

Dr (Professor) SK Mishra Ex-Director . BBSIMS Greater Noida
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Career objectives -Want to become an institution as a successful career in management institution, to impart qualitative education through learning with past experience of defence service.

Strength—Hard working, optimistic, traveling as hobby, good negotiation and liasoning capacity, loyalty and integrity toward institution.

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 Specilisation 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, Economics
- (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 (17 year)

- (i) Worked as Associate Professor in Shivdan Singh Institute of Technology and Management Aligarh (U.P.) from 07Nov 2005 to 06 Jul 2006
- (ii) **Worked as Professor (Dean) in BBS Institute of Management studies Greater Noida since July 2006 to Oct 2012.**
- (iii) **Worked as Director in BBS Institute of Management Studies Greater Noida Since Nov 2012 to 30June 2021**
- (iv) Working as Head Examiner in UP Technical University /MTU evaluation
- (v) Working as Guest Faculty In Delhi University

Research Experience ---**Marketing and econometric consultancy services (Metric) Pune (Part time)** - Job includes research work like BajaJ 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.....

Subject Teaching—(1) Strategic Management (2) Supply Chain Management (3) Principal & Practice of Management (4) Marketing Management Subject (5) International Business (7) Business Law (8) Financial Management (9) HR & IR (10) Business Economics

Published work-

(a) A project report on tractor usage in UP (for Bajaj Tempo) “ Balwan Tractor”

(b) For Doctorate degree in Allahabad University 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.I.], 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”. **(Accepted, Under Publication)**.

Book Chapter Publications:

1. Ajay Kumar, Urvashi Sharma, Chung-Kun Yen, Satya P Singh, Ravi K Chaudhary, **Sunil Kumar Mishra**, Sachin Mishra, Shao-Yu Wang, Aman Chandra Kaushik, Yow-Ling Shiue, Cheng-Tang Pan. "Applications of Piezoelectric Polymer Fibre in Biomedical Systems and Energy Harvesting". Book Series 'Recent Advances in Biomedical Engineering'. Bentham Science Publishers, 2019 **(Accepted, Under Publication)**.

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 Dean of a 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) Working as administrator (b) Expertise in liasoning with different government department concerned with state/ Central government(c) Expertise to preparing project reports for grant purpose (d) Working as nodal officer with social welfare department

Technical/Industry experience In Indian Air Force-20 year worked as Middle level Manger (Technical trade)in various installment like well equipped base repair depot, command head quarters.

Nature of job includes Manpower planning, material and production planning and co-ordination.

Personal details

Name: Dr Sunil Kumar Mishra
Father's Name Late Ram Manohar Mishra
Date of Birth 02 April 1966
Postal Address Dr SK Mishra Plot No. C-6/6, ShyamKunj Goyala
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Permanent Address Dr Sunil Kumar Mishra S/O RamManohar Mishra
71/41 A/19 Tilak Nagar Allahapur Allahabad (UP) -6
Language known English, Hindi
Nationality Indian

Reference:

(1) Dr Bateshwar Singh

Associate Professor
Central University
RANCHI
Mob-8130164054

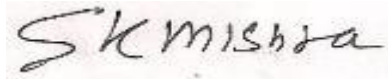
(2) Shri RP Sharma

Joint Secretary (Retd)
UGC, New Delhi
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(3) Shri JN Mishra

Chancellor
Nehru Gram Bharti University
Allahabad
Mob- 9212166900

I hereby certify that the information given above is true and correct to the best of my knowledge and belief.



(Dr Sunil Kumar Mishra)