

**Dr. Sandeep Srivastava**

Associate Professor & HOD

**Education:** B.Sc, M.B.A, Ph.D

**E-mail:** sandeep.srivastava[AT]juet.ac.in

**Contact No.** : Ext. - 328

**Areas of Interest:** Consumer behaviour, new product development, innovation management

**Brief Profile:**

Dr. Sandeep Srivastava has completed his Masters in Business Administration with specialization in marketing in 2001 from Kanpur University. He has completed his Ph.D. in marketing from ABV-Indian Institute of Information Technology and Management, Gwalior. The title of his research was "Designing customer centric new product development process".

He has eleven years of teaching experience that include teaching in ABV-IIIM Gwalior, Jaipuria Institute of Management Lucknow, Jaypee University of Information Technology Solan and LMT-SOM Thapar University, Patiala as guest faculty. He has been working in the area of Marketing, in which he has been studying Innovation, new product development, project management techniques etc. He has also been working in the area of consumer behaviour and competency mapping. His research interest includes new product development process and innovation management and consumer behaviour.

**Publication@JUET**

[Publication details google profile link](#)