

CURRICULAM-VITAE

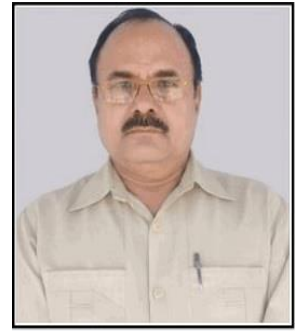
PROFESSOR (Dr.) ASHOK KUMAR MISHRA

Professor, Department of Commerce,

K.S. Saket P.G. College, Ayodhya (U.P.) – 224123

Mob. No. 09415715088

E-mail drakmishrasaket@gmail.com



Degrees:-

Ph.D.- Banaras Hindu University, Varanasi, India, 1988

M.Com.- Lucknow University, Lucknow India, 1985

B.Com.- Avadh University, Faizabad, India, 1983

Intermediate- U.P. Board, 1981

High School- U.P. Board, 1979.

TOPIC OF Ph.D.

“INVENTORY MANAGEMENT AND CONTROL IN CENTRAL PUBLIC ENTERPRISES IN INDIA”

SPECIALIZATION

ACCOUNTING AND FINANCE

ACADEMIC EXPERIENCE

TEACHING ACTIVITIES

Sr. No.	Institution	From	To	Position
1	Dept. of Commerce, Kashi Vidyapeeth, Varanasi	01/10/1985	30/06/1986	Lecturer
2	Dept. of Commerce, K.N.I.P.S.S., Sultanpur	22/07/1989	17/06/1990	Lecturer
3	Dept. of Commerce, K.S. Saket P.G. College Ayodhya	01/11/1990	16/08/1999	Lecturer
4	Dept. of Commerce, K.S. Saket P.G. College Ayodhya	01/11/1999	31/10/2021	Associate Professor
5	Dept. of Commerce, K.S. Saket P.G. College Ayodhya	01/11/2021	Till Date	Professor
6	Principal G.S.S.P.G. College Koilsa, Azamgarh	17/08/2022	30/04/2023	Principal

PARTICIPATION**REFRESHER/ORIENTATION/WORKSHOP**

Sr. No.	Theme of Refresher Courses	Organising Institution	Date
1	Liberalization, Privatization & Globalization in Commerce	Academic Staff College, Lucknow University, Lucknow (U.P.)	21 May – 11 June 2001
2	Internet & World Wide Web in Commerce	Academic Staff College, Allahabad University, Allahabad (U.P.)	11 Dec – 31 Dec 2001
3	Training and Orientation Centre (TOC) NATIONAL SERVICE SCHEME	Ministry of Youth Affairs and Sports, Government of India, Literacy House, Lucknow- 226023, India	08 July – 17 July 2003
4	NCC Pre- Commission Training Course	Officers Training Academy (OTA) Kamptee, Nagpur (Course Senior of Training in India)	13 July – 01 Aug 2009
5	NCC Pre- Commission Training Course	Ministry of Defence, Govt. of India Seamanship, School Naval Base Kochi, Kerla State, India	10 Aug – 10 Oct 2009
6	Orientation Programmer on Active Learning in Higher Education	K.S. Saket P.G. College, Ayodhya	06 Sep 2018
7	Three Days Yuva Mahotsava	K.S. Saket P.G. College, Ayodhya	06 Feb – 08 Feb 2019
8	MGNCRE DHE GOI SPONSORED Training Programmer on Community Engagement	K.S. Saket P.G. College, Ayodhya	30 Nov – 01 Dec 2019
9	National Workshop on Research Methodology	Dr. Rammanohar Lohia Avadh University, Ayodhya	20 May – 26 May 2019
10	Service to Humanity	National Disaster Response Force, Varanasi	22 Feb – 24 Feb 2017

RESEARCH SUPERVISION

Sr. No.	Name of Student	Title of PhD Thesis	Year of Reg.	Awarded/Working
1	Vinod Kumar Singh	Inventory Management and Disinvestment in Central Public Enterprises in India	2004	Awarded (2009)
2	Piyush Kumar	Grameen Vikas Me Navi Panchvarsiya Yojna ke Yogdaan ka Mulyankan with Special reference to Villages of Faizabad District	2006	Awarded (2009)
3	Naveen Kumar Dube	Siddhartha Nagar Janpad Me Swarn Jayanti Grameen Swarojgar Yojna ka Grameen Vikas Aur Rojgar ke Sambandh me Alochanatmak Addhyayan	2006	Awarded (2009)
4	Sudheer Kumar Mishra	Management of Finance and Development of Women	2006	Awarded (2010)

		Enterpreneurship in U.P. Since Independence: A Critical Study		
5	Namrta Upadhyay	District Faizabad Samanvit Grameen Vikas Karykram Ka Samikshatmak Addhyayn	2008	Awarded (2011)
6	Anil Kumar Pandey	Role of Regional Rural Bank in the Development of Villagers with Special Reference to Distt. Basti	2009	Awarded (2012)
7	Sanjay Kumar Gupta	Development and Problems of Small and Cottage Industries in India with Reference to Villagers of Faizabad District	2009	Awarded (2012)
8	Anand Singh	A Critical Study of Development of Women Enterpreneurship with Special Reference to Liberalization	2009	Awarded (2012)
9	Sanjay Singh	Effects of Globalization on Indian Agriculture and Economy with Special Reference to Liberalization	2010	Awarded (2014)
10	Khusbu Kewlani	A Study on Status of Women Enterpreneur in E-Commerce Environment (with Special Reference to Ayodhya District)	2019	Awarded (2025)
11	Kanika Uppal	A Study on Transition in E-Commerce and Its Effects on Trade in Apparel Industry. (With Special Reference to Lucknow Region)	2019	Awarded (2025)
12	Rashmi Pathak	Micro Finance as a Tool in Empowering Women (A Case Study of Lucknow)	2021	Awarded (2024)
13	Monika Sonkar	Comparative Study on Work-Life Balance of Employees in Selected Public & Private Sector Banks.	2021	Awarded (2024)
14	Sushmita Singh	The Effect of Capital Structure on Dividend Decision – An Analysis of Selected Construction Industries in India	2021	Awarded (2024)
15	Divya Mishra	Appraisal of Ayushman Bharat Yojna in India (A Case Study of Barabanki)	2021	Working
16	Narendra Tripathi	Dairy Utpado ke Prati Upbhokta Vyavhar Par Ek Adhyayan, U.P. Ka Ayodhya Jila	2024	Working
17	Jyoti	Study on Impact of Social Media on Buying Behaviour & Purchase Intention of Consumers in U.P.	2024	Working

MAJOR RESEARCH PROJECT (M.R.P. FROM U.G.C.)

Year	Project Entitled	Recommended	Amount	Duration
2010	Food Security in India: A Study of Challenges and Strategies	University Grants Commission, New Delhi	6,85,200/-INR.	2010 to 2014

PUBLICATION**BOOKS**

Sr. No.	Title of Book	Name & Address of Publisher	Year
1	Financial Accounting	Sahitya Bhavan Publisher & Distributor Pvt. Ltd.	2004
2	Vittiya Lekhankan	A Unit of K The Krishna Group	2012
3	Vittiya Lekhankan	A Unit of K The Krishna Group	2013
4	Corporate Accounting	A Unit of K The Krishna Group	2015
5	Nigmiy Lekhankan	A Unit of K The Krishna Group	2015
6	Financial Accounting	A Unit of K The Krishna Group	2015
7	Cost Accounting	A Unit of K The Krishna Group	2016

RESEARCH PAPERS

Sr. No.	Title of Paper	Name of Journal	Year
1	Bhartiya Maudrik Avmoolyan Ek-Samiksha	Pratiyogita Darpan, Hindi Monthly (Pariksha Vishesank)	1991
2	Working of E-Commerce	Saket-Sudha	2002
3	Emerging Trends in Service Sector	Saket-Sudha	2006
4	Inventory Management in Central Public Enterprises in India	Research Link	2007
5	Intellectual Property Rights in India	Souvenir of National Seminar	2008
6	Uttar-Pradesh me Mahila Uddyamita Vikas Evam Rastra ka Aarthik Samunnayan: Ek Samiksha	Research Link	2008
7	Higher Education in Globalization	Souvenir of National Seminar	2009
8	Employment Generation in India Sources and Possibilities in Service Sector	Souvenir of National Seminar	2010
9	Economic and Social Development Through Intellectual Property Rights in India	Intellectual Property Rights in Developing Countries	2010
10	Dr. B.R. Ambedkar and His Works for Social Reforms	Souvenir of National Seminar	2011
11	Laghu Udyogo ki Samasya Evam SIDBI Ki Bhoomika	Humanities and Development	2012

12	The Challenging Role of Food Security in India	Commerce and Business Studies	2013
13	Laghu Evam Kuteer Udyogo me Vyaparik Bank ki Bhoomika	Humanities and Development	2013
14	Globalization and Development: Issues and Challenges	Souvenir of 5th National Seminar	2014
15	Consumer Behaviour and Protection in India	Commerce and Business Studies	2016
16	E-commerce in India Challenges and Opportunities	Commerce and Business Studies	2017
17	A Research on Non-Performing Assets of Scheduled Commercial Banks in India	Journal of Emerging Technologies and Innovative Research	2018
18	Social Change in Modern Economy	Journal of Emerging Technologies and Innovative Research	2018
19	Conceptual Framework of Natural Accounting	International Journal of Commerce and Management Research	2019
20	A Study on Green Marketing and Consumer Buying Decision Towards Green Product	Journal of Emerging Technologies and Innovative Research	2019
21	Make in India FDI-An Overview	Journal of Emerging Technologies and Innovative Research	2019
22	Role of Emotional Branding to Reduce Dissonance in Customer in India	Journal of Emerging Technologies and Innovative Research	2019
23	India's Foreign Policy, From Nehru to Modi: A Paradigm Shift	International Journal of Commerce and Management Research	2020
24	The Impact of COVID-19 on Financial Markets and The Real Economy	Journal of Emerging Technologies and Innovative Research	2020
25	An Introductory Research Study for Effect of Digitalization on the Performance of Commercial Banks in India	Journal of Emerging Technologies and Innovative Research	2020
26	A Revisit of Globalization and Aftermath Socio-Economic Development in India	International Journal of Commerce and Management Research	2021
27	A Research Study of Behavioural Finance for Psychological Influences on Investors and Financial Market	International Journal of Current Science	2021
28	Ayushman Bharat Yojna: A Revolutionary Scheme for Health and Medical Sector and It's Comparative Study on Indian Economy	Journal of Emerging Technologies and Innovative Research	2021
29	How COVID-19 Impact in India	Journal of Emerging Technologies and Innovative Research	2021
30	Women Empowerment Through Micro Finance A Boon for Development	Journal of Research and Development	2022
31	Work Life Balance of Employee the Significant Simple Achieving Painting Life Stability and A Way to Do It	Journal of Emerging Technologies and Innovative Research	2022
32	Impact of Devident Policy on Organisational Capital Structure	Journal of Emerging Technologies and Innovative Research	2022
33	Mandatory Corporate Social Responsibility in India Novel Solution are Yoke on Growth	International Research Journal of Commerce, Art and Science	2022

34	A Study on Transition in E-Commerce and It's Effect on Trade in Apparel Industry With Special Reference to Lucknow Region	International Research Journal of Management, Sociology and Humanities	2022
35	History of Employment Generation in The Service Sector in Post Independent India	International Journal of Financial Management and Economics	2022
36	New International Economic Order and India As A Developing Country	Asian Journal of Management and Commerce	2022
37	The Impact of Social Media Advertising on Consumers Buying Intention	International Journal of Research and Analytical Review	2024
38	Influence of Social Media Marketing on Consumer Behaviour Towards Dairy Product- A Study in Ayodhya District	International Journal of Commerce and Social Science	2024
39	A Study on the Factors Influencing Consumer Buying Behaviour Towards Dairy Products in Ayodhya District	Journal of Academic Research	2025
40	Consumer Buying Behaviour of Amul Dairy Products in Ayodhya- An Empirical Study	The Eternity	2025
41	Ayodhya's Dairy Sector- Survey, Growth and Future Prospects	International Journal of Commerce and Social Science	2025
42	Exploring Dairy Sector Dynamics in Ayodhya- Significance and Challenges	The Eternity	2025
43	Praacheen Refreed N/A Bhaarateey Darshan Aur Aadhunik Lekhaankan Pranaalee Ka Samanvayah Shreeraamacharita maanas Mein Varnit Panchamahaabhoot Siddhaant Ka Saaraansh Adhyayan	International Journal of Academic Excellence and Research IJAER	2026

ADMINISTRATIVE EXPERIENCE

Sr. No.	Position	Institution	From	To
1	Procter in Proctorial Board	K.S. Saket P.G. College, Ayodhya	14/07/1998	31/03/2015
2	Programme Officer NSS	K.S. Saket P.G. College, Ayodhya	08/03/1999	31/03/2004
3	Associate N.C.C. Officer (ANO) in Naval Wing	K.S. Saket P.G. College, Ayodhya	01/09/2006	14/08/2022
4	Centre Superintendent in Main Examination	Dr. Rammanohar Lohia Awadh University, Ayodhya	26/02/2005	26/04/2005
5	Centre Superintendent in Main Examination	Dr. Rammanohar Lohia Awadh University, Ayodhya	26/02/2006	26/04/2006
6	Centre Superintendent in Main Examination	Dr. Rammanohar Lohia Awadh University, Ayodhya	18/03/2008	18/05/2008
7	Centre Superintendent in Main Examination	Dr. Rammanohar Lohia Awadh University, Ayodhya	20/03/2015	20/05/2015
8	Centre Superintendent in Main Examination	Dr. Rammanohar Lohia Awadh University, Ayodhya	08/03/2016	11/05/2016
9	Centre Superintendent in Main Examination	Dr. Rammanohar Lohia Awadh University, Ayodhya	25/03/2017	24/05/2017
10	Warden	Sardar Bhagat Singh Hostel of K.S. Saket P.G. College, Ayodhya	01/10/2013	15/10/2015

11	Member in Admission Committee	K.S. Saket P.G. College, Ayodhya	16/07/1998	Till Date
12	Centre Superintendent B.ed Entrance 2014	Dr. Rammanohar Lohia Awadh University, Ayodhya	01/05/2014	10/05/2014
13	Member, Board of Studies	Dr. Rammanohar Lohia Awadh University, Ayodhya	26/07/2017	25/07/2018
14	Contingent Commander of Uttar-Pradesh	NCC Directorate Uttar-Pradesh	07/10/2015	30/10/2015
15	Dean Student Welfare	K.S. Saket P.G. College, Ayodhya	08/06/2019	30/06/2020
16	Dean Student Welfare	K.S. Saket P.G. College, Ayodhya	01/07/2024	14/07/2024
17	Principal	G.S.S.P.G. College Koilsa Azamgarh	17/08/2022	30/04/2023
18	Deputy Co-Ordinator in University for Evaluation	Dr. Rammanohar Lohia Awadh University, Ayodhya	01/04/2016	04/04/2018
19	Chief Proctor	K.S. Saket P.G. College, Ayodhya	15/07/2024	30/06/2025
20	Head of Department	Head Department of Commerce K.S. Saket P.G. College, Ayodhya	01/08/2024	Till Date
21	Nodal Officer	Dr. Rammanohar Lohia Awadh University, Ayodhya	14/12/2023	24/01/2024
22	University Flying Squad Member	Dr. Rammanohar Lohia Awadh University, Ayodhya	22/06/1996	21/08/1996
23	University Flying Squad Member	Dr. Rammanohar Lohia Awadh University, Ayodhya	18/04/1997	17/06/1997
24	University Flying Squad Member	Dr. Rammanohar Lohia Awadh University, Ayodhya	13/04/1990	12/06/1990
25	University Flying Squad Member	Dr. Rammanohar Lohia Awadh University, Ayodhya	28/05/1995	27/07/1995
26	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	04/11/2019	04/11/2019
27	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	12/08/2024	12/08/2024
28	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	07/09/2024	07/09/2024
29	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	21/09/2024	21/09/2024
30	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	22/09/2024	22/09/2024
31	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	24/03/2025	24/03/2025
32	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	27/03/2025	27/03/2025
33	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	16/04/2025	17/04/2025
34	In-Charge Principal	K.S. Saket P.G. College, Ayodhya	26/07/2024	26/07/2024
35	Centre Superintendent B.ed Entrance 2016	Dr. Rammanohar Lohia Awadh University, Ayodhya	26/07/2024	26/07/2024

CONFERENCE / SEMINAR PROCEEDING

Sr. No.	Title of Conference/Seminar	Title/Subject of Presentation	Date
1	The Changing Paradigm of Indian Foreign Policy	India's Foreign Policy, From Nehru To Modi- A Paradigm Shift	17/01/2020
2	India's Security Challenges and Options- From Internal to Global	Internal and External Security Challenges in India	13/10/2018

3	Empowerment of Women in India – Opportunities and Challenges	Empowerment of Women in India	22/11/2014
4	Human Rights and Indian Constitution with Special Reference to Judiciary	Human Rights and Indian Constitution	01/03/2014
5	Globalization and Development – Issues and Challenges	Globalization and Development – Issues and Challenge	15/02/2014
6	Human Rights and Social Justice	Food Security and Vulnerable Groups in India	07/12/2013
7	Criminalization of Politics and Corruption is a Big Challenge to India – Its Impact on	Problems of Black Money in India	27/10/2013
	Internal Security and Economic Development of The Country		
8	Democratic Journey of India: Challenges and Development	Food Security Journey of India	27/01/2012
9	Accounting Education and Research	New Dimension of Accounting E-Commerce	17/12/2011
10	New Dimension of Security Challenges in South Asia- Diagnosis Prognosis	Food Security in South Asia	15/10/2011
11	The Social, Economical, Political Philosophy of Dr. Ambedkar with Special Reference to SARVA-DHARM-SHAMBHAV	The Social, Economical, Political Philosophy of Dr. Ambedkar	01/03/2011
12	Employment Generation in India	Employment in India	27/11/2010
13	Use of Statistical Techniques in Socio-Economic Research	Role of S.P.S.S. in Research of Economic Area	02/05/2010
14	Indian Economic Association	Global Melt-Down and The Indian Economy	27/12/2009
15	Mohanlal Sukhadia University, Udaipur	Relevance of Nehruvian Economics Under Globalization	27/12/2008
16	Intellectual Property Rights in Developing Countries	IPR in India	27/09/2008
17	Higher Education at the Face of New Economy – Quality Assurance	Higher Education in Globalization	13/09/2008
18	Department of Economics University of Kashmir, Srinagar	Growth Theory and Globalisation of India	25/10/2007
19	Quality Enhancement in Higher Technical Education	Role of Quality Education of Higher Section of India	04/03/2006
20	Entrepreneurship Development of Women in India in Post-Liberalisation Era	Entrepreneurship Development of Women in India in Post-Liberalisation Era Challenge Opportunities	20/03/2005
21	World Trade Organization and Indian Economy	Vishva Vyapar Sangthan evam Bhartiya Arth Vyavastha	25/02/2005
22	WTO and Entrepreneurship Development	Vishva Vyapar Sangthan evam Udyamita Vikas Chunoutiyan evam Sambhavnayan	07/02/2005
23	Role of Women Entrepreneur in Economic Development of India	Women Entrepreneur in Uttar Pradesh	15/03/2019
24	Recent Trends Challenges of E-Commerce in India	Recent Trends Challenges of E-Commerce in India	21/02/2017
25	Human Rights and Social Justice	Food Security as Human Right in India	28/02/2016

26	Common Nutritional Problems in Eastern U.P.	N/A	05/03/2013
27	Punjab University, Chandigarh	Role of Non-Farm Sector in Rural Development with Special Reference to Uttar Pradesh	27/12/2010
28	International Terrorism, Tourism and Economic Health of the World	International Terrorism, Tourism and Economic Health of the Asia	16/12/2017
29	International Education Conference	Reforms in Examination and Evaluation and Its Impact on Quality Education	20/01/2013
30	Ramcharitmanas- The Base of Humanity	Ramcharitmanas Manvta ka Aadhar Hi Hai	10/08/2024
31	Human Development in Developing Nation	E-Government – An Engine to Power E-Commerce for Development of Nations	26/02/2015

COMMITTEE/MEMBERSHIP

UNIVERSITY

- Flying Squad Member of the Dr. R.M.L. Avadh University.
- Academic Council of Commerce in Dr. R.M.L. Avadh University.
- Examination Committee of Dr. R.M.L. Avadh University.
- Coding and Decoding, Tabulation & Collation of Dr. R.M.L. Avadh University.
- Subject Expert for Affiliation in Dr. R.M.L. Avadh University.
- Observer in Examination of Law, B.P.Ed., B.Ed., C.P.M.T., Ph.D Entrance & Other Examination of Universities.
- Deputy/Co-Ordinator in Central Valuation of University.
- Executive Member in INDIAN ACCOUNTING ASSOCIATION in Avadh Chapter.

COLLEGE

- Member in Proctorial Board and Flying Squad in K.S Saket P.G College Ayodhya.
- Time Table Committee of K. S. Saket P. G. College Ayodhya.
- Sub Editor in Saket Sudha, Yearly Journal of K. S. Saket P.G. College, Ayodhya.
- Sport Council of K.S. Saket P.G. College, Ayodhya.
- Examination Committee of K.S. Saket P. G. College, Ayodhya.
- Cultural Committee of K.S. Saket P.G. College, Ayodhya.
- Member of Managing Committee in K.S. Saket P.G. College, Ayodhya.
- Member in Admission Committee of K.S. Saket P.G.College, Ayodhya.

ACHIEVEMENTS

- In my specialized subject commerce (Accounting) many students have obtained hundred marks out of hundred and my result has consistently been more than 98% each year. Some brilliant students names like **Shri Atul Kumar C.A.**, **Shri Amit Jog Manager SBI** and **Shri Anjani Yadav Court Manager** got 100%

marks.

- Fourteen Ph.D. Scholars have been Awarded Doctorate Degree.
- **Major Research Project** From UGC completed on Food Security.
- **NCC NAVAL WING as A.N.O., Sub-Lieutenant, Divisional Commander PERFORMANCE is as-**
 - : Three Cadets Selected in Y.E.P. (Youth Exchange Programme) Foreign Countries Related Activites.
 - : Six Cadets Selected in Single Year in NSC (All India Nau Sainik Camp) Following Years Two or More in a Year.

:- Many Cadets Regularly Per Year Participating in Republic Day Parade at New Delhi.

- **First Position in Best A.N.O. Competition 2017 in U.P. Directorate** Uttar Pradesh Lucknow.
- **Dean Student Welfare** of K.S. Saket P.G. College Ayodhya from **08/06/2019 to 30/06/2020** and **01/07/2024 to 14/07/2024**.
- Participation as Chief Co-Ordinator in **Divya Deepotsav Ayodhya** in 2017, 2018, 2019, 2020, 2021 & 2023, 2024 and Achieved **Guinness Book of World Record**.
- Participation as College Nodal Officer in **Divya Deepotsav Ayodhy 2025**, K.S.Saket P.G. College, Ayodhya

HONOURS AND AWARDS

- ❖ **Second Position** in Merit List of B.Com. in April 1983 in Avadh University.
- ❖ **Acharya Narendra Dev Samiti Samman** by Sewa Samiti Faizabad in 2009.
- ❖ **First Position in Best ANO [Navy] Competition** by U.P. Directorate in 2017.
- ❖ **A Letter of Appreciation Divya Deepotsav Ayodhya** by K.S. Saket P.G. College, Ayodhya on Teacher's Day Celebration in 2021.
- ❖ **DG NCC Commendation** by Govt. of India in 2021.
- ❖ **A Letter of Recommendation** by K.S.Saket P.G. College, Ayodhya in 2021.
- ❖ **Appreciation Certificate on Shikshak Diwas** Dr. Rammanohar Lohia Avadh University, Ayodhya.

PRASAR BHARTI / ALL INDIA RADIO / DOORDARSHAN SPEECH / TALKS

- ❖ **Aao Jane Dr. Rajendra Prasad ke Bare me** Radio Talk on 20-01-2011.
- ❖ **GST- Ek Jankari** Radio Talk on 30/06/2017.
- ❖ **Hast Shilp me Rojgar ke Avasar** Radio Talk on 08/05/2019

PERSONAL DETAILS

Name: Prof. (Dr.) ASHOK KUMAR MISHRA

Date of Birth: 21st August 1964

Father's Name: Late Lal Chand Mishra

Residential Address: Shobha Sadan,C-164 Vaidehi Nagar Sahabganj, Ayodhya (U.P.) – 224123



{Prof. (Dr.) Ashok Kumar Mishra}