

## RESUME

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[smedhavi@gmail.com](mailto:smedhavi@gmail.com)  
Date of Birth: 24<sup>th</sup> June 1965  
Nationality: Indian  
Gender: Male  
Marital Status: Married  
Languages Known: Proficiency in English and Hindi



## EMPLOYMENT HISTORY

- I was Head of the Department of Business Administration from 3<sup>rd</sup> July 2014 to 3<sup>rd</sup> July 2017 leading the Department popularly known as LUMBA, and ensured establishment of LUMBA as a leading Business School in the region through a number of initiatives including networking with alumni and industry and ensuring good placements for the students.
- Associate Professor in the Department of Business Administration, University of Lucknow since March 2007.
- Reader in the Department of Business Administration, University of Lucknow from March 2004 to March 2007.
- Lecturer in the Department of Business Administration, University of Lucknow from March 1993 to March 2004.
- Part-time Lecturer in the Department of Business Administration, University of Lucknow from February 1992 to March 1993.
- Associate Executive in M/s Informatics Computer Systems, New Delhi from October 1985 to April 1987.

## RESPONSIBILITIES IN PRESENT JOB

I have been teaching the MBA students since February 1992 and have taught a number of courses including Strategic Management, Information Management, Computer Applications, E-Commerce, Knowledge Management, Services Management, Financial Services, etc.

During this tenure I have handled a number of administrative responsibilities like Assistant Superintendent / Assistant Director / Coordinator MBA admissions, OSD / Superintendent conduct and result MBA examinations, Assistant Director undergraduate admissions, provost of hostel, secretary College Development Council etc.

## OTHER ASSIGNMENTS

- Delivered special lectures at various places including Indian Railways Institute of Transport Management, Life Insurance Corporation of India, Direct Taxes Training Institute, I.M.D.U.P., EDI, etc.
- Co-authored a 'Dictionary of Management and Business Administration'.
- Designed course material, case studies and other teaching aids for MBA.
- Offered Management Consultancy to various organisations in Lucknow helping in streamlining their Strategy, Information System and Control.

## PUBLISHED RESEARCH PAPERS

- '*Inside the Mind of Consumer Durable Shopper in E-Commerce World,*' in Researchers World – Journal of Arts Science & Commerce, ISSN 2231-4172, Vol VIII, Issue 2(2), April 2017, pp 37-50. (UGC Journal No 10509)
- '*Online Shopping of Consumer Durables: Influence of Key Driving Factors,*' in International Journal of Management and Social Science Research, ISSN 2319-4421, Vol 6 No 2, February 2017, pp 32-39. (UGC Journal No 48431)
- '*A Study of Situational Factors Affecting Customer Satisfaction in Indian Life Insurance Industry,*' in The Journal of Insurance Institute of India, Mumbai, ISSN 2278-6759, Vol III Issue Number I p. 69-79, July-September 2015. (UGC Journal No 49070)
- '*Information Search Behaviour of Service Consumers: Review and Future Directions*' in the Marketing Review, ISSN 1469-347X, Vol 15, Number 2, p. 201-219, Summer 2015. (UGC Journal No 42849)
- '*Sustainability a Key Driver for Innovation Development in Small Businesses: In Indian Perspective*' in Edited book "*Business Sustainability*" Edited by Dr. James Thomas and Dr. A.D. Dubey (IIM Calcutta) @Research India Publications, ISBN: 978-93-84144-72-2, p. 235-242, 2014.
- "*Marketing & Networking are path for success of Small Businesses in India*" in Global Journal of Finance & Management, ISSN 0975-6477, Vol. 5, Number 13, 2013 p. 18-22, 2013.
- 'Application of Servqual in Life Insurance Organisations', Paper published in SDIMT Management review, Vol. 1 Issue 1 January 2013.
- 'Influence of Consumer Characteristics on Impulse Purchase', *BHU Management Review*, Vol. 2 Issue 1, Dec 2011.
- 'Micro Credit deficit in India and Collaborative effect of Retailing and Micro Finance for Inclusive Growth', *South Asian Journal of Commerce and Management*, Vol. 2 No. 4, Oct-Dec 2011.
- 'An Empirical study of Motivation Factors for Purchase of Bikes', *Aquitas: The journal of Management Research*, Vol. 1 Issue 4, July-Dec 2011.
- 'To identify the prominent Factors of Shopping Mall Behavior: A Factor Analysis Approach', *Indian Journal of Marketing*, Volume 41 Number 5, May 2011.
- 'Weaknesses of Agra Footwear Industry', *MERI Journal of Management and IT*, Vol 3 Number 1, April 2010.
- 'Service Quality Management in Non-life Insurance Companies', *The Manager*, Volume 5 Number 1, Jan – June 2010.
- 'Present position of Footwear Industry in Agra', *Contemporary Management*, Volume 3 Number 1, July-December 2009.

- 'PENTRAL: Pattern Based Logic Language', *Journal of International Technology and Information Management*, Volume 18, Number 3 / 4, 2009.
- 'Development of Footwear Industry in Agra', *The Manager*, Volume 4 Number 2, July-Dec 2009.
- 'Spread of Footwear Industry in India'. *The Manager*, India, Vol 4 No. 1, Jan – June 2009.
- 'Tanneries in India: An Overview'. *Contemporary Management*, India, Vol 2 No.2, Jan – June 2009.
- 'Impulse Buying – A Historical Perspective'. *Management Today*, India, Vol 9 Issue 1, Feb 2009.
- 'Empirical analysis of urban traffic system of lucknow using data modeling and capturing technique'. *Serbian journal of Management*, Serbia, Vol 3(2), 2008.
- 'The Antecedents and Consequences of Brand Extensions: Review of Literature'. *Samadhan*, India, Vol 12, July – Dec 2008.
- 'A Study to Explore the Consumer Preferences for Personal Car between Consumer Segments with Special Reference to Tata Nano'. *IMR – Management Speak*, Vol 2 No. 2, July – Dec 2008.
- 'Indian Footwear Industry: an Overview'. *Bizcraft*, India, Vol 2 No. 1, March – Aug 2008.
- 'Impact of Demographic Factors on Impulse Purchase Tendency'. *Knowledge Hub*, India, Vol 4 No. 1, Jan – June, 2008
- 'A qualitative Study of Brand and Brand Extension Preferences of Youth in the City of Lucknow'. *Samadhan*, India, Volume 11, Jan – June 2008.
- 'Analysing the variability of queuing models to predict the capacity of a road network using heuristic approach', *Punjab College of Technical Education Journal of Management, India*. Issue January–May 2008.
- 'Development of effective urban road traffic management using workflow techniques for upcoming metro cities like Lucknow (India)'. *International Journal of Hybrid Information Technology*, Korea, vol. 1, No.03, July 2008.
- 'Application of UML for Modelling Urban Traffic System Using Producer Consumer Theory to Generate Process Algebra Model' *Journal of Information Technology and Information Management*, USA, Vol 16 Issue 4, 2007.
- 'Value addition by organised Retailers, *Journal of Institute of Environment and Management*, India, July 2007.
- 'Factors Influencing in Store Impulse Buying'. *Journal of MLRCM*, India, Vol 1 No. 1, July 2007.
- 'One size does not fit all – Tailoring Supply Chain Strategies', *Indian Journal of Applied Economics*, India, 2005.
- 'Corporate Social Responsibility in India: Issues and Perspectives', *Annual convention of SMFI*, Indian Institute of Forest Management, India, May 2005.
- 'Balancing Product Profiles for Rural India', *Management Today*, India, Aug 2004.
- 'Falling Interest Rates and their Impact on Capital Structure of Indian Companies', *Indian Journal of Applied Economics*, India, July 2004

## RESEARCH PAPERS PRESENTED IN CONFERENCES / SEMINARS

- *“Apparel Purchase Decision Making Styles of Youth across Lucknow, State of Uttar Pradesh, India,”* paper presented in International AGBA Conference 2015 jointly organized with Faculty of International Management, University Malaysia Pahang, Malaysia, November 16—17, 2015.
- *“A Framework for Social Media at Entry Mode of Indian Small Enterprises,”* paper presented in International AGBA Conference 2015 jointly organized with Faculty of International Management, University Malaysia Pahang, Malaysia, November 16—17, 2015.
- *“Issues of Rural to Urban Migration in India,”* paper presented in National Seminar on Kalam’s Vision of Developed India organized by Faculty of Commerce, Shri Jai Narain PG College, Lucknow, October 15-16, 2015.
- *“Identification of Area of Action for Environmental Sustainability through CSR activities,”* paper presented in National Seminar on Corporate Social Responsibility and Social Sector Development in India organized by Dr Shankar Dayal Sharma Institute of Democracy, University of Lucknow, Lucknow (India), September 26-27, 2015.
- *“Growth Driver of Apparel Industry in India,”* paper presented in Joint Seminar on Recent Advances in Accounting, Commerce and Taxation organized by Institute of Chartered Accountants of India in association with Amity University, Lucknow, September 16-17, 2015.
- *“A Study of Information Source Preferences of Consumers in an Emerging Economy,”* paper presented in National Seminar on Global Opportunities & Challenges for the Emerging Indian Economy, KMCUAF University, March 13-14, 2015.
- *‘Role of Social Media in Brand Performance Evaluation’*, paper presented in International Conference on Social Media for Business organized by Indian Institute of Management Raipur, January 2014.
- *‘Consumer Information Search Behaviour in Services’* Proceedings of International Conference on Research in Marketing (ICRM 2013) organized by Curtin University Australia, Indian Institute of Technology (IIT) Delhi and XLRI, Jamshedpur, ISBN no. 978-1-63041-998-1, 2013.
- *‘Consumer Information Search Behavior for Services: Review and Future Directions’*, paper presented in International Conference on Research in Marketing, organized by Indian Institute of Management Delhi, December 2013.
- *‘Validity of Research Methods’*, paper presented in the *Workshop on Statistical Methods and SPSS* at the UGC Academic Staff College, University of Lucknow, September 2012.
- *‘Rebooting Strategies for the Banking Sector in India’*. Paper presented in the *International Conference on Rebooting Strategies for Global Recession*, Organised by Truppur Kumaran College for Women, India, Aug 2009.
- *‘A study of faculty motivation of Teaching staff in Private Engineering and Management Institutes of UP’*, *Second National Conference on Management Sciences and Arts*, Gurukul Kangri University, Haridwar, Uttarakhand, September 2008.
- *‘Quality Service Management’*, *National Seminar on Marketing of Services in India – Issues and Challenges*, JNPG College Lucknow, March 2008.

- 'Integration and Coordination: Prerequisite for seamless SCM in Retailing' *Second National Conference on Interdependence, Integration and Co-creation*, India, Dec 2007.
- 'Logistics – Technology Synergy: The Key to Retail Success', *National Seminar on Organised Retailing in India: Issues and Concerns*, Department of Commerce, University of Lucknow, India, March 2007.
- 'Indian Organised Retail Industry – Opportunities Unlimited', *National Seminar on Organised Retailing in India: Issues and Concerns*, Department of Commerce, University of Lucknow, India, March 2007.
- 'Women Entrepreneurship: Issues and Problems', *National Seminar on Relevance of Women Entrepreneurship: Policies, Programmes, Problems and Perspectives*, organised by ASIHSS and CACEE, Department of Social Work, University of Lucknow, India, March 2007.
- 'Booming in Retailing – Implications for Unorganised Sector', *4<sup>th</sup> National Conference on Retailing – The New Economic Mantra* organised by Hindustan Institute of Management and Computer Science, Agra, India, Feb 2007.
- 'CSR – Response in India: Issues and Perspective', *Annual Convention 'Manthan'*, Amity University, Lucknow, April 2006.
- 'How WTO Service Negotiations can effect the viability and sustainability of tourism operations in Developing Countries', *National seminar on WTO: Tourism and Environment* organised by TERI, SMFI, Goa University, and International Centre Goa and sponsored by AICTE and Fundacao Oriente, India, February 2003.
- 'Executive Information Systems for Corporate Decision Making', *National Seminar on Decision Making Skills for Corporate Managers*, University of Lucknow, India, September 2002.

#### D.Litt. AND Ph.D. RESEARCHES SUPERVISED

- *Pre Purchase Information Search Behaviour of Consumers in India: with special reference to Hotel Industry*, a PhD research by Utkarsh (2016)
- *A Study of Consumer Satisfaction in Indian Life Insurance Industry*, a PhD research by Mukesh Srivastava (2016)
- *Scope and adoption of Mobile Commerce in India*, a PhD research by Anurag Mishra (2012)
- *Rural Marketing Strategies for Consumer Products in Uttar Pradesh*, a PhD research by Digvijay Sirohi (2011)
- *Role of Human and Spiritual Values in Organisational Performance – A Study in Select Health Care Units*, a PhD research by Ashutosh Bajpai (2010)
- *Service Quality Management in Non-life Insurance Industry in India*, a PhD research by Ashish Sonkar (2010).
- *A Study on the Causes and Redressal of the Labour Problems in Indian Footwear Industry*, a PhD research by Musheer Ahmed (2010)
- *A study of Impulse Purchase Behaviour with Special Reference to In-store Factors*, a PhD research by Ramesh Chaturvedi (2010).
- *Development of Effective Urban Road Traffic Management Model using workflow Techniques for Upcoming Metro Cities: with Special Reference to Lucknow*, a PhD research by Manuj Darbari (2009).

- *A Study of Faculty Motivation in Private Engineering and Management Institutes of Uttar Pradesh*, a PhD research by Deepanjana Sengupta (2008).
- *Evaluation of Brand Extensions as a Branding Strategy in the Indian Context*, a PhD research by Samina Rafat (2008).
- *Advertising on the Net: A Study with special reference to Spam Mails and Pop-up-ads* a PhD research by Nidhi Khare (2008)
- *Strategic marketing of Tourism Services: A case study of Uttar Pradesh*, a PhD research by Vishal Kumar Singh (2007)
- *Rural Marketing of Industrial Products in Northern India*, a PhD research by Satya Prakash Pandey (2007)
- *Effect of Information Technology on the Efficiency of Logistics and Supply Chain Management* a PhD research by Ankit Mehrotra (2006)
- *A critical appraisal of the Management of Reproductive and Child Health Programme in Uttar Pradesh* a PhD research by Rajeev Agarwal (2005)
- *Changing trends of Indian consumer behaviour with special reference to cultural changes* a Ph.D. research by Shilpi Singh (2005)
- *Relevance and Applicability of E-commerce in India – A study of select sectors* a PhD research by Syed Haider Ali (2005)
- *The Impact of Sales Promotion Offers on Consumer Behaviour – A Study of Select Consumer Products* a Ph.D. research by Nripendra Singh (2004)
- *Small Scale Industries in India: A Study to Identify the Competitiveness and Success Strategies in Liberalised Environment* a D.Litt. research by Dr. (Miss) Madhurima (2003)
- *A Study of Private sector Mutual Funds in India* a Ph.D. research by Ram Krishna Tripathi (JRF) (2001)

## SPECIAL LECTURES DELIVERED

- Delivered special lecture in the foundation day function of the National Institute of Personal Management (NIPM) UP Chapter, hosted by Bora Institute of Management Sciences, Lucknow, on March 15, 2016.
- Delivered Key Note Address in the National Seminar on Matching Innovations with Core Competencies – A Smarter way of Success, organized by Rakshpal Bahadur Management Institute, Bareilly, on March 12, 2016.
- Addressed the valedictory session of the National Seminar on '*Impact of Organised Retailing on Traditional Retailers*' organized by Motilal Rastogi School of Management, Lucknow on October 01, 2011.
- Delivered a special lecture on 'Qualities of a Success Entrepreneur and mistakes to be avoided' in the *Entrepreneurship Development Programme* organized jointly by EDI and SBI on July 12, 2011.
- Delivered special lecture on '*Managing Value Creation through Innovation*' in the Induction Course for ITIs at the Direct Taxes Regional Training Institute, Lucknow on March 21, 2011.
- Delivered special lecture on '*Product Marketing Tools and Techniques*' in the FDP on Entrepreneurship organized by Integral University, Lucknow on March 01, 2011.
- Delivered special lecture on '*Role of Hypothesis in Research Technique*' in the FDP on *Research Methodology – A Tool for Building Excellence* at the Regional Science Centre, Lucknow on June 11, 2010.

- Delivered special lecture on '*Time Management*' in the Workshop on *Enhancing Time Management Skills for Future Managers* organized by Goel Institute of Technology and Management, Lucknow on October 01, 2009.
- Delivered special lecture on '*Sustainable Business Strategy*' for the MBA students at the Northern India Engineering College, Lucknow on September 15, 2009.
- Delivered special lecture on '*Research Methodology in Management*' in the *Faculty Development Programme* organized by FMS, Sri Ram Murti Smarak College of Engineering and Technology, Bareilly on May 23, 2009.
- Delivered special lecture on '*Changing Role of Information Systems in Organisations*' in the *National Seminar* organized by the Lal Bahadur Shastri Institute of Management and Development Studies, Lucknow on March 27, 2009.
- Delivered special lecture on '*Issues and Challenges of Internet Security*' in the *National Seminar* organized by Lal Bahadur Shastri Institute of Management and Development Studies, Lucknow on February 16, 2008.
- Delivered special lecture on '*Application of IT in Marketing of Rural Products*' in the programme on Marketing of Rural Products organized by EDI and SIDBI on February 08, 2008.

#### PROFESSIONAL MEMBERSHIPS

- Member, All India Management Association.
- Member, Strategic Management Forum of India.
- Member, Association of Knowledge Workers, Lucknow.

#### EDUCATIONAL QUALIFICATIONS

<i>Examination</i>	<i>Institute / University</i>	<i>Year</i>	<i>Subject</i>	<i>Percentage / Grade</i>
D.Litt.	University of Lucknow		Business Administration	Continuing
N.E.T.	U.G.C., New Delhi	1992	Management	
M.B.A.	I.M.S., Devi Ahilya University, Indore	1991	Business Administration	9.18 / 10
M.Com. (App. Economics)	Faculty of Commerce, University of Lucknow	1989	Applied Economics	63.9 %
P.G.D.C.A.	I.E.T., University of Lucknow	1988	Computer Applications	9.80 / 10

## SHORT PROGRAMMES ATTENDED

- A Three day Workshop on 'Statistical Methods and SPSS' at the *UGC Academic Staff College*, University of Lucknow in September 2012.
- A one-week Management Teachers Programme on 'Managing Strategic Incoherence' at *IIM Lucknow*, Noida campus from January 02 to 07, 2012.
- A one-week Management Teachers Programme on 'Innovation and Technology Strategy' at *BIMTECH*, Greater Noida from April 11 to 16, 2011.
- A one week Quality Improvement Programme on 'Creating Value through Innovations' at *FMS, Banaras Hindu University* in January 2010.
- A two-week Faculty Development Programme on 'Entrepreneurship', at *Entrepreneurship Development Institute of India* from Dec 18 to 29, 2006.
- A three day 'Case Method Workshop' organised by ecch (European Case Clearing House) at *IIM Lucknow* from April 03 to 05, 2006.
- A one-week Management Teachers' Programme on 'Strategic Management of Technology' at *MDI Gurgaon* from April 04 to 09, 2005
- A one-week Management Teachers' Programme on 'Nuances of Strategy Implementation' at *IIM Kozhikode* from Jan 24 to 29, 2005.
- A one-week Management Teachers' Programme on 'International Business Strategy' at *IIFT New Delhi* from Dec 27 to Jan 01, 2005.
- A one-week Management Teachers' Programme on 'Strategic Alliances and Joint Ventures' at *IIM Indore* from Oct 11 to 16, 2004.
- A one-week Management Teachers' Programme on 'Management of Change and Transformations' at *IIM Lucknow* from Sept 27 to Oct 01, 2004.
- A one-week Management Teachers' Programme on 'Foundation Course in Strategic Management' at *IIM Lucknow* from March 15 to 20, 2004.
- A three-day Faculty Development Programme at the *ICFAI University*, Hyderabad from May 22 to 24, 2003.
- A one week Quality Improvement Programme on 'Professional Excellence and Ethics for Teachers' at the *IIT Roorkee* from Aug 06 to 11, 2002.
- A three-week Refresher Course at the *UGC Academic Staff College*, University of Lucknow from May 04 to 24, 2002
- A three-week Refresher Course at the *UGC Academic Staff College*, University of Lucknow from May 21 to June 11, 2001.
- A four-week Orientation Programme at the *UGC Academic Staff College*, University of Lucknow from July 17 to Aug 13, 2001.
- A one week Faculty Development Programme at the *ICFAI University*, Hyderabad from April 18 to 23, 1994.

Place: Lucknow  
Date: 09 January 2018



(Sanjay Medhavi)