FACULTY PROFILE

DR. MUKUL PANDEY

Assistant Professor | Department of Management

Department of Management • ARKA JAIN University, Jharkhand

Employee ID: 1041

ACADEMIC • TEACHING • RESEARCH • INSTITUTIONAL SERVICE

FACULTY DETAILS

Field	Details
Name	Dr. Mukul Pandey
Designation	Assistant Professor
Department	Department of Management
University	ARKA JAIN University, Jharkhand
Employee ID	1041
Date of Joining	2018
Qualification	Ph.D.; MBA (XLRI, Jamshedpur)
Areas of Specialization	Marketing; Strategic Management
Courses Handled	Managerial Skills for Effectiveness; Sales & Distribution Management; Retail Management
Email	mukul.p@arkajainuniversity.ac.in
Contact	9835019509

CONTENTS

No.	Section
1	Resume of the Faculty
2	Faculty Personal Information
3	Educational Qualifications
4	Experience
5	Courses Taught
6	Research Publications
7	Research / Consultancy Projects
8	Professional Development Activities
9	Student Guidance
10	Professional Memberships
11	Awards and Achievements
12	Patents / Intellectual Property
13	Administrative / Institutional Responsibilities
14	Other Contributions
15	List of Supporting Documents

1. Resume of the Faculty

DR. MUKUL PANDEY

Assistant Professor | Department of Management
ARKA JAIN University
Employee ID: 1041
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Professional Profile

I am an Assistant Professor in the Department of Management at ARKA JAIN University, with 29 years of combined industry and academic experience. My academic qualifications include a Ph.D. from Kolhan University (2026) and an MBA from XLRI, Jamshedpur. My areas of specialization are Marketing and Strategic Management. My teaching responsibilities include MBA regular and online programmes, with courses in managerial effectiveness, sales and distribution management, and retail management. My experience includes academic leadership and regional management in industry.

Career Snapshot

Area	Summary
Current Appointment	Assistant Professor, ARKA JAIN University | 2018–Present
Previous Academic Role	Dean, Jain Institute of Management & Entrepreneurship | 2013–2015
Industry Experience	Regional Manager, Aditya Food Products | 2015–2018
Academic Qualifications	Ph.D., Kolhan University (2026); MBA, XLRI Jamshedpur
Research	12 journal, book chapter and proceedings entries (2021–2024)
Teaching	MBA (Regular & Online); Marketing and Strategic Management

2. Faculty Personal Information

Item	Details
Name	Dr. Mukul Pandey
Employee ID	1041
Designation	Assistant Professor
Department	Department of Management
Institution	ARKA JAIN University, Jharkhand
Date of Joining	2018
Date of Birth	
Gender	
Marital Status	
Email	mukul.p@arkajainuniversity.ac.in
Mobile	9835019509
Address	
Languages	
Specialization	Marketing; Strategic Management
Highest Qualification	Ph.D.

3. Educational Qualifications

Qualification	Specialization / Stream	University / Board	Year
Ph.D.		Kolhan University	2026
MBA		XLRI, Jamshedpur	

4. Experience

Teaching Experience

Institution	Designation	Period
ARKA JAIN University	Assistant Professor	2018–Present
Jain Institute of Management & Entrepreneurship	Dean	2013–2015

Industry Experience

Organization / Process	Designation	Period
Aditya Food Products	Regional Manager	2015–2018

My professional experience includes academic leadership at Jain Institute of Management & Entrepreneurship and regional management at Aditya Food Products. I have held my current teaching position at ARKA JAIN University since 2018.

5. Courses Taught

Academic Year	Term	Course / Subject	Sem.	Batch
2026–27		Managerial Skills for Effectiveness	I	MBA
2026–27		Sales & Distribution Management	III	MBA
2026–27		Retail Management	III	MBA

6. Research Publications

Research Publications and Scholarly Contributions

No.	Title / Authors	Publication Information
1	Analysis of Digital Marketing Strategies for Online Merchants M. Pandey	Contemporary Business Trends: Exploring Emerging Paradigms, Vol. 2, pp. 63–72 (2024)
2	Artificial Intelligence in Current Business Practices M. Pandey	Artificial Intelligence in Action: Implementation, Implications and Sustainability Across Disciplines (2024)
3	Internet Marketing in India: Challenges & Opportunities MPDA Tiwary	Contemporary Issues and Trends in Digital Marketing, pp. 212–218 (2023)
4	The Study of Cost to Benefit Analysis and Impact of Global Expo 2023 MPDSK Dey	Proceedings of Social Science Research Colloquium 2023–24, SCMS Cochin School (2023)
5	Impact of MUDRA Loan Facility on Micro & Small Enterprises in East Singhbhum District of Jharkhand MPDBN Ojha	Proceedings, Department of Higher and Technical Education, Government (2023)
6	Measurement of ROI for Social Media Marketing MPDA Tiwary	Contemporary Research in Commerce & Management, pp. 151–156 (2023)
7	Development Support for Micro and Small Enterprises in East Singhbhum District of Jharkhand State through MUDRA Loan DBNO Mukul Pandey	Futuristic Journal of Commerce & Management, Vinoba Bhave University (2023)
8	Contemporary Issues in Corporate Governance in India M. Pandey	Contemporary Issues in Corporate Management, pp. 315–328 (2022)
9	The Concept, Process and Benefits of Blended Learning M. Pandey	The Blended Teaching and Learning: Methods & Practices (2022)
10	MUDRA Loan and Employment Generation in Jamshedpur DBNO Mukul Pandey	Dogo Rangsang, 12(12) (2022)
11	Role of MUDRA Loan in Development of Entrepreneurship Opportunity in East Singhbhum District of Jharkhand M. Pandey; B. N. Ojha	International Advanced Research Journal in Science, Engineering & Technology (2022)
12	Changes in Approach to Corporate Social Responsibility: A Study of Companies Operating in India DAT Mukul Pandey	Avalokan 2021: Proceedings of International Research Summit on Redefining… (2021)

7. Research / Consultancy Projects

NIL

8. Professional Development Activities

Date	Duration	Programme / Workshop	Organizer
16–21 June 2025	6 days	Introduction to Intellectual Property Rights	ARKA JAIN University and Nucleus of Learning and Development
24–28 February 2025	5 days	Advancing Academic and Research Excellence: Innovative Strategies for Faculty Development	St. Joseph's College (Arts & Science), Kovur, Chennai
3–8 February 2025	6 days	Impact of Sustainable Development on Modern Public Policy	ARKA JAIN University and Nucleus of Learning and Development
18–23 March 2024	6 days	Academic Ethics and Scientific Writing	Departments of Electrical & Electronics Engineering and Mechanical Engineering, ARKA JAIN University
20–28 February 2023	9 calendar days	Selection of Scholarly Journals & Web Visibility: Strategies and Techniques	Dhanraj Baid Jain College (Autonomous), Chennai
1–2 March 2023	2 days	Business Analytics through R (MDP)	GRD School of Commerce & International Business and collaborators, Coimbatore
28 February – 4 March 2023	5 calendar days	Techniques for Formulating Research Approach in Social Science	Theivanai Ammal College for Women (Autonomous), Villupuram
20–24 February 2023	5 days	Positive Aspects of Teaching Practices	Theivanai Ammal College for Women (Autonomous), Villupuram

9. Student Guidance

Activity	Guidance Area

10. Professional Memberships

NIL

11. Awards and Achievements

12. Patents / Intellectual Property

NIL

13. Administrative / Institutional Responsibilities

Role	Responsibilities

14. Other Contributions

Conference and seminar activities: Agriculture and Rural Development and Their Share and Stake in Overall Economic Growth (Karim City College / NABARD, 4–5 January 2023); Rural Transformation: Prospects and Challenges (Vinoba Bhave University / IIPA, 30 January 2023); Multidisciplinary Research in Education (DPG Degree College and collaborators, 9 February 2023); Indian Union Budget 2023 (S.A. College of Arts & Science, 2 February 2023); Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy 2.0 (ARKA JAIN University, 26–27 May 2025); Empowering Rural Economies: Women Entrepreneurs Leading the Way to Viksit Bharat

(ICSSR / SRMIST, 30 January 2025); Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management (St. Joseph's College, 31 January 2025); and Global Standards of Business: Issues, Challenges and Implications (St. Xavier's College, 13–14 February 2025).

15. List of Supporting Documents

No.	Document / Evidence	Availability
1	Faculty profile and curriculum vitae	Included
2	Faculty photograph	Included