

DR SAURABH BAJPAI

Contact No: 9415062191, 7007502425

Email: sbajpai@iul.ac.in

LinkedIn Profile: <https://www.linkedin.com/in/dr-saurabh-bajpai-b9144a159>

Twitter: Dr Saurabh Bajpai @SaurabhAugust17

Orchid ID-0000-0002-1344-9996

SCI Profile Id [2802731](https://sciprofiles.com/profile/SaurabhBajpai123) - <https://sciprofiles.com/profile/SaurabhBajpai123>

BRIEF SUMMARY

A trained professional with teaching experience and ability to guide students. Like to work well in a team or individually with accomplishment-oriented approach to teaching and an impeccable record with students. Seeking to leverage my skills in education for the betterment of the students.

Skill Highlights

- Deliver lectures to graduate students on different topics of syllabus.
- Evaluate and grade students' classwork, assignments, and papers.
- Plan, evaluate, and revise curricula, course content, course materials, and methods of instruction.
- Challenged and motivated students through in-depth lectures and discussions.
- Student mentoring, Lectured and communicated effectively with students from diverse backgrounds.
- Member of faculty committees, Participated in student recruitment, registration, and placement activities.
- Served on academic or administrative committees that deal with institutional policies, departmental matters, and academic issues.
- Conduct research in a particular field of knowledge and publish findings in professional journals, books.

Professional Qualification -

- **Ph.D. in Management** (2015-2020) from Integral University Lucknow. Thesis Topic **“Marketing Strategies adopted by LIC and ICICI in Lucknow”**.
- M.B.A (Master in Business Administration) specialization in Marketing from UPTU in 2004

Other Qualification

- Master of Philosophy in Management (M.Phil.)
- Post Graduate Diploma in Human Resource Management (P.G.D.H.R.M)
- Graduate in Law (L.L.B)
- Bachelors of Education (B.Ed.) From Kanpur University
- Qualified CTET from Central Board of Education New Delhi

Experience: Total Experience of 18 Years in Academics

Presently working in Integral University Lucknow as Assistant Professor in Department of Commerce & Business Management from 15/11/2021, Re-join on – 06/09/2022 through Internal Interview Committee. Designation of Assistant Professor in Department of Commerce & Business Management. Faculty Code-F00979

Subjects Deals- Services Management, Marketing Management, Consumer Behaviour, Insurance Management.

Certifications

Fundamentals of Digital Banking Digital Banking Certification Course, Issued September 2021 , NPTEL Online Certification- Service Marketing : Integrating People, Technology Strategy, Issued April 2020, No Expiration Date, SWAYAM (Ministry of HRD Government of India)

Book Published

Title Marketing Strategies of Life Insurance Companies: Authors: Dr. Saurabh Bajpai , Dr. Syed Shahid Mazhar ISBN No: 978-93-5515-093-6 Publication: Book Rivers Publication Year : 2022

Books Edited

The Paradigm Shift in Consumer Behaviour, Editor- Dr Saurabh Bajpai, Dr Shubhendu Shekhar Shukla ISBN No-9789392978029 , Publisher- MRI Publication

How Covid-19 Changes the Consumer Buying Behavior in India, Editor- Dr Saurabh Bajpai, Dr Shubhendu Shekhar Shukla ISBN No- 9789392978005

Patents

International- Canadian Patent Registration / Application Number: 1185832/ 9542136 Topic: Marketing Management Optimization Techniques based on Cloud Computing and Big Data Registration Year-02/09/2021

National- Indian Patent Application Number: 202211036577 Topic: Blockchain-Based Commercial Inventory Management System and Method Submission Date- 25/06/2022 Submission ID- 1862669932

Seed Money Project- Project accepted and Grant released , Title of Project- Impact of Microfinance on Agricultural Income in Uttar Pradesh India: An Analysis. **Department-** Department of Commerce & Business Management **Principal Investigator-** Mr Divesh Dutt, **Co- Investigator-** Dr Saurabh Bajpai. **Duration of Research Project-** 2 years

Research Papers -: 13 Research Papers published 1 Accepted in MIDP Journal

Research Papers Accepted

- **MIDP Journal -:** Assessing the linkage between Vocational Education and Economic Growth Using Autoregression Analysis: Evidence from India. Submitted Manuscript No- 2275843 to **Sustainability** – Impact Factor 2.53
https://susy.mdpi.com/user/manuscripts/review_info/652066ba59391d16f3ba7d0ed3bc9ae

Research Papers Published

- **Taylor and Francis-** Empirical study on customer satisfaction towards services of Life Insurance Corporation at Lucknow, Journal of Information and Optimization Sciences, Volume 43, 2022 - Issue 7, <https://doi.org/10.1080/02522667.2022.2128538>
- **Scopus -:** “Customer Taste & Buying Behavior for FMCG Products A Special Reference to the Rural & Sub-Urban Area of Lucknow City of Uttar Pradesh” Authors Mr Saurabh Bajpai ,Mr S.S. Shukla ISSN No- 0097-8043, Volume 15 , Issue 9 , Page 13-27 Year of Publication 2019, <https://ores.su/en/journals/restaurant-business/https://scopus.com/sourceid/4900152405>
- **Scopus -:** Analyzing Role of Training and Development in Job Performance of Company Executives in Public Sector Undertakings in Uttar Pradesh **Res Militaris** [E-ISSN: 2265-6294] Impact Factor 1.7
- **UGC Care Listed** – 2 Research Papers published
- **UGC Journals-** 4 Research Papers published
- **Peer Reviewed Journals-** 3 Research Papers published

Chapters Contributed in Edited Book – 7 Chapters Published in Edited Books

International Book with ISBN Number- 3 Chapters Published

National Book with ISBN Number- 4 Chapters Published

Conferences – 9 papers presented in International and National Conferences

International Conference – 2 International conferences attended and presented papers.

National Conference – 7 national conferences attended and presented papers.

Seminars/Refresher/Workshops/FDP/Webinars- 40 International and national seminars, workshops FDP, Refresher and webinars attended and presented research articles.

MOOC Courses – Successfully completed 10 MOOC Courses from various online learning platforms like NPTEL, Open University, Udemy and EDUCBA .

Resource Person / Recognition

- Certificate of Appreciation as Resource Person in National Webinar
- Certificate of Appreciation as Resource Person in Prabandh Shodh Yatra as Expert Resource Speaker
- University Nominee External Expert member for designing curriculum for Subbalakshmi Lakshmipathy College of Science, Madurai, Tamil Nadu
- Certificate of Appreciation from SRM Business School Lucknow In recognition of valuable contribution as Convener in Webinar.

Curriculum Designing

- Designed curriculum for BBA Digital Banking iNurture Educations Solutions Limited implemented in Course Structure of BBA Digital Marketing Program of SAGE University Indore, including readings, Course Material, Credit Plan and Course Objectives
- Core Team member of Curriculum Development of BBA Financial Services Structure Integral University Lucknow
- Core Team member of Curriculum Development of BCom Retail Management (in collaboration with Maruti) Structure Integral University Lucknow

Membership of Professional Society-

- 1- Global Professors Welfare Association Forum, Membership ID- 6999
- 2- Life Time membership of International Association of Academic Committee Membership ID No- FRTJQC-CE004373
- 3- Lifetime Member of Dr Abul Kalam Foundation, Lucknow UP

Research Interest: Digital Marketing, Marketing Management, Consumer Behaviour, Insurance Management.