

## Faculty Profile

Name: **Vaibhav Mishra**  
Designation: Assistant Professor  
Teaching Areas: Operations Management, Quality Management,  
Information Systems, Electronic Business  
PhD Thesis area: Internet Banking  
Education: Ph.D., IIIT - Allahabad, 2017  
M.B.A, IIIT - Allahabad, 2011  
B.Tech. (CS), UPTU, 2009  
Certifications: Six Sigma (Green Belt), KPMG  
ISO 20000-1:2005 (ITSM), BSI



### Professional Experience ( 6 Years)

1. Assistant Professor, IFHE, IBS Hyderabad: December 2017-till date
2. Assistant Professor, SRMU, Uttar Pradesh: July 2014-December 2017
3. Research Scholar, IIIT - Allahabad: November 2011-August 2017

### Research/Selected Publications

1. Sharma, Y., Nasreen, R., & Mishra, V. (2017). Impact of Consumer-Centric Marketing-Mix on Purchase Behavior of Non-Core Food Items: An Empirical Study of Urban Subsistence Marketplace. *Asian Journal of Managerial Science*, 6(2), 28-41.
2. Mishra, V., & Singh, V. (2015). Selection of Appropriate Electronic Banking Channel Alternative: Critical Analysis using Analytical Hierarchy Process. *International Journal of Bank Marketing*, 33(3), 223-243. (ABDC B)
3. Mishra, V., & Singh, V. (2014). Factors Affecting the Adoption or Acceptance of Internet Banking Services: A Review & Analysis of Past Research. *International Journal of Electronic Business* (IJEB), 11(3), 234-255. (ABDC C)
4. Sahai, M., Agarwal, P., Mishra, V., Bag, M., & Singh, V. (2014). Supplier Selection through Application of DEA. *International Journal of Engineering and Manufacturing*, 1, 1-9.
5. Agarwal, P., Sahai, M., Mishra, V., Bag, M., & Singh, V. (2014). Supplier Selection in Dynamic Environment using Analytic Hierarchy Process. *International Journal of Information Engineering and Electronic Business*, 4, 20-26.
6. Agarwal, P., Sahai, M., Mishra, V., Bag, M., & Singh, V. (2011). A review of multi-criteria decision making techniques for supplier evaluation and selection. *International Journal of Industrial Engineering Computations*, 2(4), 801-810.