

Faculty Profile

Name: Dr. Vishal Mishra
Designation: Professor
Teaching Areas: Quantitative Methods
Business Research Methods Business Analytics
Research Interests: Technology adoption/usage
Technology and Inclusion
Education: PhD, ICFAI University, Dehradun, India, 2008
M.M.S, Malaviya National Institute of Technology,
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Research/Selected Publication:

1. Vishal Mishra, Isabelle Walsh & Ankur Srivastava (2022) Merchants' adoption of mobile payment in emerging economies: the case of unorganised retailers in India, *European Journal of Information Systems*, Vol. 31, Issue 1, PP. 74-90.
2. Bisht, S. S., & Mishra, V. 2016. "ICT-driven financial inclusion initiatives for urban poor in a developing economy: implications for public policy". *Behaviour & Information Technology*, Vol. 35, Issue 10, pp. 817-832.
3. Mishra, V., Vaithianathan, S. 2015. "Customer Personality and Relationship Satisfaction: Empirical Evidence from Indian Banking Sector" *International Journal of Bank Marketing*, Vol. 33. Issue 2, pp 122- 142.
4. Mishra, V., Bisht, S. S. 2013. "Mobile banking in a developing economy: A customer-centric model for policy formulation", *Telecommunications Policy*, Vol. 37, Issue 6-7, pp503-514.
5. Mishra, V., Fuloria, S., and Bisht, SS., 2012. "Disaster Management through Better Understanding of Disaster Susceptibility and Community Access to Resources," *Disasters*, Vol. 36, Issue 3, pp382-397.