



Dr. Ramesh Kumar Chaturvedi,

Ph.D. (Business Administration), MBA, MA (Pub. Admin.), B.Sc. (Hons., Electronics and Instrumentation), MDSE, UGC-NET (Management).

Assistant Professor, Guru Ghasidas Vishwavidalaya (A Central University), Bilaspur, Chattisgarh.

Email: drrameshchaturvedi1@gmail.com

Dr. Ramesh Kumar Chaturvedi is Electronics and Instrumentation graduate from Mumbai University, MBA from Mahatma Gandhi Kashi Vidyapeeth and MA in Public administration from Pondicherry University. He has earned Ph.D. in discipline of Retail and Consumer Behavior at Dept. of Business Administration, University of Lucknow. He is merit holder in NET certification exam conducted by UGC. He has also completed a certification program on Management of MFI's from IIM, Lucknow. Along with six years of experience in academics, he also possesses seven years work experience of corporate. He has more than dozen publications of research papers, some of them refereed and indexed with impact factor. He has made many presentations in national and international seminars as part of his academic achievement and received best paper presenter award twice. His book on 'Marketing Management - A contemporary approach' is well referred by students of various universities. He has interest in subjects like Strategic Management, Marketing and Business Research Methods. He is adherent believer of collaborative and participative learning.

Books:

Chaturvedi, K. Ramesh and Chatterje, A., "Marketing Fundamental – A Contemporary Outlook", New Royal Publisher, Lucknow, ISBN 9789380685427, 2012.

Publications - Journal:

1. "Paradigms for Piracy at Inflexion: The Way We Entertain Ourselves", Management Today, Vol. 12 No. 2, Dec 2012.
2. "Consumer Preferences for personal cars between segments identified on the basis of house hold income with special reference to TATA Nano", Adhyayan, Vol. 2 No. 2, Dec 2012.
3. "Strategies for Success in Rural market", Journal of Research, Extension and Development, Vol. 1, No. 6, February 2013
4. "Modeling Store Characteristics as Antecedents of Impulse Purchase", Indian Journal of Marketing, Vol. 43 NO.2, February , 2013 (NAAS = 4.3; IC = 5.09; Impact Factor = 1.25)
5. "Emerging Dimensions in Time Management Techniques", Journal of Research, Extension and Development, Vol. 1 No. 3, Nov, 2012.

6. "Influence of Consumer characteristics on Impulse Purchase", BHU Management Review, Vol. 2 No. 2, Dec 2011
7. "Microcredit deficit in India and collaborative effect of retailing and microfinance for Inclusive growth", South Asian journal of Commerce and Management, Vol. 2 No. 4, Dec 2011.
8. "Design Coherence for Strategic Success" Pinnacle Des Academia, Vol. 1 No. 2, July 2011,
9. "Service Quality Management in non-life insurance companies" The Manager, Journal of ICCMRT, Vol. 5 No. 2, July, 2010.
10. "Management of Infrastructure in Uttarakhand – A Tax haven", Journal of MLRSM, Vol. 3 No. 2 July 2010 .
11. "Impulse Buying: An Historical Perspective", Management Today, Vol. 9 No. 2, June 2009.
12. "Consumer buying behavior of passenger cars" Management review, Publisher Gaur Hari Singhania Institute of Management, Kanpur Vol. 3(I), January 2009.
13. "Impact of demographic factors on Impulse purchase tendency", Knowledge Hub, Vol. 4 No.1, June 2008 (Indexed : Cambell, USA).
14. "Factors Influencing In-store Impulse buying" Journal of MLRSM, Vol. No. 1, July 2007.
15. "Value Addition by Organized retailers", Asian Journal of Management, Vol. 4 No. 2, April-June 2013.(Accepted)
16. "Neighborhood retailers and consumers at cross roads: FDI in Organized retailing in India", Communicated to Publisher.

Seminal Presentations and Publications:

1. Marketing of services in India – Issues and Challenges, Sri Jai Narayan Post Graduate College, Department of commerce, Lucknow, 1 & 2 Mar 2008, National Seminar, UGC Sponsored.
2. Boom in Retailing – Implications for unorganized sector, Hindustan Institute of Management and Computer Studies, Mathura, February 17, 2007, National Seminar.
3. Organized Retailing in India: Issues and Challenges, Department of commerce, University of Lucknow, 29 Mar 2007, National Seminar, UGC Sponsored.
4. Integration & Coordination – Prerequisite for seamless SCM in retailing, Jaipuria Institute of Management, Lucknow, 1 & 2 Dec., 2007, National Seminar.
5. Managing Supply Chain in Retail Industry, School of Management Studies, Varanasi, 2nd January 2008, National Seminar.
6. Service quality in Retail industry, DAV Postgraduate College, Varanasi, March 2009, 2 days National Seminar -UGC Sponsored.
7. Local Brands Global ambitions, Moti Lal Rastogi School of management, Lucknow, March 2010, National Seminar.
8. Impact of Global economic slowdown on Indian economy, Institute of Environment and Management, Lucknow, August, 2010, 2 days National Seminar, AICTE Sponsored.

9. Disruptive Innovation – Beyond Myopia, DAV Postgraduate College, Varanasi, Jan 2011, 2 days National Seminar - UGC Sponsored.
10. A review of telecom infrastructure in Uttarakhand and Tax Subsidies, Department of Commerce, University of Lucknow, Lucknow, May 2011, 3 days National Seminar, UGC Sponsored.
11. Emerging dimensions in Indian Banking System, SMS Lucknow, Oct., 2011, 2 days National Seminar.
12. Green Marketing – Evolution, Opportunities and Challenges with, Pt. Ravi Shankar Shukla University, Raipur, March, 2012, 3 days National Seminar - UGC Sponsored.
13. Rules for Rural Marketing in India, Coksey College of Engineering and Management, Bilaspur, February, 2012, National Seminar.
14. Micro financing and its distribution in Rural India, P.G. Department of Commerce (DRS-II), Utkal University, Bhubaneswar, 23-24 February, 2013, UGC *Sponsored International Seminar*.
15. Importance of retail in India – Narrow Casted, Chattisgarh chamber of commerce and industries, 7th March 2013, Raipur, Fifth Annual Conference of Chattisgarh Economic Association.
16. Role of RFID in supply chain with special reference to hospitality and retail industry, Indira Gandhi National Tribal University, Amarkantak, MP, 22-23 March, 2013, National Seminar.
17. Post-recession analysis of impact of advertising on brand attitude, Faculty of Commerce, BHU, Varanasi, April, 13-14 2013, National Conference.