

RESUME

Dr. AMIT SHRIVASTAVA

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PROFESSIONAL OBJECTIVE:

To obtain a position where I can employ my knowledge and experience for the benefit of the institution and society at large with zeal to learn from values oriented teaching-learning environment.

EDUCATIONAL QUALIFICATION:

Degree/ Diploma	Subject	Board / College / University	Year	Division
PhD (Management)	'Effectiveness of Sales Promotion in Consumer Durables in Sub Urban Areas of MP'	A.P.S.University, Rewa (M.P)	2016	
MBA	Marketing, Finance	A.P.S.University, Rewa (M.P)	2004	I
B. Sc	Mathematics, Computer Application	Govt.Model Science College, Rewa (M.P)	2001	I
Higher Secondary	Mathematics	M.P.Board, Bhopal	1998	II
PGDCA	MS Word, Excel, PowerPoint, C, Java	IGNOU	2009	I

ELIGIBILITY CERTIFICATES:

- Qualified UGC, NET in Management Discipline in Dec 2013.

WORKING EXPERIENCE:

July 2009 to Till Date: 13 Years of experience as a Guest faculty in Department of Business Administration, A.P.S.University, Rewa

Key Responsibilities:

- Delivering lectures on Service Marketing, Research Methodology, and Consumer Behaviour.
- Guide students in Academic Research Projects.
- Assist in preparing Study materials for Course Curriculum.

FDP / CONFERENCES / WOKSHOPS :

PART A: FDP

1. Participated in one week **Faculty Development Programme (FDP)** on *Multivariate and Advance Data Analysis in Marketing* organized in **Indian Institute of Information Technology and Management (ABV-IITM), Gwalior**, from 27 Sept 2013 to 3 Oct 2013.

PART B : CONFERENCES / SEMINARS / SUMMITS

1. Participated in three Days **National E-Conference on Challenges & Strategies in Business Management: Post Covid Era** in Department of Business Administration, A.P.S. University, Rewa (MP) from 15 June 2020 to 17 June 2020.
2. Presented a paper titled “**Redefining Skill Development : Imperative for India’s Growth**” in **National Summit on University Industry Interface for Skill development of Youth** organized by Department of Business Administration, A.P.S. University, Rewa (MP) held on 25-27 February, 2018 .
3. Presented a paper titled “**Effect of Sales Promotion Tools on Behaviourial Response of Sub-urban areas of MP**” in **Two days International Conference on Recent Advances in Sciences and Management** organized by VITS , Satna (MP) held on 11-12 August 2017 in Satna.
4. Participated in a **National Conference on Emerging Issues and Challenges in Management by 2020** at MIT College of Management , Moradabad held on April 3-4 , 2012 with a paper entitled “**Buying Bharat: Changing Faces of Rural Market**” .
5. Presented a paper titled “**Branding Strategy: Managing Brand Portfolio Strategically**” in **National Conference on Emerging Trends and Challenges in Management** organized by Department of Business Administration, A.P.S. University, Rewa (MP) held on 24-25 March, 2012 in Rewa, which Published in Excel Books having ISBN 978-93-82062-09-7, in Page no. 194.
6. Presented a paper “**Profile Of Rural Consumers In India: An Empirical Study On Their Demographics, Lifestyle, And Consumption Pattern**” in **International Conference on Managing in the New World Order: Strategies for Sustainable Development** at PIMR, Indore held on January 30-31, 2010 which Published in Excel Books, in page no. 491.

PART C: WOKSHOPS

1. Participated in Six Days **Workshop on R and Python** in Department of Business Administration, A.P.S. University, Rewa (MP) from 6 Sept 2019 to 11 Sept 2019.
2. Participated in the three days **Workshop on Research Methodology & Statistical Softwares** organized in Department of Business Administration, A.P.S. University, Rewa (MP) from 18 Dec 2013 to 20 Dec 2013.
3. Participated in a **National Workshop on Volunteerism** as a Reporter jointly organized by Indian Red Cross Society and A.P.S.University, Rewa on January 07-08, 2012.
4. Participated in five days **Workshop on Research Methodology Techniques** in Prestige Institute of Management and Research (PIMR), Indore held during 01-05 June 2010.

KEY SKILLS:

- ✓ Hand-on experience of using SPSS software for data analysis.
- ✓ Proficient in R for Data Analytics
- ✓ Good written & verbal communication.

AREAS OF INTEREST:

- Data Analytics : Using R , SPSS and Python
- Research Methodology.
- Consumer Behaviour and Service Marketing.

PERSONAL DETAILS:

Father's Name : Shri Vimal Kumar Shrivastava.
Mother's Name : Smt. Sudha Shrivastava
Date of Birth : 2nd March 1981
Marital Status : Married
Language Known : Hindi and English
Correspondence address : Village & Post –Atariya, Bida Semariya Road
Tehsil-Huzoor, Near Shark Inn Garden,
Dist- Rewa (M.P) , PIN -486446
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Date:

Place:

(AMIT SHRIVASTAVA)