



Name :- Dr Satish Chandra Ojha

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Areas of Specialization :- Marketing

Educational Qualifications: - Ph.D., FDPM IIM Ahmedabad (IIM Ahmedabad Alumnus), MBA (Marketing)

Experience :- 13 Years Academic and 1.25 Years of Corporate Experience

PhD Supervision

Krishna Kant Bharti defended his thesis titled "Role of Information and Communication Technology in Rural Market" and was successfully awarded the PhD degree from AKTU, Lucknow in May 2022.

Seminars and Workshops Convened

1. Convened one day national conclave entitled "Innovations in Brand India: A Global Perspective" on April 25th, 2014, at STEP-HBTI, Kanpur.
2. Convened a two-day national conclave entitled "International Business & third world: An Indian Perspective" on April 12th - 13th, 2013 at STEP-HBTI, Kanpur inaugurated by Shri Sriprakash Jaiswal, Minister of coal & Mines, Government of India.
3. Convened a one-day MDP entitled "Export documentation & Procedures" on April 13th, 2013, at STEP-HBTI, Kanpur conducted by Dr. Ram Singh Associate Professor, IIFT, New Delhi.
4. Convened a Workshop "Steve jobs, Jack Welch & Contemporary Philosophy of Management" on Nov 8th, 2011, at STEP-HBTI, Kanpur.
5. Organized a national seminar on "Excellence through Management in Contemporary Era" on April 10, 2010, at Rama institute of engineering and technology, Kanpur.

Highlights of Publications and other Achievements

1. Bharti, T., Ojha, S.C. & Tiwari, A. (2022). Interplay of Workplace sustainability, Sustainable Work Performance, Optimism and Resilience: The Moderating role of Green Creativity in Luxury hotels. *Sustainability*. (Under Review, Thomson Reuters Impact Factor 3.25, Web of Science Indexed)

2. Bharti, T., & Ojha, S.C. (2022). Employee Mindfulness Scale: Analyzing Psychometric properties of the Indian version of short form of the Five facet Mindfulness Questionnaire. *Benchmarking: An International Journal*. (Under Review B category ABDC 2019 List)
3. Bharti, T., & Ojha, S.C. (2022). Role of Career adaptability and Optimism in Indian Economy: A Dual Mediation Analysis. *International Journal of Knowledge and Learning*. (Accepted, C category ABDC 2019 List)
4. Bharti, K. K., Ojha, S. C., & Bharti, T. (2021). Social Influence as Predictor of Usage Behaviour in Indian Rural Market. *Design Engineering*, 16437-16446. (SCOPUS Indexed)
5. Bharti, K. K., Ojha, S. C., & Bharti, T. (2021). Antecedents Of Compulsive Buying Behaviour: A Case of Indian Adolescents. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Vol.12, No. 10, pp. 2210-2215. (SCOPUS Indexed)
6. Ojha, S.C., (December 21, 2020) how technology affects brand behavior? A case of Indian retail sector. *International Journal Published by SSRN Elsevier*.
7. Ojha, S.C. (2019). 'Transpiring journey of innovative e-commerce', *Int. J. Business Forecasting and Marketing Intelligence*, Vol. 5, No. 4, pp.385–400. (C category ABDC 2018 List)
8. Ojha, S.C. (2020). Role of somatic markers in Consumer durable brand selection in E-retail. *International Journal of Business Forecasting and Marketing Intelligence*, Vol. 6, No. 1, pp.1–16 (C category ABDC 2018 List)
9. Ojha, S.C. (2019). Big Data: A new perspective for the establishment of Segments for Niche Marketing. *International Journal of Business Excellence*, Vol. 19 No. 3, pp. 381-393. (C category ABDC 2018 List and SCOPUS Indexed)
10. Ojha, S.C. (2019). Technology and Brand Selection: The Mediating Effect of Cognition in Indian Retail. *International Journal of Business Excellence*, Vol. 17 no. 1, pp. 1-41. (C category ABDC 2018 List and SCOPUS Indexed)

Publications in peer reviewed, UGC listed journals

11. Ojha, S.C., Singh R., Maurya M.L. (2019), Brand Behaviour Strategies to achieve customer engagement: Implications in Retail Industry. *International Journal of Management, IT and Engineering* ISSN: 2249-0558 Vol. 9 Issue 5(1), May 2019, 585-589.
12. Kalra, K.&Ojha, S.C. (2019). To study Impact of Technology in Modern Marketing. *International Journal of Research in Engineering, Science and Management*. 2(2), 719-723. ISSN (Online) : 2581-5792
13. Khushboo & Ojha, S.C. (2019). Study on the impression of Smart and Social Media Marketing in the Market. *International Journal of Research in Engineering, Science and Management*. 2(1), 463-466. ISSN (Online): 2581-5792
14. Ojha, S.C. (2017). The Dichotomy of Financial Sector and Indian Online Retail Market. *International Journal of Retail Management and Research*, 7(1), 1-8. (ISSN(P): 2277-4750; ISSN(E): 2319 4502.

15. Ojha, S.C. (2016). Societal Group as a Precursor of Consumer Durable Brand Selection in Indian Online Retail. *International Journal of Advanced Research*, 4(11) (Thomson Reuters indexed). (ISSN: 2320-5407).
16. Ojha, S.C. (2016). E- Payment Platforms and Indian Retail market: The Beginning of a New Era. International Conference on "E-Governance in Digital India: Limitations, Prospects and Opportunities" Organized by KIET Group of Institutions, Ghaziabad on 3- 4 Feb 2017.
17. Ojha S C & Chatterjee T (2013). Export Documentation and value chain analysis of non-aromatic rice in Andhra Pradesh. *Shodh*, 5(1). (ISSN No- 2249-152X).

Case study Publication

Published a case study titled "Momoman" with case center IIM Ahmedabad.

Chaired Technical Sessions/Invited Talks

1. Guest Speaker in Webinar entitled "New education policy" organized by Dr. Virendra Swaroop group of Institutions on 13th November 2020
2. Guest Speaker in Webinar entitled "Emerging concepts in Marketing" organized by Vision group of institutions Aligarh & Kanpur on 21st September 2020
3. Guest Speaker in Webinar entitled "Digital branding: A way forward in Marketing Planning" organized by Faculty of Management Studies, Pokhara University Nepal on 15th -17th September 2020.
4. Expert lecture in National Symposium entitled "Budgetary outreach on a road to \$5 Trillion Economy" organized by Jagran Institute of management Kanpur February 2020.
5. Resource Person at One Week National Workshop on Discovering Statistics by MS-EXCEL and SPSS 2019 (11-15 November 2019) P.K. University, MP, India.
6. Chaired a technical session at First PAN IIT International management conference- December 2018 organized by IIT Roorkee.

International Conferences Attended

1. Ojha, S.C. (2018). The Journey of innovative e-commerce at 3rd International Conference of Business Management 12-13 December 2018 organized by American Academic Research Society at Erasmus university Rotterdam, Netherlands.
2. Ojha, S.C. (2018). The mediating role of cognition between technology & Brand selection: An Indian retail context at 3rd International Conference of Business Management 12-13 December 2018 organized by American Academic Research Society at Erasmus University Rotterdam, Netherlands.
3. Ojha, S.C. (2018). How Technology Affects Brand Behaviour? A case of Indian Retail Sector at First PAN IIT International Management Conference organised by IIT Roorkee

30 Nov-02 Dec 2018.

4. Ojha, S.C. (2017). Gamification- A tool to reach new generation customers. International conference on “Research and Business Sustainability” organised by IIT Roorkee on 16-17 Dec 2017.
5. Ojha, S.C. (2017). What determines customer behavior in online retail? Regional conference on “Business Excellence for sustaining High Performance” organised by ISTD on 8-9 Dec 2017.
6. Ojha, S.C. (2017). E- Payment Platforms and Indian Retail market: The Beginning of a New Era. International Conference on “E-Governance in Digital India: Limitations, Prospects and Opportunities” Organized by KIET Group of Institutions, Ghaziabad on 3- 4 Feb 2017.
7. Ojha, S.C. (2016). The Impact of Online Payment Platforms on the Indian online retail market. ICGTBSR’ 16, Organised by IIT- Roorkee on 2-4 Dec 2016 (Elsevier ISBN: 978-93-84935-04-2).
8. Ojha, S.C. (2016). The Impact of Financial Sector Reforms on the Indian Retail Market. ICFMCF’16, Organised by IIT- Madras from 12-14 Aug 2016 (Paper Id: ICFMCF19038)
9. Presented & published a paper entitled “A Critical Study on Significance of Various Societal Groups Influencing Consumer Durables Brand Selection in Indian Retail Market” in *International Conference on Brand Management (CBM2016)* held on 16-17Apr, 2016 at Indian Institute of Technology, Delhi (Emerald ISBN: 981786354112).
10. Presented & published a paper entitled “Revival of manufacturing sector in India via brand creation in Domestic automobile market” in *Global conference on GCMRM* from 5-7 March 2014 at MDI, Gurgaon.

Online FDP/Workshops/Courses

1. Completed online certification course on “Social Media Marketing Boot camp” conducted by Prof. Seema Gupta IIM Bangalore from July 08-12, 2020.
2. Completed online certification course on “Online digital marketing A to Z course” conducted by Prof. Seema Gupta IIM Bangalore from June 24-28, 2020.
3. Attended five days FDP on 'Psychometrics and Scale Construction in Social Sciences' by IIM Ahmedabad & Sharda University conducted by Prof. Vishal Gupta from June 29-03 July 2020.
4. Attended two weeks FDP on 'Data Analysis for Research in Social Sciences' by Ramanujan College under Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and teaching and University of Delhi from 17/06/2020 to 30/06/2020.
5. Attended one-week online FDP on 'Analytical Tools' by Jain University Bangalore from May 27 -02 June 2020.

6. Attended three days Research workshop by IIM Ahmedabad conducted by Prof. Vishal Gupta from April03-05, 2020.
7. Completed online certification course on "Avoiding Plagiarism" by Oxford University Press on 15th May' 2018 (Score- 91%).
8. Completed online certification course on "R Programming- A Practical Approach conducted" by E& CT Academy, IIT Kanpur in 2017 (percentage of marks awarded- 94.69%).

QIP and Short-Term Courses Attended

1. Attended Indo-French Workshop on Statistics and Artificial Intelligence for Data Science (SAIDS 2020) January 13-17, 2020, Indian Statistical Institute, Kolkata.
2. Attended three days IAA world congress at Kochi India during February 20-22, 2019.
3. Attended One Week Short term course on "Social Media Marketing" during May 22-26, 2017, at IIT Roorkee.
4. Attended One Week Workshop on "Statistical Analysis for Engineers and Researchers (SAFER-2016)" during May 16-20, 2016, at IIT Kanpur.
5. Attended two weeks Quality Improvement Program in "Frontier Areas in Econometrics and International Trade & Finance" at CDTE, IIT Kanpur in collaboration with TIES and Centre of Advanced Studies in Economics, University of Mumbai from 10-20 Dec 2014.

Social Initiatives & Project Participation

1. Participated as faculty guide in a project entitled "Nav-Chetna" organized by STEP-HBTI, Kanpur.
2. Participated as faculty guide in a project entitled "To create health awareness among the BPL & Rural masses of Kanpur" organized by Rama Institute of business studies, Kanpur from 04 January 2011 to 20 February 2011.
3. Participated as faculty guide in a project entitled "Socio-economic demographic & Disease profile of Industrial workers of Kanpur Industrial Area" organized by Rama Institute of business studies, Kanpur from 22 March 2010 to 03 April 2010.

