

## **Summary:**

Dr. Ashwani Kumar Upadhyay is an Associate Professor in area of Research and Marketing with 15 years and 8 months of teaching and research experience.

## **Research area of interest**

Technology adoption, Globalization and localization of brands, Sales training, Quality of life, Structural equation modeling and Mediation analysis

## **Research publications segregated into journals and books**

### **Publications (in International Journals)**

1. Fernandes, S. & Upadhyay A. K. (2017). Online Shopping of Apparels and Electronic Goods: Factors affecting the Screen Performance. *Media Watch journal*, March 2017. (Accepted for publication)
2. Das, K. K., Upadhyay, A. K., Das, S. (2016). Emerging paradigm in sales training practices. *GE- International Journal of Management research*, December 2016.
3. Das K. K., Upadhyay A.K., Das S. (2014). Getting stellar sales performance: why sales managers' mentoring, coaching and technology capabilities make the difference, *Development and Learning in Organizations: An International Journal*, 28 (5), 13-16
4. Sharma, D. K., Varshneya, G., & Upadhyay, A. K. (2007). AJAX in Development of Web-Based Architecture for Implementation of E-Governance. *International Journal of Electronic Government Research (IJEGR)*, 3(3), 40-53. doi:10.4018/jegr.2007070103.

### **Publications (in Indian Journals)**

1. Dhakrey N. and Upadhyay A.K. (2013). A Review on Perceived Brand Globalness. *JBIMS Spectrum*, 1(1), 179-185.
2. Das K. K., Upadhyay A. K. and Das S. (2013). Sales Training Effectiveness: A Review. *Prabandhan: Indian Journal of Management*, 6 (7), 26 - 32.

3. Geetika, Nandan, T. & Upadhyay, A. K. (2008). Internet Banking in India: Issues and Prospects. *The IUP Journal of Bank Management, IUP Publications*, 7(2), pages 47-61, May.

**Publications (Chapter in book/proceeding):**

1. Khandelwal, K. and Upadhyay, A. K. (2016). Sales Training Effectiveness: Modeling the predictors in Pharmaceutical Industry. In proceedings of Fourteenth AIMS International Conference on Management held from 26<sup>th</sup> to 28<sup>th</sup> December, 2016 at MICA, Ahmedabad. (ISBN: 978-1-943295-05-0)

(This paper was presented First prize in the AIMS-IRMA Doctoral Student Paper Competition at Fourteen AIMS International Conference on Management Theme: “Management Education: Issues, Challenges, and Opportunities” organized from Dec. 26 2016 to Dec. 28, 2016 at MICA, Ahmedabad).

2. Khandelwal, K. and Upadhyay, A. K. (2016). Diagnosing the Current Sales Training Practices in Pharmaceutical Industry. In Prof. Geetika, Dr. Tanuj Nandan, Dr. Tripti Singh, Dr. Piyali Ghosh, Dr. Vibhuti Tripathi, Dr. G.P. Sahu (Editors), *Management and Technology: New Horizons of Research* (pp. 78-89). New Delhi, India: McGraw Hill Education (India) Private Limited. (ISBN-13:978-93-85965-78-4)

3. Chatterjee C., Hulikavi P., Ghosh M., Upadhyay A. K., Dsouza D., Ingale R., Valecha P. (2015). Campus Connect. In S R Singhvi and Amit Agnihotri (Editors), *Envisioning the Future of Indian Management Education* (pp. 58-64). New Delhi, India: McGraw Hill Education (India) Private Limited. (ISBN: 978-93-392-1829)

4. Das K.K., Upadhyay A.K., and Das S. (2013). Strategic Sales Training (SST): Creating Value for Sales Force and Organization. In proceedings of Eleventh AIMS International Conference on Management held from 21<sup>st</sup> to 24<sup>th</sup> December, 2013 at the Institute of Management and Technology, Ghaziabad.

5. Upadhyay A.K. and Nandan T. (2011). A Study on Predictors of Behavioral Intention to Adoption of Sales Technology. In Gupta O. P. and Agrawal S. (Ed.), *Management Education in 2020: Issues, Challenges and Opportunities* (pp. 150-156). Houston, TX 77065, USA: AIMS International.

(This paper was presented at Eighth AIMS International Conference on Management Theme: Management Education in 2020: Issues, Challenges, and Opportunities held on 1<sup>st</sup> Jan. 2011 to 4<sup>th</sup> Jan. 2011 at IIM, Ahmedabad and was awarded first prize in doctoral student competition.)

6. Geetika, Nandan T. and Upadhyay A. K. (2009). Internet Banking in India: Issues and Prospects. In Sohani A.K. (Ed.). *Technology in Banking Sector* (pp. 110-129). Hyderabad, India: The ICAI University press. (ISBN: 978-81-314-2473-5)

Sharma D. K., Varshneya G., Upadhyay A.K. (2009). AJAX in Development of Web-Based Architecture for Implementation of E-governance. In Khosrow-Pour M. *E-Government Diffusion, Policy, and Impact: Advanced Issues and Practices* (pp. 313-326). Hershey: IGI Global. (Part of the IGI Global series named *Advances in Electronic Research (AEGR) Series*, ISBN: 1935-3073)

#### **Books:**

1. Upadhyay A. K. and Nandan T. (2012). Sales Technology Usage and Outcomes: A Model in the Indian Context. Saarbrucken, Germany: LAP LAMBERT Academic Publishing. (ISBN: 978-3-659-27147-2)

#### **Presentations (in conferences/seminars held in India):**

1. Presented paper titled "Sales Training Effectiveness: Modeling the predictors in Pharmaceutical Industry" at the Fourteenth AIMS International Conference on Management held from 26<sup>th</sup> to 28<sup>th</sup> December, 2016 at MICA, Ahmedabad.

2. Presented paper titled "Emerging paradigm in sales training practices. " at the International Conference on Emerging trends in Management and technology held from 23<sup>rd</sup> to 24<sup>th</sup> December 2016 at MITSOM, Pune.

3. Presented paper titled "A study on screen preference during online shopping: With specific reference to Apparels and Electronic goods" at the 'International Conference on Media and Communication: Prospects and Challenges' held on October 6-7, 2016 at SIMC, Symbiosis International University, Lavale, Pune.

4. Presented paper titled “A review on Perceived Brand Globalness” at the International Research Conference held from 7<sup>th</sup> to 8<sup>th</sup> March 2013 at Jamnalal Bajaj Institute of Management Studies Department, University of Mumbai.
5. Presented paper titled " Sales-training Effectiveness: Literature Review and Conceptual Framework " at the Tenth AIMS International Conference on Management held from 6<sup>th</sup> to 9<sup>th</sup> January 2013 at the Indian Institute of Management, Bangalore.
6. Presented paper titled “A Literature Review on Quality of Life" at 15<sup>th</sup> Annual Convention of the Strategic Management Forum held on May 3-5, 2012 at IIM, Indore.
7. Presented paper titled " Technology Acceptance Model for Sales Technology: Validation with SEM in the Indian Context. " at the 4<sup>th</sup> IIMA Doctoral Colloquium held on 3<sup>rd</sup> & 4<sup>th</sup> January 2011 at the Indian Institute of Management, Ahmedabad.
8. Presented paper titled "Sales Technology Adoption: A Study on Predictors and Outcomes” at the Conference on Economic Crisis Management: Survival and Growth held on 12<sup>th</sup> and 13<sup>th</sup> March, 2010 at the MNNIT, Allahabad.
9. Presented paper titled "Consumer Rights Awareness and Consumerism: A study of a Technology and Management Institute in India" at National Seminar on “Consumer Research in India” held on January 19-20, 2007 at Sardar Patel University (G. H. Patel Postgraduate Institute of Business Management) Vallabh Vidyanagar (Anand), Gujarat.  
Presented paper titled “Empowering Women: A Case of Shri Mahila Griha Udhog Lijjat Papad” at National Seminar on Micro-enterprise Management organized on August 25<sup>th</sup>, 2007 by GLA Institute of Business Management, Mathura.

### **Achievements**

1. First prize in the AIMS-GHSIMR Doctoral Student Paper Competition at Eighth AIMS International Conference on Management Theme: “Management Education in 2020: Issues, Challenges, and Opportunities” organized from 1<sup>st</sup> Jan. 2011 to 4<sup>th</sup> Jan. 2011 at IIM, Ahmedabad.
2. First prize in the AIMS-IRMA Doctoral Student Paper Competition at Fourteen AIMS International Conference on Management Theme: “Management Education:

Issues, Challenges, and Opportunities” organized from Dec. 26 2016 to Dec. 28, 2016 at MICA, Ahmedabad.

3. Certificate of Proficiency in Strategic Management awarded on successful completion of six courses and other requirements by Strategic Management Forum, India.