

Faculty Profile

Faculty Name	Shashi Bala Rai
Designation	Assistant Professor
Qualification	PhD
Email	shashibala.mba@piet.co.in
Area of Interest	Marketing Management
Work Experience (Total)	
<ul style="list-style-type: none"> • Teaching 	3 Years and 4 months (Full Time). 1 Year and nine months (Visiting Faculty).
<ul style="list-style-type: none"> • Research 	Nil
<ul style="list-style-type: none"> • Industry 	5 years and nine months.
<ul style="list-style-type: none"> • Others 	Nil
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing Research, Marketing Management, Business Analytics, Financial Inclusion, Social Marketing, Business Communication, Principles of Management
Membership of Professional Bodies	American Marketing Association
Research Publications	
<ul style="list-style-type: none"> • Research Papers UGC-CARE 	Nil
<ul style="list-style-type: none"> • Research Papers SCOPUS 	Nil
<ul style="list-style-type: none"> • Research Papers WoS/SCI/ABDC 	2
<ul style="list-style-type: none"> • List of Publications 	<ol style="list-style-type: none"> 1. Rai, S. and Biswas, S.N. (2022), "Adoption of safe motherhood practices and the moderating role of facilitating conditions", <i>Journal of Social Marketing</i>, Vol. 12 No. 4, pp. 436-455. https://doi.org/10.1108/JSOCM-04-2020-0072 (ABDC- B). 2. Rai, S. & S. N. Biswas. (2020). <i>Health Behaviour Change Communication for maternal Health</i>. Journal of Health Studies (2). https://doi.org/10.56490/IJHS.2020.2101

Book and Chapter Publications	
• Books Authored published by International Publishers	None
• Books Authored published by National Publishers	None
• Publication of Chapter in Edited Books	1
• Editor of Book by International Publishers	None
• Editor of Book by National Publishers	1
• Translation Work of Book	None
• List of Book and Chapter Publications	<ol style="list-style-type: none"> 1. Rai S. and Others (2024) “<i>Futuristic Trends in Management</i>” by IIP Publishers. 2. Rai, S. (2014). Knowledge, attitude and behaviour change towards safe motherhood practices- Findings of the exploratory study from western Uttar Pradesh. In U. N. Biswas (Eds.) <i>Social Psychology of Health: The Issues and Concerns in India</i> (ISBN: 789351250012). New Delhi: Concept. 3. Rai, Shashi Bala (2011). “<i>Netting profits in still waters.</i>” Access Development Services Publication. http://accessdev.org/newdata/compendium2011.pdf.
Patents	
• Published	NA
• List of published patent(s)	NA
• Filed	NA
• List of filed patent(s)	NA
PhD Guidance	
• Degree Awarded	Nil
• Thesis Submitted	Nil

M.Tech. Guidance	
• Degree Awarded	NA
• Thesis Submitted	NA
Research Project	
• List of Research project	Nil
Consultancy	
• List of Consultancy	Nil
Awards & Honours	
• List of Awards & Honours	<p>1. Amul Scholarship for pursuing doctoral work in Marketing at Institute of Rural Management Anand (IRMA) Gujarat.</p> <p>2. Gold Medal in first and second year of Graduation for securing first rank in order of merit at Narmada College of Science, Commerce & Technology, Bharuch. Gujarat.</p>
Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference	<p>Invited As Resource person- 17 Events</p> <ol style="list-style-type: none"> Invited as an Info Talk speaker at Bennett University, Greater Noida RESCON 3.0 on 5th April 2024. Invited as a Technical Session Chair in an international conference MRCON 2024 (19-20th March) organised by Manav Rachana University Faridabad, School of Leadership and Management on “<i>Green Entrepreneurship</i>”. Invited as one of the Panellist’s in One Day Seminar on “Accelerating Gender Equality” & Inauguration of IEEE WIE Affinity Group on the occasion of <i>International Women’s Day</i> Celebration at ITS, Ghaziabad, Uttar Pradesh on 4th March, 2024. Conducted a full Day Workshop for the Students and faculties on “Research Writing & Editing Tools” of <i>DKTE, Textile and Engineering Institute, Kolhapur</i>, Maharashtra in One Week Faculty Development Programme on 10th October 2023. Conducted a Session on “Effective Power Point Presentation” for the students, researchers and faculties of BMU, Rohtak in 4 Weeks Orientation

Programme on "**Publication Ethics & Research Methodology**" on 17th June, 2023.

7. Conducted a Session on "**Plagiarism Detection Software Tools and its uses**" for the students, researchers and faculties of **BMU, Rohtak** in 4 Weeks Orientation Programme on "**Publication Ethics & Research Methodology**" on 12th June, 2023.
8. Conducted **Professional Development & Training Programme** on "**Introduction to NVivo & its application in Research**" organised by **American Council on Management & Information Technology (ACMIT), USA** on 2nd June, 2023 (Virtually).
9. Invited as **Session Chair** at **IMS Ghaziabad Conference IMSICON 2023** on 29th April, 2023.
10. **Invited** as one of the **Jury member** to **National Food and Agribusiness Conclave "SAMBHRAMAA"** organised by **ISAB, Greater Noida** on 24-25 February, 2023.
11. **Conducted** a session on "**Case Study Writing**" in Online Faculty Development Programme on "**Digital All the Way: Hospitality and Tourism**" from 21st November 2022 to 25th November 2022 at **Amity University Haryana**.
12. Conducted Faculty Development Programme on "**Publication Strategies for Top Tier Journals**" for the faculties and research scholars of **IILM University, Gurugram** on 18th November 2022.
13. Workshop on "**Research Writing, Plagiarism & reference management through Mendeley**" conducted for the students of **DTU, East Campus, New Delhi** on 02/11/2022.
14. Workshop on "**Reducing Screen Time in Children**" for parents and children at **Prateek Laurel Apartment** on 25/05/2022,
15. Workshop on "**Learning from a Researcher's journey**" conducted for the research scholars of **IIFT, New Delhi** on 05/12/2021.
16. Workshop on "**Publication strategies for Research Scholars**" conducted for the *research scholars* across India during 9-11 March, 2021.
17. Delivered Webinar on "**Maternal Death**" for the students of **Meerwais Neeka Institute of Higher Education, Afghanistan** on 16/11/20.

Conference Paper Presentation/Attended- 16

1. **Presented Case Study in ICMC 2023 conference by BIMTECH, Greater Noida held during 30th November 2023-2nd December, 2023.**
2. Presented thesis in National Conference'22 "**Holistic Value Creation through Sustainable Development**" at MET, IOM Mumbai on 30th April, 2022.
3. Attended 6th International Vision Seminar on "**ESG to SDG – The Roadmap for a Sustainable World**" held on 25th & 26th February 2022 by Globsyn Business School, Kolkata West Bengal.
4. Attended 5th International Vision Seminar on "**Sustainability in the Age of Disruption**" organized by Globsyn Business School, Kolkata West Bengal on 26-27 February, 2021.
5. Attended **Roundtable** on Entrepreneurship "**Women in the Indian Entrepreneurial Scenario**" organized by Atal Incubation Centre- BIMTECH, Greater Noida & Chevening Alumni India on 20th February, 2021.
6. Attended **workshop** on "**Crafting theory linked Cases**" at BIMTECH, Greater Noida on 29th February, 2020.
7. Attended **faculty development programme** on "**Preparing future ready faculty**" at BIMTECH, Greater Noida on 10th February, 2020.
8. Attended **Management Development Programme on "Service Improvement, Innovation and Marketing"** at IMS, Ghaziabad during on 19th May 2018.
9. Attended **Faculty Development Programme on "Structural Equation Modelling"** at IMT, Ghaziabad during 16-17th May 2013.
10. Presented **Doctoral thesis** dissertation at **Doctoral Colloquium 2012** organised by **IIM Lucknow International conference in Marketing.**
11. Presented paper titled "**Opportunities and challenges in rural retailing: a study from Haryana State**" at **6th Asia Marketing Conference** organised by **K J Somaiya Institute of Management Science and Research Mumbai** held during 2nd- 3rd January 2011.
12. Attended "**International Conference in Marketing**" organised by **IIM-Ahmadabad** in the year 2011.

	<p>13. Case titled “<i>Netting profits in still water</i>” is one among the top eight cases of “Sitaram Rao Livelihood Case Study Competition 2011”. The same has been published in the Livelihood Case Study Competition Compendium 2011.</p> <p>14. Participated in ISB Case Study ompetition 2010 and developed case study <i>Balaji Wafers Pvt. Limited</i>.</p> <p>15. Attended Case Study Workshop organised by ISB Hyderabad and AIMA at MDI, Gurugram in 2010.</p> <p>16. Participated in IRMA-FES 2010 case study competition “Management of Common Property Resources” and developed case study titled “<i>Bhusura Traditional Fisherwoman Co-operative</i>”.</p>
• International (Abroad)	1 (Virtual Platform)
• International (Within Country)	3
• National	14
• List of published papers	3
Organizing National Conference/ International Conference/ FDP/STTP	Nil
• List of Conference/FDP/STTP committee	Nil
Social Contributions and Sports	
• List of Social Contributions and Sports	1. Coordinator of Let’s Inspire Bihar Delhi-NCR (a social initiative) since 2021.