

**RKDF University, Bhopal**  
**Faculty Profile**



Basic Information				
<b>Name</b>	<b>Dr. Pratyush Tripathi</b>			
<b>Date of Birth</b>	<b>24-07-1977</b>			
<b>Designation</b>	<b>Professor</b>			
<b>Department</b>	<b>Faculty of Management</b>			
<b>Experience</b>	<b>25 Years</b>			
<b>Email ID</b>	<b>pratyush077@gmail.com</b>			
<b>Contact No</b>	<b>9424337786</b>			
Educational Qualifications				
Description	Year	%	Institute/University	
(UG)-B.Sc.	1997	66%	Modal Science College Rewa (M.P.)	
(PG)-MBA	1999	76%	Department of Business Administration, APS University, Rewa (MP)	
M. Phil.	-	-	-	
(Ph. D. )- Management	2005	Awarded	Faculty of Commerce, APS University, Rewa (MP)	
Post Doctorate	-	-	-	
NET Qualified/GATE	-	-	-	
Experience Detail				
Experience (Teaching/Research )	Designation	Duration		Name of Institute/University
		From	To	
<b>Teaching</b>	Lecturer	22.08.200 1	17.09.2006	<b>Department of Business Administration, APS University, Rewa (MP)</b>
<b>Teaching</b>	Assistant	01.10.200	27.07.2010	<b>School of Management,</b>

	Professor	6		<b>LNCT, Bhopal (MP)</b>
<b>Teaching and Research</b>	Associate Professor	01.08.201 0	27.07.2016	<b>VNS Institute of Management, Bhopal (MP)</b>
<b>Teaching and Research</b>	Professor and Director	01.08.201 6	26.08.2022	<b>Fortune Iaascom Institute of Management, Bhopal (MP)</b>
<b>Teaching and Research</b>	Professor	28.08.202 2	Till Date	<b>Faculty of Management, RKDF University, Bhopal (M.P.)</b>
<b>Publications</b>				
<b>No. of Papers Published</b>		<b>41</b>		
<b>No. of Books Published</b>		<b>94</b>		
<b>Books Chapters Published</b>		<b>13</b>		
No. of Patents Published/Grant		<b>Nil</b>		
<b>Ph. D/M. Phil Project supervised</b>				
<b>Research Program</b>	<b>Award</b>	<b>Under Supervision</b>	<b>Name of University</b>	
<b>Ph. D (Provide detail i.e. name, title etc)</b>	05	04	<b>Barkatuaal University Bhopal (MP) all Awarded</b>	
<b>M. Phil.</b>	-	-	-	
<b>PG Thesis/Dissertation</b>	-	-	-	
<b>Area of Expertise (100 words)</b>				
<b>Award and Achievement</b>				
<b>Name of Award</b>	<b>Description (With certified of Copy award)</b>			
<b>National</b>				
<b>International</b>				
<b>Conference/Seminar/Workshops/FDP</b>				

<b>Description</b>	<b>No.</b>	
<b>Conference/Seminar p a p e r presentation</b>	<b>28</b>	
<b>Conference/Seminar attended/ organized</b>	<b>2</b>	
<b>Work shop attended/ organized</b>	<b>7 (Attended)</b>	
<b>FDP Attended/ organized</b>	<b>3 (attended)</b>	
<b>Research Project</b>		
<b>Name of Project</b>	<b>Funding Agencies</b>	<b>Amount</b>

- **Any other Achievement**

## List of Publications

S.No.	Title	Authors	Journal	Year	Link of Paper
1	study of inventory management techniques applied by organized retailers' and its effect on customer satisfaction and retailer's financial performance with special reference to Bhopal and Indore City	Dr. Pratyush Tripathi	International Journal of Innovation and Applied Studies", ISSN 2028-9324 Vol. 15 No. 2 Sep. 2021	2021	<a href="https://ijias.issr-journals.org/abstract.php?article=IJIAS-14-217-01">https://ijias.issr-journals.org/abstract.php?article=IJIAS-14-217-01</a>
2	Exploring Customer Purchase Preference in special reference to Vegetable Purchase: A Study	Dr Pratyush Tripathi	BHU MANAGEMENT REVIEW, Vol.11, Issue-2, July - December 2021 (ISSN: 2231-0142)	2021	<a href="#">(DOC) A Research Paper on "Exploring Customer Purchase Preference in special reference to Vegetable purchase"   Pratyush Tripathi - Academia.edu</a>
3	Effects of Brand Endorsements by Opinion Leaders on Rural Consumer Buying Behavior Brand Endorsements by Opinion Leaders on Rural Consumer Buying Behavior	Dr Pratyush Tripathi	International Journal of Multidisciplinary Approach and Studies", (ISSN: 2348-537X), Volume 04, No.4	2020	<a href="http://ijmas.com/upcoming/issue/21.04.2014.pdf">http://ijmas.com/upcoming/issue/21.04.2014.pdf</a>
4	Stock Market Crash and an Individual Investor Behavior Postmortem of NSE	Dr. Pratyush Tripathi	"International Journal of Business and Management Research", ISSN: 2231-4970, Vol 4 Issue 3	2019	<a href="https://www.scribd.com/document/467058858/Stock-Market-Crash-and-an-Individual-Inv-pdf">https://www.scribd.com/document/467058858/Stock-Market-Crash-and-an-Individual-Inv-pdf</a>
5	Impact of Knowledge Management on Organizational Performance: An Empirical Study	Dr Pratyush Tripathi	IMS Manthan: The Journal of Innovations", (ISSN: 0974-7141), Vol. 11 Issue 2	2019	
6	An Exploratory Study Of Consumer Preferences And Satisfaction Towards Various Mobile Phone Service Providers In Bhopal City	Dr Pratyush Tripathi	International Journal of Research and Development (ISSN: 2279-073X)	2019	
7	A study of the impact of people management in service marketing: with special reference to	Ankur soni Dr Pratyush Tripathi	IJCRT	2018	<a href="https://ijcrt.org/papers/IJCRT1802130.pdf">https://ijcrt.org/papers/IJCRT1802130.pdf</a>

	organized retail				
8	Advertising Costs and Sales Benefit Analysis: An Empirical Study with reference to Consumer Electronic Industry in India	Dr. Pratyush Tripathi	International Journal of Research and Development (ISSN: 2279-073X)	2018	<a href="https://oim.edu.in/wp-content/uploads/2016/12/Issue-2-Parivartan-new-21-01-13.pdf#page=18">https://oim.edu.in/wp-content/uploads/2016/12/Issue-2-Parivartan-new-21-01-13.pdf#page=18</a>
9	Perspective of Changing Retail Space in Bhopal	Dr Pratyush Tripathi	International Journal of Technology & Management, (ISSN: 2249-2402)	2018	
10	Consumer Buying Behavior and Brand Perception in Shopping Malls- a study of DB City Mall, Bhopal	Dr Pratyush Tripathi	“Current Trends in Technology and Sciences”, (ISSN: 2279-0535), Vol. 7 Issue 2	2017	<a href="https://cttss.in/cttsold/assets/upload/30101%20ss%20%20v-ii%20%20i-ii%20March.pdf">https://cttss.in/cttsold/assets/upload/30101%20ss%20%20v-ii%20%20i-ii%20March.pdf</a>
11	An Empirical Study of Consumer Behavior towards The Preference and Usage of Mobile Phone Services in Bhopal	Dr Pratyush Tripathi	“Current Trends in Technology and Sciences”, (ISSN: 2279-0535), Vol. 7 Issue 1	2017	<a href="https://d1wqtxts1xzle7.cloudfront.net/31889547/905413_ctts_69_62_70-libre.pdf?1392443634=&amp;response-content-disposition=inline%3B+filename%3DAn_Empirical_Study_of_Consumer_Behaviour.pdf&amp;Expires=1747720298&amp;Signature=VGbyIZIcapmte7IOD1jSdN0ftZmtDHFmhaOBXub1uGVt22JScnXOHI18Odbncb8Xzve545Vy4aenVZXofc3fH95U1INE4-baZqwm5-2xDWosWajy88vThk5OYMFC2L4IUSaY7-jKIX~72CS~n11vb-jSwXOKP6KVxtzi9OrmGTz7MsIHc6C46ftsdIXjZ7gqEk43UJgVeO6QfiSWAp06Cgppu0nIEBo-ZE1F55GAWgwmzHDGw4CVWhd3uromIQhQhqRfZMejDKA~qENOTtRPuYyzCJ-y5JsvfYCQuukmQs~LPO7zDn9ASqRsIL-qo3ka5Q9XcznXqYhmepkGIbE3Q_&amp;Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA">https://d1wqtxts1xzle7.cloudfront.net/31889547/905413_ctts_69_62_70-libre.pdf?1392443634=&amp;response-content-disposition=inline%3B+filename%3DAn_Empirical_Study_of_Consumer_Behaviour.pdf&amp;Expires=1747720298&amp;Signature=VGbyIZIcapmte7IOD1jSdN0ftZmtDHFmhaOBXub1uGVt22JScnXOHI18Odbncb8Xzve545Vy4aenVZXofc3fH95U1INE4-baZqwm5-2xDWosWajy88vThk5OYMFC2L4IUSaY7-jKIX~72CS~n11vb-jSwXOKP6KVxtzi9OrmGTz7MsIHc6C46ftsdIXjZ7gqEk43UJgVeO6QfiSWAp06Cgppu0nIEBo-ZE1F55GAWgwmzHDGw4CVWhd3uromIQhQhqRfZMejDKA~qENOTtRPuYyzCJ-y5JsvfYCQuukmQs~LPO7zDn9ASqRsIL-qo3ka5Q9XcznXqYhmepkGIbE3Q_&amp;Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA</a>
12	Advertising Costs and Sales Benefit Analysis: An Empirical Study with reference to Consumer Electronic Industry in	Dr Pratyush Tripathi	Infinity International Journal of Modern Management”, (ISSN: 2231-	2017	

	India		5586),		
13	The Growth of Organized Retailing through Shopping Malls in India	Dr Pratyush Tripathi	Current Trends in Technology and Sciences”, (ISSN: 2279-0535), Vol. 6 Issue 1,	2012	
14	Decision Making Styles of Consumer in buying food products: A Study of Bhopal City	Dr. Pratyush Tripathi	Current Trends in Technology and Sciences”, (ISSN: 2279-0535), Vol. 2 Issue 2	2012	
15	“Coal Sourcing Policy in India”.	Dr Pratyush Tripathi	JSSGIW JOURNAL OF MANAGEMENT , Issue 1, Volume 1,	2014	
16	“Consumer Decision Making Styles of Working Women in Buying Apparel: An Empirical Study of Bhopal City”,	Dr. Pratyush Tripathi	“SR Excels Research Update: Journal of Management and Technology”, (ISSN: 2319-5258), Vol 1 Issue 2	2013	
17	“Recent Trends and Developments in Apparel Marketing in India”	Dr Pratyush Tripathi	Journal of Engineering, Science and Management Education, Published by NITTTR, Bhopal (M.P.). (ISSN No. 09760121)	2015	
18	“The Growth of Internet Marketing in India: Myth or Reality”,	Dr. Pratyush Tripathi	“National Journal of Engineering, Science and Management”, (ISSN: 2249-0264), Vol.1 No.2	2011	
19	“Foreign Direct Investment, Domestic Investment and Economic Growth in India”.	Dr Pratyush Tripathi	“National Journal of Engineering, Science and Management”, (ISSN: 2249-0264), Vol.2 No.2	2012	
20	“Growth and New Marketing Strategies of Life Insurance Industry”.	Dr. Pratyush Tripathi	“SR Excels Research Update: Journal of Management and Technology”, (ISSN: 2319-5258), Vol 1 Issue 1	2012	
21	“Consumer Behavior	Dr Pratyush	Madhya Bharti, a	2015	

	towards the new packaging of FMCG Products”.	Tripathi	Journal Published by Dr. Hari Singh Gour University, Sagar		
22	“Rural Marketing in India: A Strategy to fight global recession”.	Dr. Pratyush Tripathi	“Rural Marketing in India: A Strategy to fight global recession”.	2015	
23	"The Growth of Internet Marketing in India: Myth or Reality".	Dr Pratyush Tripathi	“National Journal of Engineering, Science and Management”, (ISSN: 2249-0264), Vol.1 No.2	2015	
24	“India Emerging as a Brand: A Marketing Perspective”.	Dr Pratyush Tripathi	Indian Journal of Commerce (ISSN No. 0019-512X)	2014	
25	“Advertising Costs and Sales Benefit Analysis: An emperical study with reference to consumer Electronic Industry in India”	Dr Pratyush Tripathi	“Parivarthan” Journal of Management Research”, published by Oriental Institute of Management Vashi, Navi Mumbai	2014	
26	“ 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.	Dr Pratyush Tripathi	Prabandhan and Taqniki (published by LNCT-MER, Indore).	2014	

### **BOOKS/MONOGRAPHS**

S.No.	Title	Author’s	Editors	Year	ISSN/ISBN	Publisher Name
1	“International Business: An Indian Perspective”	Dr Pratyush Tripathi		2015	978-93-82630-57-9	Aadi Publications
2	Production and Operations Management	Dr Pratyush Tripathi		2018	978-93-5163-061-6	Thakur Publications

### **Book Chapters/ Proceedings**

S.No.	Titles of Books/ Proceedings	Authors	Year	ISSN No.
1	Regional Disparities in India	Dr. Pratyush Tripathi	2021	ISBN No. 978-93-85384-87-4
2	“India Becoming World Leader by 2020: Needs and Strategies, A Management Perspective”,	Dr. Pratyush Tripathi	2016	(ISBN: 978-93-82518-47-1),
3	“Child Labor: Dimensions and Determinants”.	Dr Pratyush Tripathi	2018	(ISBN: 978-81-7910-420-0),
4	<b>“Dimension of Women Empowerment in India”.</b>	Dr Pratyush Tripathi	2017	(ISBN: 978-81-7625-937-8),
5	”Management Education: Challenges and Opportunities”.	Dr Pratyush Tripathi	2015	(ISBN: 978-81-7625-914-9),
6	“Service Sector Strategies for India’s Leadership”,	Dr Peratyush Tripathi	2017	(ISBN: 978-81-7625-839-5),
7	“Emerging Trends and Challenges in Management”.	Dr. Pratyush Tripathi	2015	(ISBN:93-82062-09-2),
8	“Disinvestment Programme in India”,	Dr. Pratyush Tripathi	2015	978-81-7625-641-4

#### **PAPERS PRESENTED IN CONFERENCES/ SEMINARS:**

S.No.	Title	Author	Details of Seminar/Conference	Organized By
1	“Foreign Direct Investment: Implications for Indian Retail Sector”.	Dr. Pratyush Tripathi	65 <sup>th</sup> All India Commerce Conference	Mumbai University, Mumbai.
2	“Changing Paradigm of Indian Banking Industry: Emerging Challenges & Potential”.	Dr. Pratyush Tripathi	International Conference on “India Becoming World Leader by 2020: Needs and Strategies, A Management Perspective”	Faculty of Management Studies, VNS Group of Institutions, Bhopal (M.P.)
3	“Measurement of Customer Delight in Indian Bank and Urban Consumer Banking”	Dr. Pratyush Tripathi	International Conference on “ Strategies for Building Successful Business Organizations in the Contemporary Scenario”	Technocrats Institute of Technology – MBA, Bhopal (M.P.)
4	“An Exploratory study	Dr. Pratyush	International	Technocrats

	of consumer preference and satisfaction towards various mobile phone service providers in Bhopal City”.	Tripathi	Conference on “ Strategies for Building Successful Business Organizations in the Contemporary Scenario”	Institute of Technology – MBA, Bhopal (M.P.)
5	“Total Quality Management in Management Education in India”.	Dr. Pratyush Tripathi	National Conference (AICTE Sponsored)	J.S.S. College for Women, Bhopal.
6	“Management Education in India: Need for Change”.	Dr. Pratyush Tripathi	International Conference on “Reforming Management Education for Competitive Advantage to India”	Bansal MBA College, Bhopal (M.P.)
7	Effect of Rise in Inflation on the living standard of families in Bhopal	Dr. Pratyush Tripathi	National Seminar on “Managing Inflation for Sustaining in India”.	Bansal MBA College, Bhopal (M.P.)
8	Emerging Trends of Organized Retail in India	Dr. Pratyush Tripathi	National Seminar on “Retail Management: Problems & Prospects”.	Bansal MBA College, Bhopal (M.P.)
9	“A Critical Study on Work-life Balance of BPO Employees in India”	Dr. Pratyush Tripathi	64 <sup>th</sup> All India Commerce Conference	Pondicherry University, Puducherry.
10	"Organized Rural Retailing in India through ‘RPSO’ (Rural procurement and Supply Outlet) Model",	Dr. Pratyush Tripathi	IV <sup>th</sup> National Conference	Sri Vaishnav Institute of Management, Indore.
11	“Enviornmental Analysis of the Indian Insurance Industry with reference to LIC”	Dr. Pratyush Tripathi	60 <sup>th</sup> All India Commerce Conference	Osmania University, Hyderabad (A.P.)
12	“An Insight into the growth of New Retail Formats in India”	Dr. Pratyush Tripathi	60 <sup>th</sup> All India Commerce Conference	Osmania University, Hyderabad (A.P.)
13	“Knowledge Management and Knowledge Management Outsourcing in India	Dr. Pratyush Tripathi	National Seminar on Contemporary Issues in Accounting, Commerce and Business	Department of Commerce & Management, Jiwaji University,

			Management in India	Gwalior (M.P.)
14	“Role of Communication Mix in Rural Marketing”		59 <sup>th</sup> All India Commerce Conference	Department of Commerce & Management Studies, Andhra University, Vishakhapatnam (A.P.)
15	“Changing Scenario of Insurance Marketing in India	Dr. Pratyush Tripathi	58 <sup>th</sup> All India Commerce Conference	Faculty of Commerce and Management. Mahatma Gandhi Kashi Vidyapeeth, Varanasi (U.P.)
16	“Service Marketing in Management Education”.	Dr. Pratyush Tripathi	18 <sup>th</sup> Annual Conference of M.P. Economic Association	School of Business Economics, A.P.S. University, Rewa (M.P.)
17	“Advertising Costs and Sales Benefit Analysis: An Empirical study with reference to Consumer Electronics Industry in India”.	Dr. Pratyush Tripathi	International Conference on “Emerging Trends and Challenges in Management”.	Department of Business Administration, APS University, Rewa (M.P.)
18	“Disinvestment Policy: A Critical Evaluation”	Dr. Pratyush Tripathi	National Conference on Disinvestment in India	Navyug Arts and Science College, Jabalpur (M.P.)
19	“India Emerging as a Brand: A marketing perspective	Dr. Pratyush Tripathi	57 <sup>th</sup> All India Commerce Conference	Shri Gujrati Samaj M.K.H.S. Gujrati Girls College, D.A.V. Indore,
20	“Accounting Diversion: An Evaluation	Dr. Pratyush Tripathi	56 <sup>th</sup> All India Commerce Conference	K.C.E. Society of Management and Research, Jalgaon, (Maharashtra),

**Invited Lectures and Chairmanships at National or International Conference/Seminars**

S.No.	Lecture Delivered	Detail of Event	Date of event	Organized by
1	Chairman Technical Session I on “Promotion of Green Marketing Initiatives by the Indian Corporate”	National Seminar on “Environmental Concerns and Green	19th March 2016	Lakshmi Narayan College of Technology – MBA, Bhopal (M.P.)

		Marketing”		
2	Key Note Speaker	National Seminar on “Managing for Tomorrow (Issues and Challenges)”.	17th August 2013	Lakshmi Narayan College of Technology – MBA, Bhopal (M.P.)

**Faculty Development Program:-**

S.No.	Programme	Duration	Organized by
1	<i>Faculty Development Program on “Research Methodology in Business Management” (Sponsored by AICTE, New Delhi)</i>	<i>7TH May 2012 – 20th May 2012 15 Days</i>	<i>LNCT _ MBA, Bhopal (M.P.)</i>

**DETAILS OF Ph.D. THESIS GUIDANCE:**

**Ph.D Awarded:**

S.No	RESEARCH TITLE	SCHOLARS NAME	NAME OF UNIVERSITY
1	Impact of Organized Retailing in Consumer Buying Decision Process: A study of Bhopal City	Satish Singh	Faculty of Business Economics and Management, Barkatullah University, Bhopal.
2	Family Business Management: A Comparative Study of M.P. and J&K	Altaf Ahmad Muthu	Faculty of Management Studies, Barkatullah University, Bhopal (M.P.)
3	Space Management in selected Retail Outlets in Madhya Pradesh	Deepak Tiwari	Faculty of Management, Barkatullah University, Bhopal (MP)
4	A study of People Management for excellence in service marketing	Ankur Soni	Faculty of Management, Barkatullah University, Bhopal
5	Customer Relationship Banking in Indian Banking Sector	Vivek Agrawal	Faculty of Management, Barkatullah University, Bhopal (MP)