

## Faculty Profile

Name: **Shailendra Singh Bisht**  
Designation: Associate Professor  
Teaching Areas: Services Marketing  
Brand Management  
Business Marketing  
Research Interests: Marketing and Public Policy  
Services/Technology Acceptance  
Non-Profit Management (Natural Resource management ,  
Health, Education and Micro-finance)  
Education: PhD (Public Health) Pursuing, School of Medical Sciences,  
University of Hyderabad- Currently Enrolled  
Masters (Sociology), HNB Garhwal University, 1999



### Professional Experience (18 Years)

1. Since 2004: IFHE, IBS Hyderabad
2. 2001-2004: Sobhasaria Engineering College, Sikar India
3. 1999-2001: BSM College, Roorkee, India

### Research/Selected Publications

1. Bisht S S and Mishra V, ICT-driven financial inclusion initiatives for urban poor in a developing economy: implications for public policy, *Behaviour & Information Technology* (35:10), 2016 ,pp 817-832
2. Mishra, V., and Bisht, SS , Mobile banking in a developing economy: A customer-centric model for policy formulation", *Telecommunications Policy* (37:6) ,2013, pp 503–514
3. Kesharwani, A., and Bisht, SS., "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), 2012, pp 303 – 322.
4. Mishra, V., Fuloria, S., and Bisht, SS., "Disaster Management through Better Understanding of Disaster Proneness and Community Access to Resources," *Disasters*, (36: 3), 2012, pp 382–397.
5. Bisht, SS., Mishra, V., and Fuloria, S., "Measuring Accessibility for Inclusive Development: A Census Based Index," *Social Indicators Research*, (98: 1), 2010, pp 167-181.