

### **Career Summary**

- A genuine academician with over 20 years teaching and training experience at PG and above level.
- Delivered invited expert talks in more than 500 workshops on Research Methodology & Statistical Analysis organized by various institutions and universities in central India
- A prolific author with several publications of research articles and books and book chapters in credit
- Provided consultancy to more than 75 research projects on several aspects related to research methodology and statistical analysis.

### **Present Status**

- Founder Director of “Research Vidya” – A Research and Statistics, Training and Consultancy Institute based in Nagpur
- Working as Training & Placement Officer & Assistant Professor with Department of Business Management, C P & Berar College, Nagpur since 2001

### **Education**

- PhD (Business Management), MBA, M.Phil. (Economics), MA (Economics), BSc (PCM)

### **Work Experience**

- More than 21 years teaching & training experience at UG, PG and above PG level

### **Achievements**

- Delivered lectures in more than 1,000 Workshops on various topics in Research Methodology & Advanced Statistical Analysis in more than 150 institutions across central India
- Trained and influenced more than 20,000 Research Scholars
- Provided consultancy to more than 75 research projects

### **Areas of Expertise & Interest:**

Marketing management, retail and brand management, e-learning, Various topics Research methodology, Advanced Statistical Analysis Techniques, SLR, Bibliometric and Meta Analysis, and Emotional Intelligence

### **Associations**

- Working as a trainer for Pre-PhD Coursework for Seven Universities

## Prominent Publications

1. Authored a book titled Fundamentals of Retail Management, ISBN: 978-93-81432-25-9, Sai Jyoti Publication, Nagpur
2. Application of Theory of Planned Behaviour to Predict College Students' Online Purchase Intention: A Systematic Review and Meta-Analysis Indian Journal of Marketing December 2022 Pp: Volume:52 (Indexed in Scopus & ABDC List)
3. Analysis of Factors Affecting Use Behavior towards Mobile Payment Apps: A SEM Approach, Human Behaviour & Emerging Technologies March 2023 Volume: 2023 (Indexed in Scopus)
4. Factors Affecting Repeat Purchase Intention in Online Shopping in Vidarbha, Empirical Economics Letters, December 2021, Special Issue (indexed in ABDC List)
5. Analysis of Factors Affecting Students' Repeat Behavioral Intention to use BYJU's e-learning App, Satraachi, January 2023 (indexed in UGC Care List)
6. Impact of Age, Experience and Gender on Customer Satisfaction in Online Shopping, IJFANS International Journal of Food and Nutritional Sciences, December 2022, Volume: 11 (indexed in UGC Care List)
7. Application of Technology Acceptance Model (TAM) for Predicting Usage of Mobile Payment Apps Empirical Economics Letters April 2023 Special Issue (indexed in ABDC List)
8. An Evaluative Study of Transforming Digital Skills Sets to Deal with Attrition among IT Professionals Using Correspondence Analysis, Satraachi Jan-March 2023, Volume: 38, PP: 254 to 261 (indexed in UGC Care List)
9. Students' Preferences Towards Watching & Playing Different Types of Sports: A Correspondence Analysis, Satraachi, Jan-March 2023 Volume: 38 PP: 222 to 229 (indexed in UGC Care List)