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Dr. Gaurav Bisaria earned his Doctor of Philosophy (Ph.D.) from the Department of Business Management and Entrepreneurship at Dr. Ram Manohar Lohia Avadh University, Ayodhya (a State Level Government University) in 2009. His research focused on Consumer Behavior and his topic of the research was A Study of Attitude and Behavior of Pre- and Post-Purchase Decisions of Potential and Actual Customers. He completed his M.B.A. in 2000 from the Institute of Management Studies at Mahatma Gandhi Kashi Vidyapith University, Varanasi (also a State Level Government University).

He joined Integral University in 2006. Prior to that, he served as a Lecturer at the Institute of Environment Management, an AKTU-affiliated institution in Lucknow, from 2000 to 2006. He has accumulated 24 years of teaching experience, exclusively in the field of Management, with a specialization in Marketing Management.

Dr. Bisaria has been awarded the Accredited Management Teacher (AMT) certification by the All-India Management Association (AIMA)–Centre for Management Services, New Delhi. This certification recognizes his academic qualifications, teaching experience, proficiency in management education, and contributions to the development of management pedagogy. He also attended the AICTE-sponsored Management Teachers Programme on Strategic Management, held at the Indian Institute of Management (IIM) Lucknow from January 19-24, 2008. Currently, he is working on a Seed Money Grant research project from Integral University, focused on studying the effectiveness of the Skill India Mission (PM Kaushal Vikas Yojana) on the citizens of Lucknow and Kanpur. This project is a case study on selected urban and rural areas within the Lucknow and Kanpur districts.

Dr. Gaurav Bisaria has published a book titled *Fundamentals of Marketing Communications*. He has authored 41 research papers and articles in UGC-approved, Web of Science, and Scopus-indexed journals, in addition to publishing around 10 papers in edited books and conference proceedings. With 66 paper presentations and participations in national and international conferences, seminars, and workshops, he has made significant contributions to academic discourse. He has also attended 13 Faculty Development Programmes and has successfully guided 9 PhD candidates to completion. Alongside his academic endeavors, Dr. Bisaria is actively involved in various administrative roles.