

Name: Dr. Ashwani Kumar Upadhyay

Designation: Associate Professor

Subjects taught at SIMC, Pune

- Marketing Research
- Research Methodology
- Sports and Entertainment Marketing
- Service process management

Education:

A. PhD details:

Degree name: PhD
Discipline: Management (Marketing specialization)
Title of thesis: Sales Technology Usage and Outcomes: A Model in the Indian Context
Name of Supervisor: Dr. TanujNandan (Associate Professor at MNNIT, Allahabad)
University: MNNIT, Allahabad
Start Date: 24-07-2006
Date of thesis submission: 05-06-2010
Date of thesis defense: 23-05-2011

B. Summary of Educational Qualifications:

S.No.	Degree/ Diploma	Name of the Institute/ University	Passin g Year	% & Division	Main Subjects
1	PhD	MNNIT, Allahabad	2011	10 Point CGPA in Course work	Marketing
2	MBA	DAVV, Indore	2001	69.29% First	Marketing
3	BSc (Hons)	DEI, Agra	1998	72% First	Zoology
4	12 th	Scindia School, Gwalior	1995	74% First	PCB and English
5	10 th	Scindia School, Gwalior	1993	77.2% First	English, Hindi, Science, Mathematics, Social Science

Teaching Experience:

S.N o.	From	To	Post held	Name of the Organization	Main responsibilities in the post
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1.	18 th October, 2013	Till dates	Associate Professor	SIMC (PG), Pune	Teaching MBA students, Exam head, Coordinator IQAC, Faculty in-charge Sports
2.	17 th December 2012	13 th October, 2013	Professor	GLA University, Mathura	Guiding and teaching PhD and MBA students, Admission coordinator for University
3.	1 st June 2011	16 th December 2012	Associate Professor	GLA University, Mathura (Formerly GLAITM, Mathura)	Guiding and teaching PhD and MBA students, Admission coordinator for University
4.	1 st April 2007	31 st May 2011	Reader	GLAITM, Mathura	Teaching MBA students, Admission coordinator
5.	22 nd October 2001	31 st March 2007	Lecturer	GLAITM, Mathura	Teaching MBA students, Admission coordinator

Research Interests:

Technology adoption, sales training, globalization and localization of brands

Research Publications:

Google Scholar link: <https://scholar.google.co.in/citations?user=JBsyPCEAAAAJ&hl=en>

A. Books:

Number of books published as author or co-author: 1

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)

B. Publications (in International Journals)

Number of papers published in International Journals: 2

1. 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
2. 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.

C. Publications (in Indian Journals)

Number of papers published in Indian Journals: 3

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.

D. Publications (Chapter in book/proceeding):

Number of papers published in book/proceeding: 6

1. 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)
2. 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 ICFAI University press. (ISBN: 978-81-314-2473-5)
3. 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 1st Jan. 2011 to 4th Jan. 2011 at IIM, Ahmedabad and was awarded first prize in doctoral student competition.)

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 21st to 24th December, 2013 at the Institute of Management and Technology, Ghaziabad.
5. 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)
6. Khandelwal K.,Upadhyay A. K. (2016). Diagnosing the Current Sales Training Practices in Pharmaceutical Industry. In Prof. Geetika, Dr. TanujNandan, Dr. Tripti Singh, Dr. Piyali Ghosh, Dr. VibhutiTripathi, 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: 978-93-85965-7)