



**Name: MR. PRASHANT PANDEY**

**Designation: Assistant Professor**

**Department: Department of Business Administration**

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**Qualifications: MBA, UGC-NET Qualified**

**Experience: 5.5 YEARS**

**Area of Interest: Marketing**

**Publication:4**

**Book/Book Chapter: 1/1**

**Patent: 0**

**Sponsored Projects:0**

**Consultancy:0**

## Prashant Pandey

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### Career Objective

To pursue a challenging career and be a part of an organization that gives enough scope to enhance my knowledge and skills that I have acquired during the course of my education

### Educational Qualifications

Score	Year of Passing	Institute	Examination
2.57/4	May 2016	K.J Somaiya Institute Of Management Studies & Research	PGDM (equated with MBA degree by AIU)
68.0%	August 2013	Mahatma Gandhi Kashi Vidyapith, Varanasi	Bachelor Of Computer Applications
65.0%	May 2010	Dr. A.I. Memorial Sunbeam School, Varanasi (CBSE)	Higher Secondary Certificate (12 <sup>th</sup> )
70.1%	May 2008	Dr. A.I. Memorial Sunbeam School, Varanasi (CBSE)	Secondary School Certificate (10 <sup>th</sup> )

### Work Experience

#### **1. Ashoka Institute of Technology & Management-Assistant Professor-MBA (September, 2022 – Present)**

- Teaching Marketing & General Management subjects to BBA & MBA Courses

#### **2. Kashi Institute of Technology- Assistant Professor-Faculty of Business Studies (Dec, 2020-July, 2022)**

-Teaching Marketing & General Management subjects to BBA & MBA Courses  
-Member of Examination Cell  
-Member of Proctorial Board  
-Carrying out NAAC related activities

#### **3. Jeevandeep Institute Of Management & Technology –Assistant Professor –Marketing (August, 2018 – April, 2020)**

- Teaching Marketing & General Management subjects to BBA, BCA & MBA Courses  
- Member of Examination Cell (Conducting Internal Exams)  
- Member of Proctorial Board

#### **4. IndusInd Bank- Management Trainee -Corporate RM (June, 2016 – October, 2016)**

- Sourcing High-End Current Accounts  
- Cross Selling other banking products such as Credit Cards & Business Loans

### **Academic Projects/Other Qualifications**

1. Completed **NPTEL (Jan-April 2023)** course on “**Marketing Analytics**”
2. Completed **5-Day Online FDP on UHV-1 (“Inculcating Universal Human Values in Technical Education”)** organized by **AICTE** (9<sup>th</sup> – 13<sup>th</sup> January 2023)
3. Completed **NPTEL (Feb-April 2019)** course on “**Global Marketing Management**” (Elite + Silver Certificate)
4. Cleared **UGC-NET** exam for **Assistant Professor** (November 2017, June 2019 & June 2021)

#### **5. Summer Internship- Duncans Tea Limited (May, 2015 - June, 2015)**

My main responsibilities included finding feasible retail locations for opening of new company – owned retail outlets in Kolkata along with providing rental rates of various retail locations in 50 most populous cities of India (secondary data). The main focus of my project during this tenure was on Kolkata, i.e., doing secondary research along with primary to shortlist areas for opening of new retail outlets.

#### **6. Frugal Innovations (December, 2014 - February, 2015)**

Frugal Innovations was a tech based start-up which had released an android app named ‘Single shot’ to assist students to become job ready. I was selected in its Campus Ambassador program 2014 wherein I had to execute various activities such as marketing communications & ideation to promote the android application.

### **FDP/Workshops/Seminars**

1. Attended 7 days FDP on Investor Education (online) conducted by Sraddha Academy for Financial Education from 10<sup>th</sup> - 17<sup>th</sup> March, 2022
2. Successfully completed 5 day online FDP on “Critical Insights on Vision and Readiness for Adopting NEP-2020 BY HEIs” conducted by Maharishi University of Information Technology, Lucknow from 7<sup>th</sup> February – 11<sup>th</sup> February, 2022
3. Obtained A+ grade in Online Two-Week Inter-Disciplinary FDP on “**Research Methodology**” (23 October- 06 November, 2021) conducted by Ramanujan College (University of Delhi)
4. Successfully completed 5 day online **ATAL FDP** (July 2021) on the topic “Be Future Ready with Business Analytics” conducted by Jaipuria Institute of Management, Jaipur

### **Research Publications**

1. Yadava, A. K., Khan, I. A., **Pandey, P.**, Aarif, M., Khanna, G., & Garg, S. (2022). Impact of marketing communication and information sharing on the productivity of India’s small and medium- sized businesses (SMEs). *International Journal of Health Sciences*, 6(S2), 12745–12755. <https://doi.org/10.53730/ijhs.v6nS2.8352>
2. **Prashant Pandey**, Dr. Vikas Tiwari, Dr. Anil K. Pal, Indranil Ganguly, Dr. Akhilesh K. Verma, “ To study the Assessment of Employer, Recruiter and HR Personnel regarding the value of Artificial Intelligence in Recruiting Process”, *Vidyabharati International Interdisciplinary Research Journal*, ISSN: 2319-4979 (2021)
3. Dr. Reena Baral, **Prashant Pandey**, Arpit Gupta, “Post-Covid Fast-Moving Consumer Goods (FMCG) Marketing in India”, *Kanpur Philosophers*, ISSN: 2348-8301 (Vol. IX, Issue II No.6: 2022-UGC Care List Group- I)
4. Dr. Brijesh Kumar Yadav, Dr. Aman Gupta, **Mr. Prashant Pandey**, “Connecting Cause-Related Marketing Campaign to Corporate Social Responsibility Program: A Conceptual Research Framework”, *Rabindra Bharati Journal of Philosophy*, ISSN: 0973-0087 (Vol. XXIV, May 2023: UGC Care List Group- I)

### **Books/Chapters**

1. Dr. Suja Sundram, Dr. P. Saradhamani, **Prashant Pandey**, “**Relationship Marketing: A Paradigm Shift in Indian Retail Banking Sector**” (Handbook of a Paradigm Shift in Marketing: Creating Value for a More Sustainable Future), ISBN: 978-92-0-520216-7, Princeton Press (March 2022)
2. Dr. Dhyana Sharon Ross, Dr. M. Jayalakshmi, **Prashant Pandey**, J. Jothi R. Vigneshwar, Sruthi S., “**Service Marketing**”, ISBN: 978-93-90734-98-6, World Lab Publication (2021)

### **Extra-Curricular Activities**

1. Worked with a team for getting funding for a visually impaired entrepreneur under a social entrepreneurship project for Voice Vision (February, 2016 – April, 2016)
2. 1<sup>st</sup> Runner-up in ‘Bowl over Bids’- an IPL bidding simulation event organised by SIESCOMS, Nerul
3. Finalist in ‘Face the Case’- a case study competition organised by SCMHRD Pune

**Declaration:** I, Prashant Pandey hereby declare that the above information is true to my knowledge.