

Faculty Profile

Name: **Dr. Vaibhav Mishra**
Designation: Associate Professor
Teaching Areas: Information Systems,
Technology Management
Business Analytics
Research Interests: Technology Adoption
Multi Criteria Decision Making
E-commerce & E-Business
Education: Ph.D., IIIT -Allahabad, 2017
M.B.A, IIIT -Allahabad, 2011
B.Tech. (CS), UPTU, 2009



Research/Selected Publications:

1. Tudu, P.N. and Mishra, V. (2023). An Eco-Friendly Alternative to Plastic Cutlery and Food Packaging: A Case of Ecoware in India. *Asian Journal of Management Cases*, 1-16.
2. Tudu, P.N. and Mishra, V. (2021). To buy or not to buy green: the moderating role of price and availability of eco-friendly products on green purchase intention. *Int. J. Economics and Business Research*, 22(2/3), 240-255.
3. Tewary, T., Gupta, A., Mishra, V. & Kumar, J. (2021). Young working women's purchase intention towards organic cosmetic products'. *Int. J. Economics and Business Research*, 22(2/3), pp.256-277.
4. Gupta, A., Mishra, V. & Tandon, A. (2020). Assessment of Shopping Mall Customers' Experience through Criteria of Attractiveness in Tier-II and Tier-III Cities of India: An Exploratory Study. *American Business Review*, 23(1), 70-93.
5. Kumar, M., Mishra, V., Shukla, A., Singh, M. & Vardhan, M. (2020). A novel publicly delegable secure outsourcing algorithm for large-scale matrix multiplication. *Journal of Intelligent & Fuzzy Systems*, 38(5), 6445-6455.