

Faculty Profile

Name: **Vishal Mishra**
Designation: Associate Professor
Teaching Areas: Business Analytics, Quantitative Methods,
Business Research Methods
Research Interests: Technology adoption/usage, Technology and Inclusion
Social/Business Networks, Relationship Marketing
Education: Ph.D., Icfai University, Dehradun, India, 2008
M.M.S, Malaviya National Institute of Technology, Jaipur,
India, 1999



Professional Experience (17 Years)

1. Since 2006 : Faculty Member - IFHE, IBS Hyderabad
2. 2003-2006: Research Scholar - Icfai Institute For Management Teachers, Hyderabad
3. 1999-2003: Marketing Manager - Windfall Enterprises, Mumbai

Research/Selected Publications

1. Bisht, S. S., & Mishra, V. 2016. "ICT-driven financial inclusion initiatives for urban poor in a developing economy: implications for public policy". *Behaviour & Information Technology*, Vol. 35, Issue 10, pp. 817-832.
2. Mishra, V., Vaithianathan, S. 2015. "Customer Personality and Relationship Satisfaction: Empirical Evidence from Indian Banking Sector", *International Journal of Bank Marketing*, Vol. 33, Issue 2, pp 122-142.
3. Mishra, V., Bisht, S. S. 2013. "Mobile banking in a developing economy: A customer-centric model for policy formulation", *Telecommunications Policy*, Vol. 37, Issue 6-7, pp 503–514.
4. Mishra, V., Fuloria, S., and Bisht, SS., 2012. "Disaster Management through Better Understanding of Disaster Susceptibility and Community Access to Resources," *Disasters*, Vol. 36, Issue 3, pp 382-397.
5. Bisht, SS., Mishra, V., and Fuloria, S, 2010. "Measuring Accessibility for Inclusive Development: A Census Based Index," *Social Indicators Research*, Vol. 98, Issue 1, pp 167-181.