



# Makarand Upadhyaya

Associate Professor

Main department: Management and Marketing

Nationality: India

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## BIOGRAPHY

Dr. Makarand Upadhyaya is an Associate Professor in Business Administration with University of Bahrain.

Dr. Upadhyaya is honoured with his doctorate from University of Rajasthan in India. He has a combined experience in Industry and academics of more than 25 years & widely travelled around the globe. Dr. Upadhyaya has received 'Faculty Distinguished Scholarship Award' in fall 2007 from Research Council, India. His areas of research fall in the domains consumer behaviour and strategic board- room leadership. He also Chair's and has a membership in many committee and advisory boards. He is the author of books like Marketing Management Concepts; Marketing Strategies and Management and Media Planning - The Impact of TV Advertisement on children and Consumer Behaviour. He has nearly 80 Citations by papers published in several Journals Internationally. He has been the Chair person and Key Note speaker at Forums on Business Strategies and Economic Growth & National Marketing Conferences. He has conducted more than 40 Training & development Sessions for senior and junior level of corporate executives on client Relationship, behavioural aspect of overseas market , stress management, Interpersonal skills , team building and many more on the list. He has been a guide and mentor to students for PhD and MBA Thesis.

He was a national level sports player in basket ball and cricket.

## TEACHING DOMAINS

- Allied Health
- Integrated Sciences
- Management and Marketing
- Mass Communication, Tourism and Fine Arts
- Social Science

## EDUCATION

Highest degree :

2009 PhD, Business administration, Marketing, University of Rajasthan, India

*Marketing Management*

1998 Master, Business administration, Marketing, Vikram University, India

1989 Diploma, Other, Management, Vikram University, India  
1987 Bachelor, Sciences, Other, Vikram University, India

## PROFESSIONAL EXPERIENCE

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### Academic experience

Since 2015 Associate Professor, University of Bahrain, Bahrain  
2011 - 2015 Associate Professor, Jazan University, Saudi Arabia  
2011 - 2011 Associate Professor, Indian Institute of Health Management, India  
2005 - 2011 Assistant Professor, ICFAI BUSINESS SCHOOL, India  
2001 - 2005 Assistant Professor, Mody University Lakshmargarh, India  
2000 - 2001 Lecturer, Birla Institute of Technology and Science, India

### Professional experience

1999 - 2000 , Dainik Bhaskar newspaper, India

## RESEARCH ACTIVITIES

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### Editorial activities

#### Other

Since 2021

Since 2015

## INTELLECTUAL CONTRIBUTIONS

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### Peer-reviewed Articles

UPADHYAYA, M., "ANALYSIS OF E-CRM, SERVICE QUALITY AND BRAND TRUST RELATIONSHIP WITH STUDENT SATISFACTION", *Humanities & Social Sciences Reviews*, 2020, vol. 8, no. 1, pp. 227-232

GANGWAR, V. P., "Reference Groups as Antecedents to Purchase Decisions Intentions; A Study with Reference to Organized Retail Stores in Uttarakhand, India", *International Journal of Psychosocial Rehabilitation*, 2020, vol. 24, no. 5, pp. 868-879

UPADHYAYA, M., "STUDYING BRAND TRAITS ELEMENTS IN CASUALWEAR: A CRITICAL ANALYSIS", *Humanities & Social Sciences Reviews*, 2019, vol. 7, no. 5, pp. 415-423

UPADHYAYA, M., H. EL-SHISHINI, W. A.AZIZ, V. KUMAR, "Retailscape: An exploration of the relevant dimensions and their impact on consumers' behavioral intentions", *Journal of Business and Retail Management Research*, 2018, vol. 12, no. 04

EL-SHISHINI, H., M. UPADHYAYA, "Technological capital and firm financial performance: Quantitative investigation on intellectual capital efficiency coefficient", *Academy of Accounting and Financial Studies Journal*, 2018, vol. 22, no. 2, pp. 10

UPADHYAYA, M., H. EL-SHISHINI, D. CHAVAN, "Competences and commitments on work related convictions of software professionals", *Journal of Engineering and Applied Sciences*, 2018, vol. 13, no. 1, pp. 165-171

AL-AZZAWI, A., M. UPADHYAYA, H. EL-SHISHINI, M. AL-KUBAISI, "Technological capital and firm financial performance: Quantitative investigation on intellectual capital efficiency coefficient", *Academy of Accounting and Financial Studies Journal*, 2018, vol. 22, no. 2

UPADHYAYA, M., W. A. AZIZ, S. GEORGE, K. AL-TARAWNEH, M. AL-KUBAISI, "Determinants of brand loyalty in cosmetics purchase intention of female consumers using path analysis via structural equation modelling: A Management Perspective", *INFORMATION: An International Interdisciplinary Journal*, 2018, vol. 21, no. 02, pp. 491-504

CHAVAN, D., H. EL-SHISHINI, M. UPADHYAYA, A. AL-AZZAWI, "An empirical study on investors investment initiatives in Indian capital market", *International Journal of Civil Engineering and Technology*, 2017, vol. 8, no. 10, pp. 213-223

UPADHYAYA, M., H. EL-SHISHINI, A. AL-AZZAWI, D. CHAVAN, "The effectiveness of motivational strategies on productivity in selected financial institutions in India", *International Journal of Civil Engineering and Technology*, 2017, vol. 8, no. 9, pp. 1128-1137

UPADHYAYA, M., H. EL-SHISHINI, "Association of gen X and Y professionals towards their work assertion", *Man in India*, 2017, vol. 97, no. 26, pp. 107-119

EL-SHISHINI, H., M. UPADHYAYA, "Factors influencing the level of sophistication of cost system: Evidence from hotels in Bahrain", *International Journal of Applied Business and Economic Research*, 2017, vol. 15, no. 22, pp. 241-259

UPADHYAYA, M., A. AL-AZZAWI, "Creating an impact towards brand inclination between children with the help of cartoon characters", *International Journal of Applied Business and Economic Research*, 2017, vol. 15, no. 16, pp. 1-11

UPADHYAYA, M., A. AL-AZZAWI, W. A. AZIZ, S. GEORGE, F. ALMALKI, "Holistic Brand Management: Contemporary Issues and Challenges", *International Journal of Mechanical Engineering and Technology*, 2017, vol. 8, no. 11, pp. 571-586

UPADHYAYA, M., "Purchase Behaviour of Indian Customers Towards Environment Friendly Motor Vehicles", *International Journal of Mechanical and Production Engineering Research and Development*, 2017, vol. 7, no. 6, pp. 109-120

UPADHYAYA, M., "Projective techniques for brand image dimensionality and using various techniques to investigate and improve the brand personality", *Polish Journal of Management Studies*, 2012, vol. 06, no. 01, pp. 89

UPADHYAYA, M., "Creating an impact towards brand inclination between children with the help of cartoon characters", *International Journal of Applied Business and Economic Research*, vol. 15, no. 1

UPADHYAYA, M., "Antecedents Of Green Purchase Behavior: An Eclectic Cross National Conceptual Framework", *International Journal of Control and Automation*, vol. 13

UPADHYAYA, M., "AN ANALYTICAL STUDY ON ICICI AND BANK OF RAJASTHAN MERGER", *The Management Insight*, vol. 10

## Proceedings

UPADHYAYA, M., "Optimization of process parameters using response surface methodology: A review", *Materials Today: Proceedings*, 2021

## Books and Book Editor

UPADHYAYA, M. - "Public-private-partnership Ppp and Economic Development: Theory and Recent Experiences" - 2020, *New Century Publications*, Delhi

UPADHYAYA, M. - "LEADERSHIP : FIND YOUR WAY TO LEAD" - 2020, *Authors Tree Publishing*, India

UPADHYAYA, M. - "Marketing Management: Concepts, Theories and Practices" - 2015, *LAP LAMBERT Academic Publishing*

UPADHYAYA, M. - "Marketing Strategies and Management : A Sectoral Analysis" - 2014, *NEW CENTURY PUBLICATIONS*, Delhi, India

UPADHYAYA, M. - "Media Planning - The Impact of TV Advertisements on Children" - 2012, *LAP LAMBERT Academic Publishing*