

VIBHUTI TRIPATHI

M.B.A., Ph.D.

Assistant Professor
School of Management Studies
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DOB 2/10/1972

Education Qualifications

Ph.D. in Marketing	Awarded in 2007, from SMS, MNNIT, Allahabad, Topic: <i>An Institutional Approach to Evolution and Development of Mega Retail Outlets in India</i>
MBA (Marketing and HR)	1997, Prestige Institute of Management, DAV, Indore (MP), First Division
BA (Eng. Lit., History, Pol.Sc.)	1995, Dr. H.S. Gour University, Sagar. (M.P.), First Division
HSC	1992, CBSE Board, Scindia Kanya Vidyalaya, Gwalior. (M.P.) First Division
SSC	1990, CBSE Board, Scindia Kanya Vidyalaya, Gwalior. (M.P.) First Division

Employment Record:

Sl. No.	Period		Position Held	Pay Scale	Organization	Nature of work
	From	To				
1	February, 2009	Till date	Assistant Professor	AGP 7000/-	SMS, MNNIT, Allahabad	Teaching & Research
2	August 2006	January 2009	Visiting Faculty	Consolidated pay 16000/-	SMS, MNNIT, Allahabad	Teaching
3	August 2003	July 2006	Institute Research Fellow	Stipend 8000/-	SMS, MNNIT, Allahabad	Research
4	2001	August 2003	Operations Manager		Nik Nish Marketing, Kolkata	Store Operations
5	2000	2001	Store Manager		Domino's Pizza India Limited, Mumbai	Store Operations
6	1998	2000	Floor		Globus Stores	Store

			Manager		Private Limited, Indore	Operations & Customer Service
7	1997	1998	Project Executive		Anchor Electrical and Electronics, Indore	Sales

Administrative Experience:

Sl. No.	Designation	Period	Nature of Responsibility	Organisation
1	Convener DDPC	2013 Till Date	Coordinating Activities and resolving issues pertaining to PhD Students of the department	School of Management Studies MNNIT Allahabad
2	Member Women Grievance Cell	2015 till date	Resolving Issues related to Working Women	MNNIT Allahabad
3	Time – Table Coordinator	February 2009 - 2013	Finalizing the time – table for the M.B.A classes in accordance with the Institute time table.	School of Management Studies, MNNIT Allahabad
4	Examination Coordinator	January, 2011 - 2012	Coordinating activities for mid-term, end-term and practical examinations of the department in accordance with Institute Examination Cell and Office of Dean Academic Affairs.	School of Management Studies, MNNIT Allahabad
5	Faculty In- Charge, Library	February 2009- 2012	Responsible for preparing and forwarding list of books for procurement of book bank and Central Library on recommendation of course coordinators.	School of Management Studies, MNNIT Allahabad

Teaching Experience:

[a] Courses developed/ taught (major)

Sl. No.	Post Graduate	
	Business Environment & International Perspective	MBA I Sem.
	Marketing Management	MBA II Sem.
	Advertising and Sales Force Management	MBA III Sem.
	Retail Management	MBA III Sem.
	Supply Chain & Logistics	MBA III Sem.
	Brand Management	MBA IV Sem.
	Consumer Behaviour & Marketing Research	MBA IV Sem.
	Rural Marketing	MBA IV Sem.

[b] Research work supervised/supervising

(i) Ph.D. Theses supervised: 4

1. Dr. Anushree Tandon- **Awarded (2015)**

Topic: Influence of Shopping Orientation and Mall Attractiveness Dimensions on Customer Experience: A Study of Metro and Tier I Cities in India

2. Dr. Gunjan Nema - **Awarded (2015)**

Topic : Service Quality Determinants of Public Transport System: A Study of Tier I and Tier II cities in Indi

3. Dr. Pooja Dwivedi ó **Awarded (2015)**

Topic: Determinants of Brand Extension Success and its Relation with Brand Architecture: A Study of Personal Care Brands in India

4. Dr. Priyanka Kochhar- Awarded (2016)

Topic: Technology Application in Effective Merchandise Management: A Study of Semi-Organized Consumer Durable Retail Stores in India

(ii) Ph.D. Thesis supervising: 02

(iii) MBA Thesis supervised: More than 50

Scholarly Publications:

(i) Journals: 26

1. Tripathi V. & Kumar S. (2016) Do Government Interventions Moderate Psycho-social Factors and Sanitation Behaviour? Study of Rural Uttar Pradesh in India, The International Journal Of Business & Management, (ISSN 232168916), Vol 4 Issue 8
2. Tandon A., Gupta, A. & Tripathi V. (2016) Managing Shopping Experience through Mall Attractiveness Dimensions: An Experience of Indian Metro Cities , Asia Pacific Journal of Marketing and Logistics, vol. 28, issue 4
3. Tandon A., Gupta, A. & Tripathi V. (2016) The Viability of Benefit Segmentation in Tier II Cities of India - Identifying Benefits Sought by Indian Customers, International Journal of Business Innovation & Research, Vol. 10, No. 4, 501-518
4. Tripathi V., Tandon A & Gupta, A. (2015) Case on 'Experiencing Flavorful Fun: Delighting Customers the RB Way' Global Business Review, 16(2), pp 1-7
5. Tripathi V., Nema G. (2014) Service Quality Determinants for Public Transport and Use Intention: A Study of Commuters and Non-Commuters in India , Journal of Indian Transport, Institute of Urban Transport, 1(1), pp 50 ó 58
6. Tripathi V. Kumar A., (2013) Conquering the Spiralling Sponsorships Through Ambush Marketing, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2606876
7. Tripathi V., Rastogi, P. (2012) Brand Architecture of Indian Hotels Company Limited: Perspectives and Strategies, International Journal of Management and Computing Sciences Vol. 2 No. 2, 34-45
8. Tripathi V., Nema, G., (2012) Measuring Service Quality in Indian Public Transport System: A Comprehensive Review, Asia Pacific Marketing Review, Vol. 2, No. 2, 34 ó

9. Tripathi V., Tandon A., Kumar A., (2011) Identifying New Organizational Offerings through User Experience: Case of Nokia N8, *Indian Journal of Business Administration*, Department of Business Administration, Jai Narain Vyas University, Jodhpur, vol. 7
10. Pathak S., Tripathi V., (2010) Recruitment and Retention of Sales-force in Indian Insurance Sector : An Empirical Study, *Udyog Pragati, The Journal of Practicing Managers*, National Institute of Industrial Engineering, Mumbai, (October ó December) Vol. 34, no. 4.
11. Agrawal P.R., Tripathi V (2010) Customer Loyalty Programs in Retail: Gauging Attitude of Indian Shoppers, *The Journal of Business Administration*, Department of Business Administration, Jai Narain Vyas University, Jodhpur, vol. 6, pp 32-60
12. Tripathi V., Sondhi S., Kumar A, (2010) Technology Adoption: Case Study of Organized and Semi-organized Retailers in India, *VIRTUE Journal of Management*, vol. 1, pp 36-45.
13. Tripathi, V., Ghosh, P., Saini, S., Agrawal S., (2010) Profiling Indian Shoppers: an exploratory study of organized retail, *International Journal of Indian Culture and Business Management*, Inderscience, vol. 3, no. 6, pp. 669 - 683
14. Pathak, S., Tripathi V. (2010). Sales Force Turnover: An Exploratory Study of Indian Insurance Sector, *Management, Faculty of Management, University of Primoska, Koper, Czechoslovakia*, vol. 5, no. 1, spring, pp. 3 - 19
15. Ghosh, P., Tripathi, V. & Kumar, A. (2010). Customer Expectations of Store Attributes: A Study of Organized Retail Outlets in India, *Journal of Retail Leisure Property*, Palgrave, Vol.9 pp.75-87.
16. Ghosh, P., Tripathi, V., Saini, S. and Agrawal, S. (2009). Shopping Orientation and Behavioural Patterns of Indian Consumers: Study of a Tier II City, *International Journal of Services, Economics and Management*, Inderscience, Vol. 2, No.2 pp. 121 ó 136
17. Tripathi V., Kumar A. (2009). Consumption Patterns in Food and Beverages: A Study of Indian FMCG Sector during Economic Slowdown, *The Indian Journal of Business Administration*, Department of Business Administration, Jai Narain Vyas University, Jodhpur, Vol. 5, pp. 37-56
18. Tripathi V., Sondhi, S., (2009). Differentiating Retail Stores : Relevance of Loyalty Programs and Co-branding, *NIET Journal of Management*, NIET, Vol. 1, no. 1, pp 31-38
19. Tripathi V., Srivastava R. (2009). Stressors in Retail Sales Persons: Causes and Preventions, *Journal of Social Sciences International*, Centre for Good Living, Utkal University, Cuttak, Vol. 25, No. 1, pp. 96-104
20. Agrawal P.R., Tripathi V., (2009). Ploughing Back to New Generation Agriculture: Food Security in India, *Journal of Food Security, Food Corporation of India, Government of India*. Volume 1, Number 1, 2009, pp 54-60

21. Tripathi V., Sondhi, S. (2008) Improving Inventory Turnover Performance: Conceptual Framework for Retailers, *Pragyan Journal of Management*, Institute of Management Studies, Dehradun, Volume 06: Issue 2, pp 23-28
22. Tripathi V., Pandey A., (2008) Multi Dimensional Approach to Brand Building: A Conceptual Model for Indian Retailers, GRIN Publishing GmbH, Munich Germany, Paper cites on <http://www.grin.com/e-book/117137/multi-dimensional-approach-to-brand-building-a-conceptual-model-for-indian#>
23. Tripathi, V., (2008). Retail Differentiation Intentions: Relative Importance of Store Atmospherics, *Prabandhan & Taqniki, Management Research Journal*, Lakshmi Narayan College of Technology, Indore, September 2008, Volume 2, pp 86-92
24. Tripathi V., (2008). Indian Organized Retail Industry: A Value-addition on Private Labels, *B' Cognizance, e- magazine of Indian Institute of Information Technology*, Allahabad
25. Agrawal, P.R., Tripathi V., (2007-08). Retail Value Proposition: A Study of Malls in India, *The Commerce Journal*, University of Allahabad, 2007-2008 Volume XXII, pp 11-21
26. Agrawal P.R., Tripathi V., (2007). Emerging Shoppers, Paradise, the Mega Retail Outlets in India: A Survey Report on Preferences out of IT Implication, (co-authored) *Skyline Business Journal*, Skyline Business School, Sharjah, UAE, Volume IV- No. 1, pp 26-31

(ii) Conference Proceedings:

1. Tripathi V, Tandon A, Kumar S (2014) Social Marketing Effectiveness- Analyzing Government Policies & Interventions for Cessation of Tobacco Use, International Conference on Corporate Social Responsibility, Colombo, Sri Lanka, November 4-5, 2014
2. Tripathi V, Tandon A (2011) Baskin - Robbins': Re-Positioning to Engage Consumers, in International Case Conference, IMT Nagpur, November 3 - 5, 2011
- 3.
4. Tripathi V., Kumar, A. (2009) Store Atmospherics: A Differentiation Alternative for Retailers, International Conference on Marketing & Business Strategy, 5th to 6th January, 2009.
5. Tripathi V., Pandey, A. (2008). Brand Building: A Model for Indian Retailers, Paper published in the proceedings of The International Conference on Management Sciences and Arts, organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar 15 - 17 September
6. Tripathi V. (2008). An Institutional Approach to Evolution and Development of Mega Retail Outlets in India, Abstract Published in Proceedings of *Second Doctoral Theses Conference*, IBS, Hyderabad, pp 117-118.
7. Tripathi V., Sondhi, S. (2007). Private Labels: A Value-added Differentiator for Retailers, Paper Published in proceeding of *Techno Vision- 2007*, National Seminar organized by Sri Shankracharya Institute of Management and Technology, Junawani, Bhilai, MP.

8. Tripathi V., Kumar, A. (2009) Store Atmospherics: A Differentiation Alternative for Retailersø International Conference on Marketing & Business Strategy, 5th ó 6th January, 2009.
9. Tripathi V., Pandey, A. (2008). Brand Building: A Model for Indian Retailersø Paper published in the proceedings of The International Conference on Management Sciences and Arts, organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar 15 - 17 September
10. Tripathi V. (2008). An Institutional Approach to Evolution and Development of Mega Retail Outlets in Indiaø Abstract Published in Proceedings of *Second Doctoral Theses Conference*, IBS, Hyderabad, pp 117-118.
11. Tripathi V., Sondhi, S. (2007). Private Labels: A Value-added Differentiator for Retailersø Paper Published in proceeding of *Techno Vision- 2007*, National Seminar organized by Sri Shankracharya Institute of Management and Technology, Junawani, Bhilai, MP.
12. Agrawal PR, Tripathi V. (2007) Widening Gap: R & D in IPR Regimeø Paper Presented in National Workshop on IPR, 14-15 December, 2007, Organised by Motilal Nehru National Institute of Technology, Allahabad.
13. Tripathi V., (2007) -Knowledge Transfer: India as a Knowledge Process Outsourcing Hubø Paper presented in National Seminar on -Intellectual Property Rights and Indian Wisdomø 3- 4 February 2007, Organised by Allahabad Degree College, Allahabad funded by UGC.

[b] Text or Reference Books/Book chapters published/contributed

1. Tripathi V. & Tandon, A. (2014) Identifying Dimensions of Mall Attractiveness: A Study of Shoppers in Metro Cities of India, edited book -Changing Face of Modern Retail: The New Economic Order ÷pp 460-468, ISBN 978-93-83842-39-1
2. Agrawal P.R., Tripathi V. , (2012) Synthesis of Implications on FDI in Retail Business : Need of the Hour, edited book 'Emerging Trends and Challenges in Managementø pp 333-340, ISBN 978-93-82062-09-7
3. Agrawal P.R., Tripathi V., Nandan S. (2012) Market Environment for Vegetables in Ganga Basin of Uttar Pradesh: The Supply Chain Issues, edited Book 'Emerging Marketing Paradigmø pp 172-180, ISBN 978-93-82062-73-8
4. Tripathi, V., & Tandon, A. (2011) Revisiting Organizational Offerings ó The Commercial Perspective of Experience, Edited book -Management Perspective: Emerging Trends and Leadership Challengesø pp 240-244, ISBN 978-81-86098-06-6
5. Tripathi V., Sondhi S., (2010) Retail Branding: Process and Dimensions, Chapter in Edited book øModern Trends in Indian Retail Industryö, pp 102-114.

Seminars/ Workshops / Conferences Attended:

1. International Conference on Marketing and Business Strategy, IBS, Hyderabad, January 05-06, 2009.
2. International Conference on Management Sciences and Arts, Faculty of Management Studies, Gurukul Kangri University, Haridwar, Utrakhand, September 15 ó 17, 2008.
3. International Seminar on Trade for Development, Issues and Concerns ó A Developing Country's Perspective, Department of Economics, University of Allahabad, September 25 ó 26, 2008.
4. National Conference on Contemporary Management Scenario in the context of Globalisation, Liberalisation, Mergers and Acquisitions ó Opportunities and Challenges Ahead, Lakshmi Narain College of Technology, Management Education & Research, Indore, October 10-11, 2008.
5. National Conference on Emerging Paradigms in Marketing, Dhruva College of Management, Hyderabad, July 25 ó 26, 2008
6. Second Doctoral Theses Conference, IBS, Hyderabad, March 7th ó 8th, 2008
7. Techno Vision- 2007, National Seminar organized by Sri Shankracharya Institute of Management and Technology, Junawani, Bhilai, MP.
8. National Workshop on IPR, 14-15 December, 2007, Organised by Motilal Nehru National Institute of Technology, Allahabad.
9. National Seminar on -India as an Emerging Market and its Global Impact, 16 April 2007, organised by United Institute of Management, Naini.
10. Management Summit India Inc.- The Road Ahead, 10 February 2007, Organised by United Institute of Management, Greater Noida.
11. National Seminar on -Intellectual Property Rights and Indian Wisdomö3- 4 February 2007, Organised by Allahabad Degree College, Allahabad funded by UGC.
12. Workshop on -Development of Communication Skills and Personalityö, November 10 & 11, 2005, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad.
13. Workshop on -E-Governanceö August 25,2005, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad
14. Workshop on -Honda and its Aftermathö, August 10,2005, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad.
15. Workshop on -Bubbling Sensex- 7500ö, August 24, 2005, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad

16. Workshop on "Marketing Practices and Trends", February 14-15, 2005, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad
17. Conclave on "Quality Management", September 12-14, 2004, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad
18. Workshop on "Rekindling Creativity in Confident Manager", March 18-20, 2004, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad
19. Seminar on "Building HR Competencies to Meet New Challenges", January 31, 2004, organized by Department of Psychology, University of Allahabad,
20. Conference on "Retail 2004" August 2004, Organised by Confederation of Indian Industries, Kolkata.
21. Workshop on Research Methodology, September 11-14, 2003, School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad
22. Workshop on "Export Documentation" organized by Indian Institute of Foreign Trade, New Delhi and Economics Department, University of Allahabad, November 20-23, 2003.

Faculty Development Programs Attended:

1. CAPSTONE Business Simulation, Organized by Indian Institute of Management, Kozhikode, Kozhikode, April 18-20, 2011.
2. Entrepreneurship and Innovation, organized by School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad, December 22, 2008 to January 03, 2009
3. E-Content Development and Delivery, organized by Indian Institute of Information Technology, Allahabad, June 24 - 3 July, 2008.
4. Management Information Systems, organized by School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad, July 14 to 26, 2008.

Faculty Development Programs/ Seminars/ Workshops / Conferences Organized:

Sl. No.	In Capacity of	Title	Duration	Organized at	Sponsors
1	Organizing Chair	International Conference on Advances in Management Technology; Mapping Strengths with Opportunities	January 29 to 31, 2015	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	TEQIP II
1	Coordinator	Faculty Development Program on Advanced Research Methods	July 14 to 20, 2014	School of Management Studies, Motilal Nehru National	Self Financed

				Institute of Technology Allahabad	
2	Co-Coordinator	Interactive Workshop on Communication & People's Skills	August 22-23, 2014	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	TEQIP II
3	Coordinator	Simulation Workshop on Personality Development and Communication Skills	February 6-7, 2013	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	TEQIP II
4	Coordinator	Faculty Development Program on Case Study Methods	June 7-6, 11, 2013	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	Self Financed
5	Coordinator	Marketing : The Evolving Trends,	November 27, 2011	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	

Invited Lectures:

- Paving the way through SPSS, Workshop on Research Methodology and Computer Application 21-26, June, 2016 Organised by V.B.S. Purvanchal University, Jaunpur
- Customer Orientation for New Product Development, one week Interaction Course for engineering students, 14-19 April, 2016, Organised by V.B.S. Purvanchal University, Jaunpur