

FACULTY PROFILE



Name	Dr. Anil Kumar Kashyap					Date of Birth:06/12/1984				
Designation	Assistant Professor				Date of holding Present Post			15/06/2013		
Name of the Department and School	Business Management					School of Commerce and Management				
Contact Details	Email : kumarkashyapanil@gmail.com					Mobile:+919415675055/+918319682176				
Additional Responsibility in the university, if any	Hostel Warden- Vevekananda Boys Hostel Course coordinator- PG Diploma in International Business and Export management (at Institute of Distance Education) Course Convener- Diploma in Fashion Design Technology and Management (Community College) Course Convener- Diploma in Retail Management Member Placement Committee									
Educational Qualifications (UG onwards)	Ph.D. in Business Administration for the University of Lucknow									
Research Area/Specialization	Marketing, Retailing, E-commerce and Enterprenurship									
Awards/ Honors / Fellowship Conferred (With details thereof)	N.A									
Summary of Publications (Number only)	Research Papers		Books		Chapter in Books		Seminars/ Conferences Proceedings		Projects	

PUBLICATIONS – 2013 onwards:

National Publications (Details of Research Papers) – 2013 onwards:

2015	Kashyap Anil Kumar, Revitalize Your Restaurant by Enhancing its Servicescape, International Journal of Engineering Technology, Management and Applied Sciences, Vol.3, Issue. 12, December.2015, ISSN 2349-4476
2018	- Kumar Ajay and Kashyap Anil Kumar, Measuring Information Potential to Motivate Consumer for Online Shopping: A Review Analysis Approach, Asian Journal of Research in Business Economics and Management, Vol.8, Issue.3, March 2018,ISSN:2249-7307 - Bhagwat Shree, Kumar Ajay and Kashyap Anil Kumar, Assessing The Significance and Measuring The Dynamism of Apparel Retailing in India'S Evolving Organised Retail Sector, ZENITH International Journal of Business Economics & Management Research, Vol.8, Issue.5,2018, ISSN : 2249-8826

International Publications (Details of Research Papers): – 2013 onwards

2016	Kashyap Anil Kumar, Kumar Ajay, Customer Decision Making Side of E-Commerce, Journal of Marketing Management and Consumer Behavior, Vol.1, Issue.4,2016, ISSN-Canada: 2371-3615
2018	Kumar Ajay and Kashyap Anil Kumar, Leveraging utilitarian perspective of online shopping to motivate online shoppers, International Journal of Retail & Distribution Management, Vol. 46, Issue.3, March 2018,ISSN: 0959-0552 IF>2
2019	- Kashyap Anil Kumar, Kumar Ajay, Measuring information potential to understand shoppers' acceptance of online shopping, International Journal of Business Innovation and Research, Vol. 20, Issue.2, 2019, ISSN: 1751-0260 Impact Factor <1 2. Kashyap Anil Kumar, Kumar Ajay, Understanding Customer Perceived Mall Values: A Confirmatory Factor Analysis Approach, International Journal of Customer Relationship Marketing and Management (IJCRMM), Vol.10, Issue.3,July 2019,ISSN: 1947-9247, IF<1.

Chapters in Books – 2013 onwards

2016	Kashyap Anil Kumar, "Regional integrity through SAARC: The rough way ahead" published in the book titled as "Global Economic Associations: Prospect & Aspect" edited by Dr. Pramesh Kumar Gautam, ISBN: 978-81-929700-0-4, pp. 22-36 (2016).
2017	- Kashyap Anil Kumar, "Assessment of the cause of Non Performing Assets and the Performance of Public Sector Banks in India" published in the edited book titled as "Transformations in Indian Financial Sector" edited by Dr. Shishir Kumar Gujrati and Dr. Shashi Yadav, published by SARA book publication, Ahmedabad, ISBN:978-1-7303-230-0, pp.16-29 (2017) - Kashyap Anil Kumar, "E-Governance to Digital India: Reforms through IT and ITes" published in the book titled as

	"Information Technology & Its role for India's Business World Development" published by Success Publication, Pune, ISBN:978-93-24457-21-2, pp.279-283 (2017)
2018	Kashyap Anil Kumar "<i>MBAs are at crossroad: A way ahead to rejuvenate management education in India</i>" published in the book titled as "Management Education: Emerging Trends, Challenges and Innovation" edited by Neha Dubey Kaushakiya and Anupam Raj Mishra and published by SVN publishing house. ISBN: 978-81-929700-4-2, pp.14-21 (2018)
2019	Kashyap, Anil Kumar, "A sustainable and commercially viable approach of delivering financial services to rural India" published in the edited book titled "Changing Paradigms in Marketing Financial Services" edited by Gupta Ashish, Yadav Babita and Rokade Varsha and published by Manakin Press, ISBN:978-93-88342-16-2
National Seminar/Conference/Workshops (Attended) – 2013 onwards	
2014	- Paper entitled as "Effect of Servicescape on Consumer Satisfaction in Restaurant Industry" presented in the National Seminar "Emerging Trends in Area of Management and Accounting" (on Dec. 13th 2014) at Sagar (M.P) organized by BTIRT Sagar in Collaboration with Indian Accounting Association. - Participated and presented a talk on the title "Use of Technology and Innovations in Promoting Good Governance" conducted under the directives of MHRD, GOI, New Delhi (December 25th 2014) and Organized by Internal Quality Assurance Cell, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P).
2016	- Participated and presented a paper entitled as "Discussion on Accounting for Startups" in the National Seminar on "Nation Building Accounting" (on Jan 02, 2016) at Pt. Deendayal Upadhyay Government Arts & Commerce College (Nodal), organized by Department of Commerce in association with Indian Accounting Association, Sagar Chapter. - Paper entitled as "Farmer Ownership: Developing Farmer an Independent Enterprise" presented in the two days National Seminar "Current Issues and Challenges of Agriculture Sector in India" (on March 5 to 6, 2016) at Department of Economics, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P) organized by Department of Economics and sponsored by University Grants Commission, New Delhi. - Participated and presented a paper entitled as "Regional Integrity through SAARC: The Rough Way Ahead" in the National Seminar on "Role of Emerging Economic Association in International Relations and Financial Management: Contemporary Issues and Challenges" (on May 07, 2016) organized by the Faculty of Management & Commerce, Swami Vivekanand University, Sagar. - Participated and presented a paper on "Challenges of Value Based Management Practices" in the National Seminar on "Saamajik, Naitik Evam Saikshanik Uthaan" organized by Government P.G Arts and Commerce College, Sagar (March 19, 2016)
2017	Participated and presented a paper on "Revitalizing economy or plugging it in chaos: a case of financial reform through currency demonetization in India" in the National conference on Demonetization and Uprooting Parallel Economy at Department of Commerce, DHSGSU Sagar, sponsored by ICSSR (March 27, 2017)
2018	- Participated and presented a paper entitled as "Developing rural India through Agropreneurship- A way ahead " in the ICSSR, NABARD and UGC sponsored National Seminar on "Agricultural growth in India: Opportunities and Challenges" & XXVIII MPEA conference organized by the Department of Economics, Dr. Harisingh Gour Vishwavidyalaya, Sagar (February 24-25, 2018). - Participated and presented a paper on "MBAs are at crossroad: A way ahead to rejuvenate management education in India" in the National Seminar on "Management Education: Emerging Trends, Challenges and Innovation" organized by SVN University, Sagar (May 28, 2018)
2019	Participated and presented a talk on "Funding and Financing of Education in the National Education Policy- 2019 (Draft): Searching the Trajectory for Empowering people, community and Nation in the Globalised Knowledge Society", National Level Dialogue organized by TLCSS under PMMMNMTT, Dr. Harisingh Gour Vishwavidyalaya, Sagar (June 17-19, 2019)
National Seminar/Conference/Workshops (Organised) – 2013 onwards	
2017	Co-coordinator and Organizing Secretary, National Seminar on "Emerging Paradigms for Managing Startups" sponsored by University and UGC Feb 25-26, 2017, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya