

Mahender Kumar Shukla

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CURRENT POSITION AND EXPERIENCE

2014-Present Assistant Professor, Department of Management Studies, Nalsar University of Law

COURSES TAUGHT

Business Statistics

Business Research Methods

Business Analytics

Marketing Decision Models

EDUCATION

2010-2017 Ph.d, Xavier Institute of Management, Bhubaneswar

Aug 2000 - B-Tech, College Of Technology, G.B.P.U.A&T, Pantnagar

July 2004

AWARDS/FELLOWSHIPS

2014 Consortium Fellow in 2nd AIM-AMA Sheth Foundation Doctoral Consortium
2014, hosted by IIM Ahmedabad.

2016 Awarded Ph.D. Degree on successfully defending the thesis on “Role of
Dealer – Manufacturer Intimacy in Marketing Channels : A Dealer’s
Perspective” from Xavier Institute of Management (XIMB), Xavier
University, Bhubaneswar in December, 2016.

AREAS OF RESEARCH INTEREST

Marketing Analytics

CRM

Marketing Channel

PUBLICATIONS

Book Chapters

- 2021 Pattnaik, P. N. & Shukla M. K. (2021) Communicating Conscious Business Practice at Ecologically Conscious Architectural Studio: A Case of Mr. Zero. Book Chapter. In *Effective Strategies for Communicating Insights in Business*. IGI Publications. ISSN: 2327-3372
- 2020 Shukla M. K. & Pattnaik, P. N. (2020) Linking Relational Benefits and Customer Loyalty: The mediating Role of Customer intimacy, *Services Marketing Quarterly*, 41 (4), 322 – 343, Taylor and Francis Publications
- Pattnaik, P. N., & Shukla, M. K. (2020). Understanding Indian Political Parties Through the Lens of Marketing Management: Towards a Conceptual Political Marketing Model. In *Political Propaganda, Advertising, and Public Relations: Emerging Research and Opportunities* (pp. 170-190). IGI Global.
- 2019 Pattnaik, P. N., & Shukla, M. K. (2019). Understanding Indian Political Parties Through the Lens of Marketing Management: Towards a Conceptual Political Marketing Model. In *Political Propaganda, Advertising, and Public Relations: Emerging Research and Opportunities* (pp. 170-190). IGI Global.
- 2018 Pattnaik, P. N. & Shukla, M. K (2018) The Evolution of Corporate Social Responsibility at Steel Authority of India Limited
- Pattnaik, P. N. & Shukla, M. K (2018) The Evolution of Corporate Social Responsibility at Steel Authority of India Limited. *Global Business and Organizational Excellence*, 37(3), 25 – 32, Wiley Publications
- 2014 Pandey, S.C., Shukla, M. K., & Maurya, U. K. (2014). Managing customer knowledge in service economy: Proposing a conceptual model of CKM for services. In Nilanjan Ray and Kaushik Chakraborty (Eds.), *Strategic Business Infrastructure Development and Contemporary Issues in Finance*. USA: IGI Global Publication, 417-428.
- Maurya, U. K., & Shukla, M. K. (2014). Destination Branding: Towards a Conceptual Framework. In S. C. Singh, Sherry Abraham, and Saurabh Gupta (Eds.), *Travel, Tourism, and Hospitality: Emerging Perspective and Paradigm*, INDIA: Globus Press,62-73.
- Sindhi, S., Maurya, U. K., & Shukla, M. K. (2014). Analyzing Capacity Development Approaches in CSR Implementation and their Societal Impact. In Subhasis Ray and S. Siva Raju (Eds.), *Implementing Corporate Social Responsibility: An Indian Perspective*, USA: Springer.

Policy Papers

- 2023 Shukla, M. K (2023). Examining the antecedents of effectiveness of training through a virtual learning environment. *International Journal of Indian Culture and Business Management*, 29(4), 458-475. (co-author).
- 2022 Pattnaik, P.N. and Shukla, M.K. (2022), "E-career canvas for individuals' initiative and MBA graduate employability: an exploratory study", *Quality Assurance in Education*, Vol. 30 No. 2, pp. 221-235. <https://doi.org/10.1108/QAE-06-2021-0098>
- 2021 Pattnaik, P.N. and Shukla, M.K. (2021), "Examining the impact of relational benefits on continuance intention of PBS services: mediating roles of user satisfaction and engagement", *Asia-Pacific Journal of Business Administration*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJBA-03-2021-0123>
- 2020 Pattnaik, P. N., & Shukla, M. K. (2020). Mapping Conscious Business Practices at Ecologically Conscious Architectural Studio: A Case of Mr. Zero. INDAM 2020 organized by IIM Trichy on January 1-4, 2020.
- Pattnaik, B., & Shukla, M.K. (2020). Creating a participative global workplace: A DEMS based approach. *Strategic Direction*, 36(3), 8-10.

Others (Book Review/Blog/Op-ed)

- 2020 Pattnaik, P. N., Shukla, M. K., & Pandey, S. C. (2020). Design Thinking and Startup Incubators: Towards a Co-Creation Model for Humanizing the New Product Development Process. <https://rbr.business.rutgers.edu/article/design-thinking-and-startup-incubators-towards-co-creation-model-humanizing-new-product>
- Co-Creation Model for Humanizing the New Product Development Process. *Rutgers Business Review*, 5(3), 365-380.
- Pattnaik, B., & Shukla, M.K. (2020). Diversity and Equality Management System and Perceived Organisational Performance: A Mediating Role of Organisational Citizenship Behaviour. *Business Perspectives and Research*. (November), 1-20.

Conferences/Seminars/Invited Lectures

- 2023 Offered online course on "Business Analytics" to B. Tech (Computer Science and Information Technology) students as a Visiting faculty at Indian Institute of Information Technology, Vadodara (IIIT, Vadodara) from January to May 2023.
- Resource Person for Refresher course on "Research Methodology" (October 9-21, 2023) organised by UGC-Human Resource Development Centre, University of Hyderabad.

- 2019 Presented a paper titled as “ Exploring the linkages of customer intimacy with relationship benefits, and customer loyalty: Do contact and experience matter in service relationships?” at NASMEI-IIM Indore (India) Summer Marketing Conference 2017, on July 27-29, 2017 organized by Indian Institute of Management, Indore.
- 2018 Panda, A. & Shukla, M. K. (2018). Design Thinking: The Key to Sustainable Enterprise at Asia Forum of Partnering in Responsible Management Education organized by S.P Jain Institute of Management and Research on December 13 & 14, 2018 at SPJIMR, Mumbai.
- Mathur, S., Shukla, M.K & Pattnaik, P.N. (2018). Examining the Effectiveness of Training through Virtual Learning Environment towards Sustainable Outcome at International Conference on Sustainable Human Resources Management: Practices, Policies & Perspectives in South Asia organized by School of Management Studies, University of Hyderabad and ICFAI Business School on November 01 & 02, 2018 at University of Hyderabad.
- 2016 Presented a paper titled “Relationship benefits, customer intimacy and loyalty: A comparison across different service types” at the 10th National International Marketing Conference organized by Great Lakes Institute of Management, Chennai on December 23 & 24
