

Faculty Profile

Name: Dr. Vaibhav Mishra

Designation: Assistant Professor

Teaching Areas: Information Systems for Managers
Database Management Systems
Business Process Integration
Business Analytics
Quality Management



Research Interests: Electronic Payment System
Data Mining & Warehousing
Electronic Waste Management
Multi-Criteria Decision Making
Mobile Application Adoption

Education: PhD, Indian Institute of Information Technology
Allahabad, 2017
MBA, Indian Institute of Information Technology
Allahabad, 2011
B.Tech., Uttar Pradesh Technical University, 2009

Research/Selected Publication:

1. Tudu, P.N. and Mishra, V. (2021). To buy or not to buy green: the moderating role of price and availability of eco-friendly products on green purchase intention. *Int. J. Economics and Business Research*, 22(2/3), 240-255. DOI: 10.1504/IJEER.2021.116352
2. Tewary, T., Gupta, A., Mishra, V. & Kumar, J. (2021). Young working women's purchase intention towards organic cosmetic products'. *Int. J. Economics and Business Research*, 22(2/3), pp.256-277. DOI: 10.1504/IJEER.2021.116351
3. Gupta, A., Mishra, V. & Tandon, A. (2020). Assessment of Shopping Mall Customers' Experience through Criteria of Attractiveness in Tier-II and Tier-III Cities of India: An Exploratory Study. *American Business Review*, 23(1), 70-93. DOI: 10.37625/abr.23.1.70-93.
4. Kumar, M., Mishra, V., Shukla, A., Singh, M. & Vardhan, M. (2020). A novel publicly delegable secure outsourcing algorithm for large-scale matrix multiplication. *Journal of Intelligent & Fuzzy Systems*, 38(5), 6445-6455, DOI: 10.3233/JIFS-179725.
5. Tripathi, S. & Mishra, V. (2019). Determinants of Cloud Computing Adoption: A Comparative Study. *Pacific Asia Journal of the Association for Information Systems*, 11(3), 28-54. DOI: 10.17705/1pais.11303.