

**Dr. Hari Govind Mishra** [Ph.D.; MBA (Gold Medalist); M.Sc. (tech) (Geophysics)]

**Head, School of Business, Shri Mata Vaishno Devi University, Katra, Jammu & Kashmir**

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### **Academic Experience:**

**Shri Mata Vaishno Devi University Jammu**, Associate Professor, February 2012 to be cont.

**Shri Mata Vaishno Devi University Jammu**, Assistant Professor, April 2007 to 29 Feb.2012.

**Indian Institute of Management Ahmedabad**, Academic Associate from May 2006 to March 2007.

**Ghanshyam Binani Academy of Management Studies**, Worked as a lecturer from Aug. 2005-May 2006.

### **External Assignments**

Entrepreneurship Development Institute of India Ahmedabad, Assistant Professor, March 2016 to February 2017.

**Research Areas:** Digital and Social Media Marketing, Digital Innovation Strategies, Marketing Strategy, Qualitative, Grounded Theory

PhD Guided: Total awarded: 04, Submitted 02, Ongoing 04

### **Projects Completed:**

- Monitoring and Evaluation of the Implementation of the Centrally Sponsored Scheme “**Sub-Mission on Agriculture Extension**” (SMAE-ATMA) in Jammu Division for the FY 2020-21

- ACITE Sponsored Project: **“Impact of FDI on Retail Sector in Jammu”**.
- Indian Institute of Management Kolkata Sponsored as an External Collaborator. **“Does CSR Activities of the Indian Firma Facilitate market development at BOP”**
- U.G.C Sponsored Project: **“Organized Retailing in Jammu”**.
- AICTE Sponsored Project: **“Enterprising Jammu”**.
- YES Bank CSR Project **“Say YES to Sustainable MSMEs in India FY 2016-17.**
- SIDBI Project **“Cluster Intervention Team” December 2016 to February 2019.**
- (CREED) Supported project **“Cross Shopping Behavior of Grocery Consumers”**

### **Course Taught**

- Marketing Strategy: MBA-2<sup>nd</sup> Year.
- Retail Marketing: MBA- 2<sup>nd</sup> year.
- Digital Innovation Strategies: MBA-1<sup>st</sup> year.
- Digital and Social Media Marketing: Course taught MBA-1<sup>st</sup> year.
- Supply Chain Management: Course taught to PGDM –DS (Sixth Trimester).
- Preparatory module for PGDM-BE (First Trimester)
- Introductory session for PGDM-DS (First Trimester)
- Strategic Management: PGDM-BE (Fourth Trimester)
- Micro OB: PGDM- DS (First Trimester)
- Rural Marketing: PGDM –DS (Fourth Trimester)
- Marketing Management: PGDM-DS (First Trimester)
- Rural Marketing PGDM-BE (Fifth Trimester)
- Strategic Marketing, Retail and Advertising & Brand Management

### **Lecture Delivered:**

- Mishra, H.G (2019) Lecture at Agri Business Incubator, Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu on 09.10.2019
- Mishra, H.G. (2010) Rural Artisans Welfare Society Jammu [Lecture to Self Help Group members], Rural Marketing Strategy for Handicraft Product. Ministry of Textiles Govt. of India. 4<sup>th</sup> – 6<sup>th</sup> October.

- Mishra, H.G. (2010) AICTE Sponsored Program QIP [Lecture to QIP participants], Critical Evaluation of VCA- a Special Reference of Ford India. Banaras Hindu University, Varanasi, India. 13<sup>th</sup> February.
- Mishra, H.G. (2011) Govt. of India, Ministry of MSME [Lecture to Entrepreneurship Development Program for Schedule Tribe Candidates], Marketing and Sales Strategies, Team Building and Leadership Qualities. MSME Development Institute Jammu. 22<sup>nd</sup> August.
- Mishra, H.G. (2012) Entrepreneurship Development Institute of India [Lecture to Faculty Development Program], Product Marketing Tools & Techniques. Department of Science & Technology. 22<sup>nd</sup> March.
- Mishra, H.G. (2012) University Grant Commission Sponsored National Seminar [Lecture to Faculty from Various Part of Country], Strategic Dimension of Value Chain for Sustainable Development. Shri Mata Vaishno Devi University Jammu, India. 1<sup>st</sup> September.
- Mishra, H.G. (2012) Shri MataVaishno Devi University [Lecture to Students of SMVDU], Hindi in Advertising. Shri Mata Vaishno Devi University Jammu, India. 19<sup>th</sup> September.
- Importance of Entrepreneurship Development in export sector with special reference to Handicrafts” COHANDS New Delhi Based organization (July).
- Guest lecture for NIESBUD participants on Rural Marketing (Aug)
- Adopting Fair Price System for Artisans of Schedule Caste in Handicraft Sector, Gujarat Vidyapith (Aug.)
- Guest lecture for Extension Education Institute, Anand (Sep.)
- Guest lecture for Extension Education Institute, Anand (Oct.)
- Conducted Hindi session for Chinese participants

### **Consultancy:**

- 1) Pahlawan’s Food Mall, Jammu.

### **MDP Conducted:**

- Mishra, H.G. (2014) ‘Retail Training’, National Skill Development Council and Retailer Association Skill Council of India’, 1<sup>st</sup> April – 11<sup>th</sup> April.
- Mishra, H.G. (2007) ‘Entrepreneurship Skill Development Program for Weaker Section’, Ministry of Micro, Small and Medium Enterprises, Govt. of India. 17<sup>th</sup> September - 20<sup>th</sup> November.
- Mishra, H.G. (2007) ‘Business Skill Development Program’, Ministry of Micro, Small and Medium Enterprises, Govt. of India. And Shri Mata Vaishno Devi University Jammu. 18<sup>th</sup> December – 22<sup>nd</sup> January.

### **Publications:**

- Bhardwaj, Rohit; Srivastava, Saurabh; **Mishra, Hari Govind**; Sangwan, Sumit, (2022), “Exploring Micro-foundations of Knowledge-based dynamic capabilities in social purpose organizations”. *Journal of Knowledge Management, Emerald (Accepted) (In Print)*. (A Category, ABDC ranking, SCOPUS).
- Bindra, Sunali; Sharma, Deepika; Achhnani, Bhumika; **Mishra, Hari Govind**, Ongasut V (2022), “Critical Factors for Knowledge Management Implementation: A TISM Validation” *Journal for International Business and Entrepreneurship Development, Inderscience (Accepted) (In Print)*. (SCOPUS)
- Bindra, Sunali; Sharma, Deepika; **Mishra, Hari Govind**; Bhardwaj, Rohit, (2022) “Demystifying the role of Absorptive Capacity in Achieving Innovation based Performance: Model Development and Empirical Validation” *Benchmarking, Emerald (Accepted) (In Print)*. (B Category- ABDC ranking; SCOPUS)
- Tongkachok K, Ullah A, Kumar K. V. Pradeep, **Mishra Hari Govind**, Pallathadka H, Kapila D (2022), “Using Blockchain and Distributed Machine Learning to Evaluate Performance Management and Its Effect.on the Construction Industry.” *Smart Innovation, Systems and Technologies, Springer (In Print)*. (SCOPUS)

- Jasrotia, S. S., Kamila, M. K., Chib, S., & **Mishra, Hari. Govind (2022)**. “Role of engagement in online gaming: a study of generation Z customers”. *Digital Creativity, Taylor and Francis* 33(1), 64-76. (**SCOPUS; Arts & Humanities Citation Index.**)
- Saravanan, G., Parkhe, S. S., Thakar, C. M., Kulkarni, V. V., **Mishra, Hari Govind.**, & Gulothungan, G. (2022). “Implementation of IoT in production and manufacturing: An Industry 4.0 approach.” *Materials Today: Proceedings*, Elsevier 51, 2427-2430. (**SCOPUS**)
- **Mishra, H. G.**, Pandita, S., Bhat, A. A., Mishra, R. K., & Sharma, S. (2021). “Tourism and carbon emissions: a bibliometric review of the last three decades: 1990–2021.” *Tourism Review, Emerald* 77(2), pp 636-658. (**B category, ABDC ranking; SCOPUS**)
- Koul, S., Jasrotia, S.S. and **Mishra, H.G.**, (2021). “Value Co-creation in Sharing Economy: Indian Experience.” *Journal of the Knowledge Economy*, Springer pp.1-19. (**C category, ABDC ranking; SCOPUS**).
- Koul, S., Singh Jasrotia, S. and **Mishra, H.G.**, (2021). “Acceptance of digital payments among rural retailers in India.” *Journal of Payments Strategy & Systems, Henry Stewart Publications* 15(2), pp.201-213. (**SCOPUS**).
- Pandita, S., Koul, S., & **Mishra, H. G.** (2021). “Acceptance of Ride-sharing in India: Empirical Evidence from the UTAUT Model.” *International Journal of Business and Economics*, 20(2), *Feng Chai Univerity* 93-117. (**B Category, ABDC ranking**).
- Pandita, S., **Mishra, H.G.** and Chib, S., (2021). “Psychological impact of covid-19 crises on students through the lens of Stimulus-Organism-Response (SOR) model.” *Children and Youth Services Review*, Elsevier 120, p.105783. (**SSCI, SCOPUS**)

- Jasrotia, S.S., **Mishra, H.G.** and Sharma, R.L., (2020). “Capital adequacy norms: banks compliance with Basel-III norms.” *International Journal of Electronic Banking*, 2(1), pp.16-37. (C Category ABDC ranking)
- Jasrotia, S.S., Sharma, R.L. and **Mishra, H.G.**, (2019). A Comparative Analysis on Banks Compliance with BASEL-III Capital Adequacy Norms. *Vinimaya*, 40(3), pp.27-49.
- Koul, S., and **Mishra, H. G.** (2018) ‘Customer perceptions of product assortment leading to store patronage: a study of small retailers’, *Int. J. Business and Emerging Markets*, Vol (10), No.(2), 147-159. (SCOPUS)
- **Mishra, H.G.**, Sinha, P. K. and Koul, S. (2017) ‘Customer Dependence and Customer Loyalty in Traditional and Modern Format Stores’, *Journal of Indian Business Research*, Vol(9) 1,pp.59-78. (C Category in ABDC ranking; SCOPUS)
- **Mishra, H.G.**, Sinha, P.K. and Koul, S. (2014) ‘Impact of Store Atmosphericics on Customer Behavior: Influence of Response Moderators’, *Journal of Business and Management*, 20 (1), pp 45-65.
- **Mishra, H.G.**, Sinha, P.K. and Singh, S. (2014) ‘The effect of CRM stages along with Brand images and Value on sustainable corporate performances’, *International Journal of electronics Customer Relationship Management*, 8 (N1/2), pp 31-50.
- **Mishra, H.G.** (2014) ‘Strategy for Profitable Growth: A Shalimar Cattle Feed Story’, *International Journal of Management Research*, 2(1), pp 3-23.
- **Mishra, H.G.**, Sinha, P.K. and Koul, S. (2014) ‘Prathista Industries Limited: A rural Initiatives’, *SMS Journal of Entrepreneurship & Innovation*, Vol 1 (1), pp 72-87.

- Koul, S., Sinha, P.K. and **Mishra, H.G.** (2014) 'Decision Making Process for Bottom of the Pyramid Consumers: A case of FMCG products', *NMIMS Management Review*, 24 (April May), pp 89-104.
- Koul, S., and **Mishra, H.G.** (2014) 'Customer perceptions for store attributes: a study of traditional retail stores in India', *Journal of Business & Economics*, 5(1) pp 79-103.
- **Mishra, H.G** and Koul S. (2014) 'Buying Impulsive Trait: An effective Moderator for Shopping Emotions and Perceived Risk', *Journal of Management Research*, 14(2), pp 109–120.
- Singh, S., Sinha, P.K. and **Mishra, H.G.** (2014) 'Shopping Habits and Decision Making Styles of Mall Customers', *BHU Management review*, 4 (July – Dec.), pp.21-33
- Singh, S., Sinha, P. K. and **Mishra, H. G.** (2013) 'Specialty Store and Multi Brand Store Loyalty: An Indian Consumer Perspective', *ASEAN MARKETING JOURNAL*, 5(2), pp 125-138.
- **Mishra, H. G.**, Sinha, P. K., Singh, S. and Koul, S. (2013) 'Impact of Consumer Social Responsibility and Brand Social Responsibility Image on Brand Loyalty', *International Journal of Management Business and Research*, 3 (4), pp 297-309.
- Singh, A., Mehta, S. and **Mishra, H.G.** (2011) 'Viewership Choice in Jammu City', *GITAM Journal of Management*, 9 (1), pp 141-155.
- **Mishra, H.G.**, Mehta, S.K., and Singh, S., (2012) 'Consumers Motivation: An impact study of influential salesperson behavior', *International journal of information, Business and Management*, Vol.4(1), pp. 185-204.
- Mehta. S.K., **Mishra, H.G.** and Singh, A (2011)' Socio economic impact of SHGs on the beneficiaries in Kathua district India' , *Asia Pacific journal of Rural Development* , XXI 92), pp 53-79.
- **Mishra,H.G.**, and Jain, D.(2012)' Impact of packaging in Consumer Decision making process of Namkeen products' *Journal of Marketing & Communication* 7(3), pp 48-63.

- **Mishra, H.G.**, and Tagaar, R, (2010)' Revolutionising the consumer outlook via online Advertisising' Kangleipak Business Review, 5 (1) pp. 70-75
- **Mishra, H.G.**, (2009) 'Retail in India and Foreign Direct Investment', BVIMR Management Edge, 2 (1), pp. 70-75.
- **Mishra, H.G.**, and Langeh, S. (2009), 'The Biotechnology Industry of India: Issues and way to success ', Gyanprataha Accman journal of Management Science, 1(2), pp 21-32.
- **Mishra, H.G.**, (2009) 'Consumer Perception and Brand analysis of women's wear in Indian Market: A case analysis of Allen Solly', Gyanprataha Accman journal of Management Science, 1(1), pp 1-7
- **Mishra, H.G.**, and Mahajan, C. (2008) 'Determination of Potential for Customer Satisfaction and Dissatisfaction in Mobile Handsets Using Kano Model', Indian Journal of Marketing, XXXVIII (11), pp. 8-13. (C Category in ABDC ranking)
- Sahoo. D., and **Mishra, H.G.** (2008) 'Organized Retailing in India', Indian Journal of Marketing, XXXVIII (1), pp. 35-43. (C Category in ABDC ranking)
- Sharma, V., Giri, V., and **Mishra, H.G.**, (2008) 'Pilgrim touraism at Shri Mata Vaishno Devi (PROBLEMS AND PROSPECTS)', Scour JIPM, 2(2), pp. 59-64.
- **Mishra, H.G.** (2008), 'Environmental accounting', The management Scientist, 7(2),pp 27-30
- **Mishra, H.G.** (2008), 'Consumer Intention, The management Scientist, 7(2),pp 27-30
- **Mishra, H.G.**, (2006) 'CRM Practices in LIC', The Journal, XXXII (July Dec.). pp. 79-83.
- **Mishra, H.G.**, (2006) 'Product Management of LIC', The Journal, XXXII (Jan – June), pp.58-61.



- **Mishra, H.G.**, (2006) 'Brand marketing of the Life Insurance Corporation of India', The Insurance Times, XXVI (Aug.) pp 35-38.
- **Mishra, H.G.**, (2004) 'Prospecting -An effective Selling Process', The Insurance Times, XXIV (II), pp 25-30.

### **Working Papers:**

- Sharma, M., Sinha, P.K. and Mishra, H.G. (2016) 'Customer Profiling of Generation-Y Females Purchasing Handbags in Jammu', EDI W.P. No. CREED/2016/01.
- Sinha, P.K., Mishra, H.G. and Koul, S. (2016) 'Small Retailer's Merchandise Decision Making: A Grounded Theory Approach', WP- No. 2016 -05-03.
- Mishra, H.G., Sinha, P.K. and Koul, S. (2014) 'Dominance of affective over cognitive customer satisfaction in Satisfaction – Loyalty Relationship in Service Encounter', WP- No. 2014-03-15, Indian Institute of Management Ahmedabad, Gujarat, India.
- Mishra, H.G., Sinha, P.K. and Singh, S. (2014) 'Impact of Consumer Social Responsibility and Brand Social Responsibility Image on Brand Loyalty', W.P. No. 2014-03-16, Indian Institute of Management Ahmedabad, Gujarat, India.
- Mishra, H.G., Sinha, P.K., Koul, S. and Singh, S. (2104) 'Buying Impulsive Trait: An Effective Moderator for Shopping Emotions and Perceived Risk', W.P. No. 2014-03-17, Indian Institute of Management Ahmedabad, Gujarat, India.

### **Book Contributions:**

- Koul, S., Jasrotia, S.S. and Mishra, H.G., 2021, January. "Adoption of Mobile Commerce by Indian Small Retailers." *International Conference on Decision Science & Management* (pp. 425-433). Springer, Singapore.

- Mishra, H.G., Sinha, P.K., Singh, S.(2014) 'Female Recreation in Shopping Experience', Marketing in Emerging Economies, Indian Institute Management Ahmedabad, Gujarat, India
- Mishra, H.G., Sinha, P.K., Koul, S. and Singh, S. (2014) 'Contribution of Customer Satisfaction to Consumer Loyalty in Service Encounters', Contemporary Issues and Trends in fashion, Retail and Management, B S Publication, Hyderabad, India.
- Mishra, H.G., Sinha, P.K., Singh, S. and Koul, S. (2013) 'Strategy for Profitable Growth : A Shalimar Cattle Feed Story', Managing Business in Turbulent Times – A Case study Approach, ICBM School of Business Excellence, Hyderabad, India.
- Sinha, P.K., Mishra, H.G, and Singh, S. (2013) 'A comprehensive Model of Consumer Self –concepts among Brand Specific and Multi Brand Retail Stores', Changing Paradigm in Services Marketing, Himalaya Publishing House, and Mumbai, India.
- Mishra, H.G., and Koul, S (2013) 'Relationship between Customer Attitudes and Buying Behavior for Ready to Eat (RTE) Product in Jammu', Consumer Behavior and Emerging Practices in Marketing, Himalaya Publishing House, Mumbai, India.
- Sinha, P.K., Mishra, H.G, and Singh, S. (2013) 'Consumer Decision Making Styles and Shopping Behavior', Marketing in Emerging Economies, Indian Institute Management Ahmedabad, India.
- Mishra, H.G., Singh, S. and Koul, S. (2012) 'Retail Market Potential for Youth Brand Apparel', Economic Development through Educational Excellence, Excel India Publisher, New Delhi, India.
- Mishra, H.G., (2012) 'Consumer Impulse Buying Behavior in Relation to Visual Merchandising', Shaping the Future of Research in Marketing in Emerging Economics: Looking Ahead, Pearson, New Delhi, India.
- Mishra, H.G., and Singh, A. (2011) 'Variables Discriminating Consumption Pattern of Baby Care Products in Adults of Jammu Region', Institute of Electrical and Electronics Engineers, Inc. Singapore.
- Mehta, S K., Mishra, H.G. and Singh, A. (2011) 'Role of Self Help Group in Socio - Economic Change of Vulnerable Poor of Jammu Region', Institute of Electrical and Electronics Engineers, Inc. Singapore.

- Mishra, H.G. (2011) ‘Critical Evaluation of Value Chain Analysis: A case study of Ford India Limited’, Shree Publication, New Delhi, India.
- Mehta, S K., Mishra, H.G. and Singh, A. (2010) ‘Micro financing activist in Jammu: A study of Self Help Groups’, McMillian, and New Delhi, India.

#### **Cases Developed:**

- Deewan Beverage Godfather, Jammu (2014)
- Swasthya Vardhak Pharmacy Pvt. Ltd. Uttar Pradesh (2013)
- Prathista Industries Limited, Andhra Pradesh (2012)
- Shalimar CattleFeed, Jammu (2011)
- Anand Coir Foam Jammu Pvt. Ltd.: Nidra, Jammu (2009)
- Pahalwan Food Mall, Jammu (2008)

#### **Case Registered :**

- Mishra, H.G., Pandita, Shailesh and Tripathi, Rajesh (2021) “eSmart Software Solution Pvt. Ltd. :From Solutions to Sores” *The Case Centre, UK*.
- Mishra, H.G. and Sinha, P.K. (2014) ‘God Father Beer’, Indian Institute of Management Ahmedabad, IIMA/ MAR 0445.

#### **Cases Presented:**

- Mishra, H.G., Sinha, P.K. and Koul, S. (2013) ‘Prathista Industries limited: A Rural Initiatives’, ISB –Ivey Global Case Competition. Association of Indian Management Schools (AIMS) and European Foundation for Management Development (EFMD), July, India.
- Mishra, H.G., Sinha, P.K. and Koul, S. (2013) ‘Strategy for profitable growth: A Shalimar cattle feed story’, ICBM International case competition. ICBM – School of Business Excellence Hyderabad, India, 9<sup>th</sup> November. (**First Prize**)

- Mishra, H.G., Koul, S. and Singh, S. (2013) ‘Prathista Industries limited’, 3<sup>rd</sup> South Asian Management Research and Case Conference. Indian Institute of Management Bangalore India, 27<sup>th</sup> – 29<sup>th</sup> December.
- Mishra, H.G., Sinha, P.K. and Koul, S. (2013) ‘Anand Coir Foam Pvt. Ltd’, Fourth Asian Invitational Conference on Family Business. Indian School of Business Hyderabad, India, 1<sup>st</sup> February.
- Mishra, H.G. (2012) ‘Swasthya Vardhak Pharmacy Pvt. Ltd’, 12<sup>th</sup> Academic Conference. Society of Entrepreneurship Educators and Indian School of Business Hyderabad, India, 29<sup>th</sup> -30<sup>th</sup> March. **Selected Best Case category award.**
- Mishra, H.G. (2011) ‘Pahalwan’s Food Mall’, 3<sup>rd</sup> Asian Invitational Conference on Family Business. Indian School of Business Hyderabad, India, 4<sup>th</sup> February.
- Mishra, H.G. (2010) ‘FMCG Strategy’, International Case Conference. Institute of Management Technology Nagpur, Goa, India 16<sup>th</sup> -18<sup>th</sup> November.
- Mishra, H.G. (2010) ‘Critical Evaluation of Jammu theatre’, Paristhiti -2010 National Case Writing & Presentation Competition. Bharti Vidyapeeth University, New Delhi, India 19<sup>th</sup> February.
- Mishra, H.G. (2009) ‘Launching of Ramlela in Germany’, 6<sup>th</sup> RENVOI Management Case Study Competition. Amity Business School, Noida, India, 9<sup>th</sup> October.
- Mishra, H.G. (2009) ‘Mitram Cafeteria’, Paristhiti -2009 National Case Writing & Presentation Competition. Bharti Vidyapeeth University, New Delhi, India, 8<sup>th</sup> January. **(First Prize)**

#### **Conferences Attended:**

- Vinita Sahay, Shagun Chib and Hari Govind Mishra (2019), “Customer loyalty in case of Patanjali Ayurveda Limited: A Grounded Theory Approach” IIMI-NASMEI Summer Marketing IS Conference 2019, IIM- Indore, India. 26-28 July 2019.

- Singh, S., Mishra, H.G. and Sinha, P.K. (2015) 'Female Recreation Shopping Experience', 6<sup>th</sup> Marketing in Emerging Economics. Indian Institute of Management Ahmedabad, India, 7<sup>th</sup> – 9<sup>th</sup> January.
- Mishra, H.G., Sinha, P.K. and Koul, S. (2014) 'Small Assortment by Small by Small Retailers: A Grounded Theory Approach', 8<sup>th</sup> NASMEI Conference 2014. Great Lakes Institute of Management, Chennai, India, 26<sup>th</sup> – 27<sup>th</sup> December.
- Mishra, H.G., Sinha, P.K. and Koul, S. (2014) 'Contribution of customer satisfaction to customer loyalty in service encounters', 1st International Conference on Fashion, Retail and Management. National Institute of Fashion Technology Hyderabad, India, 2<sup>nd</sup> – 4<sup>th</sup> January
- Mishra, H.G., Sinha, P.K. Singh, S. and Koul, S. (2013) 'Changing Consumer Shopping Habits', International Conference on Research in Marketing. Indian Institute of Technology, Delhi, India, 21- 22 December.
- Mishra, H.G., Sinha, P.K. and Singh, S. (2013) 'Consumer decision making styles and shopping behavior', 5<sup>th</sup> Marketing in Emerging Economics. Indian Institute of Management Ahmedabad, India, 9<sup>th</sup> -11<sup>th</sup> January.
- Mishra, H.G. and Koul, S. (2013) 'Relationship between customer attitudes and buying behavior for ready to eat (RTE) product in Jammu region', 16<sup>th</sup>Nirma International Conference on Management (NICOM - 2013). Marketing: Changing Perspectives, Paradigms and Practices, Nirma University Institute of Management, Ahmedabad, India, 9<sup>th</sup> -11<sup>th</sup> January.
- Sinha, P.K., Mishra, H.G. and Singh, S. (2013) 'A comprehensive Model of Consumer Self –concepts among Brand Specific and Multi Brand Retail Stores', 16<sup>th</sup>Nirma International Conference on Management (NICOM - 2013). Marketing: Changing Perspectives, Paradigms and Practices, Nirma University Institute of Management, Ahmedabad, India, 9<sup>th</sup> -11<sup>th</sup> January.

- Mishra, H.G., Singh, S. and Koul, S. (2012) ‘Academic Industry Strategic Alliance: An Analytical Study for Youth Brand Apparel Wear’, Industry Academia Summit 2012. Faculty of Management Studies Banaras Hindu University, Varanasi, India, 12<sup>th</sup> -13<sup>th</sup> October.
- Mishra, H.G., and Singh, S. (2012) ‘Analyze Retailing of Fresh Fruits and Vegetables Value Chain in Jammu Region’, Strategic Dimension of Value Chain for Sustainable Development. Shri Mata Vaishno Devi University, Jammu, India, 1<sup>st</sup> September.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2012) ‘Impact of SHG Movement on the Lives of Rural People in Jammu’, Emerging Challenges for Sustainable Business. Indian Institute of Technology Roorkee, India, 1<sup>st</sup> – 2<sup>nd</sup> June.
- Mishra, H.G. (2012) ‘Visual Merchandising on Consumer Buying Behavior’, IIML International Conference in Marketing on Shaping the Future of Research in Marketing Economies: Looking Ahead. Indian Institute of Management Lucknow, Noida, India, 13<sup>th</sup> -14<sup>th</sup> January.
- Mishra, H.G. and Singh, S. (2011) ‘Consumers Motivation: An Analytical study of Influential Sales Person Behavior on Consumer Emotions and Motivation’, 11<sup>th</sup> Global Conference on Flexible System Management. Indian Institute of Management Kozhikode, Kerala, India, 9<sup>th</sup> -12<sup>th</sup> December.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2011) ‘Enterprising Jammu through Microfinance’, 11<sup>th</sup> Global Conference on Flexible System Management. Indian Institute of Management Kozhikode, Kerala, India, 9<sup>th</sup> -12<sup>th</sup> December.
- Mishra, H.G. (2011) ‘Explore the Change of Eating Habits due to Television Commercial and Directly Effect on Obesity of Teenager in Jammu’, International Conference on Business & Information. Faculty of Management Studies University of Kelaniya Sri Lanka, 20<sup>th</sup> October

- Mishra, H.G. and Singh, A. (2011) ‘Variables Discriminating Consumption Pattern of Baby Care Products In Adults Of Jammu Region’, International Conference on Economics and Finance Research – (ICEFR). International Economics Development and Research Center (IEDRC) Singapore, 26<sup>th</sup> -28<sup>th</sup> February.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2011) ‘Micro finance Movement an Impact Study’, International Conference on Financial Innovations and Change for Survival and Growth, FINCON -2011. Management Development Institute Gurgaon, India, 7<sup>th</sup> -8<sup>th</sup> January.
- Mishra, H.G. (2010) ‘Exploring Student’s View of Service Quality Provided by Management Institutes in Jammu: By Using Critical Incidence Techniques’, First International Marketing Conference MARCON 2010. Indian Institute of Management Kolkata, India, 27<sup>th</sup> -29<sup>th</sup> December.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2010) ‘Micro finance Movement an Impact Study’, International Conference on Infrastructure Finance (ICIF 2010), Indian Institute of Kharagpur, India, 3<sup>rd</sup> -5<sup>th</sup> June.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2010) ‘Women Empowerment: A case Analysis of Sadhana Micro finance’, 3<sup>rd</sup> International Conference on Micro Finance ICOMFI -2010. Department of Commerce, School of Management Pondicherry University Puducherry, India, 22<sup>nd</sup> – 24<sup>th</sup> January.
- Mishra, H.G. (2009) ‘TQM: An Integrated Approach of Strategic Management’, National Conference on Advanced Manufacturing Techniques. Shri Mata Vaishno Devi University Jammu, 5<sup>th</sup> – 6<sup>th</sup> November.
- Mishra, H.G. (2006) ‘The Role of Organizational Change in Environment’, National Seminar on Managing Organizational Change: Issues & Challenges. V.B.S. Purvanchal University Jaunpur, India, 3<sup>rd</sup> – 4<sup>th</sup> March.

- Mishra, H.G. (2005) ‘Socio – Pyscho Marketing’, 58<sup>th</sup> All India Commerce Conference. Faculty of Commerce & Management Studies, Varanasi, India 27<sup>th</sup> – 29<sup>th</sup> December.
- Mishra, H.G. (2002) ‘Issues in Brand Management’, National Seminar on Managerial Strategies in India. Institute of Management Studies MGKV Varanasi, India, 20<sup>th</sup> – 21<sup>st</sup> April.

**Session Chaired:**

- Mishra, H.G. (2014) ‘1st International Conference on Fashion, Retail and Management’, National Institute of Fashion Technology Hyderabad, India, 2<sup>nd</sup> – 4<sup>th</sup> January
- Mishra, H.G. (2011) ‘International Conference on Economics and Finance Research – (ICEFR)’, International Economics Development and Research Center (IEDRC) Singapore, 26<sup>th</sup> -28<sup>th</sup> February.
- Mishra, H.G. (2010) ‘First International Marketing Conference MARCON 2010’, Indian Institute of Management Kolkata, India, 27<sup>th</sup> -29<sup>th</sup> December

**Poster Presentation:**

- Mishra, H.G. and Koul, S. (2012) ‘Role of Brand Ambassadors on consumer Buying Behavior’, Second international Marketing Conference in- MARCON. Indian Institute of Management Kolkata, India, 28<sup>th</sup> – 30<sup>th</sup> December.
- Sinha, P.K. Mishra, H.G. and Koul, S. (2015) ‘Product Assortment Planning by Small Retailers: A Grounded Theory Approach’, 6<sup>th</sup> Marketing in Emerging Economics. Indian Institute of Management Ahmedabad, India, 7<sup>th</sup> – 9<sup>th</sup> January.

**FDP Attended:**



- Mishra, H.G. (2011) ‘National Summit on Organic Farming Product Certification: Value Addition, Marketing, and MOFPI & ASSOCHAM India. 18<sup>th</sup> March.
- Mishra, H.G. (2011) ‘Multivariate Data Analysis’, Indian Institute of Technology Kharagpur, India. 4<sup>th</sup> – 9<sup>th</sup> June.
- Mishra, H.G. (2011) ‘Work shop on Data Analysis for Management Research’, Indian Institute of Management Kozhikode, Kerala, India. 4<sup>th</sup> April – 8<sup>th</sup> April.
- Mishra, H.G. (2010) ‘Econometrics for Management Research’, Indian Institute of Management Kozhikode, Kerala, India. 29<sup>th</sup> November – 3<sup>rd</sup> December.
- Mishra, H.G. (2010) ‘Finishing School on Research Methodology’, Indian Institute of Information Technology Technology, Allahabad, India. 26<sup>th</sup> may – 13<sup>th</sup> June.
- Mishra, H.G. (2010) ‘Effective Teaching through Case Study Methodology’, Department of Management Studies Indian Institute of Technology Delhi, India. 5<sup>th</sup> – 7<sup>th</sup> March.
- Mishra, H.G. (2010) ‘Value Chain Analysis’, AICTE Sponsored Quality Improvement Program, Faculty of Management Studies, Banaras Hindu University. 8<sup>th</sup> – 13<sup>th</sup> February.
- Mishra, H.G. (2009) ‘Applied Econometrics for Management Research’, AICTE Sponsored Faculty Training Program, Shri Mata Vaishno Devi University Jammu, India. 10<sup>th</sup> – 23<sup>rd</sup> July.

#### **Book Review**

- Mishra, H.G. (2012) ‘Customer Loyalty’, Tata McGraw Hill.
- Mishra, H.G. (2016) ‘Retailing Management’, Tata McGraw Hill.

#### **Certification:**

- Mishra, H.G. (2009) ‘Accredited Management Teacher’, Center for Management Services, All India Management Teacher, and New Delhi, India. 1<sup>st</sup> December.
- Mishra, H.G. (2009) ‘QMS Lead Auditor Course’, National Registration Board for Personnel & Training and Quality Council of India. 7<sup>th</sup> January.

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- UGC-NET cleared from Management- June, 2005.
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