

RKDF University, Bhopal
Faculty Profile



Basic Information				
Name	Dr. Satendra S Thakur			
Date of Birth	01/10/1989			
Designation	Professor & Dean			
Department	Management			
Experience	16 Years			
Email ID	Satendra.mba07@gmail.com			
Contact No	9827398975			
Educational Qualifications				
Description	Year	%	Institute/University	
B. Sc. (Mathematics)	2007	59	Barkatullah University, Bhopal (M.P.)	
MBA	2009	69	Barkatullah University, Bhopal (M.P.)	
M. Phil.	--	--	--	
(Ph. D.)- Management	2012	--	Barkatullah University, Bhopal (M.P.)	
Post Doctorate	--	--	--	
NET Qualified/GATE	--	--	--	
Experience Detail				
Experience (Teaching/Research)	Designation	Duration		Name of Institute/University
		From	To	
Teaching	Assistant Professor	25/07/2009	31/12/2011	Bhabha College of Engineering, Bhopal (M.P.)
Teaching	Assistant Professor	01/01/2012	24/07/2014	Maharana Pratap College of Management, Bhopal

				(M.P.)
Teaching	Associate Professor	25/07/201 4	18/02/2020	Maharana Pratap Colleeg of Management, Bhopal (M.P.)
Teaching	Professor	19/02/202 0	29/08/2022	Maharana Pratap Colleeg of Management, Bhopal (M.P.)
Teaching	Professor	30/08/202 2	Till Date	RKDF University, Bhopal (M.P.)
Publications				
No. of Papers Published		71		
No. of Books Published		06		
Books Chapters Published		02		
No. of Patents Published/Grant		--		
Ph. D/M. Phil Project supervised				
Research Program	Award	Under Supervision	Name of University	
Ph. D (Provide detail i.e. name, title etc)	12	-	Barkatullah University, Bhopal (M.P.)	
	06	08	RKDF University, Bhopal (M.P.)	
M. Phil	--	--	--	
PG Thesis/Dissertation	--	--	--	
Area of Expertise (100 words)				
Research Methodology, Stastics, Marketing Management, Organizational Behavior, SPSS for data Analysis, HRM, General Management for research and academic				
Award and Achievement				
Name of Award		Description (With certified of Copy award)		
National		1. Young Researcher Award 2. Best Paper Presentation Award		

International	--	
Conference/Seminar/Workshops/FDP		
Description	No.	
Conference/Seminar p a p e r presentation	20	
Conference/Seminar attended/ organized	02	
Work shop attended/ organized	07	
FDP Attended/ organized	03	
Research Project		
Name of Project	Funding Agencies	Amount
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List of Publications

S. No	Paper Detail	Link
1	A Study Of Micro Finance And Its Impact On Poverty Alleviation Among The Peoples Of Rural Areas In Uttar Pradesh, EPRA International Journal of Economics, Business and Management Studies (EBMS) , Vol. 12 Issue. 3 (March-2025), pp 239-245	Link
2	A study on the relationship between expectation and perception of customer towards service quality of selected Banks in Bhopal city, Published in AJASRA Vol. 13, Issue No. 2, Feb 2024 PP 322-331	Link
3	A Study on the Impact of Mergers and Acquisitions on Customer Satisfaction in Post Mergers Phase in Banking Sector, Published in Samdarshi Vol 16 Issue 4 2023, pp 3865-3871	Off Line
4	A study on the motivational factors affecting faculty's performance in selected private higher educational institution in Bhopal city published in Juni Khyat Vol-14, Issue 02 March 2024, pp 121-126	Link
5	A study of Industrial Relations Practices among the Employee of Selected Manufacturing Units of Madhya Pradesh, Published in Juni Khyat Vol-14, Issue 04 April 2024, pp 158-163	Link
6	A study of Industrial Relations Management and Its impact on Job satisfaction among the employees of selected public and private sectors Organizations in Bhopal Region, Published in Mukh Shabd Journal, Vol 13, Issue 6 April 2024, pp 884-891	Link
7	A Study of Motivational Practices and its impact of Faculties performance towards developing qualities education among the selected technical institutions of Madhya Pradesh, Published in Mukh Shabd Journal Vol 13, Issue 10 2024, pp 1073-1081	Link
8	A Study On The Role Of Micro Finance Towards Women Empowerment In Uttar Pradesh, Vol. 11 Issue. 3 (March-2025) International Journal of Global Economic Light (JGEL), pp 1-7	Link
9	A study of Service Quality and Its Impact on Customer Satisfaction Towards selected telecommunication Service Providers in Uttar Pradesh Circle, Published in EPRA, International Journal of Multidisciplinary Journal, Vol 10 Issue 11 2024, pp 541-544	Link
10	Impact of Customer service on Subscribers Satisfaction with special reference to Selected Telecommunication companies in Madhya Pradesh published in International Journal of Economic, Business and Management studies Vol 11, Issue 11 2024, pp 155-159	Link
11	A study OF Work life balance among the women professional of selected IT Companies published in Juni Khyat Volume 7 Issue 2, 2024 pp 71-78	Link
	Impact of Organizational Culture on Growth of the Organization with special reference to Selected Manufacturing Organizations, Published in International Journal of Food and Nutritional Science Vol 11, Issue 10, 2022 pp 981-990	Link
12	The green theme: Impact of Increasing Environmental Consciousness on the language of copywriters published in Communicator A journal of Indian institute of mass communication Vol VII(4) October-December 2022 pp 33-41	Link
13	A study of organizational development practices and its impact on employee job satisfaction, published in Shodhsamhita Vol. 10 Issue 4 January-June 2023	Off Line
14	A Critical Evaluation of safety and service of public rail transport in Madhya Pradesh EXCEL international Journal of Multidisciplinary Management Studies Vol 11, Issue 7 June 2021	Link
14	A Critical Evaluation of Road Transport Management System in India with special reference to Madhya Pradesh International Journal of Creative Research Thoughts (IJCRT) Vol 9, Issue 6 June 2021 PP 262-266	Link
15	A study of HR Audit in Print Media Organization of Madhya Pradesh Published in	Link

	Quest Journal, Journal of Research in Business and Management Vol 10, Issue 6 (2022) pp 14-21	
16	A Study of Thematic Apperception Test as Training and Development Test For Enhancing The Employee Performance And Skill In State Bank of India International Journal of Creative Research Thoughts, Vol 8, Issue 8 August 2020, pp 2929-2935	Link
17	A Keen study on the impact of Celebrity Endorsement of Any Product and Service: Indian Market, Journal of Emerging Technology and Research Vol 6, Issue 6, 2019, pp 246-250	Link
18	Impact of Digitization on students' Performance: A study with reference to Selected Higher Secondary Schools In Bhopal City, Global Journal of Multidisciplinary studies Vol 9, Issue 1, 2020, pp 26-31	Link
19	The Impact of Consumer Perception Based Advertisement and Celebrity Endorsement on Brand Acceptance, International Journal of Management (IJM) Volume 10, Issue 4, (July-August 2019) pp 254-261	Link
20	The Role of Trade Unions to Sustain Cordial Labor-Management Relations International Journal of Research in Social Sciences Vol. 8 Issue 3, March 2018, pp 122-146	Link
21	The Impact of Industrial Relations on the Level of Employees Job Satisfaction International Journal of Creative Research Thoughts (IJCRT) Volume 5, Issue 4 December 2017 pp 79-85	Link
22	Impact of HR Practices on Employee Performance: A Study with Special Reference to HDFC Bank Limited has been published in International Journal of Management, IT and Engineering Vol 4 Issue 6, June 2016 pp 78-85 (impact factor 4.88)	Link
23	Social Media Marketing and Brand Equity: A Study with reference to the Indian context has been published in International Journal of Management, IT and Engineering. Vol 6 Issue 2, February 2016, pp 265-275) (Impact Factor 4.297)	Link
24	Relationship between sales promotion Mix and Customer satisfaction with reference to selected branded cosmetic product has been published in International Journal of Management and Commerce. Vol 3 Issue 1 January 2016 pp23-29	Link
25	Working Capital Management: A comparative Study between Bharat Heavy Electricals Limited (BHEL) and Laresn & Toubro (L&T) has been published in Zenith International Journal of Business economics and Management research. Vol 6, Issue 2 February 2016 (Impact Factor 3.567)	Link
26	A study of consumer behavior towards organized food retailing in Bhopal city has been published in International Journal of Management Research and Review, issue 6 Vol 6 artice No 9 July 2016 pp 483-847.	Link
27	Comparative Study of Working Capital Management between Indian	Link

	Toboco Company (ITC) and Hindustan Unilever Limited (HUL) has been published in Journal of Management in Manufacturing & Services Vol 3 No 6 March 2016 pp 26-35 (Impact Factor 1.526)	
28	Relationship Between Marketing Mix and Consumer Buying Behavior: A study has been published in International Journal of Management Research Vol 3 Issue 5 May 2015 PP 178-188 (Impact Factor 4.316)	Link
29	Service Quality: A Study With Special Reference to Selected Branch Of Private Sector Banking Industries has been Published in ZENITH International journal of multidisciplinary research Vol 4 Issue 6 2014 pp-56-63 (Impact Factor 3.567)	Link
30	Impact of Sales Promotion activity on consumer buying behavior: A study with special reference to fast moving consumable goods of selected company has been published in Asia Pacific Journal of Marketing and Management Research Vol. 4 (1) January 2015 pp 47-55 (Impact Factor 0.876)	Off Line
31	A study of celebrity endorsement as future brand endorsers with special reference to movies and television serial star celebrity has been published in publication in Zenith International Journal of Business Economic and Management Research Vol 5(4) 2015, pp 1-11 (Impact Factor 3.567)	Link
32	Direct Effect of Service Quality and Customer Satisfaction to Customer Re-Patronage Intention With Reference To Public Sector" has published in ELK Journal of marketing and retail management Ghaziabad. Vol. 2 No.1 January 2011 pp 336-345	Off Line
33	Service quality and relationship quality research a new approach to customer satisfaction has been published in ELK Journal of marketing and retail management. Vol. 2 No. 1 December 2010, pp 426-431	Off Line
34	Service quality and customer satisfaction: A study with special reference to public sector banking industries in India has been published in international journal of management research and review. Vol. 1, issue 1 Article No. 3 August 2011	Off Line
35	Brand Image, Customer Satisfaction and Loyalty Intention: A Study in the Context of Cosmetic Product among the People of Central India has been published in EXCEL international journal of multidisciplinary management studies. Vol. 2 Issue 5, 2012, pp37-50	Link
36	Regulation and corporate governance in banking sector - A political Economy Perspective from developing economies has been published in ELK journal of finance and risk management. Vol. 2 No. 2, March 2011 pp 400-407	Off Line
37	Diversity in Work Place- Benefit and Challenge of human Resource Management has been published in search and research journal of management. Vol. 2 No. 2 2011, pp 185-190	Off Line

38	Relationship between service quality, customer satisfaction and customer loyalty: a Study with special reference to public sector organization in India has been published in international journal of marketing and management research. Vol. 2 Issue 10 Oct 2011 pp 165-173	Off Line
39	Impact of celebrities' endorsement on overall brands has been published in ELK Journal of marketing and retail management. Vol. 2 No. 2 July 2011, pp 529-536	Off Line
40	A study of corporate governance in Indian banking industries has been published in ELK journal of finance and risk management. Vol. 5 No. 2 April 2012 pp 956-962	Off Line
41	Comparative study of Indian Movies and sport celebrities as brand endorsers: study Based on Q square method has been published in Global Management Review (Sona School of Management), Vol. 6, Issue 2, February 2012, pp 46-56	Off Line
42	Study of Indian organizational development at present has been published in the Prabandhan: Indian journal of management New Delhi. Vol. 4 No 4 2011, pp 40-47	Link
43	Quality Management: a study in public sector organization has been published in International journal of marketing and management research. Vol. 8 Issue 2 Aug. 2011 pp 37-50	Off Line
44	Service quality and Relationship quality research a new Approach to customer Satisfaction has been published in ELK journal of marketing management. Vol. 2 No. 2 2011, pp 426-431	Off Line
45	Managing Public Sector Reforms: A Change Management Approach has been published in International journal of business economic and management research. Vol. 2 Issue 10, Oct. 2011, pp 100-112	Link
46	Impacts of Service Quality, Customer Satisfaction and Trust on Customer Loyalty: A Study with special reference to Telecommunication Company in Madhya Pradesh (India) has been published in Zenith international journal of business Economics & management research. Vol.1, Issue 2; November 2011 pp 66-78,	Link
47	A study of Service quality and customer satisfaction with special reference to fast Moving consumable goods of ITC limited has been published in Asia pacific journal of research in business management. Vol. 3, Issue 2, February 2012 pp52-69	Link
48	Impact of service quality on customer satisfaction and loyalty: in the context of retail outlets in DB city shopping mall Bhopal has been	Link

	published in International journal of management research and review. Vol. 2 Issue 2 February 2012, pp334-344	
49	Service quality and patient's satisfaction towards the private sector health industries in India has been published in international journal of research in commerce and management. Vol. 3 Issue 3 March 2012, pp 31-34	Off Line
50	A study of corporate governance in Indian listed company has been published in ELK Journal of finance and risk management Ghaziabad. vol.2 No. 1 December 2011, pp 474-484	Off Line
51	Study of outsourcing to India - reason and benefit has been published in search and research journal of management. Vol. 2 No. 1 2010, pp 44-52	Off Line
52	A study of total quality management process with special reference to educational system has been published in International Research Journal for Intellectual Science and Management. Vol. 2 Issue, May 2013	Link
53	Service quality, Customer Satisfaction and customer loyalty: a study with special reference to Indian banking industries has been published in journal of Banking Financial Services and Insurance Research. Vol. 1 Issue 5 August 2011 pp 83-93	Link
54	Employee empowerment, service quality and customer satisfaction towards the India postal department has been published in ELK Asia Pacific Journal of Marketing and Retail Management. Vol 4 No. 3 July 2013, pp 327-332	Link
55	Role of Human Resource Management in successful corporate responsibility has been published in a Edit book published by Maharana Pratap College of Management Bhopal bearing ISBN No. pp 222-227	Off Line
56	A Study of Consumer Behavior and Marketing Strategy: with special reference to some critical issue and challenges has been published in edit book Bearing ISBN Number pp16-23	Off Line
57	Challenges of Total Quality Management: A Study With Special Reference To Higher Education has been published in BSSS Journal of social science volume IV issue 1 pp 27-35	Off Line