

Dr. Krishna Kant Bharti

School of Entrepreneurship & Management,
HBTU Campus, Kanpur

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Teaching & Research Interests

- Business Statistics
- Operation Research
- Data Base Management System
- Data Communication & Networking
- Cloud Computing
- ICT in Rural Market

Professional Experience

- August 2014– present Assistant Professor, STEP-HBTI, Kanpur.
- July 2012– August 2014 Assistant Professor, A.I.T., Kanpur.
- Oct-2008 to June-2011 Entrepreneur Krishna Traders Kanpur.
- July-2006 to Sep-2008. **Software Engineer at Velocity Software Solutions Pvt. Ltd.**

Memberships

- Harcourt Butler Technical University, Kanpur (Alumnus)

Education

- Ph.D. on **“Role of ICT in Rural Market”** from Dr. A.P.J. Kalam Technical University, Lucknow, May-2022. (Enrollment no. PhD/15/MGMT/1923)
- M.B.A. (Marketing/Information Technology) from A.K.T.U. Lucknow, 2012. (First Division)
- B.Tech (Computer Science & Engineering) from H.B.T.I., Kanpur, 2006. (First Division)
- 10th & 12th in the year 1998 and 2000 respectively with science stream. (First Division)

Online Courses

- Completed online certification course on “Online digital marketing A to Z course” conducted by Prof. Seema Gupta IIM Bangalore from June 24-28 2020.
- Attended one day national webinar on effect of use of mobile phone and tower in human life on 24/05/2020
- Attended one day national webinar cyber security by Innovative Idea Infotech on 22/05/2020

- iv. Attended one day national webinar cyber crime & its safeguard by Innovative Idea Infotech on 19/05/2020

Published papers SCOPUS listed journals

- i. Krishna Kant Bharti (2021), Antecedent of compulsive buying behavior: A case of Indian adolescents, TOJQI Vol. 12 Issue 10, October 2021
- ii. Krishna Kant Bharti (2021), Social Influence as predictor of usage behavior in Indian Rural Market, Design Engineering, Issue 8, year 2021

Published papers in UGC listed journals

- i. K. K. Bharti, Sarthak Nigam (2020), effect of sales promotional tools on consumer buying behavior. Dogo Rangang Research Journal ISSN: 2347-7180 Vol. 10 Issue 1, June 2020.
- ii. K. K. Bharti, Amarpal Singh (2018), A study of consumer attitude towards online shopping. International journal of latest technology in engineering, management & Applied Science, ISSN: 2278-2540 Vol. 8 Issue 9, September 2018.

Edited Book Published

- i. Human Resource Management in World of Information Technology by Excel Publishers. 2018
- ii. Human Resource Management in World of Digital Marketing by Excel Publishers. 2019
- iii. Law and Management (ISBN 9789389947250) by Excel Publishers. 2020
- iv. Covid 19 Pandemic Management of Human Aspirations (ISBN 9789391355298) by Excel Publishers. 2021
- v. Global Challenges in Business Economy & Society: For Sustainability & Growth (ISBN 9789389947250) by Excel Publishers. 2022

International/National Conferences Attended

- i. Presented & published a paper entitled "Social Media Virtual family away from family" in *International E-Conference on Microfinance & Digital Economy- Opportunity & Challenges* held on 20 August, 2020 at Jagran Institute of Management, Kanpur.
- ii. Presented & published a paper entitled "Effect of ICT on public distribution system in rural population" in *International Conference on emerging trends in information technology and management* held on 16 Apr, 2019 at Jagran Institute of Management, Kanpur.

QIP and Short-Term Courses Attended

- Attended 25 days training on "starts and improve your business" organized by MSME Agra during 7/10/2019 to 04/11/2019.
- Attended two Week Short term course on "Ensuring Excellence in teaching / learning / research in higher education institution using ICT" during 22/12/2018 to 06/01/2019 by BBAU, Lucknow.

- Attended One Week Short term course organized by paint and skill council of India.
- Attended One Week Workshop on “problem solving through MS-Excel” during 29/03/2016 to 04/04/2016 at STEP-HBTI, Kanpur.
- Attended One Week Workshop on “Recent Trend in Surveying Technology: Remote Sensing, GIS & GPS perspective” during June 22-26, 2015 at MNIT, Bhopal.
- Attended One Week Workshop on “Research Methodology and DATA analysis through SPSS & R” during March 09-15, 2015 at STEP-HBTI, Kanpur.
- Attended One Week Workshop on “Digital Signal Processing using MATLAB” during January 06-10, 2014 at HBTI, Kanpur

Seminars and Workshops Convened

- Convened two day national conference entitled “Human Value and Professional Ethics” on 27th & 28th December, 2022 at STEP-HBTI, Kanpur
- Convened two day national conference entitled “Global Challenges in Business Economy & Society: For Sustainability & Growth ” on 27th & 28th December, 2021 at STEP-HBTI, Kanpur
- Convened two day national conference entitled “Covid 19 Pandemic : Management of Human Aspiration” on 29th & 30th December, 2020 at STEP-HBTI, Kanpur
- Convened two day national conference entitled “Law & Management” on 1st & 2nd December, 2019 at STEP-HBTI, Kanpur.
- Convened a two day workshop entitled “cyber security” on 2018 at STEP-HBTI, Kanpur conducted by Innovative Idea Infotech.
- Convened two day national conference entitled “human recourse management in world of ICT” on 2nd & 3rd December, 2017 at STEP-HBTI, Kanpur.
- Convened a Five day Workshop on “Advance Excel” on 2016 at STEP-HBTI, Kanpur.
- Convened a two day workshop entitled “cyber security” on 2015 at STEP-HBTI, Kanpur conducted by Innovative Idea Infotech.
- Organized internal event for CSE branch at Allenhouse institute of technology, Kanpur.

International/National Seminar’s Attended

- Attended 10 National/International conferences across different parts of India.

Social Initiatives & Project Participation

- i. Participated as faculty guide in a project “GIS base CESS collection in Lucknow city for labor welfare under labor department” organized by STEP- HBTI, Kanpur.
- ii. Participated as faculty guide in a project “GIS base 55 DPR under IWMP Scheme by GOI” organized by STEP- HBTI, Kanpur.

- iii. Participated as faculty guide in a project "Skill Development Training IWMP Scheme by GOI" organized by STEP- HBTI, Kanpur.
- iv. Participated as faculty guide in a innovation project "Smart Switch under incubation center Scheme by MSME GOI" at STEP- HBTI, Kanpur.
- v. Participated as Student in a project entitled "To create health awareness among the BPL & Rural masses of Kanpur" organized by Rama Institute of business studies, Kanpur from 04 January, 2011 to 20 February, 2011.

Institutional Roles & Responsibilities

- Conducted two year internal examination in STEP- HBTI.
- Conducted AKTU as center observer for 8 semesters.
- Conducted Viva-voce end term examination in AKTU affiliated colleges.
- Faculty Incharge in Meatiness Cell, Library, Entrepreneurship development Cell, Project Incharge.
- Faculty Member in AICTE, AKTU affairs, IT Cell ,Placements

Incharge in Meatiness

- Repairing and whitewash in whole campus
- Plantation in whole campus
- Maintain all ground in campus

Incharge in Library

- Restart to purchase news paper & Magazine
- E-consortium purchase from AKTU-2021 & 2022
- Library Material printing
- Photocopy Machine purchase for institute
- Installing & Repairing Light, Fan & AC
- Inform faculty & students for online Myloft session and importance of E-consortium
- Setup a digital library space for students & Faculty

Incharge in Entrepreneurship promotion & Incubation

- Three startup has been started by our students in last three years.
- Motivate students to setup startup
- Organizing one Entrepreneurship & Incubation workshop

Member in IT

- Start digital promotion for college
- Start new website for college
- IT Infrastructure maintenance

Member in AICTE & AKTU

- The entire process for annual affiliation from AICTE & AKTU for Academic year 2021-2022.
- The process of enrolment was successfully completed for AY 2021-2022 by AKTU.
- The degree and mark sheet were received and distributed among students.
- We followed/abide/adopted every guidelines issued by AKTU & AICTE through various circulars from time to time.

Member in Outreach Activity

- Visited villages many time with team members in different programme.

Member in Proctorial Board

- Maintaining discipline within campus with team members
- Solve students problem related with discipline

Member in T & P

- Coordinate with companies HR and share my HR contact with T&P Incharge
- Arrange personality development training for students

Member in NIRF Committee

- Work as a member in NIRF Committee

Personal Information

Father's Name : Late. Mr. Raj Kumar
Date of Birth : 11th March 1984
Gender : Male
Language Known : English, Hindi.
Nationality : Indian

I hereby affirm that all the information's furnished above are true to the best of my knowledge.

Place: Kanpur, India

Krishna Kant Bharti