

Dr. Hari Govind Mishra

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Academic Experience:

Shri Mata Vaishno Devi University Jammu, Associate Professor, 09th Sept.2012.

Shri Mata Vaishno Devi University Jammu, Assistant Professor, 2nd April 2007 to 08th Sept. 2012

Indian Institute of Management Ahmedabad, Academic Associate from May 2006 to March 2007.

Ghanshyam Binani Academy of Management Studies, Worked as a lecturer from Aug. 2005-May 2006.

Research Areas: Marketing, Retailing.

Publications:

- Singh, A., Mehta, S. and Mishra, H.G. (2011) ‘Viewership Choice in Jammu City’, GITAM Journal of Management, 9 (1), pp 141-155.
- Mishra, H.G., Mehta, S.K., and Singh, S., (2012) ‘Consumers Motivation: An impact study of influential salesperson behavior’, International journal of information, Business and Management, Vol.4 (1), pp. 185-204.
- Mehta. S.K., Mishra, H.G. and Singh, A (2011)’ Socio economic impact of SHGs on the beneficiaries in Kathua district India’ , Asia Pacific journal of Rural Development , XXI 92), pp 53-79.

- Mishra,H.G., and Jain, D.(2012)' Impact of packaging in Consumer Decision making process of Namkeen products' Journal of Marketing & Communication 7(3), pp 48-63.
- Mishra, H.G., and Tagaar, R, (2010)' Revolutionising the consumer outlook via online Advertisising' Kangleipak Business Review, 5 (1) pp. 70-75
- Mishra, H.G., (2009) 'Retail in India and Foreign Direct Investment', BVIMR Management Edge, 2 (1), pp. 70-75.
- Mishra, H.G., and Langeh, S. (2009), 'The Biotechnology Industry of India: Issues and way to success ', Gyanprataha Accman journal of Management Science, 1(2), pp 21-32.
- Mishra, H.G., (2009) 'Consumer Perception and Brand analysis of women's wear in Indian Market: A case analysis of Allen Solly', Gyanprataha Accman journal of Management Science, 1(1), pp 1-7
- Mishra, H.G. (2008), 'Environmental accounting', The management Scientist, 7(2),pp 27-30
- Mishra, H.G. (2008), 'Consumer Intention, The management Scientist, 7(2),pp 27-30
- Mishra, H.G., (2006) 'CRM Practices in LIC', The Journal, XXXII (July Dec.). pp. 79-83.
- Mishra, H.G., (2006) 'Product Management of LIC', The Journal, XXXII (Jan – June), pp.58-61.
- Mishra, H.G., (2006) 'Brand marketing of the Life Insurance Corporation of India', The Insurance Times, XXVI (Aug.) pp 35-38.
- Mishra, H.G., (2004) 'Prospecting -An effective Selling Process', The Insurance Times, XXIV (II), pp 25-30.

Book Contributions:

- Mishra, H.G., and Singh, A. (2011) 'Variables Discriminating Consumption Pattern of Baby Care Products in Adults of Jammu Region', Institute of Electrical and Electronics Engineers, Inc. Singapore.
- Mehta, S K., Mishra, H.G. and Singh, A. (2011) 'Role of Self Help Group in Socio - Economic Change of Vulnerable Poor of Jammu Region', Institute of Electrical and Electronics Engineers, Inc. Singapore.
- Mishra, H.G. (2011) 'Critical Evaluation of Value Chain Analysis: A case study of Ford India Limited', Shree Publication, New Delhi, India.
- Mehta, S K., Mishra, H.G. and Singh, A. (2010) 'Micro financing activist in Jammu: A study of Self Help Groups', McMillian, and New Delhi, India.

Cases Presented:

- Mishra, H.G. (2012) 'Swasthya Vardhak Pharmacy Pvt. Ltd', 12th Academic Conference. Society of Entrepreneurship Educators and Indian School of Business Hyderabad, India, 29th -30th March. **Selected Best Case category award.**
- Mishra, H.G. (2011) 'Pahalwan's Food Mall', 3rd Asian Invitational Conference on Family Business. Indian School of Business Hyderabad, India, 4th February.
- Mishra, H.G. (2010) 'FMCG Strategy', International Case Conference. Institute of Management Technology Nagpur, Goa, India 16th -18th November.
- Mishra, H.G. (2010) 'Critical Evaluation of Jammu theatre', Paristhiti -2010 National Case Writing & Presentation Competition. Bharti Vidyapeeth University, New Delhi, India 19th February.
- Mishra, H.G. (2009) 'Mitram Cafeteria', Paristhiti -2009 National Case Writing & Presentation Competition. Bharti Vidyapeeth University, New Delhi, India, 8th January. **(First Prize)**

Conferences Attended:

- Mehta, S.K., Mishra, H.G. and Singh, A. (2012) 'Impact of SHG Movement on the Lives of Rural People in Jammu', Emerging Challenges for Sustainable Business. Indian Institute of Technology Roorkee, India, 1st – 2nd June.
- Mishra, H.G. (2012) 'Visual Merchandising on Consumer Buying Behavior', IIML International Conference in Marketing on Shaping the Future of Research in Marketing Economies: Looking Ahead. Indian Institute of Management Lucknow, Noida, India, 13th -14th January.
- Mishra, H.G. and Singh, S. (2011) 'Consumers Motivation: An Analytical study of Influential Sales Person Behavior on Consumer Emotions and Motivation', 11th Global Conference on Flexible System Management. Indian Institute of Management Kozhikode, Kerala, India, 9th -12th December.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2011) 'Enterprising Jammu through Microfinance', 11th Global Conference on Flexible System Management. Indian Institute of Management Kozhikode, Kerala, India, 9th -12th December.
- Mishra, H.G. (2011) 'Explore the Change of Eating Habits due to Television Commercial and Directly Effect on Obesity of Teenager in Jammu', International Conference on Business & Information. Faculty of Management Studies University of Kelaniya Sri Lanka, 20th October
- Mishra, H.G. and Singh, A. (2011) 'Variables Discriminating Consumption Pattern of Baby Care Products In Adults Of Jammu Region', International Conference on Economics and Finance Research – (ICEFR). International Economics Development and Research Center (IEDRC) Singapore, 26th -28th February.
- Mehta, S.K., Mishra, H.G. and Singh, A. (2011) 'Micro finance Movement an Impact Study', International Conference on Financial Innovations and Change for Survival and Growth, FINCON -2011. Management Development Institute Gurgaon, India, 7th -8th January.

- Mishra, H.G. (2010) ‘Exploring Student’s View of Service Quality Provided by Management Institutes in Jammu: By Using Critical Incidence Techniques’, First International Marketing Conference MARCON 2010. Indian Institute of Management Kolkata, India, 27th -29th December.
- Mishra, H.G. (2009) ‘TQM: An Integrated Approach of Strategic Management’, National Conference on Advanced Manufacturing Techniques. Shri Mata Vaishno Devi University Jammu, 5th – 6th November.
- Mishra, H.G. (2006) ‘The Role of Organizational Change in Environment’, National Seminar on Managing Organizational Change: Issues & Challenges. V.B.S. Purvanchal University Jaunpur, India, 3rd – 4th March.
- Mishra, H.G. (2005) ‘Socio – Pyscho Marketing’, 58th All India Commerce Conference. Faculty of Commerce & Management Studies, Varanasi, India 27th – 29th December.
- Mishra, H.G. (2002) ‘Issues in Brand Management’, National Seminar on Managerial Strategies in India. Institute of Management Studies MGKV Varanasi, India, 20th – 21st April.

FDP Attended:

- Mishra, H.G. (2010) ‘Effective Teaching through Case Study Methodology’, Department of Management Studies Indian Institute of Technology Delhi, India. 5th – 7th March.
- Mishra, H.G. (2010) ‘Value Chain Analysis’, AICTE Sponsored Quality Improvement Program, Faculty of Management Studies, Banaras Hindu University. 8th – 13th February.
- Mishra, H.G. (2009) ‘Applied Econometrics for Management Research’, AICTE Sponsored Faculty Training Program, Shri Mata Vaishno Devi University Jammu, India. 10th – 23rd July.

Certification:

- Mishra, H.G. (2009) ‘Accredited Management Teacher’, Center for Management Services, All India Management Teacher, and New Delhi, India. 1st December.
- Mishra, H.G. (2009) ‘QMS Lead Auditor Course’, National Registration Board for Personnel & Training and Quality Council of India. 7th January.

Educational Achievement:

- UGC-NET cleared from Management- June, 2005.
- Gold Medal for standing first position in MBA Examination 2002
- UGC Scholarship awarded in final year study of M.Sc. (Tech) Geophysics 2000

Educational Qualification:

Ph.D: VBSP University, U.P
MBA: MGKP University, U.P
M.Sc (Tech) Geophysics: BHU, U.P

Date: 27/06/2020

Place: JAMMU

(Dr. Hari Govind Mishra)