

Faculty Profile

Name: Mr. Shailendra Singh Bisht

Designation: Associate Professor

Teaching Areas: Managing Platform Businesses
Brand Management
Business-to-Business Marketing

Research Interests: Marketing and Public Policy
Health Technology Assessment (HTA)
Non-Profit Management (Natural Resource management)
Health, Education and Micro-finance)

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



Research/Selected Publication:

1. Aditya Gupta; Shailendra Bisht; Sanjib Dutta, (2020), Uber: A Rough Road Ahead? Case Reference no. 520-0075-1, IBS Case Development Center.
2. Dastidar S G and Bisht S S , (2017) "Youth for Action (YFA): Recognising 'Women' Farmers for Poverty Alleviation " Case Reference no. 716-0017-1 , The Case Centre.
3. 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.
4. Mishra, V., and Bisht, SS, (2013) "Mobile Banking in a Developing Economy: A Customer-centric Model for Policy Formulation", Telecommunications Policy, 37, 6, 503–514.
5. Kesharwani, A., and Bisht, SS. (2012), "The Impact of Trust and Perceived Risk on Internet Banking Adoption in India: An Extension of Technology Acceptance Model," International Journal of Bank Marketing, 30, 4, 303 – 322.