

Dr Piyush Mehta

Associate Professor

Specialization: Strategic Management

Contact: +91 1792 252706(O)

Mobile: 98170 66096

E.mail: piyushabm@yaspuniversity.ac.in; piyushabm@gmail.com



Ongoing Research Projects

- Furthering Entrepreneurship Capacity of Natural Farming based FPCs through Institutional Technological Interventions, funded by SPIU, Department of Agriculture, Govt. of Himachal Pradesh (Co- PI).

Important Research Publications

- Thakur P, Mehta P, Guleria A, Divyanshu, Singh P and Sharma P. 2023. Study on Marketing Performance and Constraints of Pea (*Pisum sativum*) Output in High Hills Wet Temperate Zone of Himachal Pradesh India. *Indian Journal of Ecology* **50**(1): 129-135.
- Thakur P, Mehta P, Guleria A, Divyanshu, Singh P and Sharma P. 2022. Farmers' Choice for Output Marketing Channels of Cauliflower in Himachal Pradesh India: A Multinomial Logit Model Analysis. *Economic Affairs* **67**(05): 01-08.
- Singh S, Sharma P, Kushwaha R, Mehta P and Raina KK. 2022. Marketing distribution channel of FMCG goods in Jogindernagar of Mandi District Himachal Pradesh. *Pharma Innovation Journal* **11**(8): 581-583.
- Thakur, P. Mehta P. Sharma P and Divyanshu. 2022. Determinants of Farmers' Adoption Behaviour towards Farm Business Management Practices for Vegetable Farming in Mid-Hills of Himachal Pradesh, India. *Economic Affairs* **67**(02): 01-06.
- Thakur P, Mehta P and Kumar K. 2021. Existing Status and Changing Scenario of Agricultural Produce Marketing in India. *Indian Journal of Extension Education* **57**(1):28-38.
- Mehta P, Kumar P, Raina KK, Thakur P and Thakur AK. 2021. Farmers' Attitude towards Unfair Trade Practices in the Marketing of Grain Crops at Aurangabad District of Bihar. *International Journal of Economic Plants* **8**(1): 45-49.
- Thakur P, Mehta P, Dhiman R and Kumar K. 2020. An Assessment of Awareness level and Modern Farm Business Management Practices Adopted by Vegetable Farmers' in Mid-hills of Himachal Pradesh. *Indian Journal of Extension Education* **56**(2):143-148.
- Mehta P, Chayan MD, Raina KK and Kashyap N. 2020. Farmers Perception towards Agri-clinical Services for Rubber Plantation Crop at Sepahijala District of Tripura. *International Journal of Economic Plants* **7**(3):101-107.
- Janjhua Y, Chaudhary R, Mehta P and Kumar K. 2019. Determinants of Farmer's Attitude toward Organic Agriculture and Barriers for Converting to Organic Farming Systems: Research Insights. *International Journal of Economic Plants* **6**(2):097-103.
- Kashya N, Bansal A, Mehta P and Raina KK. 2019. *Gender Differences in Selection of Investment Avenues in Solan Town of Himachal Pradesh. International Journal of Bio-resource and Stress Management* **10**(1): 9-18.
- Thakur P, Mehta P, Kumar K and Gaurav. 2018. Farmers' Perceptions towards application of Modern Farming Tools used in Vegetable Production at Solan District of Himachal Pradesh-India. *International Journal of Pure and Applied Bioscience* **6**(3):617-23.

Books and Manuals

- Mehta P and Kumar K. 2018. Manual of Production and Operations Management. Directorate of Extension Education UHF Solan Himachal Pradesh India. ISBN: 978-81-930100-7-5.
- Mehta P and Sharma P. 2017. Agriculture Ecology, Sustainable Development and Agribusiness Management. Discovery Publishing Group, New Delhi. ISBN Number: 9789350568514.

Awards & Recognitions

- **Best oral paper presentation (Second position)** at 2nd National conference Advances in Sustainable agriculture held on September 26-28, 2020, organized by Society of Krishi Vigyan, Kolkata, India.
- Transstellar Journal Publications & Research Consultancy (TJPRC) **Best Research paper award**, in recognition to research paper quality, originality and significance in modeling and technical flow.
- **Best oral paper presentation (First position)** at National Symposium on Modern Agro-technologies for Nutritional Security and Health, April 21-23, 2015, Dr. YS Parmar University of Horticulture and Forestry, Naini, Solan, Himachal Pradesh, India.