

Faculty Profile

Name: **Vishal Mishra**
Designation: Associate Professor
Teaching Areas: Quantitative Methods, Business Research Methods
Research Interests: Social and Financial Inclusion
Technology Adoption and Use
Social Networks
Customer Personality
Relationship Marketing
Education: Ph.D. Icfai University, Dehradun, India, 2008
M.M.S, Malaviya National Institute of Technology,
Jaipur, India, 1999



Professional Experience (16 Years)

1. 2006-Present: IFHE, IBS Hyderabad
2. 2003-2006: Icfai Institute for Management Teachers, Hyderabad
3. 1999-2003: Windfall Enterprises, Mumbai

Research/Selected Publications

1. Mishra, V., Bisht, S. S. 2013. "Mobile banking in a developing economy: A customer-centric model for policy formulation", Telecommunication Policy (An Elsevier Publication), Vol. 37, Issue 6-7, pp. 503–514.
2. Mishra, V., Fuloria, S. & Bisht, S.S. 2012, "Disaster management through better understanding of disaster susceptibility and community access to resources" Disasters, Vol. 36(3) pp. 382-397. (A John-Wiley Blackwell publication of the Overseas Development Institute, London, U.K.).
3. Mishra, V. 2011. "The influence of e-Business alliance network on e-Business firm's performance: An exploratory study" Journal of Service Science & Research. Vol. 3. No.2, pp. 153-184. (A Springer publication)
4. Bisht, S.S., Mishra, V. & Fuloria, S. 2010. "Measuring Accessibility for Inclusive Development: A Census Based Index" Social Indicators Research. Vol 98. No.1, pp. 167-181. (A Springer publication)