

# **CURRICULUM VITAE**

## **DR. ANUBHAV VISHWAKARMA**

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### **EDUCATIONAL QUALIFICATIONS**

<b>Qualification</b>	<b>Year</b>	<b>University / Board</b>	<b>Division</b>
Ph.D.	2022	University of Allahabad	Awarded
UGC NET-SRF	2020	UGC	-
UGC NET-JRF	2018	UGC	-
M.Com	2016	University of Allahabad	72.63%
B. Com	2014	University of Allahabad	65.84%
Intermediate	2011	UP Board	65.80%
High School	2009	UP Board	57%

### **RESEARCH PAPER PUBLISHED**

<b>Sl. No.</b>	<b>Title With Page Number</b>	<b>Journal Name</b>	<b>Year</b>	<b>ISSN Number</b>
1	A Study on Promotional Techniques of Patanjali Ayurved Limited in Rural Market	International Journal of Economic Perspectives	2022	1307-1637
2	A Comparative Study of Traditional and Online Buying Behavior of Rural Consumers during Covid-19, Page No479-486	Industrial Engineering Journal	2022	0970-2555
3	Comparative Study of NSE and BSE Market Capitalization, Page No 26-30	International Journal of Innovations Research Analysis IJIRA	2021	2583-0295
4	A Study of Distribution Strategies for Patanjali Ayurved Limited in Rural Market, Page No 11-16	Shodh Sarita: An International Multidisciplinary Bilingual Peer Reviewed Refereed Research Journal	2020	2348-2397
5	Comparative Consumer Perception of Patanjali Ayurved Limited and Hindustan Unilever Limited in Rural Market, Page No 5-9	Shodh Sanchar Bulletin: An International Multidisciplinary Bilingual Peer Reviewed Refereed Research	2020	2229-3620

## **CHAPTERS IN EDITED BOOK**

<b>Sl. No.</b>	<b>Title With Page Number</b>	<b>Book Title</b>	<b>Year</b>	<b>ISBN Number</b>
1	Rural Retailing: Opportunities and Challenges, Page No 11-16	Retail Marketing and Supply Chain Management Strategy, Implementation and Currents Practices	2017	978-93-85000-46-1

## **RESEARCH PAPER PRESENTED**

<b>Sl. No.</b>	<b>Title of Paper Presented</b>	<b>Conference/Seminar</b>	<b>Date of the Event</b>	<b>Venue of the Event</b>	<b>International/ National/ State/ University</b>
1	Amrit Aahar in Amrit Kaal: A Ray of Light to Achieve Sustainable Development Goal 2	Seminar on 75 years of Indian Economy and Polity- Way Forward in Amrit Kaal	November 20-22, 2023	Indian Institute of Advanced Study, Rashtrapati Nivas, Shimla	National
2	Sustainable Marketing: A New Future of Indian FMCG	Conference on Attaining Sustainability @75: India Marching Towards the Third Largest Economy Post 75 Years of Independence	April 11-12, 2023	Department of Commerce, University of Lucknow, Lucknow in Association with Indian Accounting Association	International
3	Traditional vs Online Buying Behavior of Rural Consumers during Covid-19 A Comparative Study	E-Conference on Service Sector Challenges, Prospects during post Covid-19 Pandemic	12/02/2022	Konkan Gyanpeeth Uran College of Commerce Art, Permanently Affiliated to University of Mumbai	International
4	A study of Promotion Techniques of Patanjali Ayurved Limited in Rural Market	Conference on Innovation and Futuristic Practices in Business and Management	09/02/2020	Department of Commerce and Business Administration, University of Allahabad	National
5	Socio-Economic impact of Rural Tourism in India	Conference on Changing Paradigm in Indian Tourism Challenges for Growth and Sustainability	24/10/2017	Department of Commerce and Business Administration, University of Allahabad	National

6	Rural Retailing: Opportunities and Challenges	Seminar on Retail Logistic Supply Chain Management-Issues Challenges and Prospects	15/04/2017	Deen Dayal Upadhyay Kaushal Kendra, Rajeev Gandhi South Campus Barkachha, Banaras Hindu University	National
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### **WORKSHOP/SEMINAR PARTICIPATION**

<b>Sl. No.</b>	<b>Title/Theme</b>	<b>Organized by</b>	<b>Date of Event</b>	<b>Duration/Days National/ International</b>
1	Workshop on Research Ethics and Plagiarism	Internal Quality Assurance Cell and Research Committee, Konkan Gyanpeeth Uran College of Commerce and Art, Uran-Raigad, New Mumbai	26-02-2022	One Day
2	Workshop on Emerging Dimensions of Commerce Economics	Rajarshi Tondon Mahila Mahavidyalaya, University of Allahabad	04/12/2019	One Day
3	Workshop on Statistics on Microsoft Excel	Rajeev Gandhi South Campus Barkachha, Banaras Hindu University	05/02/2017	Eight Day
4	Seminar on Impact of Emerging Trends in Retail Industry in India	SRM Business School, Lucknow	15/03/2019	National
5	Seminar on Consumer Protection, Direction and Prospects	Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi	05/02/2017	National

I hereby declare that the information given above is true, complete and correct to the best of my knowledge and belief.

**Date: 20-03-2024**

**Dr. Anubhav Vishwakarma**

**Place: RaeBareli**