



Assistant Professor

MBA (Marketing & IT); B.Tech. (IT)

Email: lokeshupreti@its.edu.in

Areas of Competence and Interest : e -Commerce, Cyber Security, Digital Marketing

Academic Courses taught : Management Information System, e-Business, Cyber Security, Operations Management.

Total Experience: 13 Years

Corporate: 2 Years; Academics: 11 Years

Research & Publication

More than 13 Research papers published and presented in National and International Conferences.

PUBLICATIONS & CONFERENCES: 13(4 International + 9 National)

- Paper published in **International Journal of Entrepreneurship and Business Environment perspectives** titled **“Model for effective e-waste Management: A pilot study of Higher Educational Institutions”** Indexed and refereed quarterly Journal (ISSN Print: 2279-0918; ISSN Online: 2279-0926) – Volume 6, Number 3 (July – September 2017), pp. 3636-3642.
- Paper presented in **International Conference “Corporate Governance and the role of independent directors: A critical Analysis”** held at – PG Mgmt. Department, ITS, Mohan Nagar, Ghaziabad (**published Isbn: 978-81-928555-2-3**) – April, 17.
- Paper presented in **National Seminar “Innovation for sustainable production and consumption”** held at - Dept. Of Mgmt. Studies, R.K.G.I.T., Ghaziabad (**published Isbn: 978-81-88132-51-5**) – March, 14.

- Paper presented in **A.I.C.T.E. sponsored National Seminar “GREEN MARKETING – Opportunities and Challenges”** held at - IMS Unison University, Dehradun – July,13.
- Paper presented in **A.I.C.T.E. sponsored National Conference “E- Business and Cyber Crime – Critical Issues”** held at - C.S. & I.T. Dept., R.K.G.I.T.W., Ghaziabad (**published in SOUVENIR**) – September,11.
- Paper presented in **U.G.C. sponsored National Seminar “Global recession and opportunities in Indian IT sector”** held at - Meerut College, Meerut (**published in SOUVENIR**) – March,11.
- Paper presented in **I.C.S.S.R. sponsored International Seminar “New perspectives and challenges in modern education systems”** held at - S.V. Degree College, Aligarh – March,11.
- Paper presented in **U.G.C. sponsored National Seminar “Women empowerment through Entrepreneurship”** held at - S.M.P. Govt. Girls P.G. College, Meerut – Nov,10.
- Paper presented in **I.C.S.S.R. sponsored National Seminar “Global Recession and Indian Agriculture”** held at - Meerut College(Department of Economics), Meerut – March,10.
- Paper presented in **U.G.C. sponsored National Conference “Globalization and income inequality in India”** held at - D.N. Degree College(Economics Department), Meerut – Jan,10.
- Paper presented in **National Conference “Security issues of e-Transactions in banking and financial sector”** held at - Invertis Institute, Bareilly (**published in Proceeding**) – Jan,10.
- Paper presented in **International Seminar “Role of I.T. in setting the Indian Economy”** held at Swami Sukhdevanand P.G. College, Shahjahanpur (**published in SOUVENIR**) – Dec,09.
- Paper presented in **National Conference “I.T. Revolution and Entrepreneurship in India”** held at Dept. of Management studies - Amrapali Institute, Haldwani (**published in SOUVENIR**) – Nov,09.

F.D.P. AND WORKSHOPS:

- Participated in **12 days Faculty Development Program** (16 to 27 Jan, 17) sponsored by NSTEDB & DST on "**Entrepreneurship Development**" held at PG Mgmt. Department, ITS, Mohan Nagar, Ghaziabad.

- Participated in **6 days Faculty Development Program** (13 to 18 June, 16) on "**Data Analytics & Research Methodology**" held at ABES Engineering College, Ghaziabad.
- Participated in **2 days Business Simulation Program “Chanakya”** (18 & 19 Sept, 15) conducted by AIMA at ABES Engineering College, Ghaziabad.
- Participated in **2 days Faculty Development Program** (28 & 29 March, 15) on "**Marketing Management: The Way Forward**" By Prof. Mithileshwar Jha, Professor, IIM Bangalore held at IMS Unison University, Dehradun.
- Participated in **2 days Faculty Development Program** (14 & 15 Feb, 15) on "**Strategic Management: From High Pedestal to Everyday Use**" By Prof. Krishna Kumar, Former Director, IIM Kozhikode held at IMS Unison University, Dehradun.
- Participated in **3 days Faculty Development Program** (6 - 8 May, 13) on "**Facilitating Excellence & Enhanced Learning - Teacher**" held at R.K.G.I.T., Ghaziabad.
- Participated in **A.I.C.T.E. sponsored 14 days Staff Development Program** (15-28 Jan, 10) on "**current Teaching methodology and pedagogical techniques**" held at VIDYA School of Business, Meerut.