

Dr. Satyendra Kumar Upadhyay

DOB: 1972.05.06

Dr. Satyendra is General Management faculty with two Ph.D. (from India and China) and industry experience of more than 18 years in India and abroad. He has several years of experience in International Relations and Business. His research interest is in International Relations and Affiliate Marketing. Since 2007, he has been teaching as a visiting professor in various management institutes in Mumbai and University of Mumbai. He has joined as an Assistant Professor (Sr. Scale) in K.J. Somaiya Institute of Management Studies (KJSIM). Dr. Upadhyay teaches General Management Course and Mandarin to postgraduate students and he has taught Mandarin to about 4000 students (classroom and online). He has attended and presented research papers in more than 25 conferences in India and abroad.

He is also Director of International Relations at Somaiya Vidyavihar University. He looks after of Foreign University collaborations for International Students Exchange, Faculty Exchange, Overseas Immersion Program, Joint Research and Conference. Since he has been heading IR, he has collaborated with 30 International Universities in 16 countries. Since 2016, he has also been involved in capacity building for internationalization of education and research.

PROFESSIONAL EXPERIENCE

Current Organization	Somaiya Vidyavihar, Mumbai, India K.J. Somaiya Institute of Management Studies and Research	Duration	Since 2016
Designation	Director -International Relations Faculty – General Management, Chinese Studies Chairperson-Funded Research Projects		Since Nov. 2016 Since March 2018 Since Aug. 2007 Since July 2019
Other positions	Visiting Professor in Confucius Institute, Mumbai University Institute of International Studies, SVKM Group of Institutions		Since March 2016 Since Aug. 2008

EDUCATION

Qualifications	University	Year
Master in Business Administration (Marketing)	Mumbai University, India	2016
Ph.D. (Science)	Xiamen University, China	2004
Ph.D. (Limnology)	Barkatullah University, Bhopal, India	2002
M.Phil	Vikram University, Ujjain, India	1996
M.Sc.	Sagar University, M.P., India	1995
B.Sc.	Purvanchal University, Varanasi	1993

KEY ROLES & RESPONSIBILITIES

- Teaching General Management Course to MBA Students
- Co-coordinator for International Business Program
- International partnership with Foreign Universities, collaborative research
- Networking with Consulates, Embassies, and Industries, Foreign Affairs

- Research interest: Marketing, Cross-cultural relations, International Relations and Strategy
- Building network for Funded Research Projects in Social Science area

RESEARCH EXPERIENCE

- Project Manager, Mission Mode Program (DBT, Govt. of India, sponsored project)-3 yrs
- Transfer of Technology (MMP) in Chattisgarh-3 yrs
- JRF, CIFE (Indian Council of Agricultural Research, Govt. of India)-1 yrs
- Affiliate Marketing, e-tailing-5 yrs
- Research paper presented in 20 national and international conferences

PREVIOUS EXPERIENCE

Organization	Positions	Year
PHG, UK - Mumbai	Project Head (Affiliate Marketing), Japan Asia Pacific	2012-2016
3i-Infotech Ltd, Mumbai	Consultant – China Geography	2008-2012
India-China Chamber of Commerce and Industry, Mumbai	Deputy Director	2007-2008
Fwuso Industry, Xiamen, China	Specialist, Country Representative	2004-2007
CIFE (Indian Council of Agricultural Research), Govt. of India	Research Scholar	1999-2000
M.P. Council of Science and Technology, Bhopal, India	Manager	1996-1999

FUNDED RESEARCH PROJECTS

Minor Research Project from Mumbai University (2020-21): Title "A Study on Cultural Orientation and Development of Holistic Framework for the International Students in Mumbai 'Region" (Dr. Krupa Rai, PI, Dr. Satyendra Kumar Upadhyay, Co-PI)

RECENT PUBLICATION/WORKSHOP

Research Papers/Books chapter/International Conference

- Upadhyay, S.K., Ranadive, S. (2021) India's Responses to Combat COVID19- Governance and Global Cooperation". BRICS and Emerging Economies under Public Health Crisis. BRICS Research Center, Fudan University. Page 25-38. ISBN: 978-7-208-16906-7 (in press)
- Upadhyay, S.K. (2020) New Paradigm of Shared Future for Humankind in the time of COVID-19. World Sinology Studies, Shijie Hanxue Yanjiu- First Ed. Page 123-143. ISBN 978-7-5705-2280-4
- Mehta, R., Upadhyay, S.K. (2020) Transforming Consumer Consumption Patterns in the Digital Age: Socially Conscious Consumption Behaviour towards a Zero Waste Lifestyle. Global Challenges of Digital Transformation of Markets (#GDTM-2020, Russia) 23-24 September, 2020
- Y. Ram Kishen, Upadhyay, S.K. (2020) Prospects for Artificial Intelligence (AI) Implementation to Design Personalized Customer Engagement. Global Challenges of Digital Transformation of Markets (#GDTM-2020, Russia)

- Dorai, A.P., Srisat, S., Upadhyay, S.K., Hari, L. (2020) Digital Transformation at Regional Language Schools – A Study on State of Maharashtra (India). Conference Global Challenges of Digital Transformation of Markets (#GDTM 2020, Russia).
- Upadhyay, S. K., Ranadive, S. (2020) Impact of the US-China trade dispute on global manufacturing and business diplomacy. Conference of the EuroMed Academy of Business (5-7 February, 2020) 2020. ISBN:978-81-936405-5-5.
- Upadhyay, S., Ranadive, S. (2020) Technology as a Tool in Trade Disputes: The Case of Huawei. 15th SIMSR Global Marketing Conference (23-24 January, 2020). ISBN: 978-81-936405-3-1.
- Ranadive, S., Upadhyay, S.K. (2019) "Development of sustainable tourism and its economic impact in BRICS countries. Conference Proceeding (Sustainable Development in Emerging Countries) 2, 27 2019
- Upadhyay, S.K., Semwal, S., Naik, A. (2015) Consumer attitude towards online flash sales and its impact on e-tailing. 10th SIMSR GLOBAL MARKETING CONFERENCE 10 (Conference Proceeding), 100-108 2015
- Upadhyay, S.K., Jun, W., Quan, S.Y., Xiong, D.S., Chaturvedi, S. (2006) Genetic diversity of yellow grouper (*Epinephelus awoara*) determined by random amplified polymorphic DNA (RAPD) analysis Fishery Bulletin 104 (4), 638
- Upadhyay, S.K., Jun, W., Quan, S.Y., Xiong, D.S., (2005) Identification and characterization of microsatellite markers for yellow grouper *Epinephelus awoara* and bluelined hind *Cephalopholis Formosa*. High technology letters 11 (3), 329-332
- Upadhyay, P Shrivastava, A Swarup, S Chaturvedi Proceedings (2002) Comparative Evaluation Of Polyculture Of Freshwater Prawn (*Macrobrachium Rosenberggii*, De Man) With Different Combinations Of Indian Carps And Chinese Carps. Sixth International Congress of Zoology.

Faculty Development Program:

- ATAL FDP on 'Personal Effectiveness'. 2-6 November, 2020. Indian Institute of technology, Bhuvneshwar, India.
- ATAL FDP on 'Leadership & Excellence'. 23-27 November, 2020. National Institute of technology, Tiruchinapalli, India
- ATAL FDP on 'Design Thinking'. 21-25 December, 2020. Amity University, India
- Online FDP on 'Online Teaching and E-Content'. 11-12, June, 2020, S.K. Somaiya College, Somaiya Vidyavihar University.

Workshop attended:

- National Online Conference on 'Emerging Trends in Healthcare Technology in Post-COVID-19 era'. 8-9 August, 2020. Scheme for Promotion of Academic and Research Collaboration (SPARC), Indian Institute of Technology, Kharagpur.
- Structural Equation Modeling-AMOS, SIMSR, Mumbai (14th -16th Oct. 2019)
- Qualitative Research Methods and Application using Data Analytics Tools, SIMSR, Mumbai (April 10-12, 2019)
- Partial least squares structural equation modeling, SIMSR, Mumbai (February 4-5, 2019)
- Theory building and doing research that is useful for practice, SIMSR, Mumbai (February 1, 2019)
- Young Sinologist Program at Zhejiang Gongshang University, Hangzhou (September 5th – 25th 2018)
- Workshop on Digital Marketing, SIMSR, Mumbai (May 9,2018)
- Workshop on "Marketing Engineering" with special emphasis on Quantitative Marketing by Prof. Udo Wagner, SIMSR, Mumbai (February 14,2018)

- Corporate and Marketing Communications Conference at Exeter University, UK (April 13-14 , 2018)
- Workshop on " Marketing Analytics for Developing Effective Marketing Strategies " by Prof. Arvind Rangaswamy, The Smeal College of Business, Penn State University, USA (10th Global Marketing Conference) , SIMSR, Mumbai (February 10,2015)
- Workshop on "Achieving Competitive Superiority Through Service Excellence and Customer Centric Technology" by Prof. Parasuraman, University of Miami, Florida, USA (9th Global Marketing Conference) (January 06, 2014)

Guest lectures:

- Panelist in "Principal Conclave" by Confederation of Indian Industry, 27th June, 2020.
- Guest Lecture on "India as an Emerging Market and Role of Family Business" at School of Business and Tourism Management, Yunnan University, Kunming. 14th June 2019.
- Guest lecture in International Conference "Dialogue on Ancient Civilization", Beijing, China. May 15-20,2019.
- Guest speaker on " Affiliate Marketing - Low Risk Model for Acquiring New Customers " India E-commerce Expo, Held on 30th January, 2016, Mumbai, India
- Panelist in " Doing Business in Asia" ; Keynote Speaker on "Affiliate Performance Marketing in APAC" in 8th SIMSR Global Marketing Conference, Mumbai, India. 4th January, 2013

AWARDS & RECOGNITION

- Member of Ad-hoc Board of Studies (CI), University of Mumbai (since 2017)
- 4 year research fellowship from Ministry of HRD, Govt. of India and CSC, Govt. of China (2000-04)
- "Pillar of Hindustani Society Awards for Best Teacher" from Trans Asian Chamber of Commerce and Industry (2105)
- Young Sinologist (2018), Hangzhou, China
- Member of Think Tank Delegation in India and Abroad
- Article [published in China Daily](#)
- [Documentary on CCTV 13](#) (2nd June, 2018)

PERSONAL INTERESTS

- Travelling, Swimming, Trekking, Golf

LANGUAGES KNOWN

- English, Hindi, Chinese (Mandarin)

CONTACT INFORMATION

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