



## Dr. H. M. Jha "Bidyarthi"

Professor and Head

Department of Business Admin. and Research

Shri Sant Gajanan Maharaj College of Engineering

Shegaon – 444 203, Maharashtra, INDIA

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**Date of Birth:** 13<sup>th</sup> December 1957

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### QUALIFICATION

- Ph.D. (Management)
- M.B.A.
- I.D.D. (D.H.) GOLD MEDALIST

### AREA OF SPECIALIZATION

- Investment and Behavioral Science
- Strategic Management
- E-Governance
- Indian Management
- Business Management Cases

### EXPERIENCE

- Total 40 Years  
(Teaching: 35 Yrs, Industrial: 05 Yrs, Research: 27 Yrs)

### COURSES TAUGHT

- Managerial Skills Development
- Business Environment
- Agro Business Marketing
- Strategic Management
- Insurance Management
- Foreign Exchange Management
- Organizational Behavior and Change

### MEMBERSHIP OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

- Indian Dairy Association (Life Member RE/WZ/LM/989/MS)
- Indian Commerce Association (Life Member MH-86)
- Indian Society for Technical Education (Life Member LMISTE-20974)
- National Foundation for Indian Engineers (Life Member MNFE-1204)
- Indian Society for Training and Development (Life member D-

**MEMBER – EDITORIAL BOARD OF  
JOURNAL(S)**

**MEMBER, UNIVERSITY BODIES**

**PUBLICATIONS (Select Papers)**

42/Inst/2009)

- International Journal of Business and Economics Research (IJBER), Science Publishing Group Inc.
- Member, Board of Studies in Business Management, Sant Gadge Baba Amravati University, Amravati From Year 2002 to 2007
- Member, Faculty of Commerce, Sant Gadge Baba Amravati University, Amravati From Year 2002 to 2007
- Member, Research and Recognition Committee, Sant Gadge Baba Amravati University, Amravati From Year 2012 to 2017

• **International Journals**

1. **H. M. Jha “Bidyarthi”, *Dimensions of Produces Management in South Asia*, South Asian Journal of Management, Vol. 9, Issue No. 1, Jan, - March 2002, Association of Management Development Institutions in South Asia, Hyderabad, pp. – 22-27**
2. **H. M. Jha “Bidyarthi”, Ashish K, Srivastava, Mayur A. Dande, *From Subhiksha (Prosper) To Iksha (Perspire) – The Topsy-turvy Story Of Indian Retail Business Model*, American Journal of Economics and Business Administration, Quarterly Publication, March 2010, 2 (2), 2010 ISSN 1945-5488 © 2010 Science Publications, USA, pp. – 153 – 156**
3. **H. M. Jha “Bidyarthi”, A. K. Srivastava, P. V. Bokad and L. B. Deshmukh, *Strategies in Indian Mobile Handsets Market – A Case Study of Nokia’s strategies During 2002 – 2006*, International Journal of Technology Marketing, Vol. 6, Issue 2, April – June 2011, pp. – 178 – 188**
4. **H.M. Jha ‘Bidyarthi’, Mayur A. Dande, Pavan M. Kuchar and Satya Mohan Mishra, *HUL’s tidy advertising strategy – a case***

- study of Indian laundry segment*, International Journal of Indian Culture and Business Management, Vol. 6, No. 1, 2013, Inderscience Publications, pp. – 69 – 78
5. **H.M. Jha Bidyarthi**, Mayur A. Dande, P.M. Kuchar, Milind L. Herode and Neelam Y. Kasliwal, ***Surviving with paranoia through green and clean marketing in Indian FMCG sector***, International Journal of Business Performance Management, Vol. 14, No. 4, 2013, Inderscience Publications, pp. – 386 – 395
  6. **H. M. Jha “Bidyarthi”**, M. A. Dande, P. M. Kuchar, S. M. Mishra and A. K. Shrivastava, ***Agro-business of the best cold storage – A case study***, International Journal of Entrepreneurship and Innovation Management, Inderscience Publications, Vol. 20, No. 5/6, 2016, pp. – 418 – 429
  7. **H. M. Jha “Bidyarthi”**, S. M. Mishra, P. M. Kuchar and M. A. Dande, ***Management of technology for effective e-governance – a case study of unexplored dimensions of e-governance practices in select Indian sectors***, International Journal of Technology Marketing, Inderscience Publications, Vol. 10, No. 2, 2015, pp. – 221 – 231.
  8. **H. M. Jha “Bidyarthi”**, S. M. Mishra, N. Y. Kasliwal and Ashish K. Shrivastava, ***UID-enabled banking upon unbanked through micro-ATM – a case study of a multinational bank***, International Journal of Technology Marketing, Inderscience Publications, Vol. 8,, No. 4, 2013, pp.- 360 – 368
  9. Satya Mohan Mishra\*, **H.M. Jha ‘Bidyarthi’**, Mayur A. Dande and Pavan M. Kuchar, ***Burgeoning womanhood at the pyramid’s bottom – Bandhan’s headway***, International Journal of Human Resources Development and Management, Inderscience Publications, Vol. 15, No. 2/3/4, 2015, pp. – 210 – 220.
  10. **H. M. Jha “Bidyarthi”**, M. A. Dande, P. M. Kuchar, S. M. Mishra and A. K. Shrivastava,

***Ownership-driven Entrepreneurial Saga: A Case Study of Vinod Super Shop***, South Asian Journal of Business and Management Cases, Sage Publications, Vol. 6, No. 1, 2017, pp. – 61 – 70.

11. **H. M. Jha “Bidyarthi”**, P. V. Bokad, L. B. Deshmukh, S. M. Mishra and A. K. Shrivastava, ***Countering Disruptive Innovation Strategy in Indian Passenger Car Industry – A Case of Maruti Suzuki India Limited***, South Asian Journal of Business and Management Cases, Sage Publications, Vol. 3, No. 2, 2017, pp. – 119 – 128.
12. **H. M. Jha “Bidyarthi”**, S. M. Mishra, M. A. Dande, P. M. Kuchar & A. K. Shrivastava, ***Innovation-Driven Business Case of Hanuman Vitamin***, Journal of Business Administration Research Vol. 8, No. 2; 2019, pp. – 30 – 36
13. **H.M. Jha Bidyarthi**, Mayur A. Dande, Pawan M. Kuchar, Satya Mohan Mishra and Ashish K. Shrivastava, ***Delighted niche driven entrepreneurial odyssey: a case study of Maharaja Masala Udyog***, International Journal of Entrepreneurship and Innovation Management, Vol. 24, Nos. 4/5, 2020, pp. – 308 – 319.

- **National Journals**

1. **H. M. Jha “Bidyarthi”**, A. K. Srivastava, Mayur A. Dande, P. M. Kuchar and S. M. Mishra, ***Iron Man of Silver World – An Enquiry into Alchemy of Shri Viswakarma Silver House***, Presidency Journal of Management Thought & Research, July – December 2020, Vol. X, No. 2, published by Centre of Management Studies, Presidency College, Bangalore, pp. – 50 – 60.
2. **H. M. Jha “Bidyarthi”**, ***Best Management***, The Journal of Engineering Education, July 2009, Vol. XXIII No. 1, Quarterly Journal Published by Maratha Mitra Mandal’s College of Engineering Campus, Karve Road, Pune, pp. – 29 – 32.
3. **H. M. Jha “Bidyarthi”**, P. V. Bokad & Swami Tanmayananda, ***Campus Design Model of***

- Indian Management*, Purushartha – A Journal of Holistic Management, September 2009, Vol. II, No. 2, Published by Centre for Spiritualism and Human Enrichment, School of Management Sciences, Varanasi, pp. – 60 – 66.
4. H. M. Jha “**Bidyarthi**” And Ashish K. Srivastava, ***Business Ethics or Ethics’ Business***, Management Insight – The Journal of Incisive Analysers, Vol. II, No. 1, Jan. - June 2006, School of Management Sciences, Varanasi, pp. – 14 – 19
  5. H. M. Jha “**Bidyarthi**” And Ashish K. Srivastava, ***Re-tele-marketing – Indian Perspective***, The Manager Today – Journal of Management Science, Vol. 1, No. 2, April – June 2006, Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur, West Bengal, pp. – 64 – 71
  6. H. M. Jha “**Bidyarthi**” and Ashis K. Shrivastava, ***Mind Set of Prospective Faculty of Technical Education***, The Indian Journal of Technical Education, Vol. 29, No. 1, Jan. – March 2006, Indian society for Technical Education, New Delhi, pp. – 58 – 62
  7. H. M. Jha “**Bidyarthi**”, Ashish K. Srivastava and Manindersingh H. Monga, ***The Knowledge Asset in Banking Sector – A Human capital Valuation Study***, AIM Explore, Vol. 2 No. 1&2, Jan. – Dec, 2005, Advance Institute of Management, Ghaziabad, pp. – 64 – 78
  8. H. M. Jha “**Bidyarthi**” and Ashish K. Srivastava, ***Innovation in Management Education***, SCMS Journal of Indian Management, Vol.1, No.4, Oct.-Dec. 2004, School of Communication & Management Studies, Kochi, pp. – 16 – 26.
  9. H. M. Jha “**Bidyarthi**”, ***Quality Technical Education***, The Journal of Engineering Education, Vol. XVIII No.1, July 2004, The Engineering Education Foundation, Pune, pp. – 31 – 35
  10. H. M. Jha “**Bidyarthi**”, ***Intraconnecting Human Resource Management***, GITAM Journal of Management, Vol. 1, No.1,

## CONFERENCES (Select Papers)

- January-June 2003, College of Management Studies, GITAM, pp. – 101 – 105
11. **H. M. Jha "Bidyarthi", *Implications of TDP, The Indian Journal of Commerce*, Vol. 51, No. 4, Oct. – Dec. 1998 Issue, Indian Commerce Association, New Delhi, pp. 47 – 54**
  12. Ashish K. Srivastava And **H. M. Jha "Bidyarthi", *Marketing Trends in Financial Services, Indian Journal of Accounting*, Vol. XXXVI(1), December 2005, Journal of the Indian Accounting Association, pp. – 42 – 45.**

### ● International Conferences

1. **H.M. Jha "Bidyarthi"** and A.K. Jain, ***Wisdom of Cognition***, International Conference on Cognitive Systems, 15 – 17 December 1999, NIIT Ltd., New Delhi, pp. – 76 -84 (plenary Session Paper)
2. **H. M. Jha "Bidyarthi"**, P. V. Bokad and A. K. Srivastava , ***Backward Compatibility – A case of Interoperability of Application Programs for E-Governance***, Towards Next Generation E-Government, Global Institute of Flexible Management Publications, Delhi' 28 – 30 December 2007, International Conference on E-Governance, Hyderabad, pp. – 135 – 142
3. **H. M. Jha "Bidyarthi"**, P. V. Bokad and Ashish K. Srivastava, ***E-governance and Citizen Identity System: Legal Issues from Indian Perspectives***, E-government : Macro Issues, Edited by R. K. Mitra, Gift Publishing, New Delhi, Proceedings of 4<sup>th</sup> International Conference on E-governance, Dec. 15 – 17, 2006, IIT, Delhi, pp. – 100 – 106.
4. **H. M. Jha "Bidyarthi"**, P. W. Kale and Hemant M. Parasnis, ***Organizational Climate – An ESS based Study***, Productivity and Quality – A Multidisciplinary Perspective, TMH Publishing Co. Ltd., Proceedings of 11<sup>th</sup> International Conference on Productivity and Quality Research, Dec. 11-15, 2005, IIT, Delhi, pp. –

261 – 271.

5. H. M. Jha “Bidyarthi” and Prasad Khanzode, ***South Asian Perspectives of Neo-Global Agriculture Trade Regime***, 8<sup>th</sup> South Asian Management Forum 2004 held during Nov. 28 – Dec. 1, 2004 at Lahore University of Management Sciences, Lahore, Pakistan, pp. – 258 – 272.
6. H. M. Jha “Bidyarthi” and P. V. Bokad, ***Managing Multiplicity in Citizens’ Identity – A Taluka Level Case Study***, First International Conference on E-Governance held during 18-20 December 2003 at Indian Institute of Technology, Delhi, pp. – 23 – 30.
7. H. M. Jha “Bidyarthi” And D. G. Wakde, ***Managing Transformation-by-Consciousness – A Synthesis of Doctrines of Religion into Work Religion***, 6<sup>th</sup> South Asian Management Forum on Advantage South Asia – Opportunities and Challenges for Management Development held during March 23 – 25, 2000 at Pune University, Pune, pp. – 199 – 211.
8. H. M. Jha “Bidyarthi” And P. W. Kale, ***Region-Centric Technology Innovation***, International Conference on Management of Research & Development held during 10-11 January 2003 at Indian Institute of Technology, Delhi, pp. – 523 – 528.
9. H. M. Jha “Bidyarthi” And Pradeep W. Kale, ***Cost Substitution Strategy – A Manufacturing-Marketing Integration Approach***, International Conference on Production and Operation Management held during Dec. 21 – 24, 1999 at Indian Institute of Technology, Delhi, pp. – 612 – 617.
10. H. M. Jha “Bidyarthi”, Mayur A. Dande, Pawan M. Kuchar, Satya Mohan Mishra and Ashish K. Shri Vastava, ***Consumers’ Delight Fortified Entrepreneurship: A Case Study of Maharaja Masala Udyog***, International Conference on Management Cases 2017 held at BIMTECH, Greater Noida during Nov. 30 – Dec. 1, Bloomsbury Publication, 2017, pp. – 271 – 279

11. H. M. Jha “Bidyarthi” and A. K. Shrivastava, ***Citizens’ Perspectives of E-Governance***, International Conference on E-Governance, Department of Management Studies, Indian Institute of Technology, Delhi, 18 – 20 December 2008, pp. – 48 – 54

• **National Conferences**

1. H. M. Jha “Bidyarthi”, B. B. Panda & S. A. Telang, ***Sanskrit – Search Source for HRM***, 1<sup>st</sup> National Conference on Business Research held during Nov. 16-17, 2002, PSG Institute of Management, Coimbatore
2. H. M. Jha “Bidyarthi” And P. V. Bokad, ***Management in Governance: Application of Technology and Concepts***, 2<sup>nd</sup> National Conference on Business Research held during Nov. 16-17, 2003, PSG Institute of Management, Coimbatore
3. H. M. Jha “Bidyarthi”, ***Home-Base Augmenting Sites for Technical Entrepreneurship***, SGGs College of Engineering, Nanded (MS)
4. H. M. Jha “Bidyarthi” And Amit K. Jain, ***Innovation in Management Education - Special Reference to R&D Orientation of Marketing Management Students***, 30th Annual Conference on Education and Educational Technology in 2000, AIAET, New Delhi, Feb. 24 – 26, 2000, Rama Krishna Mission Vidyalya College of Education, Coimbatore
5. H. M. Jha “Bidyarthi” And Anoop G. Agarkar & Shailesh Kothari, ***Technology Management for Resource Generation - A Case Study***, National Conference on Technical Education in the New Millennium: Management and Challenges, March 12 – 13, 2000, University College of Engineering, Osmania University, Hyderabad
6. H. M. Jha “Bidyarthi” And Mrs. Neelam Y. Kashliwal, ***Financing the BOP Sector of Indian Economy***, National Conference on Ongoing Researches in Management, 8<sup>th</sup> March 2008, Institute of Business



Management and Research, Chinchwad, Pune

7. **H. M. Jha “Bidyarthi”, *Structural Reform Model for Entrepreneurship Oriented Technical Education***, 2nd State (Maharashtra-Goa) State Level ISTE Convention on " Reengineering of Engineering Education System", Jan. 16 – 17, 1998, Jawaharlal Nehru Engineering College, Aurangabad
8. **H. M. Jha “Bidyarthi”, *Cash Inventory Management in Technical Institutes***, 4th ISTE Convention (Maharashtra-Goa Section), Nov. 23 – 24, 1999, B. N. College of Engineering, Pusad
9. **H. M. Jha “Bidyarthi”, *Structural Foundation for Technopreneurs***, National Seminar on "Restructuring of Technical Education System for Better Efficiency & Effectiveness", Dec. 5 – 6, 1997, V.P. Siddhartha Engineering College, Vijaywada, A.P.
10. **H. M. Jha “Bidyarthi”, *Excellence Through Self-Expressed and Delighted Human Response***, Changing Perspectives of business Excellence, ABC Press, New Delhi, Proceedings of national seminar on “New Dimensions of Management: Striving for Business Excellence” held during October 16 – 17, 2008, School of Management Sciences, Varanasi
11. **H. M. Jha “Bidyarthi” And M. S. Pande, *Localization of Global Education - A Case of Management Education in Maharashtra***, All India Seminar on Technical Education : Challenges Ahead, Oct. 23 – 24, 1999, Institution of Engineers (India) Ltd., Lucknow Chapter, Lucknow.

## RESEARCH AND DEVELOPMENT

- Citizen Identity System Design for E-Governance vide File No. 8022/RID/NPROJ/RPS-35/2003-04 Dt. 11.08.2004 for Rs. 4.5 Lacs by All India Council for Technical Education, New Delhi
- Financing Inclusive Growth Avenues of Vidarbha Study for Banking Upon Unbanked vide File No. 8023/RID/RPS-126

## RESEARCH GUIDANCE

(Pvt.)/2011-12 dated Dec. 26, 2011 for Rs. 5.0 Lacs by All India Council for Technical Education, New Delhi

- 08 candidates awarded Ph.D. Degree
  - 03 ongoing Ph.D. works
1. **Shri Milind S. Pande**, *Small Scale Industries In WTO Regime: A Study of SSIs of Vidarbha Region of Maharashtra*, Year of registration – 2001, Year of Award of Degree – 2004
  2. **Shri Prabhakar V. Bokad**, *CRM-CIS Model of Management in Governance: A Study of Shegaon Taluka*, Year of registration – 2003, Year of Award of Degree – 2007
  3. **Shri Devesh Kumar Sharma**, *Strategic Marketing In Financial Institutions: A Study of Select Multinational and Private Sector HFCS in India*, Year of registration – 2002, Year of Award of Degree - 2007
  4. **Shri Prasad A. Khanzode**, *Global Financial System for Agriculture Produces and its Trade: A Study of World Agri-business in the Aftermath of WTO*, Year of registration – 2004, Year of Award of Degree - 2008
  5. **Shri Hemant M. Parasnis**, *Organizational Climate – An Employee Perception Survey in Select Industries of Mumbai, Pune and Aurangabad*, Year of registration – 2004, Year of Award of Degree – 2011
  6. **Vijay Kumar Jha**, *Competition, Cooptition and Creating Consumer Experience – A Strategic Group Study of Neo-Global Marketing Order*, Year of registration – 2006, Year of Award of Degree – 2012
  7. **Laxmikant B. Deshmukh**, *Systematic Cooperative Reciprocal Barter System of Downstream Supply Chain Management – A Study of PSUs of Petroleum Industry in Maharashtra*, Year of registration – 2008, Year of Award of Degree - 2017
  8. **Baj Neelam Umeshchandra (Alias Neelam Y. Kasliwal)**, *Rural and Micro Credit Management – a State bank of India Intervention Study of Shegaon Taluka*, Year of registration – 2007, Year of Award of

## FELLOWSHIP / AWARDS

Degree - 2017

9. **Shri Pavan M. Kuchar**, *Public Health Management System Through ICT (A Health Sector Study of Vidarbha Region of Maharashtra)*, Year of registration – 2010, Year of Submission of Thesis – 2021
10. **Shri Satya Mohan Mishra**, *Banking Upon Unbanked For Inclusive Growth management (A Financial Needs Assessment Study of Underserved Populace of Vidarbha in Maharashtra)*, Year of registration – 2010, Year of Submission of Thesis - 2021
11. **Shri Satya Mohan Mishra**, *BoP of Neo-Order Marketing (A Marketing SCOT Study of Rural Pockets of Vidarbha)*, Year of registration – 2010, Year of Submission of Thesis - 2021

- Gold Medal for having topped at I.D.D. (D.H.) at Allahabad Agriculture Institute, Allahabad in 1980
- Best Paper Award by RK Math, Pune for National Seminar 2011 on “In Search of Religious Harmony”
- BIMTECH-Stough Young-Scholar Award 2014 to a paper co-authored
- BIMTECH Five Year Recognition Award at International Conference on Management Cases (ICMC) 2020 by Birla Institute of Management Technology, Greater Noida, UP