

Kumaun University, Nainital

Curriculum Vitae

Name : Asheesh Bisht
Designation : Assistant Professor (Contract)
Department : Department of Management Studies
Contact Information
• Email Address : asheeshbisht12@gmail.com
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ORCID ID :
Scopus ID :
Vidwan ID :

Educational Qualification

Degree	University	Subjects	Year
Ph.D	Kumaun University	Wildlife and Avian Tourism	2020
MBA	Symbiosis International University	Agri-Business Management	2007
B.Sc	GBPUAT, Pantnagar	Agriculture	2007
Intermediate	CBSE	English, Physics, Chemistry, Mathematics and Biology)	2001
High School	CBSE		1999

Work Experience

Position	Department	University/Organization	Year
Assistant Professor (Contract)	Department of Management Studies	Kumaun University	2011

Administrative Responsibilities

Position	Nature of responsibility	University/Organization	Year
Training and Placement	Training and placement assistance to the students	Kumaun University	2011
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A

Research Interests

(List your research interests and areas of expertise in 1-3 lines)

Avian and Wildlife Tourism, Marketing/Agricultural Marketing, Rural Management, Marketing Research.

Publications (start from recent publications)

a) Research Papers

Authors name	Title of the paper	Journal, vol, page no	Year
Dr. Asheesh Bisht; Rohit Chaturvedi; Mr. Udit Pandey	Demographic Profile and Degree of Involvement of Avian Tourists in Uttarakhand	Eur. Chem. Bull. 2023,12(10), 13471-13483	2023
Mr. Udit Pandey; Rohit Chaturvedi; Dr. Sumit Prasad; Dr. Asheesh Bisht; Mr. Bhavesh Joshi	Organisational Environment and Employee Retention: An Examination Based on Bibliometric Analysis	Eur. Chem. Bull. 2023,12(10), 11829-11847	2023
Asheesh Bisht	FIIs in Indian Derivative Markets	International Journal of Trends in Economics Management & Technology (IJTEMT)". By IJTEMT Press, IJTEMT 2013, Volume II Issue I, Feb 2013, pp.2-4	2013
Asheesh Bisht	Role of NGO's For Eradication of Rural Poverty Through Women Empowerment (Case study Reference of MATREE Tonk District of Rajasthan)	International Journal of Trends in Economics Management & Technology (IJTEMT)". By IJTEMT Press, IJTEMT 2013, Volume II Issue I, Feb 2013, pp.33-36.	2013
Asheesh Bisht	Analysis of Basic Infrastructure Facilities Available for Vegetable Production and Marketing A Case of Nainital District of Uttarakhand	International Journal of Trends in Economics Management & Technology (IJTEMT)". By IJTEMT Press, IJTEMT 2013, EISSN: 2321-5518; Vol. II, Issue VI, Dec. 2013	2013
Asheesh Bisht	Economy Vs Ecology: Sustainable Tourism Development in a Himalayan State- Role of Avian Tourism	Research Journal of Social Science and Management	-

b) Patents (start from recent publications)

Authors name	Title of the patent	Patent no (Granted or filed)	Year
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A

c) Books (start from recent publications)

Authors name	Title of the book	Publisher	ISBN	Year
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A

d) Book chapters (start from recent publications)

Authors name	Title of the book	Publisher	ISBN	Year
Rohit Chaturvedi and Dr. Asheesh Bisht	Contemporary Issues and Challenges in Meeting the Triple Bottom Line During Industry 4.0	Taurean Publications	978-93-95378-00-0	2022
Rohit Chaturvedi and Dr. Asheesh Bisht	Recent Advances in Soil and Water Education Research	ABS Books	978-93-94424-24-1	2022

e) Conference Publications/Proceedings (start from recent publications)

Authors name	Title of the paper	Conference name	Year
Dr. Asheesh Bisht, Rohit Chaturvedi, Harshita Raikhola	Culinary Heritage as a Catalyst: Enhancing the Regional Brand of Rural Kumaun	National Conference on Food Technology and Nutrition: Enhancing Flavours, Health and Wellbeing Through Culinary Practices	2024
Asheesh Bisht	Marketing of Off-Season Vegetables: Present Status, Issues and Challenges	National Seminar by Indian Society of Agricultural Marketing, Nagpur and Kumaun University.	2012
Asheesh Bisht	Impact of Traditional Value Chain on Farmer's Profit: A case of Vegetable growers in Nainital District of Uttarakhand.	Agro Supply Chain Conference (ASCC-2014) Proceedings	2012

Projects

Title of the project	Funding agency	Amount (Rs)	Year
Socio-Economic Impact of Natural Disaster and the Pattern of Rehabilitation and Resettlement in Uttarakhand: A Study of Disaster Affected Families of Dharchula Tehsil of Pithoragarh District	ICSSR	8 Lakh	2015-2017
Off-season Vegetables and their Value Chain in Hills of Uttarakhand: Status, Problems and Potentials: A Study of Nainital District of Kumaun Hills in Uttarakhand.	ICSSR	Rs.4.5 lakh	2012-2014

Teaching details

Name of the course/paper	Department	University	Year
Marketing Management	Department of Management Studies	Kumaun University	2011 onward
Managerial Economics	Department of Management Studies	Kumaun University	2011 onward
Brand Management	Department of Management Studies	Kumaun University	2011 onward
Consumer Behaviour	Department of Management Studies	Kumaun University	2011 onward
Sales and Distribution Management	Department of Management Studies	Kumaun University	2011 onward
Business Environment	Department of Management Studies	Kumaun University	2011 onward

Professional Memberships

Organization	Position	Year
International Journal of Trends in Economics Management & Technology (IJTEMT)Membership No: 201303011	Reviewer	-

Honours and Awards

Award	Awarding Organization	Year
NET	UGC	-

Conference Presentations

Title of presentation	Conference name	Name of the institution	Year
Wildlife Tourism and its Contribution on Economy and Ecology	International Conference on Tourism and Hospitality Research	Amrapali Institute, Haldwani	2024

Signature of the faculty member