



# DR. SHUBHENDU SHEKHER SHUKLA

## PHD, M.PHIL, MBA, MA

### PROFILE

I am an Academician having more than 13 years of experience in teaching and researcher. I worked with several organizations.

### MEMBERSHIP

1. Member of Reviewer Board of **International Journal of Engineering Research in Africa (IJERA)** ISSN: 1663-4144. (Scopus & ESCI (Web of Science) Indexed).
2. Member of Editorial Board of **International Journal of Learning, Teaching & Educational Research (IJLTER)** ISSN: 1694-2116. (Scopus Indexed)
3. Member of American Research Institute for Policy Development (ARIPD) as Member of Management Forum for American Association of International Researchers (AAIR),

### CAREER SUMMARY

#### Assistant Professor

- SRM Business School, Lucknow | June 2011 to present
- Appointed as Faculty Co-ordinator for courses offered by Spoken Tutorial, IIT Bombay.
  - Promoted as Deputy Head of Department on June 2016 - 2019
  - Head of Research & Development committee for Management Department.
  - Member of Academic Committee.
  - Coordinator of MBA 1st Year.

#### Assistant Professor

- IET, Sitapur | June, 2009 to June 2011
- Discipline incharge of Management Department.
  - Asst. Center Superintendent for BBA/BCA Exams of Kanpur University for consecutive two years.
  - Active member of Admission Cell.
  - Member of Academic Committee of the BBA Dept.

### ACADEMIC ACHIEVEMENTS

1. Academic Excellence Award / Best Teacher Award by Institute of Scholars (InSc), Bangalore in 2018.
2. Convener for Five Day Online Faculty Development Program on "MOODLE Development : Building Competency in ICT based Teaching" in Association with Spoken Tutorial, IIT Bombay under the Flagship of Pandit Madan Mohan Malviya National Mission on Teachers And Teaching (PMMNMTT) From 17 -21 August 2020
3. Convener for the National Seminar on "Impact of Emerging Trends in Retail Industry in India" on 15 March 2019

### EDUCATIONAL DEATAILS

#### PhD (Management)

- Maharishi University of Information Technology, Lucknow (2015-2021)
- Thesis Topic – "An Empirical Study To Know the Degree of Consumer Loyalty and Their Preferences towards Patanjali Products with special reference to Lucknow Region of Uttar Pradesh"

#### M.Phil (Management, 2010)

- Global Open University, Nagaland with 73.5%.
- Thesis : Automobile Industry and Buying Behaviour of Customer in Utter Pradesh, a special reference to Car market.

#### MBA (Marketing & HR, 2008, 64%)

Uttar Pradesh Technical University, Lucknow

### MOOCS COURSES

20+ Successfully Completed MOOCs Courses from NPTEL, SWAYAM & other Platform conducted by several IIMs and IITs

### PUBLICATION

#### Book

05 Books Published  
02 Edited Book  
01 e-Book (Under Process)

#### Research Papers

40+ Research Papers

#### Patents : 02 (Published)

Copyright : 01 (International-Canada)

#### Conference/Seminar

20+ Conferences (International and National)  
16+ Seminars (International and National)

#### Edited Book Chapters

08 Chapters

### HOW TO REACH ME

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