

## Faculty Profile

Name: **Shailendra Singh Bisht**  
Designation: Assistant Professor  
Teaching Areas: Services Marketing  
Brand Management  
Business Marketing  
Research Interests: Marketing and Public Policy  
Services/Technology Acceptance  
Non-Profit Management (Health, education and  
Micro-finance)  
Education: Ph.D. (Pursuing), Icfai University, Dehradun, 2005  
Masters (Sociology), HNB Garhwal University, 1999



### Professional Experience (13 Years)

1. Since 2004: IFHE, IBS Hyderabad
2. 2001-2004: Sobhasaria Engineering College, Sikar India
3. 1999-2001: BSM College, Roorkee, India

### Research/Selected Publications

1. Kesharwani, A., and Bisht, SS., "The Impact of Trust and Perceived Risk on Internet Banking Adoption in India: An Extension of Technology Acceptance Model," *International Journal of Bank Marketing*, (30: 4), 2012, pp 303 – 322.
2. Mishra, V., Fuloria, S., and Bisht, SS., "Disaster Management through Better Understanding of Disaster Proneness and Community Access to Resources," *Disasters*, (36: 3), 2012, pp 382–397.
3. Bisht, SS., Mishra, V., and Fuloria, S., "Measuring Accessibility for Inclusive Development: A Census Based Index," *Social Indicators Research*, (98: 1), 2010, pp 167-181.
4. Krishnatray, P., Bisht, SS., Guha, K., and Pinto, S., "Developing a Scale to Determine Barriers to Pediatric Eye Care," *Journal of Health Management*, (10: 3) , 2008, pp 293–309
5. Bisht, SS., "Information Technology and Globalization of Markets," *Icfai Journal of Management Research*, (5:12), 2006, pp 41-52.