

**Name: Prof. Rajeev Kumar Shukla**

**E-Mail:**[rshukla@ignou.ac.in](mailto:rshukla@ignou.ac.in)



#### **PROFILE:**

Dr. Rajeev Kumar Shukla is Professor in the area of Marketing Management in the School of Management Studies, Indira Gandhi National Open University (IGNOU), New Delhi. He is B.E. (Hons), M.Tech (Hons), MBA (Marketing & Operations), and Ph.D in Management.

Dr. Shukla has a rich blend of experience in Industry and Academics. He earlier served as Director, Shri Vaishnav School of Management, Coordinator, Shri Vaishnav Institute of Commerce, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Director In-charge Shri Vaishnav Institute of Management, Indore, Head of Management Department, Shri Vaishnav Institute of Technology and Science, Indore, Manager, Polyester Chips Plant, Shree Synthetics Ltd. Ujjain, and as Process Engineer, Grasim Industries Ltd. Nagda.

He is a certified Energy Manager and Energy Auditor from Bureau of Energy Efficiency, Ministry of Power, Govt. of India. Twelve candidates have been awarded Ph.D. in management under his supervision. He was Chairman, Board of Studies, Management, Member, Faculty of Studies, and Member of Board of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore. Under his directorship, Shri Vaishnav Institute of Management, Indore was accredited with 'A', grade by NAAC. He was also IQAC Coordinator at Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore.

Dr. Shukla has designed number of Management Programs, FDPs, MDPs and organized AICTE sponsored National Conferences, Workshops. He has been actively involved as technical session chairperson, guest of honour, and resource person in international and national conferences. He has guided over 200 Research Projects to MBA students. He has quality and empirical research papers to his credit. He has attended over 100 Seminars/ Workshops/Conferences and has published more than 115 research papers. He presented research papers and chaired technical sessions at IMT DUBAI, University of Kelaniya, Colombo and in Maldives. His current research interest is in Consumer Behavior and Marketing of Services.

#### **EDUCATIONAL QUALIFICATIONS:**

<b>Qualification</b>	<b>Name of Institute</b>	<b>Name of University</b>	<b>Passing Year</b>
B.E. (Hons.) Chemical Engg.	GEC/National Institute of Technology (NIT), Raipur	Pt. Ravishankar Shukla University, Raipur	1991
MBA	Pt. JNIBM, Ujjain	Vikram University, Ujjain	1997
Ph.D. (Management)	Pt. JN IBM, Ujjain	Vikram University, Ujjain	2003
M.Tech. (Hons) Energy Management	School of Energy & Environmental Studies, Indore	Devi Ahilya Vishwavidyalaya, Indore	2013

**WORK EXPERIENCE:**

Organization	Designation	Period
Grasim Industries Ltd., Nagda	Process Engineer	21/05/1991 To 02/01/1992
Shree Synthetics Limited, Ujjain	Manager	03/01/1992 To 15/09/2006
Shri Vaishnav Institute of Technology and Science, Indore	Professor, Shri Vaishnav School of Business Management, SVITS, Indore	18/09/2006 To 26/02/2013
Shri Vaishnav Institute of Technology and Science, Indore	Professor & Head, Shri Vaishnav School of Business Management, SVITS, Indore	27/02/2013 To 01/02/2017
Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore	Director & Professor, Shri Vaishnav School of Management, Indore	02/02/2017 To 21/9/2021
Indira Gandhi National Open University, New Delhi	Professor, School of Management Studies (SOMS), IGNOU	22/9/2021 To Continuing

**PUBLICATIONS:**

Books: 5

Chapters in Books: 47

Research Papers: 93

Case Studies: 12

**CONFERENCES / WORKSHOPS ORGANIZED: 35****PROFESSIONAL DEVELOPMENT PROGRAMS ATTENDED: 90****MEMBERSHIP OF PROFESSIONAL BODY/ STATUTORY BODY (INTERNAL/ EXTERNAL):**

Membership of Professional body/ Statutory body	Name of statutory body/ institution	Period
Life Member	Indian Society for Training & Development (ISTD)	Life membership
Life Member	Indian Institute of Chemical Engineers	Life membership
Professional Member	Indore Management Association	Since 2012
Secretary	Malwa Regional Centre, Indian Institute of Chemical Engineers	1997-2003
Chairperson	Association of Indian Management Schools (AIMS), Madhya Pradesh Chapter	2018-2021
Vice-Chairperson	Indian Society for Training and Development	2020-2022
Treasurer	Indian Society for Training and Development	2018-2020
Chief Editor	Management Effigy	2016-2018
Member, Editorial Board	Management Effigy	2019- Continuing
Chairman, Board of	Shri Vaishnav Vidyapeeth	2016-2021

Studies (Management)	Vishwavidyalaya, Indore	
Member, Faculty of Studies	Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore	2016-2021
Member, Academic Council	Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore	2016-2021
Member, Board of Management	Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore	2016-2021
Member, School Board	School of Management Studies, IGNOU	From 2021

#### **ACADEMIC AWARDS/FELLOWSHIPS:**

- First prize in the “National University Film Making Competition” Organized by University Grants Commission, New Delhi on theme Anti- Ragging, Film Title- “The Worst Day”
- Certificate of Excellence presented by District Health Society (T.B.) Indore for T.B free Project.
- WESCHOOL AIMS Best Research paper award in 30th AIMS Annual Management Education Convention 2018 organized at Infosys Convention Center, Bengaluru on 30th, 31st August and 1st September 2018.
- Felicitated by Bank of Maharashtra on Teachers Day, September 5, 2018.
- AIMS MANAGEMENT WEEK Award in 30th AIMS Annual Management Education Convention 2018 organized at Infosys Convention Center, Bengaluru on 30th, 31st August and 1st September 2018.
- Certificate of Excellence presented by Ministry of Information and Broadcasting and National Film Development Corporation Ltd for participating in Swachh Bharat Short Film Festival Competition, New Delhi, October 2, 2016.
- Best Research paper award for research paper titled “Green Purchase Intention: An Exploratory Study of Students”, at International Conference on ‘Make in India Initiative: Role and Challenges for SMEs in the Global Perspective’ jointly organized by Poornima University, Jaipur on February 19-20, 2016 in collaboration with Hanyang University, South Korea and JK Lakshmipat University, Jaipur.
- Best Research paper award for research paper titled “A Study on Consumer Satisfaction at Unorganized Food Outlets in Indore city”, at National Conference organized at GACC, February 16-18, 2013.