Faculty Profile

Name: **Shailendra Singh Bisht**

Designation: Associate Professor and Associate Dean

Teaching Areas: Managing Platform Businesses

Managing Digital Transformation

Business-to-Business Marketing

Research Interests: Marketing and Public Policy,

Digital Transformation

Health Technology Assessment (HTA)

Non-Profit Management;

Digital Businesses;

SDGs

Education: Masters (Sociology), HNB Garhwal University, 1999

Research/Selected Publications

1. Krishnatray, P., & Bisht, S. S. (2024). Misinformation, the pandemic, and mass media: The India story. Global Journalism in Comparative Perspective.

2. Bisht, S. S., & Nair, J. (2021). Kirkland Signature: Private label powering Costco. IUP Journal of Marketing Management, 20(3), 7-22.

3. Aditya Gupta; Shailendra Bisht; Sanjib Dutta, (2020), Uber: A Rough Road Ahead?CASE Reference no. 520-0075-1,IBS Case Development Center

4. Dastidar S G and Bisht S S , (2017)"Youth for Action (YFA): Recognising 'Women' Farmers for Poverty Alleviation " CASE Reference no. 716-0017-1 , Case Centre

5. Bisht S S and Mishra V (2016), "ICT-driven Financial Inclusion Initiatives for Urban Poor in a Developing Economy: Implications for Public Policy," Behaviour & Information Technology, 35,10 817-832