

Dr Sunil Kumar Mishra (Asst. Professor) Department of Management Science Ramanujan College (D.U.)
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Area of interest—Marketing, HRM, Law Teaching experience—18 year

Educational qualification

(a) Professional

- (i) **Ph.D.** from Allahabad University in 2003. **Research topic “consumer products marketing in India (special reference of U.P.)**
- (ii) **MBA** from Pune University (MBA Department) in 1994. **Specialization, Marketing, Finance**
- (iii) **LLB** from Allahabad University in 1997 Specialisation in Consumer law, Labour law, Company law.
- (iv) **Degree in Electronic and Telecommunication** from **Indian Air Force**. Acquired Diploma which is equivalent to Degree by GOI vide GOI ministry of education and social welfare (department of education) OM NO. F-18-19/75/T-2 dated 26 May 1977 in same subject after completion of 10 year experience

(b) Academic

- (i) B.A. from **Ajmer University** 1989, subjects. Political science, Pub admin, Sociology
- (ii) Intermediate from **UP Board** in 1984 Subjects. Physics, Chemistry, Math,
- (iii) High School from **UP Board** in 1982 Subjects. Math, Science, English, Hindi,

Work experience

(a) Teaching experience (18 year)

- (i) Worked as Asst. Professor in Shivdan Singh Institute of Technology and Management Aligarh (U.P.) from 07Nov 2005 to 06 Jul 2006
- (ii) **Worked as Asst. Professor in BBS Institute of Management studies Greater Noida since July 2006 to June 2015.**
- (iii) Worked as Guest Faculty In Delhi University from 2015 to June 2023

Research Experience ---Marketing and econometric consultancy services (Metric) Pune (Part time)
- Job includes research work like Bajar Tempo, BPL, Whirlpool, LML, Kinetic, VSNL, SwarajMajda, zuari Agro etc.

Actively involed in development of under mentioned research models

- (i) **MOSTER ::** Monitoring Satisfaction to Ensure Retention Delight your customers.
- (ii) **RIRA ::** Rural Investor's Risk Aversion
- (iii) **De-Matrix ::** De Matrix - For effective Dealer Management.
- (iv) **Locate ::** LOCATE is a scientific methodology for choosing the BEST city, the BEST area and the BEST location for your retail shop.
- (v) **CRIDA ::** A CREDIT RATING INDEX.
- (vi) **E-Sat ::** E Sat identifies how to retain your best employees.....

Published work-

- (a) A project report on tractor usage in UP (for Bajaj Tempo) “ Balwan Tractor”
- (b) For Doctorate degree in AllahabadUniversity topic ‘ **Consumer Product Marketing in India (with special reference in UP)**”

Journal Publications:

- 1. Sachin Mishra, Sunil Kumar Mishra.** Neuromarketing: Neural Explanations for Consumer Behaviours. Biomed J Sci & Tech Res 16(1)-2019. BJSTR. MS.ID.002792. Available at: <https://biomedres.us/pdfs/BJSTR.MS.ID.002792.pdf>
- 2. Sunil Kumar Mishra.** "A Study of Medicinal Supply Chain Management for Hospitals as Consumer in Uttar Pradesh State of India". NOLEGEIN-Journal of Supply Chain and Logistics Management, [S.I.], p. 12-14, jan. 2019. Available at: <<http://mbajournals.in/index.php/JoSCLM/article/view/211>>. Date accessed: 23 jan. 2019.
- 3. Sunil Kumar Mishra.** "Study of Faults in Transportation Management as a Reason for Delays in Providing Timely Courier Services to Consumer". NOLEGEIN-Journal of Supply Chain and Logistics

Management, [S.l.], p. 1-6, mar. 2019. Available at:

<<http://mbajournals.in/index.php/JoSCLM/article/view/234>>. Date accessed: 02 mar. 2019

4. Cheng-Tang Pan, Wei-Hsi Chang, Ajay Kumar, Satya P Singh, Aman Chandra Kaushik, Jyotsana Sharma, Zheng-Jing Long, Zhi-Hong Wen, **Sunil Kumar Mishra**, Yow-Ling Shiue "Brain imaging and Disease Prognosis by Conventional as well as Modern Modal Imaging Techniques: A comparison". Current Pharmaceutical Design. Special issue: "Emerging trends on Nanoparticles and Nano-materials in biomedical applications - I".

Conference Participations and Publications:

1. **Sunil Kumar Mishra**, Brijesh Kumar. "Challenges and Opportunities in Consumer Product Marketing". 6th International Conference on Recent Innovations in Science, Engineering and Management (ICRISEM-16). Organised by IIMT Greater Noida, Uttar Pradesh on August 20, 2016.

2. Jaya Mishra, Shivani Mishra, Brijesh Kumar, **Sunil Kumar Mishra**. "Role of Computer Aided Designing in Advancement of Product Development". International conference on latest advances in management, technology and applied science, LATMAS 2016. Organised by IIMT Greater Noida, Uttar Pradesh on February 20, 2016

Academic job experience – (a) Worked as faculty in management institute (b) Expertise in formulation of any management subject course work which fulfill the need of industry (c) **Expertise to prepare detailed project report (DPR) for opening a new institute or starting a new course** (d) Expertise in liasoning work in AICTE/UGC (e) Expertise in handling all examination related work.

Administrative job experience- (a) Worked as administrator (b) Expertise in liasoning with different government department concerned with state/ Central government(c) Expertise to preparing project reports for grant purpose.