

## Faculty Profile



**1. Name-** Dr. Vishal Kulshrestha

**2. Designation-** Assistant Professor, Department of Management Studies  
SRM IST, Delhi-NCR

### **3. Qualifications-**

**PhD- (Management)** Amity International Business School, Amity University

**PGDBA-(Marketing)** Narsee Monjee Institute of Management Studies, Mumbai

**B.Com-** Christ Church College, Kanpur University

### **4. Brief Profile:**

Dr. Vishal Kulshrestha has a strong industry and teaching experience. He is a PhD and has a PGDBA in marketing from NMIMS, Mumbai. He has a rich teaching experience in the field of marketing and consumer behavior. He has also responsible for mentoring of management students and involved in organizing the various student engagement programs such as business idea generation, alumni interaction. His industrial exposure consists of various positions in the field of sales and marketing and includes a long association with telecom industry. He has worked with AirTel, Reliance Communications, and Tata Teleservices in his 17 years of industrial experience. His area of interest are marketing and consumer behavior.

### **5. Academic Research**

#### **Publications -**

1. Kulshrestha, V., Jain, K., & Dhingra, T. (2023). Dimensions of mobile service adoption—a systematic literature review. *South Asian Journal of Business Studies*, 12(3), 345-373.
2. Kulshrestha, V., Jain, K., & Dhingra, T. (2023). Dimensions of mobile service adoption—a systematic literature review. *South Asian Journal of Business Studies*, 12(3), 345-373

#### **Workshops/Seminars/FDPs**

1. Participated in one week workshop on “Application of Multi-Criteria Decision Making in Research” organised by Department of Management, SRM-IST, Delhi-NCR Campus from 27<sup>th</sup> March- 1<sup>st</sup> April 2023.
2. Participated in six day online FDP on Advanced Qualitative Research Methodology

organized by ABES, Ghaziabad from 14<sup>th</sup> July to 19<sup>th</sup> July 2025

3. Participated in International Conference on "Recent Trends in Business Management, Technology, Banking & Finance- The Roadmap for Nurturing the World" Sandip University, 2022

**6. General Interest/Hobbies:** Reading books both fictional and non fictional and is involved in creative activities such as prose writing, listening to hindi music and is an avid fan of R.D Burman genre. Besides that Rock is favorite music genre.

