

# CURRICULAM VITAE

Dr. Pratyush Tripathi



## **MY PROFESSIONAL SKILLS:**

1. Excellent Communication and Presentation skills.
2. Ability to present to large audiences
3. Ability to lead teams and work in teams
4. Ability to work by myself and to integrate others;
5. Goal and results orientation
6. Independent, self-motivated, initiative personality
7. Ability to develop relations
8. Quick adaptation and learning skill
9. Self-motivated, pro-active approach
10. High level of problem solving
11. Abstract, systematic, strategic thinking
12. Coordination and administration skills
13. Management and motivation skills

## **WORK EXPERIENCE:**

(1) Working as Principal VNS Group of Institutions & Professor at Faculty of Management Studies, VNS Group of Institutions, Bhopal Selected under college code 28 of Barkatullah university from 1<sup>st</sup> October 2012 till Date..

(2) Earlier worked as Principal/ Professor VNS Business School, Bhopal (M.P.) Since 8<sup>th</sup> October 2010 – 30<sup>th</sup> September 2012. (Approx. 2 Years)

### **Main activities and responsibilities:**

- Instrumental in Starting PGDM Institute, Approved by AICTE (VNS Business School) for VNS Group of Institutions in 2010.
- Presently Designated as Principal/ Professor in VNS Business School.
- Was Examination Controller, and introduced the CGPA system (Cumulative Grade Point Average) in the Institute.
- Actively engaged in the Liasoning work for Institute with AICTE and other Governmental bodies.

(3) Earlier Worked as Professor and Head of the Department, Sagar Institute of Research, Technology and Science from 1<sup>st</sup> July 2009 to 7<sup>th</sup> October 2010. (1 Years 3 Months)

### **Main activities and responsibilities:**

- Selected Professor through College Code 28 of Barkatullah University.

- Was looking after class schedule, conduction of examination, Liasoning with Barkatullah University, Bhopal and Directorate of Technical Education M.P.
- Worked as Placement Coordinator for Sagar Group of Institutions.

(4) Earlier Worked as Associate Professor(earlier Designated as Assistant Professor (Reader Grade), School of Management, Laxmi Narain College of Technology, Bhopal M.P.) from 7th August 2007 to 30th June 2009 .

(4) Worked as Faculty Member in Department of Business Administration, APS University, Rewa (M.P.) from 13<sup>th</sup> December 2001 to 31<sup>st</sup> July 2007. (5 Years 7 Months)

(5) Worked as Specialty Executive (Xenura Division), Dr. Reddy's Labs, From 13<sup>th</sup> October 1999 to 13<sup>th</sup> August 2001, located at Mumbai & Indore Locations.

## **PROFESSIONAL ASSOCIATIONS:**

1. Life member of All India Management Association (AIMA) and Indian Commerce Association.
2. Appointed examiner and External Evaluator and Reviewer of Ph.D. thesis of various universities like Maharaj Rashtrasant Tukdoji Rao (Central) University Nagpur, Pt. Ravi Shankar Shukla University, Raipur; APS University Rewa, Shridhar Univerity Pilani and Shobhit University Meerut.
3. Examiner and Paper setter for Various Universities and Management Institutes.
4. Member Secretary of Society for Education and Voluntary Association (SEVA), a non-profit organization working for social up-liftment of poor peoples in the field of Education.
5. Invited for Guest Lecture/Key Note Speaker in many Seminars/Confrences and FDP/MDP programs.

## **RESEARCH EXPERIENCE:**

1. Registered Ph.D. Guide in Faculty of Management and Faculty of Applied Economics & Business Management With Barkatullah University, Bhopal (M.P.)
2. Eight Candidates perusing Ph.D. under my guidance from Barkatullah University, Bhopal.
3. Awarded Ph.D. on the topic "Relationship Marketing: A case study of selected automobile companies in India", from A.P.S. University, Rewa on 18<sup>th</sup> May 2005.
4. More than Dozen Papers published in journals of National/International Repute.
5. Attended more than one dozen National Seminars/Conferences.

### **Books Authored:**

- (1) A book on "Production & Operations Management" (ISBN: 978-93-5163-061-6) published with Thakur Publications, New Delhi.
- (2) A book on "**International Business Environment**" is under publication with Sultan Chand & Sons.
- (3) A book on "Retail Management", is under Publication with Himalaya Publication.

## RESEARCH PUBLICATIONS:

1. **“The Growth of Organized Retailing through Shopping Malls in India”**, published in Current Trends in Technology and Science (ISSN: 2279-0535).
2. **“An Empirical Study of Consumer Behaviour towards The Preference and Usage of Mobile Phone Services in Bhopal”**, published in Current Trends in Technology and Science (ISSN: 2279-0535).
3. **“an exploratory study of consumer preferences and satisfaction towards various mobile phone service Providers in Bhopal city”** published in International Journal of Research and Development (ISSN: 2279-073X).
4. **“Consumer Buying Behavior and Brand Perception in Shopping Malls- a study of DB City Mall, Bhopal”**, published in Current Trends in Technology and Science (ISSN: 2279-0535).
5. **“Decision Making Styles of Consumer in buying food products: A Study of Bhopal City”**: published in Current Trends in Technology and Science (ISSN: 2279-0535).
6. **“Recent Trands and Developments in Apparel Marketing in India”** Published in Journal of Engineering, Science and Management Education, Published by NITTTR, Bhopal (M.P.). (ISSN No. 09760121)
7. **“Consumer Behavior towards the new packaging of FMCG Products”**, Published in Madhya Bharti, a Journal Published by Dr. Hari Singh Gour University, Sagar.
8. **“India Emerging as a Brand: A Marketing Perspective”** published in the Indian Journal of Commerce (ISSN No. 0019-512X)
9. **Disinvestment policy: A critical Evaluation”**, published in the proceedings of a National Conference Organized by Navyug College of Arts and Commerce, Sponsored by U.G.C.
10. **“Accounting: Diversion an Evaluation”** published in A text boojk tilted : Contemprory Issues in Modern Accounting”
11. A research Paper on **“Advertising Costs and Sales Benefit Analysis: An emperical study with reference to consumer Electronic Industry in India”** accepted for publication in the Journal **““Parivarthan” Journal of Management Research”**, published by **Oriental Institute of Management Vashi, Navi Mumbai**.
12. Authored a Chapter titled **“Leadership, Skills and Dimensions”**, for a Textbook (in Press) authored by Dr. Mukesh Chansoria.
13. Authored a Chapter titled **“Ensuring Quality in Higher anagement Education With the use of established performance excellence framework: A general study of Higher Education Institutions of Bhopal”** for a Textbook (in Press) authored by Dr. Mukesh Chansoria.
14. A research Paper Accepted for publication in Journal of Prabandhan and Taqniki (published by LNCT-MER, Indore), titled **“ The Effect of Negative Emotional Advertising , Appeals on Cognitive Message Processing style of Indian Consumer with specific focus on FMCG Products Advertisements – A research based on survey of Housewives in Bhopal City.**
15. A research paper titled **"An Empirical Study of Consumer Behavior towards the preference and usage of Mobile Phone Usage in Bhopal City"**, accepted for publication in **“Excel International Journal of Multidisciplinary Management Research.”**.
16. **"The Growth of Internet Marketing in India: Myth or Reality"**, accepted for publication in the National Journal published by Shri Laxmi Narain College of Technology, Bhopal (M.P.).

## CONFERENCES/SEMINARS ATTENDED:

1. Presented a paper titled **“Foreign Direct Investment: Implications for Indian Retail Sector”**, in the 65<sup>th</sup> All India Commerce Conference, Organized by Mumbai University, Mumbai.
2. Presented a paper titled **“Total Quality Management in Management Education in India”**, in the National Conference (AICTE Sponsored) Organized by J.S.S. College for Women, Bhopal.
3. **“A Critical Study on Work-life Balance of BPO Employees in India”** accepted for presentation in the 64<sup>th</sup> All India Commerce Conference, organized by Pondicherry **“Organized Rural Retailing in India through „RPSO“ (Rural procurement and Supply Outlet) Model”**, accepted for presentation in the IVth National Conference organized by Sri Vaishnav Institute of Management, Indore.
5. **“Enviornmental Analysis of the Indian Insurance Industry with reference to LIC” Presented** at the 60<sup>th</sup> All India Commerce Conference, organized by Department of Commerce, Osmania University, Hyderabad (A.P.) from 27<sup>th</sup> -29<sup>th</sup> December 2007.
6. **“An Insight into the growth of New Retail Formats in India” Presented** at the 60<sup>th</sup> All India Commerce Conference, organized by Department of Commerce, Osmania University, Hyderabad (A.P.) from 27<sup>th</sup> -29<sup>th</sup> December 2007.
7. **“Knowledge Management and Knowledge Management Outsourcing in India”** Presented at the National Seminar on Contemporary Issues in Accounting, Commerce and Business Management in India, organized by Department of Commerce & Management, Jiwaji University, Gwalior (M.P.) from 27<sup>th</sup> -28<sup>th</sup> October 2007.
8. **“Role of Communication Mix in Rural Marketing” Presented** at the 59<sup>th</sup> All India Commerce Conference organized by Department of Commerce & Management Studies, Andhra University, Vishakhapatnam (A.P..) from 28<sup>th</sup> -30<sup>th</sup> December 2006.
9. **“Changing Scenario of Insurance Marketing in India”**, Presented at 58<sup>th</sup> All India Commerce Conference, organized by Faculty of Commerce and Management. Mahatma Gandhi Kashi Vidyapeeth, Varanasi (U.P.), from 27<sup>th</sup> – 29<sup>th</sup> Dec. 2005.
10. **“Service Marketing in Management Education”**, Presented at the 18<sup>th</sup> Annual Conference of M.P. Economic Association, organized by School of Business Economics, A.P.S. University, Rewa (M.P.) from 24<sup>th</sup> -25<sup>th</sup> Feb. 2006.
11. **“Disinvestment Policy: A Critical Evaluation”** in National Conference organized by Navyug Arts and Science College, Jabalpur (M.P.) on 21<sup>st</sup> and 22<sup>nd</sup> January 2005.
12. **“India Emerging as a Brand: A marketing perspective”**, presented at the 5<sup>th</sup> All India Commerce Conference, organized by Shri Gujrati Samaj M.K.H.S. Gujrati Girls College, D.A.V. Indore, from 2<sup>6th</sup> to 2<sup>8th</sup> Dec. 2004, University, Puducherry.
13. **“Accounting Diversion: An Evaluation”** presented at the 56<sup>th</sup> All India Commerce Conference, organized by K.C.E. Society of Management and Research, Jalgaon, (Maharashtra), from 25<sup>th</sup> to 27<sup>th</sup> Dec. 2003.

## **EDUCATIONAL DETAILS:**

1. Awarded Ph.D. in “**Relationship Marketing in Automobile Industry – A Case Study of Selected Units**” on 18<sup>th</sup> June 2005, from the Faculty of Commerce and Management, A.P.S. University, Rewa (M.P.).
2. LL.B. from Govt. T.R.S. Autonomus College, Rewa (M.P.) with 66% marks in 2002-03.
3. Masters Degree in Business Administration (M.B.A. with major specialization in Marketing Management) with 76% marks from A.P.S. University, Rewa (M.P.) in 1999.
4. Bachelor in Science (Major Specialization: Electronics) with 65% marks from Model Science college, Rewa (M.P.) in 1997.
5. H.Sc. (PCM) from Jyoti H.Sc. School, Rewa (M.P.), with 66% marks in 1994.
6. High School from Jyoti H.Sc. School, Rewa (M.P.) with 74% marks in 1992

## **PERSONAL PROFILE:**

**FATHER’S NAME:** Dr. Indramani Prasad Tripathi  
**DATE OF BIRTH:** 24<sup>TH</sup> JULY, 1977.  
**MARITAL STATUS:** MARRIED  
**LANGUAGES KNOWN:** ENGLISH & HINDI

## **DECLARATION:**

### **DECLARATION:**

All the information given in this document are true to the best of my knowledge and if any thing is detected to be wrong or false I’ll be solely liable for it.

**PRATYUSH TRIPATHI**

DATE: 17/07/2014