

SHIVANG DWIVEDI

(NET, Ph.D. in Management)

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CAREER OBJECTIVE

To make the best use of my technical expertise in the field of research and imparting the same knowledge to the students enthusiastically with advanced learning methods including teamwork and e-learning.

PROFESSIONAL EXPERIENCE

- 1) Currently working as Assistant Professor at Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore (M.P) in the Shri Vaishnav School of Management and teaching subjects as Operations Management, Operations Research, Statistics for Analytics, Business Mathematics, Marketing Research, Marketing Management, Total Productive Maintenance, Fundamentals of Product and Brand Management, Materials Management etc.
- 2) Worked as an Assistant Professor in GLA University, Mathura for 1 year and 3 months. Held responsibilities of teaching to graduates and undergraduates as well as administrative responsibilities. (24th March 2021 to 8th July 2022)
- 3) Worked as a Guest Faculty at Jiwaji University, Gwalior in the Department of Commerce and Management for a period of six months. (2nd September 2020 to 3rd March 2021)

ADMINISTRATIVE EXPERIENCE

- 1) Working as ERP coordinator for UG program in the department.
- 2) Taking care of the industrial visits of the students in the UG programs.
- 3) Working as a MOOCs program departmental Coordinator.
- 4) Worked as a Class Mentor consisting of 65 students and mentoring them by resolving their issues related to academics and other university related issues.
- 5) Team member of Departmental Examination Committee and looking after the examination schedules as well as various examination related responsibilities.
- 6) Responsible for various placement cell related activities as a member of placement committee of the department.
- 7) Working as a member of departmental admission committee.

- 8) Worked on the NAAC criteria 3.7 and managing all the files and details related to this criteria.
- 9) Performed the duty as a Resource Person in the area of **Recent Trends in Banking** by delivering 4 lectures in 8 hrs.
- 10) Paper setter and examination duty.

ACADEMIC QUALIFICATION

Ph.D. in Management (Thesis awarded), Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow (U.P.), 2020

Concentrations: Consumer Behavior, Marketing

Dissertation: *A Study on Consumer Segments and Their Perception Mapping for Retailers in Context of Impulse Buying*

M.B.A. with 63% in Marketing & Production Management (Dual specialization), Devi Ahilya Vishwavidyalaya, Indore (M.P.), 2014

B.E. Electronics & Telecommunications with 68.84%, Rajiv Gandhi Technical University, Bhopal (M.P.), 2010

HSC with 67.11% from Madhya Pradesh Board of Secondary Education in 2006

SSC with 60.40% from CBSE Board in 2003

PUBLICATIONS

Dwivedi, S. et. al. Profiling of OTT Viewers and their Perception Mapping using Advanced Technological Models. (2024). *International Journal of Religion*, 5(1), 567-579. <https://doi.org/10.61707/vf9h1w64>

Rastogi, E. and Dwivedi, S. (2021). "Effects of Gamification on Young Indian Investors in Context of Financial Applications". *Empirical Economics Letters*, Volume 20, ISSN No. 1681-8997.

Hasan, A. and Dwivedi, S. (2021). "Factors Affecting Intention to Use Smartphone among Youngsters in India". *Journal of Hunan University*, Vol. 48 no.9. Page 56-67, ISSN No. 1674-2974

Dwivedi, S. (2021). "Understanding the Role of Fear and Perceived Risk in Customers during Covid 19 in Promoting Impulsive Purchase". *The Journal of Oriental Research Madras*, Vol. XCI-XXVIII. Page 57-63, ISSN No.0022-3301

Dwivedi, S. and Chaturvedi, R. (2020). "Propinquity of Avariciousness with Impulse Buying Tendency". *International Journal of Advanced Science and Technology*, vol. 29, Issue 11s. Page 1842-1854, ISSN No: 2005-4238

Dwivedi, S. and Chaturvedi, R. (2020). "An Empirical Study of Impulse Buying Tendency and Consumer Personalities". *Studies in Indian Place Names*, volume 40, Issue 56. Page 1880-1888, ISSN No: 2394-3114

Dwivedi, S. and Chaturvedi, R. (2019). "Exploring Tech Savvy Trait as a Base for Profiling Impulse Buyers". *International Journal of Recent Technology and Engineering*, vol.8, Issue 4. Page 2946-2951, ISSN No: 2277-3878

Dwivedi, S. and Chaturvedi, R. (2019). "Digital Economy: An Impact on Impulse Buying". *Journal of Emerging Technologies and Innovative Research*, vol.6, Issue 6. Page 452-455, ISSN No: 2349-5162

PUBLISHED BOOKS

Hasan, A. Gupta, D. Verma. D and Dwivedi, S. (2023). "E-Commerce and It's Applications", Book Rivers Publishers, ISBN No: 978-93-5515-893-2

BOOK CHAPTERS

Sharma, S., & Dwivedi, S. (2025). Utilizing machine learning for financial market forecasting: Advanced techniques and predictive analytics applications. In D. S. Tomar, S. Raghuvanshi, A. Hasan, & V. K. Khare (Eds.), *Smart decisions: Leveraging analytics for strategic marketing and financial growth* (pp. 110–126). Evincepub Publishing. ISBN No: 978-93-6355-718-5

Chowdhary, S., Dwivedi, S. and Sofi, S.A. (2025). Mitigating AI Bias in Financial and Marketing Analytics: Strategies for Fair and Ethical Practices. In D. S. Tomar, S. Raghuvanshi, A. Hasan, & V. K. Khare (Eds.), *Smart decisions: Leveraging analytics for strategic marketing and financial growth* (pp. 110–126). Evincepub Publishing. ISBN No: 978-93-6355-718-5

Dwivedi, S. and Chaturvedi, R. (2017). "Supply Chain Management: An Overview". (Ed.), New Delhi, Excel India Publishers, Page no: 106-114. ISBN No: 978-93-86256-90-4

PROCEEDINGS

Dwivedi, S. and Chaturvedi, R. (2019). "Profiling Impulse Buying Behavior on The Basis of Consumer Psycho Graphics". *Emerald Publishers*, Pg 32. Proceeding of the Summer Marketing

International Systems Conference held at **IIM Indore**, July 26-28, 2019. ISBN no: 978-1-78635-428-0

Dwivedi, S. and Chaturvedi, R. (2017). “Consequential Influence of Shopper’s Service Perception on Impulse Buying”. Proceeding of the International Conference on Marketing Challenges in Emerging Markets (MCEM 2017) held at Institute of Management Technology (IMT) Hyderabad, December 8-9, 2017

PRESENTATIONS

Dwivedi, Shivang (2019). “Profiling Impulse Buying Behavior on the Basis of Consumer Psychographics”. Paper presented at the Summer Marketing International Systems Conference at IIM Indore, July 26-28 2019.

Dwivedi, Shivang (2019). “Digital Economy: An Impact on Impulse Buying”. Paper presented at a National Seminar on Recent Advances in Management and Technology, held at Rajarshi School of Management & Technology, April 4-5 2019.

Dwivedi, Shivang (2019). “Challenge for Consumer, Prospects for Retailers: Impulse Buying”. Paper presented at a National Seminar themed as Emerging National & Global Issues: Challenges and Prospects, held at Jiwaji University, Gwalior, 18th March 2019.

Dwivedi, Shivang (2019). “E-wallet and Plastic Money: An Impact on Impulse Buying”. Paper presented at a National Seminar themed as Cash to Cashless Economy: Challenges & Opportunities, held at Maha Maya Govt. Degree College, Mahona, Lucknow, 9-10 Feb 2019.

Dwivedi, Shivang (2018). “Consumer Perception towards Street Food in Lucknow City”. Paper presented in the one day National Conference held at Babasaheb Bhimrao Ambedkar University, Lucknow, April 14th 2018

Dwivedi, Shivang (2018). “Consumer Behavior towards Street Food in Lucknow”. Paper presented at a National Conference on Emerging Business Practices, held at Institute of Management Studies, Banaras Hindu University (BHU), April 7-8 2018.

Dwivedi, Shivang (2018). “Exploring the Effects of Patronage, Consumer Service and Consumer Visits on Impulse Buying”. Paper presented at a National Conference on Achieving Business Synergy through Social, Spiritual and Technological Dimensions held at SMS Lucknow, February 24-25 2018.

Dwivedi, Shivang (2017). “Consequential Influence of Shopper’s Service Perception on Impulse Buying”. Paper presented at International Conference on Marketing Challenges in Emerging Markets (MCEM 2017) held at Institute of Management Technology (IMT) Hyderabad, December 8-9, 2017.

Dwivedi, Shivang (2017). “Impulsive Buying Tendencies among Grocery Users”. Paper presented at International Conference on Global Economies and Image of India held at V.P. Institute of Management Studies and Research, Sangli, October 3rd 2017.

Dwivedi, Shivang (2017). “Globalization and Youth of India”. Paper presented at a National Seminar on Globalization and Youth of India: Perspectives, Issues and Challenges held at Babasaheb Bhimrao Ambedkar University, Lucknow, March 6-7 2017.

WORKSHOPS/ FDPs

Participated and successfully completed Two-week Capacity Building Program on Research Methodology and Multivariate Data Analysis June 2-14, 2025, sponsored by Indian Council of Social Science Research (ICSSR) at Indian Institute of Forest Management, Bhopal.

Participated and completed successfully FDP on Sustainable and Responsible Aids for Logistics 4.0 (SARAL 4.0) from 2023-01-30 to 2023-02-10 at IIM Visakhapatnam.

Attended a National Workshop on Research Methodology from 8th to 14th March, 2019, organized by Department of Rural Management, Babasaheb Bhimrao Ambedkar University, Lucknow

Attended a National Workshop on Research Methodology from 11th to 25th January, 2017, organized by Department of Rural Management, Babasaheb Bhimrao Ambedkar University, Lucknow

Attended a National Workshop on SPSS and Research Methodology from 13th to 20th December 2017, organized by Department of Rural Management, Babasaheb Bhimrao Ambedkar University, Lucknow

GRANTS/FELOWSHIPS

University Grants Commission (UGC) fellowship for a period of four years (Oct 2016-2020).

CERTIFICATIONS

Lean Six Sigma Green Belt Certified.

TECHNICAL SKILLS

Statistical Package for Social Sciences (SPSS), AMOS, Basics of SQL.

ADDITIONAL ACTIVITIES

Won 2nd prize at Inter University Basketball Championship held at Babasaheb Bhimrao Ambedkar University from March 5th-15th 2019, Lucknow

Won 3rd prize in Slogan Writing Competition (English) at an event named Swachhta Pakhwada held during 16th to 31st January 2020 at Babasaheb Bhimrao Ambedkar University, Lucknow

Volunteered the Stage Committee during VIIIth Convocation, 2019 held on 11th November 2019 at Babasaheb Bhimrao Ambedkar University, Lucknow

AREAS OF INTEREST

Marketing, Supply Chain Management, Operations Management, Business Statistics, Research Methodology

LANGUAGES

English and Hindi

Place: Indore (M.P.)

Date: 30/12/2025