



Faculty Profile

1. Name: Dr. Ajay Jain

2. Designation: Associate Professor & Head, Department of BBA

3. Qualifications:

- Ph.D. (Finance), C.C.S. University, Meerut, 2003
- MBA, M.D. University, Rohtak, 2008
- M.Com., C.C.S. University, Meerut, 1998
- B.Com., C.C.S. University, Meerut, 1996
- Higher Diploma in Software Engineering, Aptech Computer Education, 1999

Certifications:

- NPTEL (IIT Roorkee) – *Financial Statement Analysis and Reporting*, 12 weeks, Jan–Apr 2018
- NPTEL (IIT Madras) – *Research Writing*, 4 weeks, Feb–Mar 2018
- NPTEL (IIT Roorkee) – *Working Capital Management*, 12 weeks, Jun–Oct 2018
- NPTEL (IIT Roorkee) – *Marketing Research Analysis*, 8 weeks, Jun–Oct 2018
- NPTEL (IIT Kharagpur) – *Financial Institutions and Markets*, 12 weeks, Jan–Apr 2019
- NPTEL (IIT Bombay) – *Financial Accounting*, 8 weeks, Jul–Sep 2019
- NPTEL (IIT Roorkee) – *Business Statistics*, 12 weeks, Jan–Apr 2020

4. Brief Profile

Dr. Ajay Jain is serving as Associate Professor and Head of the Department of BBA at SRM Institute of Science & Technology, NCR Campus. With over 27 years of academic and administrative experience, he has taught MBA and BBA students and supervised institutional initiatives related to research, placements, and academic quality. A Ph.D. in Finance, he has published 41 research papers, including Scopus and ABDC-indexed works. He is a recognized Ph.D. supervisor with four awarded theses and four ongoing. As Chairman of the Anti-Ragging Committee, he has contributed significantly to student welfare and institutional governance. His research interests span finance, digital transformation, consumer behavior, and analytics.

Research IDs:

- ORCID: 0000-0002-6087-0206
- Scopus ID: 57210948889

- Google Scholar: https://scholar.google.com/citations?user=2_mW5VIAAAAJ&hl=en
- Web of Science ResearcherID: GNH-5627-2022

5. Academic Research

Publications

- Jain, A. (2024). *In-game advertising and brand purchase intentions: An SOR perspective*. *Global Knowledge, Memory and Communication*, 73(1–2), 24–44. <https://doi.org/10.1108/GKMC-07-2023-0149>
- Jain, A., Bansal, S., & Bhardwaj, S. (2023). *Barriers: Investigating the factors impacting the sustainability of students' online learning*. In R. K. Sharma (Ed.), *Data-driven approaches for effective managerial decision making* (pp. 238–258). IGI Global. <https://doi.org/10.4018/978-1-6684-7568-3.ch012>
- Jain, A., Bansal, S., & Gupta, K. (2023). *Factors influencing potential users' behavior towards usage of cloud computing*. In R. K. Sharma (Ed.), *Data-driven approaches for effective managerial decision making* (pp. 82–101). IGI Global. <https://doi.org/10.4018/978-1-6684-7568-3.ch006>
- Jain, A., & Tyagi, P. (2023). *Financial literacy and perceived risk attitudes as drivers of investment intentions in the digital era*. In R. K. Sharma (Ed.), *Data-driven approaches for effective managerial decision making* (pp. 184–198). IGI Global. <https://doi.org/10.4018/978-1-6684-7568-3.ch010>
- Jain, A., & Tyagi, P. (2023). *AI-based chatbot agents as drivers of purchase intentions*. In M. Alavi & A. Nayyar (Eds.), *Internet of Things* (pp. 77–89). Springer. https://doi.org/10.1007/978-3-031-14435-6_7
- Jain, A., & Bhardwaj, S. (2023). *Exploring the role of modern human resource practices in SMEs productivity*. *SCMS Journal of Indian Management*, 20(1), 109–125.

Conferences

- Presented: *AI-Driven Marketing Strategies for Electric Vehicles*, 9th International Conference on Redefining Innovative Practices in the Age of AI, KIET School of Management, Delhi-NCR (June 27–28, 2025).
- Presented: *AI Enabled Recruitment and Inclusive Organizational Culture*, 9th International Conference on Redefining Innovative Practices in the Age of AI, KIET School of Management, Delhi-NCR (June 27–28, 2025).
- Presented: *Green Financing and Investment Strategies towards Achieving SDGs*, SDG-CIP 2025, Teerthanker Mahaveer University, Moradabad (April 25–26, 2025).

Book Chapter

- Jain, A. (2025). *The Impact of Colour Psychology on Consumer Behaviour, Brand Recognition and User Experience*. In *Practices, Strategies, and Emerging Trends in Marketing for Global Expansion* (Chapter 29). IGI Global. DOI: 10.4018/979-8-3373-3461-5

Patents

- *Economical and Transactional Risk Management Device*, Design No. 468265-001, Govt. of India (Granted: 02-08-2025).
- *Real-Time Pricing and Promotion Optimization of AI-Curated Herbal Product Lines*, Application No. 202511051054 A (Published: 13/06/2025).
- *Smart Device for Processing Employee Financial Wellbeing Data*, UK Design No. 6413777 (Granted: 10 Jan 2025).
- *Interactive Digital Marketing Display for Financial Products*, UK Design No. 6425331 (Granted: 28 Feb 2025).
- *Implementation of Security and Privacy Techniques for Edge AI in IoT/IoE-based Digital Marketing Environments*, Application No. 20234101002 (Published: 24 Feb 2023).

6. Awards / Unique Achievements

- **Best Teacher Award 2025**, Faculty of Management, SRM IST, NCR Campus.
- Session Chair, IEEE International Conference on Communication, Computer Science & Engineering (IC3SE-2025), Amity University, Greater Noida.
- Session Chair, *Sustainable Business Practices-2022*, Galgotias College (8–9 March 2022).
- Session Chair, *Advances in Finance and Economics* Track, International Conference on Digitalization of Management & Social Sciences, IIIT Noida (Feb 2020).

7. General Interests / Hobbies

Travelling, exploring, reading research papers, novels, newspapers, and watching movies.