

FACULTY PROFILE



Name: Dr. Vishal Kulshrestha

Designation: Assistant Professor

E-Mail: vishalk@srmist.edu.in

Professional Qualification:

- PhD in Management from Amity University, Noida in 2022
- PGDBA with Specialisation in Marketing from Narsee Monjee Institute of Management Studies, Mumbai, in 1993-95
- B.Com from Kanpur University in 1992

Publications (Journals & Conferences):

- Kulshrestha, V., & Jain, K. (2018). Technology integration in the mobile communication industry: A review. Prabandhan: Indian Journal of Management, 11(4), 7-26. doi: 10.17010/pijom/2018/v11i4/122824
- Kulshrestha, V., Jain, K., & Sharma, I. (2021). An Empirical Investigation of Factors Determining Actual Usage of Entertainment Streaming Apps in India. International Journal of Business Intelligence Research (IJBIR), 12(2), 1-22. doi:10.4018/IJBIR.20210701.0a2
- Kulshrestha, V., Jain, K., & Dhingra, T. (2022). Dimensions of mobile service adoption—a systematic literature review. South Asian Journal of Business Studies. doi: <https://doi.org/10.1108/SAJBS-09-2021-0367>

Awards and Achievements

- Nil

Workshops/Seminars/FDPs

- Participated in International Conference on "Science ,Technology, Engineering and Management (IRCSTEM)" Puducherry, 2021
- Participated in International Conference on "Science ,Technology, Engineering and Management (IRCSTEM)" Ujjain, 2021

- Participated in International Conference on "Recent Trends in Business Management, Technology, Banking & Finance- The Roadmap for Nurturing the World" Sandip University, 2022
- Participated in 6 day workshop on "Application of Multi-Criteria Decision Making in Research"

Work Experience:

11 Years of Academic Experience and 17 Years of Corporate Experience

Professional Memberships:

- Nil