

DR. ASHUTOSH MOHAN

Degrees

- D. Litt. (Management) from Institute of Management Studies, BHU.
- Ph.D.(Marketing and Supply Chain Management) from Faculty of Management Studies (FMS), University of Delhi.
- M.B.A. (Marketing Management) from Faculty of Management Studies (FMS), Banaras Hindu University with top honors.

Present Position

- Professor (Marketing & SCM) at Institute of Management Studies (FMS), Banaras Hindu University (BHU), Varanasi, INDIA.

Some Important Previous Employment Relationships

- Assistant Professor & Associate Professor (Marketing & SCM) at Faculty of Management Studies (FMS), Banaras Hindu University (BHU), Varanasi, INDIA.
- Assistant Professor of Management Studies at Centre for Management Studies, Jamia Millia Islamia (Central University), New Delhi, INDIA.
- Senior Research Fellow (UGC), at Faculty of Management Studies, University of Delhi, Delhi, INDIA.

Some Important Acknowledgements and Awards

- Certified Master Trainer of Rashtriya Karamyogi Large Scale Janseva Program, CBC, Gol
- Attended NFLP, FLY, TESSI (IIT-Kharagpur), Innovative Teaching & Design Thinking Workshop (University of Leipzig, Germany) etc.
- Young Management Scientist Award, SMART Journal, Tiruchirappalli, Tamil Nadu
- Career Award for Young Teachers (CAYT) by All India Council of Technical Education (AICTE), New Delhi.
- CAPS Fellowship, University of Arizona, USA
- Junior Research Fellowship (JRF) & SRF University Grants Commission (UGC), New Delhi.

Some Important Research & Consultancy Funding

- A Major Project titled as 'Supply Chain Management (SCM) and Customer Relationship Management (CRM) Synergy : A Critical Study in Indian Retail Sector' funded by ICSSR, New Delhi for amount of Rs. 3.33 Lakhs.
- A Major Project as Co-principal Investigator entitled as 'Value Chain Analysis in MSMEs' funded by AICTE, New Delhi under RPS- C for amount Rs. 14.98 Lakhs.
- A Major Project as Principal Investigator entitled as 'A Critical Study of Demand Chain Management in Indian Hospitality Industry' funded by UGC, New Delhi for amount Rs. 6.19 Lakhs.
- A Major project as Principal Investigator funded by ICSSR, New Delhi for amount Rs. 9.0 Lakhs.
- A Major project as Principal Investigator funded by IoE, BHU for amount Rs. 6.0 Lakhs
- A Consultancy Project of Varanasi Smart City Limited of Rs.6 Lakhs completed in 2023.
- A Consultancy Project of CPRI, Bengaluru of Rs.8 Lakhs completed in 2021.

Some Important Publications

Books

- Co-authored a book entitled 'Sustainable Supply Chain', Cengage Learning, New Delhi, 2015.
- Co-authored a book entitled 'Consumer Behavior: A South Asian Perspective', 4 LTR PRESS, USA, 2016 (ISBN: 1-285-18947-7)
- 5 edited books and 13 chapters in books.

Published Papers

More than 40 Published Papers in various reputed International and National Journals. An Indicative list of a few papers as:

- Mohan A. and Mishra U. (2025). Customer Trust and Risk Perception of AI-Driven Online Stores: Unravelling Customer Adoption Patterns through an Extended TAM Model. *International Journal of Business Innovation & Research* (Scopus Q2)
- Jaiswal, D., Mohan, A., Deshmukh A. (2023). Cash Rich to Cashless Market: Segmentation and Profiling of Fintech-led-Mobile Payment Users. *Technological Forecasting and Social Change*. (Scopus Q1)
- Jaiswal, D., Kaushal, V., Mohan, A., Thaichon, P. (2022). Mobile wallets adoption: pre- and post-adoption dynamics of mobile wallets usage. *Marketing Intelligence and Planning*. (Scopus Q1)
- Deshmukh, A.K., Mohan, A., Mohan, I.(2022). Goods and Services Tax (GST) Implementation in India: A SAP-LAP-Twitter Analytic Perspective. *Global Journal of Flexible Systems Management*, 23(2), pp. 165–183 (Scopus Q1)
- Mishra, M.N., Mohan, A., Sarkar, A.(2021). Role of Lean Six Sigma in the Indian MSMEs during COVID-19. *International Journal of Lean Six Sigma*, 12(4), pp. 697–717 (Scopus Q1)
- Kumar R. and Mohan A.(2018). Factors Leading to Customer Satisfaction in Dairy Industry: A Study in Indian Perspective, *International Journal of Customer Relations*. 6(1), pp. 21–30. (UGC CARE Listed Journal)
- Agrawal N. and Mohan A.(2018). Dark Tourism: Motivation of Tourist to Visit Dark Sites. *International Journal of Management, Law and Science Studies*, 1(4), pp. 181–187. (UGC CARE Listed Journal)
- Mohan A. (2017). A Comparative Study of Demand Chain Management(DCM) Practices in Indian Retail Sector. *Research Journal of Social Science and Management*. 7(6), pp. 99–108. (UGC CARE Listed Journal)
- Mohan A.(2017). Conceptual Understanding of Demand Chain Management in Indian Retailing. *ARS Journal of Applied Research and Social Sciences*. 4(18), pp. 1–13. (UGC CARE Listed Journal)
- Deshmukh, A.K., Mohan, A.(2017). Analysis of Indian retail demand chain using total interpretive modeling. *Journal of Modelling in Management*. 12(3), pp. 322–348 (Scopus Q2, Citation 12)
- Ashutosh Mohan and Arun Deshmukh 'Demand Chain Management (DCM): The Marketing and Supply Chain Interface Redefined' *Journal of Supply Chain Management*, 2016 pp. 20–36. (ISSN No.: 0972–9267)
- Ashutosh Mohan and Arun Deshmukh 'Exploring Consumer Preferred Food Attributes in India' *Gurukul Business Review, India, Volume , No. , 2015 pp. – .* (ISSN No.: 0973–9262)
- Ashutosh Mohan and Lakshmi Raman 'Enhancement of Production Through Strategic Decision Making: A Case Study of Diesel Locomotive Works (DLW), Varanasi' *IIMS Journal of Management Science, India, Volume 2, Issue Jan–June, 2011, pp 66–91.* (ISSN No.: 0976–030X)
- Ashutosh Mohan and Sunil Sharma, 'Lean Approach : Some Insights', *Journal of Advances in Management Research, IIT – Delhi, Volume I, Issue I, October – December, 2003, pp. 48 – 55.* (ISSN No.: 0972–7981) (Scopus Q1)
- Ashutosh Mohan and Sunil Sharma, 'How to Synergise SCM With Customer Relationship', *Indian Management Journal, Volume 42, Issue 2, February, 2003, pp. 40 – 44.*

Research Leadership and Expert Positions

Doctoral Research Guidance

- Dr. Shikha Lal (2011): Dr. Lakshmi Raman (2013): Dr. Gyaneshwar Kushwaha (2012): Dr. Rajeev Kumar (2017): Dr. Arun Deshmukh (2017): Dr. Mrigendra Nath Mishra (2022): Dr. Nidhi Agrawal (2023); Dr. Amit Kumar (2024): Dr. Arghya Sarkar (2024): Dr. Upnishad Mishra (2024): Dr. Shewtank Mishra (2025): Mr. Anirudh Krishnamurti, Ms. Sakshi Dhiman, Ms. Neetu Sharma, & Ms. Sakshi (4 Scholars Ongoing) along with One Post-doctoral guidance to Dr. Ashish Anand Tripathi at Institute of Management Studies, Banaras Hindu University (BHU).
- More than Hundred students of MBA & MIBA (Full-time) completed.

Memberships in Editorial Boards of Scientific Journals

- Managing Editor of *BHU Management Review* (A UGC CARE Listed Journal).
- Serving as Editorial Board Member of *IJBRMM*.
- One of the Reviewer (As editorial board member) of reputed journal titled 'Journal of Supply Chain Management', USA.

Positions of Trust in Academic Communities

- Conducted a Workshop on Experience–Engagement–Satisfaction: A Multidimensional Approach to Modern Teaching at University of Leipzig, Germany.
- Chairperson in a Session in the 7th SMEs in a Global Economy Conference, Malaysia.
- Chairperson and Key Note Speaker in more than 10 International & National Conferences.
- Advance Reviewer of the book titled 'Supply Chain Management' by Jannat Shah published by Pearson Publication.
- Book Commissioning Reviewer of Five books published by Oxford University Press & Tata–McGraw Hill Publications.
- Presented 39 papers in various reputed conferences.

Organizer of Academic Activities

- Organized SWAYAM Outreach Workshop of UGC and MoE at BHU for Universities and Colleges of North India (9th January, 2025)
- Organized FDPs for Development of MOOCs on SWAYAM at Auro University, BHU, Visva Bharti (2025)
- Organized Four National Workshops on Research Methodology (2017,2018,2019, 2023) as Coordinator
- Organized One MDP of Power Grid (2019) as Coordinator
- Organized One Webinar on Marketing 4.0 (2021) as Coordinator
- Organized ATAL FDP sponsored by AICTE as Coordinator (2022)
- Served as Course Coordinator of 3rd Refresher Course of UGC–HRD in Business Management (31st October to 20th November, 2014)
- Served as a Member of Organizing Committee of Three National Conferences and Two EDPs held at FMS, BHU.
- Conducted over 10 MDPs and FDPs.

Some Important International Academic Visits

- Visiting Researcher, University of San Diego, California, USA, 2006.
- Visiting Researcher in various countries of EU, 2008
- Visiting Researcher, in International Conference on Industrial Engineering and Business Management, Yogyakarta, Indonesia, 2010.
- Visiting Researcher, in The 7th SMEs in a Global Economy Conference 2010: Challenges and Prospects Kuching, Malaysia, 2010.
- Visiting Researcher, UOWD, DUBAI, 2012.
- Visiting Researcher, HSE, Moscow, 2012.
- Visiting Researcher, University of Canberra, 2014.
- Visiting Academician, University of Leipzig, Germany, 2025.

Some Important Academic Administrative Positions

- National Coordinator – INI SWAYAM, MoE, GoI
- Co–Convener – BHU NEP Implementation Cell
- Placement Coordinator of Institute of Management Studies, BHU.
- Course Coordinator of CHM Program (2019–2025).
- Admission Coordinator of Institute of Management Studies, BHU (2015 – 2024)
- Served as Academic Council Member of the BHU.
- Served as Board of Studies Member of MGKVP University, Chandigarh University, Central University of Odisha
- Served as Member Secretary of Departmental Research Committee (DRC) of FMS, BHU.
- Served as Coordinator (Academics) & Student Advisor of MBA (Full–time) programme at Centre for Management Studies (CMS), Jamia Millia Islamia, New Delhi