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Authors Biography

Dr. Shubhendu Shekhar Shukla, has completed his Ph.D. (Management), M.Phil., MBA and MA (Sociology). Author is Member of Management Forum for American Association of International Researchers in American Research Institute for Policy Development, and Member of Editorial Board in several International peer reviewed Journals including Scopus Journals. He had worked with prominent IT Company (Wipro Technologies) as Project Manager for e-Governance that was a Central Government Project about e-District. Author holds more than 15 years of experience in academics, Research & Academic Administration.

He is currently working as Associate Professor in SRM Business School, Lucknow under the aegis of SR Group of Institutions, Lucknow in Department of Business Administration. During the academic's author has published 60 International Research Papers, 18 National Research Papers, attended 14 National Conferences and Seminars, 12 International Seminars. Author has already published 14 books on Marketing Analytics, Digital Marketing & E-Commerce, Rural Management, e-Governance and Computer Application in Management and Management Information Systems, Retail Management, Advertisement and Distribution Management, Rural Management and Entrepreneurship Development & Project Management. Author taught variety of subjects as Marketing, Sales and Distribution, Rural Marketing, Production and Operation management, Computer Application in Management.

Dr. Saurabh Bajpai (PhD, MBA, MPH, LL.B., Ed.) is presently working as Associate Professor in School of Commerce and Management having a specialization 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 International Conferences and has also successfully attended a number of workshops FDPs and STCs. Dr. Saurabh is a leading research scholar in the area of Marketing and Consumer Behavior.

Dr. Ashutosh Kumar Mishra is a seasoned academican 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 REVIEWED, DOUBLE PEER REVIEWED and SCOPUS 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 NPTEL/SWAYAM 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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