

Name : Ashish Awasthi
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BIOSKETCH: Ashish Awasthi is a Research Fellow in Marketing at Birla Institute of Management Technology, Greater Noida, pursuing his Ph.D. in Management since 2022 on consumer food waste reduction in quick service restaurants. He holds an MBA from IET, Lucknow, and a B.Tech. from ABES, Ghaziabad. With over 11 years of academic and corporate experience, he has served as faculty at leading institutes and as a software developer at Satyam Computers. His research interests include consumer behaviour, sustainability, and digital marketing. He has published cases, presented at national conferences, and won awards for research and case writing.

EDUCATION:

- Pursuing Ph.D. in management (enrolled in 2022) thesis title: 'Reducing food waste in Quick Service Restaurants: studying consumers' intentions to share leftover food' (Thesis submission due in 2026)
- Masters in Business Administration from Institute of Engineering and Technology (IET), Lucknow in 2015
- Bachelor of Technology (B.Tech.) from Academy of Business and Engineering Sciences (ABES), Ghaziabad in 2007

AREA OF INTEREST AND RESEARCH

- Consumer Behaviour
- Marketing of Services
- Sustainability in consumption
- Digital marketing
- Marketing Research
- AI in marketing

TEACHING COURSES AND NEW COURSES DEVELOPED

- Marketing Management
- Marketing of Services

EXPERIENCE

- Pursuing Ph.D. in management (July 2022 – present)
- 1 year 2 months with Geetanjali Institute of Technical Studies (GITS), Udaipur, Department of MBA as management faculty (April 2021- June 2022)
- 3 years 4 months with IMS, Ghaziabad, Department of MBA as management faculty (August 2017 – March 2021)
- 1 year 6 months with Kanpur Institute of Technology (KIT), Kanpur (July 2015 – December 2016)
- 2 years 6 months with Allenhouse Institute of Technology as an electronics engineering faculty (January 2011 – July 2013)
- 2 years 6 months with Satyam Computer Services Limited, Hyderabad, as a software developer (August 2007 – February 2009)
- Total work experience 11 years

ACADEMIC POSITIONS AND ASSIGNMENTS

- Admission counselling for MBA aspirants at IMS Ghaziabad (2017 – 2021)
- Placement coordinator for MBA department at KIT, Kanpur (2015 – 2016)
- Placement coordinator for MBA department at IMS Ghaziabad (2017 – 2021)
- Placement coordinator for MBA department GITS Udaipur (2021-2022)

PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION

- Non executive board member for e-commerce startup Zest solutions, since MAY 2025.

RECOGNITIONS AND AWARDS

- Received award for the best paper at management conference organized by GITS, Udaipur in December 2024.
- Runner up award in case writing competition organized by Asian school of business, Noida in March 2025.

CASE REPOSITORY AND PUBLICATIONS

- Awasthi, A. and Sahay, A. (2023). Maharajah comes back home: The case of air India. Case centre: <https://www.thecasecentre.org/products/view?id=193491>

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

- Case study titled 'Air India under Tata: from national legacy to national disappointment' presented at 2nd national case conference organized by Indian Institute of Public Administration, New Delhi in September 2025
- Case study titled 'Is BHIM on the brink of losing the UPI game?' presented at 1st national case competition organized by Aisan Business School, Noida in March 2025
- Paper titled 'Development of circular economy for e-waste post UN SDGs declaration: a review study' presented two day national case conference organized by GITS Udaipur in December 2024
- Case study titled 'Is BHIM on the brink of losing the UPI game?' presented at 1st national case competition organized by Aisan Business School, Noida in March 2025
- Case study titled 'BHIM: how to awaken a sleeping giant?' presented at 1st national case conference organized by Indian Institute of Public Administration, New Delhi in September 2024
- Attended the 43rd annual Faculty Development Programme at Indian Institute of Management, Ahmedabad (2023)

MAGAZINE AND NEWSPAPER ARTICLES

- Shukla, A. V., & Awasthi, A. (Feb, 2022). Silver economy on the verge of boom in India: The next wave of social, business opportunities.
<https://government.economictimes.indiatimes.com/blog/silver-economy-on-the-verge-of-boom-in-india-the-next-wave-of-social-business-opportunities/118454434>
- Fatah Uddin, S. M., & Awasthi, A. (June, 2025). Open Network for Digital Commerce: India's UPI moment for online shopping.
<https://government.economictimes.indiatimes.com/blog/ondc-indias-revolution-in-e-commerce-and-digital-commerce-equity/121708249>

SOCIAL ENGAGEMENT

- LinkedIn profile link: <https://www.linkedin.com/in/ashish-awasthi-marketing/>