

DR. PRIYANKA GITE

Professor, Faculty of Commerce

Banaras Hindu University, Varanasi – 221005, Uttar Pradesh, India

Mobile: +91-7800559386 | Email: cgite.priyanka@rediffmail.com | Date of Birth: 26 July 1969

PERSONAL INFORMATION

Particular	Details	Particular	Details
Father's Name	Late Purna Shankar Gite	Mother's Name	Late Sushma Gite
Nationality	Indian	Religion	Hindu
Marital Status	Married	Category	General
Current Designation	Professor, Faculty of Commerce, B.H.U.	Address for Correspondence	Old C1/1, Jodhpur Colony, B.H.U., Varanasi – 221005

EXECUTIVE SUMMARY

Dr. Priyanka Gite is a Professor in the Faculty of Commerce, Banaras Hindu University, with close to three decades of continuous teaching, research and doctoral supervision experience since joining as Lecturer in January 1997. Her academic work centres on Marketing Management and International Trade and Export Marketing, spanning export competitiveness, corporate governance and disclosure, human resource practices in banking, and, more recently, the intersection of psychological well-being, emotional intelligence and artificial intelligence in academic and organisational performance. She has guided thirteen Ph.D. scholars to successful completion across banking, insurance, foreign trade and corporate governance, authored a peer-reviewed reference textbook on Marketing Management published by TAXMANN, and contributed chapters to edited volumes on e-governance and urban management. Having risen steadily through the ranks from Lecturer to Professor at B.H.U. and having completed the mandatory ten years of service as Professor since 31 January 2012.

ACADEMIC QUALIFICATIONS

Examination	Board / University	Year	% Marks	Division	Subjects
High School / Matric	ICSE, New Delhi	1984	64%	First	English, Science, Mathematics, Hindi, Commerce, History, Geography
Intermediate / +2	ISC, New Delhi	1986	72%	First	English, Accounts, Commerce, Economics, Hindi
B.Com. (Hons.)	Banaras Hindu University	1989	63%	First	Accounts, Economics, Income Tax, Business Law
M.Com.	Banaras Hindu University	1991	72%	First	Marketing, Management Accounting, International Marketing
NET / JRF (Junior Research Fellowship)	UGC	June 1993	-	-	Commerce
Ph.D.	Banaras Hindu University	1996	-	-	Thesis: "Marketing Strategy in Public Sector Food Processing Undertaking in India"

EMPLOYMENT HISTORY (BANARAS HINDU UNIVERSITY)

Designation	Department	From	To
Professor	Faculty of Commerce, B.H.U.	31-01-2012	Till Date
Associate Professor	Faculty of Commerce, B.H.U.	31-01-2009	30-01-2012
Reader	Faculty of Commerce, B.H.U.	31-01-2006	30-01-2009
Lecturer (Senior Scale)	Faculty of Commerce, B.H.U.	31-01-2001	30-01-2006
Lecturer	Faculty of Commerce, B.H.U.	31-01-1997	30-01-2001

Total Teaching / Research Experience: Over 29 years (January 1997 – Present), at both Postgraduate (M.Com.) and Undergraduate (B.Com.) levels.

FIELDS OF SPECIALIZATION / RESEARCH INTERESTS

- Marketing Management – strategy, segmentation and export marketing performance
- International Trade and Export Marketing
- Human Resource Disclosure and Governance Practices in Banking
- Psychological Well-being, Emotional Intelligence and Artificial Intelligence in Academic and Workplace Performance

DOCTORAL (PH.D.) SUPERVISION – SCHOLARS AWARDED

A total of thirteen (13) Ph.D. scholars have been awarded their degrees under Dr. Gite's supervision, spanning the areas of banking, insurance, foreign trade, corporate governance and marketing, over the period 2016–2023.

S.No.	Name of Scholar	Title of Thesis	Year
1	Nilmani Tripathi	A Comparative Analysis of Productivity and Profitability Aspects of SBI and ICICI Bank	2016
2	Abhishek Kumar	Marketing Strategy of Two Wheeler Vehicle Industry in India: A Case Study of Bajaj Auto Limited	2016
3	Anurag Singh	Corporate Governance and Disclosure Practices in Indian Life Insurance Industry	2017
4	Chinmoy Kumar Roy	Impact of Export Marketing Strategy on Export Performance: A Study of Indian Carpet Industry	2017
5	Kumar Navodit Manav	An Analysis of India's Trade with China	2018
6	Nidhi Taneja	Relationship Marketing in Indian Insurance Industry – A Case Study of Life Insurance Corporation of India in Varanasi District	2018
7	Pushpa Yadav	Performance Evaluation of Private Sector Banks – A Comparative Study	2019
8	Manjula Shukla	A Study of the Role of Independent Directors and Gender Diversity in Indian Banking Industry	2021
9	Piyush Pandey	Customer Relationship Management in Indian Banking Industry – A Study of SBI and HDFC	2022
10	Pooja Yadav	Interregional Trade: A Study of India's Trade with BRICS Countries	2022
11	Pradeep Kumar Sonker	An Appraisal of India's Foreign Trade with ASEAN Countries in Globalized Era	2023

S.N o.	Name of Scholar	Title of Thesis	Year
12	Sandhya Mishra Nee Sandhya Pathak	Tea Industry in India – An Appraisal of its Exports Performance	2016
13	Amit Kumar Maurya	Telecommunication Industry in India – A Comparative Study of BSNL and Private Sector Service Providers	N.A.

PUBLICATIONS – JOURNAL ARTICLES

Recent Publications (2025–2026)

- Trivedi, A. K. and Gite, P. “Psychological Capital in Academia: Issues – Fighting the Role of Emotional and Artificial Intelligence on Scholar’s Mental Well-Being and Academic Performance,” Journal of Further and Higher Education (Taylor & Francis), 2026. DOI: 10.1080/0309877x.2026.2673365. (Co-authored with Arpit Kumar Trivedi)
- Trivedi, A. K. and Gite, P. “Strategic HR and Mental Health: Integrating Psychological Well-being into Performance Management and Career Development Systems,” The Kasli Journal of Commerce, December 2025. (Co-authored with Arpit K. Trivedi)

Earlier Publications

- Gite, P. “Export Market Segmentation, Performance and Marketing of Indian Carpet Industry: A BCG Matrix Approach,” Pacific Business Review International, Vol. 6, Issue 11, p. 28, May 2014. ISSN: 0974-438X. (First Author)
- “Human Resources Disclosure Practices in Indian Commercial Banks,” Pacific Business Review International, Vol. 7, Issue 9, p. 69. ISSN: 0974-438X; RIF: 1.064. (Second Author)

BOOKS PUBLISHED

S.N o.	Title	Publisher	ISBN	Authorship
1	Marketing Management (Reference Book, Peer-Reviewed)	TAXMANN Publication Private Limited	978-93-5071-304-4	Sole Author

BOOK CHAPTERS / ARTICLES IN EDITED BOOKS

S.N o.	Chapter Title	Book Title / Publisher	Pages	Authorship
1	Problems and Prospects of e-governance in India	Global Management, Vol. 3; Excel India Publishers, New Delhi (ISBN: 978-93-83842-37-7)	p. 242	First Author
2	Emotional Intelligence at Workplace: A Case Study of Varanasi	Vision for Varanasi – Approach to City Management; Bharati Publications, New Delhi (ISBN: 978-93-85000-04-1)	p. 211	First Author

TEACHING EXPERIENCE

- Postgraduate (M.Com.) classes: over 29 years, since 1997
- Undergraduate (B.Com.) classes: over 29 years, since 1997

- Core areas taught: Marketing Management, International Marketing, Management Accounting, Export Marketing

ADMINISTRATIVE AND PROFESSIONAL SERVICE

Specific administrative appointments, professional body memberships and editorial responsibilities were not included in the source data supplied for this CV. This section may be completed with details such as membership of the Board of Studies and Academic Council, service as a Ph.D. thesis examiner for other universities, and reviewing roles for academic journals, once that information is confirmed by Dr. Gite.