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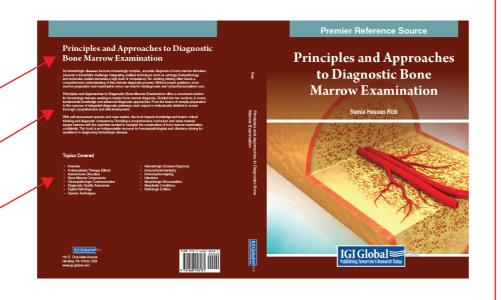


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Dr Saurabh Bajpai (PhD, MBA, MPhI, LL. L.E.) is presently working as Associate Professor in School of Management at Babu Banarasi Das Univer y Lucknow. He has vast teaching experience in the field of Commerce and Management having a special ution in Marketing Management, Financial Management and Consumer Behavior. Dr. Saurabh has a substantial number of research papers, publications, Seminar paper presentations, certifications at National and Ir nal Conferences and has also successfully attended a number of workshops FDPS and STC's. Dr Sal uiding research scholars in the area of Marketing and Consumer Behavior.



Dr Ashutosh Kumar Mishra is a seasoned academidan of more than 12 years exp. with a Ph.D. in Management and a PGDM in Marketing and Finance. He is Passionate about education, shaping future minds, fostering critical thinking and intellectual curiosity. His contributions span more than 12 research papers (Including UGC-CARE, PEER REVIEWD, DOUBLE PEER REVIWED and SCOPUES Indexed), He has been Co-Editor in 01 edited book also contributed various chapters in other Books also. He has attended more than 07 national and international seminars, He has gain vast exposure by attending more than 30 FDPs, 04 IPTEL/SWYAM Certificates. He is playing pivotal roles in academic committees like: Admission Cell and Exam Cell. He has key influencing role in academic curriculum which is ensuring industry relevance. Dr Mishra is known for mentoring students beyond the classroom, he has successful contribution to advocate for collaborative learning environments. His dedication to quality and extensive experience makes him as an asset to the institution's growth and success.



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