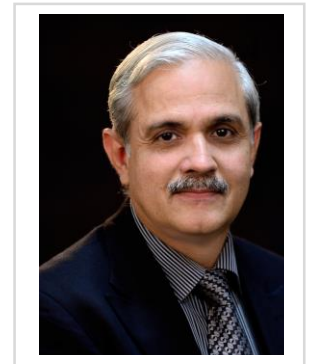


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BIOSKETCH: Currently a Professor in the area of Marketing he is also the Chair of the Fellow Program in Management at BIMTECH. He has also looked after the Examinations and Admissions during his 12 years at the Institute. Teaching Marketing management for the last 32 years in a uniquely enjoyable way is his passion. He also teaches CRM and Services Marketing. More than a dozen research scholars have obtained their PhDs under his guidance. He has worked on several funded research projects and was the Director of the Management Department of a State University earlier. Author of many research papers, three books and a couple of case studies, calligraphy and pencil sketching remain his all time favorite hobbies. Father of two daughters his wife is a professor in business communication area.

EDUCATION:

| Degree | University / Board | Year |
|----------|---------------------|------|
| Ph.D. | Amravati University | 1994 |
| M.B.A. | Nagpur University | 1984 |
| B.Com. | Nagpur University | 1982 |
| XII Std. | Nagpur Board | 1979 |
| X Std. | Nagpur Board | 1977 |

AREA OF INTEREST AND RESEARCH

- Marketing,
- CRM
- Services Marketing
- Consumer Behaviour

TEACHING COURSES

Marketing Management
Customer Relationship Management
Services Marketing
Methods and Models in Marketing Research

NEW COURSES DEVELOPED

- Designing Courses for Significant Learning in Fellow Program in Management in Semester III

EXPERIENCE

- Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, August 2008 – onwards.
- Professor and Director, MBA Department, Amravati University, Maharashtra from 2007. Took voluntary retirement as **Professor and Director** of the MBA Department in August 2008 after completing 22 years of service there.
- Associate Professor in MBA Department of Amravati University, Maharashtra from 1999 to 2007
- Assistant Professor in MBA Department of Amravati University in Maharashtra from 1986 to 1999.

ACADEMIC POSITIONS AND ASSIGNMENTS

- **Professor in Marketing at BIMTECH from 2008 till date.. Also Chairperson of the Executive/Fellow Program in Management since 2016** maintaining the academic rigour of the course work of three semesters consisting of various courses totalling 30 credits followed by research work of minimum 2 years. Organized a four day doctoral consortium and conference in collaboration with Dr Jagdish Sheth and Dr V Kumar in January 2020.
- Was **Chairperson Admissions at BIMTECH from 2014 to 2016**. The role involved attracting admission applications of good quality and quantity and organizing GD and PI for more than 5000 applicants all over the country followed by admissions to more than 400 seats of four programs
- Was **Controller of Examinations at BIMTECH from 2010 to 2013**. The role involved organising of End Term Examinations and declaration of results of more the 800 students three times in an academic year for more than 30 courses spread over 4 academic programs
- Was **Chairperson of the PGDM (Part Time Program) of BIMTECH in 2009 -10**.
- Was **Director and Professor of the Department of MBA , Amravati University from 2004 to 2008**. The role involved leading the department of more the 100 students and a dozen faculty members and staff towards overall growth and development. Looked after AICTE approval and NAAC accreditation of the department during this time. Was actively involved in attracting funds from various funding agencies like UGC and AICTE for the department under various schemes during this time.
- Was **Coordinator of State Level Common Entrance Test (CET) of Government of Maharashtra for Amravati University from 2000 to 2007**. The role involved organizing the state level entrance test at Amravati followed by counselling and admissions to more than 500 MBA seats all over the state.

PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION

- Accredited Management Teacher(AMT) of the All India Management Association(AIMA)

AWARDS AND RECOGNITION

- **SAGE Best Case Award 2021**

Shukla A V and Sangeeta Shukla, Organisational Compassion Competence in Times of crisis : A case of BIMTECH's Response to COVID 19

RESEARCH FUNDING AND CONSULTING

- "Consumer Protection Act: An Evaluatory Study" (Major Research Project funded by U.G.C., as co-researcher).
- "An inquiry into the Impact of Advertisements for Family Planning with special reference to Advertisements in Print Media". (Minor Research Project funded by the U.G.C., as co-investigator).
- "An Attitudinal Study of P. G. students of Amravati University towards Competitive Examinations". (Minor Research Project funded by Amravati University).

RESEARCH PAPERS AND WORKING PAPERS

SELECT PAPERS

- N Shirvastava and AV Shukla, 'Measuring an employer brand: a study towards valid scale development (As a second order factor of a structural model)', **International Journal of Organizational Analysis, Category B in ABDC rankings.** doi.org/10.1108/IJOA-02-2021-2615, ISSN: 1934-8835
- A Gupta and AV Shukla, 'A Model of Retail Format Choice for Reasoned Purchase: Conceptualizing Role of Perceived Risk, Norms and Behavioural Control in Indian Culture', **International Journal of Indian Culture and Brand management, Vol 18, No 4, 2019, Inderscience, Category C in ABDC Rankings.**
- A Gupta and AV Shukla, 'Online Retail Format Choice Behaviour of Indian Consumers for Reasoned Purchase" A Cultural Perspective, 'Journal of International Consumer Marketing, Routledge, Taylor and Francis Group, <https://doi.org/10.1080/08961530.2019.1611518>, May, 2019 Category C in ABDC Rankings.
- A Gupta and A V Shukla, 'Store Choice Behavior for Consumer Durables I NCT-Delhi : Effect of Shopper's Demographics', **Paradigm**, Vol. 19, No. 2 July- Dec. 2015. <http://par.sagepub.com/content/19/2/152.abstract>
- A V Shukla and N Sirvastava, 'Employer Branding: A Study of Relevance and Scope', **Amity Business Review**, Vol. 14, No. 2, July- Dec. 2013, ISSN No. 0972-2343
- Mukesh Chaturvedi and AV Shukla, 'CRM: Reality, Implications and Action,' International Journal of Management Research, Vol3, No. 1, 2012
- Kapil Garg, T Fulzele and AV Shukla, 'Impact of Digitization of Insurance in India', Paripax – Indian Journal of Research, Vol6, Issue 10, Oct. 2017, UGC Sr. No 47432.

RESEARCH IN PROGRESS

- Public Discourse during Protests
- Marketing and Poverty

- Sustainable Tourism

CASE REPOSITORY AND PUBLICATIONS

SELECT

- A V Shukla and Sangeeta Shukla, 'Air India: The Maharaja in New Avatar, Case and teaching Note, **Case Center, January, 2018** Case Reference no. 518-0005-1 <http://www.thecasecentre.org/educators/products/view?id=150188>
- V Sharma, G N Patel and A V Shukla, 'Prioritizing Marketing Mix Constructs for Commoditized products using Analytical Hierarchy Process', **The Case Center, 514-032-1, Dec. 2014**

BOOKS, CHAPTERS AND TECHNICAL REPORTS

Book-

- Shukla, A.V. (2004) Case Studies In Marketing Management, Sarup and Sons, Daryaganj, New Delhi.
- Shukla, A.V, et el (1999) They Said IT! - A book on the pulse of the people, Five Star Publications Amravati.
- Shukla, A.V. (1996) Case Studies and Case Problems in Management, Chirag Publications, Amravati, 1996.

Book Chapter-

- Shukla A.V.(2014) 'A Study of Tourist-Customer Behavior in Domestic Tourism', Tourism in Global Village, **Lap Lambert Academic Publishing, Germany, ISSN – 978-3-8383-5957-1.**

EDITORIAL POSITIONS AND REVIEWS

- Member of Editorial Board of Bimtech Business Perspective since 2014

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

SELECT

- 4th Global International Conference 2022 Decemeber 15-16, Global College International, Kathmandu, Nepal, **Keynote Address**
- Global Summit of Management Cases, IIM, Raipur, 12th-13th December, 2014. "Should the Maharaja Abdicate?"
- Faculty Development Program on Case Method Teaching conducted by the Ivey Business School, Western University, Ontario and the CPD, SRCC, New Delhi, November, 17th – 22nd, 2014.
- International Conference on Tourism in Global Village, IIM Lucknow, 8th-10th April, 2009, " *A Study of Tourist Customer Behaviour In Domestic Tourism.*"
- National Seminar on Emerging trends in Indian Retail Management, Sydenham College of Commerce and Economics, Mumbai, 10th -11th Feb. 2011. "EmergingTrends in Retailing – India the Striding Elephant." Keynote address.

WORKSHOPS AND TECHNICAL LECTURES

SELECT

- Business and Society, 22nd Faculty Development Program, Academic Staff College, SGB Amaravati University, 9th Dec. 2013.
- Research Methodology, 22nd Faculty Development Program, Academic Staff College, SGB Amaravati University, 10th Dec. 2013.
- Continuous Evaluation And Assessment, Faculty Development Program, *Revisiting Teaching and Learning Methodology – An Introspection*, BIMTECH, May, 2-3, 2013.
- Contemporary Approaches To Marketing In India, India Study Program -2013, BIMTECH,
- Visiting Faculty, IMT, PGDM-Executive (2012-13), Oct.-Dec. 2012, Designing, Delivering and Managing Market Value.
- Innovations In Services Marketing In India, India Study Program-2012, BIMTECH,
- Demographics and its implication in marketing, Session Chair, National Seminar on Contemporary Environment & Winning Strategies in Marketing, I.T.S. Institute of Management, October 12-13, 2012
- Emerging Paradigms in Marketing, Lecture at Refresher Course in Commerce and Management, Academic Staff College, Jamia Milia Islamia, 9th September, 2011.
- Emerging Trends in Retailing : India the Striding Elephant, Keynote address at Two day UGC sponsored National Seminar on Trends in Retailing, 10-11 Feb.2010, Sydenham College, Mumbai
- Research Methodology for doctoral researchers, Symbiosis Institute of International Business, Symbiosis International University, Pune, 23rd and 24th Oct.2010

DOCTORAL DISSERTATIONS AND AWARDS

SELECT

- Retail Format Choice Behavior for Reasoned Purchase: A Study of Consumer Durables.(Awarded by MLSU)
- e-Tail Q : An Evaluatory Study of Financial Services Portals. (Awarded by IGNOU as co - guide.)
- Employer Branding – a Study, (Awarded by MLSU)
- A Framework for Assessment of Purchase Behaviour of Branded Commodity Food Products. (Awarded FPM by Birla Institute of Management Technology, Greater Noida)
- "A Study of grading systems in different universities for development of normalization technique to streamline recruitment processes". (Awarded by Amravati University).
- "A Study of Buyer Perception towards ready-made garments in Amravati", 2001. (Awarded by Amravati University).
- "Impact of working of M.T.D.C. Ltd. on Tourism Development", 2003. (Awarded by Amravati University).

- "Buying process for two-wheeler vehicles – A Study", 2003. . (Awarded by Amravati University).
- "Retailing in rural markets: A study of rural retailers in selected villages", (Awarded by Amravati University)
- Employer Branding : 'Perceptions of Aspirants from Indian B Schools', (Awarded by MLSU)

SOCIAL ENGAGEMENT

NEWS PAPER ARTICLES

- AV Shukla and D Chak, 'Marketing B-Schools to Millennials: Challenges and Opportunities', The Hindu, Business Line on Campus BLoC, 3rd February, 2021. (<https://bloncampus.thehindubusinessline.com/b-learn/marketing-b-schools-to-millennials-challenges-and-opportunities/article33740165.ece>)
- AV Shukla and D Chak, 'What does your B-school stand for', The Hindu, Business Line on CampusBLoC, 12th February,2021. (<https://bloncampus.thehindubusinessline.com/b-learn/what-does-your-b-school-stand-for/article33818363.ece>)

BLOGS

- Fight Against Single Use Plastic- Each one of Us can Contribute, September, 2019
- Farmers Woes: A re- look at issues; is corporatization of farming a solution? December, 2019
- Fighting Water Scarcity –Saving wastage is a solution, up coming