Foundation course (From January 19 to January 24, 2008), at **Indian Institute of Management (IIM), Lucknow.**

RESEARCH PAPER (Publication / Presentation)

- A paper titled "**E-banking service quality and customer satisfaction_ an exploratory study on India**" is published in Inderscience Publishers, International Journal of Services and Operations Management (IJSOM) 2020 Vol.35 No.2 pp.223 – 247.
- A paper titled "**Pull-A – Vehicle approach for transport with Internet of Things (IoT) based fleet management system (FMS)**" was published in Journal of Emerging Technologies & Innovative Research: An International Journal (ISSN: 2349-5162), UGC approves with Impact Factor- 5.87, Volume: 6, issue 1, January, 2019.
- A paper titled "**Role of price in consumer satisfaction – a Performance specific study on Indian Banks**" was published in Synergy, Journal of I.T.S Ghaziabad ISSN -: 0972-7361, Vol. 15, No.1, January- June, 2017.
- A paper titled "**An empirical study on Celebrity Endorsement: a double edged sword**" was published in International Journal of Current Engineering & Scientific Research, ISSN -: 23938374, Vol. 4, Issue IX in the year 2017.
- A paper titled "**An Empirical study of Customer Touch Points with special reference to White Goods Industry**" was published in international Conference proceedings, ISBN: of I.T.S Ghaziabad in April, 2017.
- A paper titled "**Service attributes and its impact on overall Customer Satisfaction: An empirical study of Public & Private sector banks in NCR**" was published in Journal of Global Information and Business Strategy, Vol. 7, No.-1, ISSN:0976-4925 (January- December, 2015).
- Presented a case on Gillette India: The Innovation Trap in 18th Annual Convention of Strategic Management Forum on 17th – 19th December, 2015 at **Indian Institute of Foreign Trade (IIFT), Delhi.**
- A paper titled "**Dark side of Celebrity Endorsement: An Empirical Study**" was published in Bi- annual journal of Maharaja Agrasen Institute of Management Studies, Delhi, Vol. 10, No.-1, ISSN:22490116 (April, 2015).
- A paper titled "**Co-Creation of Value: Leveraging Customer's Intellectual Capital**" was published in Management Journal of NIET, Greater Noida (Winter, 2013-14).
- A paper entitled "**Changing Business Environment: Emerging Issues and Challenges**" was published in the proceedings of national conference on New Age Marketing: Changing Paradigms (January 28, 2012), organised by IMS, Noida.

- A paper titled “**Celebrity Endorsement: A Gimmick or Reality**” was published in the Management Journal ‘Wisdom’ of Vishveshwarya school of Business Management (December, 2011).
- A paper entitled “**India’s Initiative to go Green: A Myth or Reality**” was published in the proceedings of national seminar on Creating & Sustaining Customer Value: A Path to Glory (April 15-16, 2011), organised by Institute of Technology & Science (ITS), Ghaziabad
- A paper titled “**Women Entrepreneurship in India: opportunities & Challenges**” was published in the bi-annual Management Journal ‘Efulgence’ of Rukmini Devi Institute of Advance Studies, Delhi (Jan- June, 2010).
- A paper entitled “**Talent Management: The people factor in achieving high performance**” was presented and published in the proceedings of national seminar on Shodh-2009 (December 06-07, 2009), organised by Lord Krishna Engg College, Ghaziabad.
- A paper entitled “**Indian Supply Chain Management: Problems and Prospects**” was presented and published in the proceedings of national seminar on Supply Chain Management in SMEs: Gaining Competitive Advantage (November 14th, 2009), organised by I.T.S Institute of Management, Greater Noida.
- A case study titled “**Gillette India: Sharpening the Innovation Edge in 21st Century**” was published in ‘Synergy’, the bi-annual Journal of IT & Management, of Institute of Technology & Science, Ghaziabad (July, 2009).
- A paper titled “**The Insurance Boom in India: Exploring opportunities for AVIVA Life Insurance**” was published in the bi-annual Journal on Management of Apeejay School of Management, Greater Noida (Jan- June, 2009).
- A case study titled “**A Case Study on Subhiksha: The Blue Eyed Boy in Retail Industry**” was published in the bi-annual Journal on Management of Galgotias Institute of Management & Technology, Gr. Noida (June-Dec, 2008)
- A paper titled “**Redefining Rural Leadership: Strategies for Wealth Creation (Hariyali Kisaan Bazaar, a DCM Group Initiative)**” was published in the October, 2008 issue of bi-annual Journal on Management of H R Group of Institutions, Ghaziabad.
- A paper entitled “**Innovation for Inclusive Growth : Making a Difference**” presented and published in the proceedings of national seminar on Marketing Innovations for Reaching Consumers (December 5th – 6th , 2008), organised by Institute of Technology & Science (ITS), Ghaziabad
- A case study on “**Subhiksha: The Success Saga**” was presented in the 5th Renvoi on Case Studies in Management on September 25, 2008, organized by **Amity Business School** (Amity University), Noida.
- A paper titled “**Redefining Rural Leadership: Strategies for Wealth Creation (Hariyali Kisaan Bazaar, a DCM Group Initiative)**” was presented and abstract was published in the souvenir of national seminar on Business Scenario in Rural India

(BSRI-08) on September 05th –06th , 2008, organised by School of Management, Bharat Institute of Technology, Meerut.

- A paper entitled “**Emerging Trends in Information & Communication Technologies**” was presented and published in the proceedings of national conference on Technology to Common Man: Emerging Trends and Practices in Management of Technology (August 01st –02nd , 2008), organised by Indian Business Academy, Greater Noida.
- A paper entitled “**Creating Customer Value- A Path to Glory: Winning Mantras**” was published in the proceedings of national conference on Emerging Business Strategies: Road Maps and Road Blocks for Indian Sub Continent (March 08th –09th, 2008), organised by Institute of Technology & Science (ITS), Ghaziabad
- A paper entitled “**Knowledge management & Creative HRM**” was published in the proceedings of INDIACom-2008, 2nd national conference on Computing for Nation Development (February 08th –09th, 2008) organised by Bharti Vidyapeeth;s Inst. Of Computer Application and Management, New Delhi.
- Presented a paper entitled “**Optimizing most valuable asset: An HR perspective (with special reference to Indian IT industry)**” in the **international conference** on “Talent Management: Opportunities and Challenges in Global Arena” organized by G.L.A. Institute of Technology and Management, Mathura on 17 – 19 November 2007.
- Presented a paper entitled “**Education in 21st Century: Problems and Prospects**” in the national conference organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar on 10 – 11 Sep, 2007.
- Contributed a paper on “**Strategic Issues in Corporate Restructuring**” in the 7th national conference organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar on 10 – 11 Sep, 2007.

Expert Member of Joint Assessment Committee (JAC) of I.P University

Subject/ Program Expert for inspection of Institute for Academic Session 2018-19 by Joint Assessment Committee (JAC) of Guru Gobind Singh Indraprastha University. New Delh (IP University).

BOOK REVIEW

Understanding Strategic Management, 2nd Edition by Anthony E. Henry, Oxford University Press, Feb.2015.

FDP CONDUCTED/ INVITED SPEAKER

- Conducted Faculty Development Programme (FDP) on “**Learner Centric Pedagogy: Contemporary Tools and Techniques**” on 17.07.19 at Ideal Institute of Management & Technology, Delhi (IP University).
- Delivered a session on “**Challenging the myths of industrial era: A Counter Intuitive Thinking**” for the participants of **Entrepreneurship Awareness Camp**, sponsored by

National Science & Technology Entrepreneurship Development Board (**NSTEDB**) , **Department of Science & Technology (DST), Govt. of India & Entrepreneurship Development Institute of India (EDII)** organized at I.T.S Ghaziabad on 26th September, 2018.

- Delivered a session on “**Challenging the myths of industrial era: A Counter Intuitive Thinking**” for the participants of **Entrepreneurship Awareness Camp**, sponsored by National Science & Technology Entrepreneurship Development Board (**NSTEDB**) , **Department of Science & Technology (DST), Govt. of India & Entrepreneurship Development Institute of India (EDII)** organized at I.T.S Ghaziabad on 31st August, 2017.
- Delivered a session on “**Blue Ocean Strategy**” in a Two weeks Faculty Development Programme on **Entrepreneurship Development, under DST-NIMAT**, sponsored by National Science & Technology Entrepreneurship Development Board (**NSTEDB**) , **Department of Science & Technology (DST), Govt. of India & Entrepreneurship Development Institute of India (EDII)** organized at I.T.S Ghaziabad from 16th – 27th January, 2017.
- Conducted FDP on “Current marketing practices and methods adopted by MNCs” at Kamal Institute of Higher Education, New Delhi on 1st & 2nd December, 2014.
- FDP on “Future of Marketing” organized by I.T.S Ghaziabad on May 06-07, 2013 and delivered a talk on Customer Co- creation.

OTHER RESPONSIBILITIES HANDLED

- **Chairperson** of PGDM programme at I.T.S Ghaziabad (since 2011).
- Co-ordinator of **Internal Quality Assurance Cell (IQAC) of NAAC** at I.T.S Ghaziabad.
- Incharge of NAAC, NBA accreditation & AIU for PGDM programme.
- Coordinator PGDM Alumni Cell at I.T.S Ghaziabad
- **Chairperson** of PGDM (Retail Management) from 2009 till 2011.
- **Coordinator** (PGDM Admissions) (2009-2011)
- Have been appointed **Head Examiner** by U P Technical University, Lucknow for the evaluation of MBA answer sheets in the month of **Jan- Feb., 2010, June, 2013 & in July, 2016.**

PROFESSIONAL MEMBERSHIP

Life TIME membership of Centre for Education Growth and Research (CEGR), New Delhi.

M.Phil/ Ph.D Thesis Guided

- Ph. D. in Management (Year 2016) awarded to Mr Sanjeev Kumar (Enrollment No: Ph.D/ Degree/ SI No. Ph.D/ 09/MGMT/783) by AKTU, Lucknow on topic “A study on Service Quality Measurement in Service Industry: A DEA Approach”.
- M.Phil in Management awarded to Ms. Preeti Saxena (Roll No.-69085, Registration no. 08DE-60303, 2009) on Consumer Attitude towards Green Products, by Ch. Devi Lal University, Sirsa.

- Ms. Geetika Jain has submitted thesis (March 2018) on “Study of Online Consumer Buying Behaviour in Apparel Sector in Delhi/ NCR Region” in the field of Management for Ph.D. degree in Dr. APJ Abdul Kalam Technical University (Formerly Uttar Pradesh Technical University), Lucknow.
- Ms Shivani Sardana (Enrollment No: Ph.D/12/MGMT/1662) has submitted thesis (June, 2018) on “Service Quality of Banks: A study of Private and Public Sector Banks in NCR” in AKTU, Lucknow.
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Ph.D Thesis Guidance (in process): Research Scholars details

- Mr. Sudarshan Kumar Baurai (Enrollment No: Ph.D/15/MGMT/2143) from AKTU, Lucknow.
Topic: Impact of Internet of Things on Logistics performance: A study of road transportation in India.
- Mr. Hemant Purohit (Enrollment No: Ph.D/15/MGMT/2134) from AKTU, Lucknow.
Topic: Management of Strategic Planning Process in Indian Automotive Small and Medium Enterprises.

Ph.D Thesis Evaluation

- Mewar University
- Mangalayatan University.

NATIONAL SEMINAR ORGANISED & EDITED BOOK PUBLISHED

- **Co-convener** for the International Conference on Developments in Management, Technology and Business on 01st & 02nd April, 2016 and editor of the conference proceedings, published with Bloomsbury publication.
- **Convener** for the National Marketing Leadership Conclave- Reorienting Marketing: Roadmap for Sustainable Growth on 26th, 27th & 28th November, 2015.
- **Convener** for National conference on “India 2020: Readiness for Cutting Edge Marketing” on 01st & 02nd November, 2014 and editor of conference proceedings.
- **Convener** for National seminar on “The Future of Marketing: Opportunities & Challenges” on 29th & 30th November, 2013 and editor of conference proceedings.
- **Convener** for the AICTE sponsored National seminar on “Marketing Innovations & Challenges in Turbulent Times” on 02nd & 3rd November, 2012.
Received AICTE Grant of Rs.200000/- for the seminar.
- **Convener** for the AICTE sponsored National seminar on “Creating & Sustaining Customer Value: A Path to Glory” on 15th & 16th April, 2012 and editor of conference proceedings, published with MacMillan.
Received AICTE Grant of Rs.40,000/- for the seminar.

WORKSHOP/ SEMINAR ATTENDED

- 13th National Conference on “Vision 2030 for Education, Skill Formation & Rural Transformation” at Hotel Taj Mahal, New Delhi on 28th June, 2019, organized by

Education Promotion Society for India (EPSI) and The Associated Chambers of Commerce and Industry of India (ASSOCHAM).

- 5th National Leadership Conclave of AIMA on “Now or Never: India’s Mission for the New Decade” on 8th -9th April, 2019 at hotel Taj Palace, New Delhi.
- 29th Annual Convention of Ghaziabad Management Association (GMA) on Leadership & Talent Management in the era of Automation & Digitalization, dated January 29th, 2019.
- AIMA's Diamond Jubilee National Management Convention on “Folding the Future In: Reimagining India” at Hotel Le-Meridien, New Delhi on 27- 28 September, 2017.
- Attended Alumni Leadership Master Class organised by Celestos Technologies Pvt. Ltd. on 08th May, 2015.
- Attended FDP on “Improving Learning Effectiveness via Business Simulations” organized by Amity University, Noida on May 08, 2013
- Attended FDP on “Future of Marketing” organized by I.T.S Ghaziabad on May 06-07, 2013 and delivered a talk on Customer Co- creation.
- Attended FDP on “Towards Excellence” organized by I.T.S Ghaziabad on November 12, 2011
- Attended International Conference on “Globalising Management Education” organized by I.T.S – Institute of Management, Gr. Noida.
- Attended 38th World Marketing Congress on “ Business Opportunities and Marketing Strategies for Eastern Africa: A Fresh Look” organized by IMM, Delhi in collaboration with Ministry of External Affairs, Gov. of India, at India Habitat Centre on February 10, 2011
- Attended a thirteen days Faculty Development Programme on “Teaching methodology and analysis of data through data analysis software” organized by Institute of Technology & Science (ITS), Ghaziabad in association with AICTE on dated 06-18 July, 2009.
- Attended a three days Faculty Development Programme on “Research Methods and Data Analysis with SPSS” organized by Institute of Technology & Science (ITS), Ghaziabad on dated 04-06 July, 2008.
- Attended a two days 3rd National Marketing Summit on “Redefining Services Leadership: Strategies for Wealth Creation” organized by All India Management Association (AIMA) at Hotel Radisson, New Delhi on dated 16 – 17 May, 2008.
- Attended a two days workshop on “Case Analysis and Case Writing” at Institute of Technology & Science (ITS), Ghaziabad on 27th & 30th April, 2008.
- Attended a two days workshop at Indian Business Academy, Gr. Noida on Research Methodology on 22 – 23 December, 2007.