

3	Co-Investigator, Dr, Manoj Kumar, IIM Lucknow acted as Main Investigator	A Comprehensive Model of Buying Behaviour of Mutual Fund Investors	IIM Lucknow	Completed
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Selected Research Publication

S.No.	Year	Title
1	2016	Mishra K, Sanjay and Kumar Manoj, "A Comprehensive Model of Information Search and Processing Behaviour of Mutual Fund Investors" in T. Harrison (Ed.), <i>Financial Literacy and the Limits of Financial Decision Making</i> , Springer, USA.
2	2015	Mishra, Sanjay Kumar, Devi, Arti, Gupta, Archana, "Voluntary Disclosure of Human Capital: Evidence from India", <i>The IUP Journal of Corporate Governance</i> (IUP Publication, India), Vol. 14, No. 4.
3	2014	Mishra K, Sanjay and Kumar Manoj, "Mutual Fund Investors' Knowledge Calibration and Behavioural Biases" in T. Harrison and H. Estilami (Ed.), <i>The Routledge Companion to Financial Services Marketing</i> , Routledge, Taylor and Francis Group, USA, pp 116-130.
4	2014	Chahal, Hardeep; Mishra K, Sanjay, Raina, Swati and Soni, Tarun, "A Comprehensive Model of Business Social Responsibility (BSR) for Small Scale Enterprises in Indian Context", <i>Journal of Small Business and Enterprise Development</i> (Emerald Group Publishing), Vol. 21, No. 4.
5	2012	Mishra K, Sanjay and Kumar, Manoj, "A Comprehensive Model of Information Search and Processing Behaviour of Mutual Fund Investors", <i>Journal of Financial Service Marketing</i> (Palgrave MacMillan), Vol. 17, No. 1, 31-49.
6	2012	Mishra K, Sanjay and Kumar, Manoj, "The Impact of Perceived Purchase Risk on Investment Behaviour of Mutual Fund Investors" <i>Decision</i> (Springer), Vol. 39, No. 2, 3-20.
7	2012	Mishra K, Sanjay and Kumar, Manoj, "Impact of Purchase Decision Involvement on the Investment Behaviour of Mutual Fund Investors" <i>IUP Journal of Behavioral Finance</i> , Vol. 9, No. 1, 27-44.
8	2011	Mishra K, Sanjay and Kumar, Manoj, "How Mutual Fund Investors' Objective & Subjective Knowledge Impacts their Information Search and Processing Behavior", <i>Journal of Financial Service Marketing</i> (Palgrave MacMillan), Vol. 16, No. 1, 27-41.
9	2011	Mishra K, Sanjay and Kumar, Manoj, "How Product Importance Perception, Need for Cognition and Enduring Involvement Influence Investors' Knowledge of Investment Products?" <i>Journal of Modern Accounting and Auditing</i> (David Publishing Company, US), Vol. 7, No.9, 920-33.
10	2011	Tandon, Anil; Mishra K, Sanjay and Singh, Eroz, "What Discriminates the Prospective Manager's Attitude towards Corporate Social Responsibility? An Insight from Psychological Variables" <i>IUP Journal of Corporate Governance</i> , Vol. 10, No.3, 52-70.

Selected Conferences:

S.No.	Year	Title
1	2017	Mishra, Sanjay K and Islam, Ajaz UI, "Evidence on the Similarities and Differences in the Level of Financial Professionalism among SMEs and Large Enterprises in India" International Conference on Financial Markets & Corporate Finance, <i>Indian Institute of Technology, Kharagpur, India, July 7-8, 2017</i>
2	2017	Mishra, Sanjay K and Kaushal, Aditya, "M/s Glocal Milk and Food Products (GMFP) A" case study included in the proceedings of Sixth Asian Invitational Conference on Family Business (Academic Conference), <i>Indian School of Business, Hyderabad, India February 3-5, 2017.</i>
3	2014	Mishra K, Sanjay and Singh, Manmeet, "Supply Chain Practices in Fresh Produce Industry: An Examination of Apple Produce in the State of Jammu & Kashmir" paper included in the proceedings of Biennial Supply Chain Conference 2014, Indian Institute of Management Bangalore, India, December 18-19.
4	2013	Mishra K, Sanjay and Devi, Arti, "Key Determinants of Mortgage Default: A Cross Sectional Analysis" paper included in the proceedings of 3rd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, Indian Institute of Management Ahmadabad, India, April 13-14.
5	2012	Gupta, Archana and Mishra K, Sanjay, "Human Capital Disclosure Practices of the Indian Firms: Contents and its Determinants" paper included in the proceedings of India Finance Conference 2012, Indian Institute of Management Calcutta in Collaboration with Indian Institute of Management Bangalore and Indian Institute of Management Ahmadabad, India, Dec 19-21.
6	2012	Mishra K, Sanjay; Gupta, Vikas and Devi, Arti, "Bankers' Dilemma: Predicting Firms Financial Health with Incomplete Information" paper included in the proceedings of 3rd International Case Conference, Institute of Management and Technology Nagpur, India, November 29- December 1.
7	2011	Mishra K, Sanjay, Koushal, Aditya and Sharma, Arun, "Inhibitors and Facilitators of Financial Inclusion: An Insight from Rural Bank Managers" paper included in the proceedings of Inaugural India Finance Conference 2011, Indian Institute of Management Bangalore, India, Dec 21-23.
8	2011	Firdous, Tanya and Mishra K, Sanjay, "Does Good Corporate Governance Help Corporate to Perform Better? An Insight from NSE Listed Company" paper included in the proceedings of 2nd International Finance Conference, Indian Institute of Management Calcutta, Kolkata, India, Jan 10-12.
9	2011	Mishra K, Sanjay and Kumar, Manoj, "How Product Importance Perception, Need for Cognition, and Enduring Involvement Influence Investors Knowledge of Investment Products" paper included in the proceedings of 2nd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, Indian Institute of Management Ahmadabad, India, Jan 8-9.
10	2010	Mishra K, Sanjay and Kumar, Manoj, "A comprehensive model on the investment behaviour of mutual fund investors" paper included in the proceedings of 4th International Doctoral Thesis Conference, IBS Hyderabad, Hyderabad, India, Sept 24-25.

11	2010	Mishra K, Sanjay and Kumar, Manoj, "How Mutual Fund Investors' Objective & Subjective Knowledge Impacts their Information Search and Processing Behavior" paper included in the proceedings of 4th International Doctoral Thesis Conference, IBS Hyderabad, Hyderabad, India, Sept 24-25.
12	2010	Tandon, Anil; Mishra K, Sanjay and Singh, Eroz, "What Discriminates the Small Business Prospective Manager's Attitude towards Corporate Social Responsibility? An Insight from Psychological Variables" paper included in the proceedings of International Conference on the Management of MSME-2010, IMT Nagpur, Nagpur, India, Sept 17-18.
13	2009	Mishra K, Sanjay and Kumar, Manoj, "A Comprehensive model of buying behaviour of mutual fund investors". Paper presented in the proceedings of the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, Indian Institute of Management Ahmadabad, India, Jan 07-09.
14	2008	Mishra K, Sanjay and Kumar, Manoj, "The Impact of Level of Investors' Involvement on the Marketing strategy of Mutual Fund: Insights from the Literature". Paper presented in the proceedings of the 3rd Conference on Global Competition and Competitiveness of Indian Corporate, Indian Institute of Management Lucknow, India, May 29-31.
15	2007	Mishra K, Sanjay and Kumar, Manoj, "A Study of Attitude, Attributes and Investment Strategies of Mutual Fund Retail Investors in Northern India". Paper presented in the proceedings of the National Doctoral Thesis Conference, IBS Hyderabad, India, March 09-10.

Professional Affiliations

S.No.	Organization	Type of membership
1	The Indian Econometric Society	Life

Editorial Board

Journal of Financial Service Marketing, *Springer/Palgrave McMillan Publication U.K.*, Indexed in Emerging SCI & SCOPUS [ISSN: 1363-0539; EISSN: 1479-1846]

Reviewer

Journal of Financial Service Marketing, *Springer/Palgrave McMillan Publication*, Indexed in Emerging SCI & SCOPUS [ISSN: 1363-0539; EISSN: 1479-1846].

International Journal of Emerging Markets, *Emerald Journal*, Indexed in Cabell's Directory, INSPEC, Asian-Pacific Economic Literature [ISSN: 1746-8809].

IIMB review, Indian Institute of Management, Bangalore, *Elsevier Publication* [ISSN: 0970-3896].

Behavioural Finance, *Sage Publication*, India (For Book Review)