

# Dr. Rajesh Verma

Professor & Dean, Mittal School of Business, Lovely Professional University

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## RESEARCH IDS

Orcid Id : 0000-0003-2363-552X

Scopus Id: 57206717729

Researcher Id: O-8306-2016

Google Scholar Id: DitXiHAAAAAJ

## PERSONAL DOSSIER

**Date of Birth** : May 08, 1974  
**Father's Name** : Col. SR Verma (Retd.)  
**Communication Address** : H.No 11A, Khera Enclave, Rama Mandi, Jalandhar (Punjab)-144006  
**Office Address** : Mittal School of Business (NIRF Ranking #34), Lovely Professional University, Jalandhar-Delhi G.T. Road, Phagwara (Punjab)-144411

## ACADEMIC CREDENTIALS

Executive Programme in Product Management	IIM, Lucknow	2022
Ph.D	IMS, Himachal Pradesh University, Shimla (HP)	2007
M.B.A (Marketing)	BIMIT, Utkal University, Bhubaneswar (Orissa)	1998
B.Sc (Non Medical)	MLSM College, HP University, Sunder Nagar (HP)	1995

## OTHER RELEVANT ACADEMIC CREDENTIALS

- UGC National Eligibility Test (NET), December 1998, UGC REF NO.-193/(NET-DEC, 98)
- Wiley Certified Design Thinking Practitioner

## CAREER DETAILS

06 September 2007 - Till Date : Professor & Dean  
Lovely Professional University, Phagwara

22 July 2001 - 05 September 2007 : Sr. Lecturer  
Apeejay Institute of Management, Jalandhar

31 August 1999 - 15 July 2001 : Junior Research Fellow  
Institute of Management Studies, HP University, Shimla

01 August 1998 - 15 August 1999 : Executive-Dealer Network  
Continental Fuse Gears Pvt. Ltd, Delhi

## SUMMARY OF SCHOLARLY ACTIVITY

RESEARCH GRANTS & AWARDS <b>06</b>	SCOPUS INDEXED PUBLICATION <b>30</b>	PEER REVIEWED PUBLICATION <b>24</b>
CASE STUDIES <b>19</b>	TEXTBOOKS <b>02</b>	EDITED/REFERENCE BOOKS <b>10</b>
Ph.D. SUPERVISED <b>07</b>	M.PHIL SUPERVISED <b>10</b>	COPYRIGHTS <b>02</b>
RESOURCE PERSON <b>60</b>	SCOPUS JOURNAL GUEST EDITOR <b>04</b>	TRAININGS ATTENDED <b>26</b>

## RESEARCH GRANTS & AWARDS

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- 2019 **European Commission Co-financed Project ENPRENDIA** (Enhancing Female Entrepreneurship in India) on the framework of Erasmus+ Key Action 2 Capacity Building for Higher Education.
- 2018 Principal Investigator "Science Communicators' Meet", **National Council for Science & Technology Communication (NCSTC), The Department of Science & Technology (DST), Government of India** in 106th Indian Science Congress organized on January 3-7, 2019.
- 2016 **Research Appreciation Award** from Ms. Smriti Zubin Irani, Hon'ble Minister of Human Resource Development, Government of India.
- 2012 **UK India Education & Research Initiative (UKIERI) Award** to visit Northampton Business School, University of Northampton, UK to carry out project 'Entrepreneurial Impact: The Strategic Role of Business School in Developing Social Enterprises'
- 2007 **2nd Prize in National level Marketing Case Competition** for case titled 'Dainik Bhaskar-The Punjab Launch' organized by IBS Gurgaon, March 21-22, 2007
- 1998 **UGC-Junior Research Fellowship (JRF)**, University Grants Commission (UGC) of India, August 1998, Ref. No NO. F.15-6 (DEC. 98) / 99 NET

## SCOPUS INDEXED PUBLICATION

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1. Bakshi, M. and Verma, R. (2023), *Trends in Cause-Related Marketing (CRM): Scientometrics Analysis Through Prism of Biblioshiny*, *International Journal of professional Business Review*, Vol. 8 No. 4, 1-25
2. Kaur, M. and Verma, R. (2022), *Influence of Use of Different Media on Political Attitude and Political Participation*, *Indian Journal of Marketing*, 52(3), 36-49
3. Sharma, R., Verma, R. and Mehta, M. (2022), *Sentiments and challenges faced with demonetization in India*, *International Journal of Business and Globalization*, 2022, 32(4), 363-376
4. Sharma, R., Verma, R. and Mehta, M. (2022), *Online shopping site selection attributes and meta tags: an empirical analysis*, *International Journal of Public Sector Performance Management*, 9(3), 236-247
5. Walia, S. and Verma, R. (2021), *Antecedents of Premature Retirement of Junior Commissioned Officers Ranks from Army in India*, *The Turkish Online Journal of Qualitative Inquiry*, 12, 4383-4392
6. Kaur, M. and Verma, R. (2021), *Political party's fan page posts and online engagement on Facebook*, *International Journal of Internet Marketing and Advertising* 15(3), 243-259
7. Kaur, M., Verma, R. and Otoo, F.N.K. (2021), *Emotions in leader's crisis communication: Twitter sentiment analysis during COVID-19 outbreak*, *Journal of Human Behavior in the Social Environment*, 31(1-4), 362-372
8. Sharma, R. and Verma, R. (2020), *Influence of momentum effect on brand advocacy and brand loyalty in social networking sites*, *International Journal of Business and Globalisation* 24(2), 201-211
9. Verma, R., Sharma, S., Bhalla, L. and Mehta, M. (2019), *Relationship Between Interpersonal Influence and E-Wom in Social Networking Sites*, *International Journal of Recent Technology and Engineering*, 7 (6S5), 351-356
10. Gopal, K., Verma, R. and Chandel, A. (2019), *Successful Political Marketing: A Punjab Voter's Point of View*, *International Journal of Recent Technology and Engineering*, 7 (6S5), 1808-1816
11. Kaur, M., and Verma, R. (2018), *Demographics, Social Media Usage, and Political Engagement in Punjab*, *Indian Journal of Marketing*, 42(11), 43-55
12. Makhoor, B., and Verma, R. (2018), *Internal Factors & Consequences of Business Model Innovation*, *Management Decision*, <https://doi.org/10.1108/MD-11-2016-0784>

13. Gopal, K., and Verma, R. (2018), *Brand Personality in Politics: Scale Development and Validation*, Indian Journal of Marketing, 48(2), 36-51
14. Makhoor, B., and Verma, R. (2017), *Value Creation Through Business Model Innovation: A Case Study of Connect Broadband*, Prabhandhan: Indian Journal of Management, 10 (3), 53-60
15. Gopal, K., and Verma, R. (2017), *Political Participation: Scale Development and Validation*, International Journal of Applied Business and Economic Research, 15 (21), 391-403
16. Sharma, S., and Verma, R. (2017), *Relationship between Homophily and E-Wom in Social Networking Sites*, International Journal of Applied Business and Economic Research, 15 (21), 443-451
17. Sharma, S., and Verma, R. (2017), *Extent of Market Orientation of Commercial Banks in Punjab*, Indian Journal of Marketing, 47 (10), 26-41
18. Sarkar, D., Verma, R., and Mohanty, A.K. (2016), *Adoption impediments to Green Fuel Vehicles: A study for sustainable Transportation in India*, International Journal of Applied Business and Economic Research, 14 (10), 7075-7084
19. Makhoor, B., Yousaf, A., and Verma, R. (2016), *Disruptive Business Model Innovation: How a Tech Firm is Changing the Traditional Taxi Service Industry*, Indian Journal of Marketing 46 (4), 49-59
20. Verma, R., and Makhoor, B. (2016), *Business Model Innovation: Scale Development & Validation*, International Journal of Applied Business and Economic Research, 14 (7), 5057-5069
21. Soni, A., Verma, R., and Joshi, M.C. (2016), *Sports Goods Foundation of India: A Case Study of a Solution Based NGO*, Indian Journal of Management, 9 (4), 52-63
22. Gopal, K., and Verma, R. (2016), *Conceptualizing Political Marketing: A Review*, International Journal of Applied Business and Economic Research 14 (7), 5317-5325
23. Bashir, M., Yousaf, A., and Verma, R. (2016), *Disruptive Business Model Innovation: How a Tech Firm is Changing the Traditional Taxi Service Industry*, India Journal of Marketing, 46 (4), 49-59
24. Makhoor, B., and Verma, R. (2016), *Airbnb Disruptive Business Model Innovation: Accessing the Impact on the Hotel Industry*, International Journal of Applied Business and Economic Research 14 (4), 2595-2604
25. Singh, J., and Verma, R. (2016), *Consumer Behavior and Perception with Respect to M-Commerce in Indian B2C Retail*, International Journal of Applied Business and Economic Research 14 (7), 5071- 5083
26. Bashir, M., and Verma, R. (2015), *Business Model Innovation: Past, Present and the Future*, Indian Journal of Management, 9 (1), 08-20
27. Sharma, S., and Verma, R. (2015), *Extent of Service Quality in Commercial Banka in Punjab*, Indian Journal of Marketing, 45 (10), 36-48
28. Sharma, R., and Verma, R. (2015), *Social Networkers' Motivation to Use Online Social Networking Sites: Implication for Leveraging Digital Marketing*, International Journal of Applied Business and Economics Research, 13 (3), 1159-1171
29. Singh, J., and Verma, R. (2015), *A Trust Model for B2C E-Commerce*, International Journal of Applied Business and Economics Research, 13 (3), 1445-1460
30. Verma, R., Gupta, A., and Singh, K. (2009), *Smart Sim Selector: A software for Simulation Software Selection*, International Journal of Applied Engineering Research, Research India Publication, 4 (6), 975-987

## PEER REVIEWED JOURNAL PUBLICATIONS

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1. Makhoor, B., and Verma, R. (2017), ***Why Business Model Innovation is the New Competitive Advantage***, The IUP Journal of Business Strategy, 14 (1), 7-17
2. Kaur, M., and Verma, R. (2016), ***Social Media: An Emerging Tool for Political Participation***, International Journal of Social and Organizational Dynamics in IT (IJSODIT), 5 (2), 3-38
3. Bashir, M., and Verma, R. (2015), ***Business Model Innovation as a Source of Value Creation: A Case Study of Connect Broadband***, ICTTM-2015 conference proceedings ISBN: 9780992680053, International Conference on Telecommunication Technology and Management, IIT Delhi
4. Pandey, M., and Verma, R. (2015), ***Factors Influencing the Buying Behaviour of Consumers Towards Organized Retail Stores in Jalandhar***, Punjab, The IUP Journal of Marketing Management, 15, 51-63
5. Verma, R., Sharma, R., and Sharma, S. (2012), ***Market Orientation and Business Performance in Indian Automobile Industry***, CGC Management Review, 2 (1), 119-135
6. Verma, R., Gupta, A., and Singh, K. (2010), ***A Critical Study & Comparison of Manufacturing Simulation Softwares using AHP***, International Journal of Engineering Science & Technology, 5 (1), 108-130
7. Verma, R., Gupta, A., and Singh, K. (2010), ***Simulation-An Effective Marketing Tool***, International Journal of Computer Applications, 4 (11), 8-12
8. Verma, R., Gupta, A., Singh, K., and Dogra, P. (2009), ***Business Process Simulation Tools & Their Selection Methodology: A Comprehensive Review***, International Journal of Engineering Research and Technology, 2 (3), 85-100
9. Verma, R., Gupta, A., and Singh, K. (2009), ***A Critical Evaluation and Comparison of Four Manufacturing Simulation Softwares***, Journal of Science, Engineering and Technology, Kathmandu University, 5 (1), 104-120
10. Verma, R., Gupta, A., and Singh, K. (2008), ***Application of Computer Simulation in Education Development Planning***, Journal of Management Development and Information Technology, 2, 45-56
11. Verma, R., Gupta, A., and Singh, K. (2008), ***Simulation Software Myriad: How to Select***, Journal of IMS, 5 (1), 10-15
12. Verma, R., Gupta, A., and Singh, K. (2008), ***Simulation of Manufacturing Systems: Roadblocks & Challenges***, Punjab Journal of Business Studies, 3 (2), 17-30
13. Verma, R., Gupta, A., and Singh, K. (2008), ***Simulation Modeling: A Key for Business Process Change***, TECNIA Journal of Management Studies, 2 (2), 67-73
14. Verma, R., and Pahuja, A. (2008), ***CRM: The New Age Mantra***, Marketing Mastermind, ICFAI University Press, Hyderabad, 6 (3), 76-81
15. Verma, R., Gupta, A., and Singh, K. (2008), ***Business Process Modelling & Simulation for Manufacturing Management: A Practical Way Forward***, International Journal of Management Sciences, 4 (1), 109-128
16. Verma, R., Gupta, A., and Singh, K. (2008), ***Simulation Software Evaluation & Selection: A Comprehensive Framework***, Journal of Automation & System Engineering, 2 (4), 221-234
17. Verma, R., Gupta, A., and Singh, K. (2008), ***Effective Role of Simulation in Design of Material Handling Systems***, International Journal of Business Solutions, Rakshpal Bahadur Management Institute, Bareilly, 1 (1), 72-79
18. Verma, R., Dogra, B., and Khara, N. (2007), ***Education for Life***, Academe, 12 (1), 62-64
19. Verma, R., and Sharma, D. (2007), ***Fuller Capital Account Convertibility and its Impact on Retail***

*Investors*, Apeejay Journal of Management and Technology; 2 (1), 41-45

20. Verma, R., and Pahuja, A. (2007), **Corporate Restructuring: Creating Value for Organizations**, Icfai Journal of Management Research, ICFAI University Press, Hyderabad, 6 (3), 76-81
21. Verma, R., Dogra, B., and Khara, N. (2006), **Critical Success Factors in ERP Systems Implementation: A Case Study of JCT**, Apeejay Journal of Management and Technology, 1 (2), 20-26
22. Verma, R., and Pahuja, A. (2006), **Bancassurance: Reinventing Insurance Distribution**, Journal of IMS group of Publications, IMS, Ghaziabad, 2 (1), 89-98
23. Verma, R., and Batra, R. (2006), **Technology Adoption in Sports Goods Cluster in Jalandhar: An Empirical Study**, Surge: The Journal for Innovators; Maharaja Agrasen Institute of Management & Technology, Yamuna Nagar, 1 (1), 27-42R
24. Verma, R., and Pahuja, A. (2006), **Knowledge Process Outsourcing: A Value Proposition**, Icfai Journal of Management Research, ICFAI University Press, Hyderabad, 5 (7), 7-16

## CASE STUDIES

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1. Verma, R. (2022), **Politics: Image or Performance**, Mini Cases in Management, Commerce, and Accounting', Verma, R., Chandel, A. Gupta, S, (Eds.), Lovely Professional University, ISBN:: 978-93-94068-02-5D
2. Bashir, M., Ganaie, M.U. and Verma, R. (2017), **Xiaomi's Disruptive Business Model Innovation: Is it Built to Last?** The Case Centre, UK, Case Reference no. 317-0041-1
3. Bashir, M., Verma, R. and Ganaie, M.U. (2017), **The Piloted Turnaround of Spice Jet**, The Case Centre, UK, Case Reference no. 317-0015-1
4. Pandey, M., Verma, R. and Chhabra, K. (2016), **Sonalika Rotavator-The Road Ahead**, The Case Centre, UK, Case Reference no. 516-0102-1
5. Singh, A. and Verma, R. (2016), **Logistics Management of Trimula Industries Ltd - A Case Study**, The Case Centre, UK, Case Reference no. 316-0301-1
6. Rani, C. and Verma, R. (2016), **Ashoka Hosiery: Factors Impacting Growth of Business**, The Case Centre, UK, Case Reference no. 516-0173-1
7. Sharma, H. and Verma, R. (2016), **Nawan Zamana's Approach to Sustained Growth**, The Case Centre, UK, Case Reference no. 316-0296-1
8. Kalia, R. and Verma, R. (2016), **Punjab Kashmir Finance Ltd-Its Competitive Advantage**, The Case Centre, UK, Case Reference no. 116-0087-1
9. Nabi, S. and Verma, R. (2016), **Jammu and Kashmir Bank: A Case of Corporate Social Responsibility**, The Case Centre, UK, Case Reference no. 716-0058-1
10. Kaur, M. and Verma, R. (2016), **Beat All Sports (BAS), Jalandhar: 'Success is a Matter of Choice'**, The Case Centre, UK, Case Reference no. 516-0172-1
11. Sharma, S. and Verma, R. (2016), **Victory Oil Gram Udyog Association: Diversification of Business**, The Case Centre, UK, Case Reference no. 316-0294-1
12. Kumar, G. and Verma, R. (2016), **Capital Small Finance Bank: Setting the Sail towards Newer Horizons**, The Case Centre, UK, Case Reference no. 116-0088-1
13. Kaur, G. and Verma, R. (2015), **Amar Manufacturing Company**, The Case Centre, UK, Case Reference no. 515-117-1
14. Kaur, N., Bhalla, L. and Verma, R. (2015), **Value Chain Analysis: A Case of Ajaco**, India, The Case Centre, UK, Case Reference no. 315-229-1

15. Bashir, M., Yousaf, A. and Verma, R. (2015), *Business Model Innovation As A Source of Value Creation: A Case Study of Connect Broadband Ltd*, The Case Centre, UK, Case Reference no. 315-198-1
16. Kaur, H., Yousaf, A. and Verma, R. (2015), *Leveraging Business Model Innovations: A Study of Amrit Group*, The Case Centre, UK, Case Reference no. 315-197-1
17. Gupta, R., Khullar, A. and Verma, R. (2015), *Mind Plus Retreat: Step Towards A Meaningful Drug Free Life*, The Case Centre, UK, Case Reference no. 515-002-1
18. Verma, R., Dogra, B. and Khara, N. (2007), *Dainik Bhaskar-The Punjab Launch*, Indian Journal of Marketing; No.2, November.(The case was adjudged 2nd in the national level marketing case competition which included a cash prize of Rs. 6000/-)
19. Verma, R., Dogra, B. and Khara, N. (2006), *JCT Ltd*, Sahay B. S., Strouges, R. & Sardana, G D. (Eds.), Cases in Management, Allied Publishers Pvt. Ltd., New Delhi, ISBN: 81-8424-139-9, pp: 570-580.

#### TEXT BOOKS

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1. Verma, R., Dogra, B. and Thakur, G. S., *Marketing Research: Concepts & Applications*, 2<sup>nd</sup> Edition, Kalyani Publishers, New Delhi, ISBN: 978-81-272-3923-7
2. Verma, R., Dogra, B. and Thakur, G. S., *Marketing Research: Concepts & Applications*, Kalyani Publishers, New Delhi, ISBN: 978-81-272-3923-7

#### EDITED/REFERENCE BOOKS

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1. Dadwal, S., Kumar, P., Verma, R. and Singh, G., *Opportunities and Challenges of Business 5.0 in Emerging Markets*, IGI Global, ISBN: 978-16-684-6403-8
2. Verma, R., Chandel, A. and Gupta, S., *Mini Cases in Management, Commerce & Accounting*, Lovely Professional University, Punjab, ISBN: 978-93-940-6802-5
3. Verma, R., Bhalla, L. and Sharma, R., *Business Agility in Volatile Times*, Excel Books Pvt. Ltd., New Delhi, ISBN:978-93-87034-86-0
4. Modi, S., Verma, R. and Sarin, V., *Strategies for Global Competitiveness and Economic Growth*, Excel Books Pvt. Ltd., New Delhi, ISBN:978-93-87034-01-3
5. Modi, S., Verma, R., Budhiraja, S., Babu, S.H. and Yousaf, A., *Strategies for Global Competitiveness and Economic Growth*, Excel Books Pvt. Ltd., New Delhi, ISBN:978-81-8323141-1
6. Verma, R., Dogra, B., and Kaur, K., *Innovative Application of IT & Management for Economic Growth*, Deep & Deep Publications Pvt. Ltd., New Delhi, ISBN: 978-81-8450-120-9
7. Verma, R., Dogra, B. and Khara, N., *Strategic Outsourcing*, Deep & Deep Publications Pvt. Ltd., New Delhi, ISBN: 81-7629-963-4
8. Verma, R., Gupta, A. and Kumar, J. (2012), *Enterprise Resource Planning: Concepts & Applications*, Lambert Academic Publishing, Germany, ISBN: 978-3-659-13107-3 (Reference Book)
9. Verma, R., Gupta, A. and Singh, K. (2011), *Simulation-Need of The Day*, Lambert Academic Publishing, Germany, ISBN: 978-3-8454-3392-9 (Reference Book)
10. Verma, R., Gupta, A. and Singh, K. (2011), *Simulation Software Evaluation & Selection: A Comprehensive Methodology*, Lambert Academic Publishing, Germany, ISBN: 978-3-8454-0295-6 (Reference Book)

## Ph.D RESEARCH WORK SUPERVISED

Year	Name of Student	Title of Dissertation
2022	Col. Sarabjit Walia	Resettlement of Ex-Servicemen in India: Needs, Aspirations & Prospects
2021	Manpreet Kaur	Influence of Political Use of Social Media on Political Attitude, Political Participation and Voters' Political Party Choice in Punjab
2021	Krishan Gopal	Influence of Political Marketing on Citizen's Political Participation In Punjab
2018	Sidharth Sharma	Market Orientation and Service Quality of Commercial Banks In Punjab
2017	Makhmoor Bashir	Influence of Technological Developments on Business Model Innovations
2016	Rahul Sharma	A Study on Value Creation through Consumer Engagement with Social Networking Sites
2012	Ashu Gupta	Development of Open Source Evaluation Criteria Software for Selection of Simulation Tools Used by Automobile Manufacturers in North India

## M.PHIL RESEARCH WORK SUPERVISED

Year	Name of Student	Title of Dissertation
2016	Manpreet Kaur	Influence of Social Media on Political Participation in Punjab
2013	Pooja Tiwari	Gender Differences: Occupational Stress and Job Satisfaction In Service Sector in Chandigarh
2013	Mudasir Ahamad	Social Media Engagement: An Empirical Analysis in Small and Medium Enterprises in Ludhiana
2011	Sunaina	Quality of work life: A study of private and public sector banks
2010	Daljeet Singh	To Study the Relationship between Individual's variation in 'Motivation to Communicate' and their Preferences for Making Online Transactions
2010	Mithilesh K. Pandey	Impact of Organized Retail Stores on Buyers Behaviour: A Study of Organised Retail Sector in Jalandhar
2010	Sukhbir Kaur	To Study the Effectiveness of Advertisement for Lifestyle Brands in Jalandhar
2009	Daljeet Singh	A Study on the Post Sales Service Quality and Customer Satisfaction Index of IFB
2009	Gurjeet Kaur	Traditional & Organized Retail: The Choice Pattern of Indian Consumers
2009	Sumeera Arora	Marketing Practices of Insurance Companies

## COPYRIGHT

1. Jhanji, H and Verma, R. (2023), *A tool to analyze the Impact of Promotional Strategies on Green Purchase Behavior of Energy Efficient Goods*.
2. Gupta, A., Singh, K and Verma, R., *Smart Sim Selector: An Open Source Software*

## **RESORSE PERSON IN MDP/EDP/ FDP/SEMINARS & CONFERENCES**

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1. Invited Speaker (Guest of Honour) on '**World Economy & International Business**' in International Student Conference ECON 2023 organized by Belarus State Economic University under the aegis of Ministry of Education of Republic of Belarus on April 04, 2023.
2. Resource person for session on '**Personal Branding**' for School Principals & Teachers of Punjab organized by Lovely Professional University under Disha on March 31, 2023.
3. Plenary Session Speaker and Session Chair in 9th HOSTOCON-2022 (Hospitality & Tourism Conference) on '**Sustainability Challenges in Tourism & Hospitality Sector**', Panjab University, Chandigarh on November 20, 2022.
4. Conducted 02-day Executive Development Programme on '**Enhancing Team Cohesiveness**' for the top management team of a global company 'TT Consultants' on October 14-15, 2022.
5. Invited Lecture on '**Turnaround strategies for sustainable industrial development of India 2.0**', in an ICSSR sponsored International Conference CSEDI2022 organized by Alagappa University on September 30, 2022.
6. Resource person for session on '**Design Thinking & National Education Policy 2020**' for School Principals under project Disha organized by Lovely Professional University on September 08, 2022.
7. Delivered Valedictory Address in a seven days Faculty Development Programme (FDP) on '**Communication Skills: Significance in an Ever-changing Classrooms**' organized by UGC-HRDC, Panjab University, Chandigarh on August 29, 2022.
8. Addressed 500+ teachers from 63 schools as Guest of Honor on '**Building Brand Teacher**' in CBSE-Sahodhya initiative workshop on 'Inspire, Engage, Mentor: The Teachers of Tomorrow' under the aegis of Sahodhya Schools Association Hoshiarpur at GEMS Cambridge International School, Hoshiarpur on August 20, 2022
9. Chaired Session in National Symposium on '**Assimilating Indian Knowledge System in Commerce & Management Education: Mandate of #NEP2020**' organized by Vidya Bharati Uchcha Shiksha Sansthan & Panjab University in association with #ICAI, #ICSI, #CESS and Sri Aurobindo College of Commerce & Management on July 10, 2022.
10. Resource person for session on '**Sampling Techniques**' in Capacity building programme in Research Methodology in Social Sciences' organized by Department of Commerce & Management Studies on September 24, 2021.
11. Resource person for session on '**Case Based Teaching**' in Short Term Course on Innovative Pedagogical Practices in Higher Education organized by Human Resource Development Center, LPU and AICTE Training and Learning (ATAL) Academy on June 23, 2021.
12. Resource person for session on '**Strategic Planning: Preparing Vision /Mission: Document at Institutional Level**' in GURU-DAKSHTA: Faculty Induction Program (FIP) organized by HRDC, Lovely Professional University on June 05, 2021.
13. Resource person for session on '**Curiosity Driven Research**' in Refresher Course on Research Methodology and Data Analysis organized by HRDC, Lovely Professional University on May 24, 2021.
14. Resource person for sessions on '**Case Based Teaching**' and '**Publication of Case Studies**' in GURU-DAKSHTA: Faculty Induction Program (FIP) organized by HRDC, Lovely Professional University from May 11, 2021.
15. Resource person for Virtual Masterclass on '**Sales & Marketing: Latest Techniques**' organized by Confederation for Indian Industries (CII) on February 24, 2021
16. Resource person for session on '**Synchronous & Asynchronous Activities for Better Student Engagement**' in AICTE sponsored six days Short Term Training Programme on 'Changing Paradigms in Management Education' organized by GNIMT on August 24-29, 2020.



17. Resource person for session on '**Synchronous & Asynchronous Activities for Better Student Engagement**' in one-week eFDP on How to Switch from regular classroom teaching to online teaching more effectively organized by Assam Down Town University, Assam on May 16, 2020.
18. Resource person for session on '**Design Thinking-The Path to New Normal Post COVID-19**' in one day international webinar organized by IIMS Education Foundation, Nepal on May 12, 2020.
19. Resource person for session on '**Teaching Case Studies in Online Classroom-Embracing Change**' in one day webinar organized by Indian Tourism & Hospitality Congress on May 01, 2020.
20. Resource person for session on '**Assessment as Pedagogy**' and '**Activity Based Teaching Pedagogy**' in one week Workshop on Teaching Pedagogy organized by UGC-HRDC, Guru Nanak Dev University, Amritsar on March 19, 2019
21. Resource person for session on '**Customer Excellence and Brand Management**' in two days Management Development Programme "Nav Disha: A New Direction" for the Distributors of Indane, Indian Oil Corporation (IOC) on March 13-14, 2019.
22. Programme Convener of Faculty Development Programme on '**Workshop on Statistical Decisions using SPSS**' organized at Lovely Professional University from March 07, 2019 to March 09, 2019.
23. Resource person for session on '**Customer Excellence and Brand Management**' in two days Management Development Programme "Nav Disha: A New Direction" for the Distributors of Indane, Indian Oil Corporation (IOC) on January 14-15, 2019.
24. Resource person for session on '**Customer Excellence and Brand Management**' in two days Management Development Programme "Nav Disha: A New Direction" for the Distributors of Indane, Indian Oil Corporation (IOC) on November 27-28, 2018.
25. Resource person for session on '**Customer Excellence and Brand Management**' in two days Management Development Programme "Nav Disha: A New Direction" for the Distributors of Indane, Indian Oil Corporation (IOC) on November 12-13, 2018.
26. Resource person for session on '**Customer Excellence and Brand Management**' in two days Management Development Programme "Nav Disha: A New Direction" for the Distributors of Indane, Indian Oil Corporation (IOC) on September 14-15, 2018.
27. Resource person for session on '**Cultivating Brand YOU**' in two days Executive Development Programme on Professional Selling Skills for Sales Managers of Radington India Ltd. on April 20-21, 2018.
28. Programme Convener of Faculty Development Programme on '**Workshop on Econometrics-Time Series Analysis using EViews**' organized at Lovely Professional University from March 09, 2018 to March 10, 2018
29. Chaired a technical session on '**Marketing & Sustainable Development**' at National Conference Nacon 2018 on Changing Business Dynamics in an Era of Technological Disruptions, University School of Management Studies, Rayat-Bahra University, Feb. 16, 2018.
30. Keynote Address on '**Effective Leadership in 21st Century for Management Education**' at Interdisciplinary National Conference (INC) on 'Skills, Science, Sanskriti & Strategic Approach are the Mantras for Effective Leadership in 21st Century' organized by Faculty of Management Studies jointly with Faculty of Commerce and Faculty of Arts, Parul University, Vadodara (Gujarat) on December 15th-16th, 2017.
31. Resource person for session on '**Nation Building: Youth Participation in Elections**' in Systematic Voters' Education and Electoral Participation (SVEEP) Programme of Election Commission of India on November 27th, 2017.
32. Resource person for session on '**Teaching & Learning in Digital Era**' in School Principal's Summit-2017 (Strategic Leadership for 21st Century Schools) organized under project 'DISHA' by Lovely Professional University, Phagwara on November 22nd, 2017.

33. Resource person for one day '**Case Method of Teaching Workshop**' organized by Human Resource Development Centre (HRDC) in collaboration with Mittal School of Business, Lovely Professional University, Phagwara on October 14th, 2017.
34. Resource person for session on '**I am IOC: Building Customer Centric Brand Image**' in two days Management Development Programme (Part-II) "DISHA-Training Workshop for the Dealers of Indian Oil Corporation (IOC) on July 27th-28th, 2017.
35. Resource person for session on '**Your Vote is Your Voice**' in Systematic Voters' Education and Electoral Participation (SVEEP) Programme of Election Commission of India on July 20th, 2017.
36. Resource person for four day '**National Workshop on Case Writing**' organized organized by Human Resource Development Centre (HRDC) in collaboration with Mittal School of Business, Lovely Professional University, Phagwara on June 14th-17th, 2017.
37. Resource person for session on '**I am IOC: Building Customer Centric Brand Image**' in two days Management Development Programme (Part-I) "DISHA-Training Workshop for the Dealers of Indian Oil Corporation (IOC) on June 15th-16th, 2017.
38. Resource person for one day session on '**Qualitative Research**' at ICSSR sponsored 10 day National Workshop on 'Research Methodology' organized by School of Business Studies, Central University of Jammu for Ph.D Students in Social Sciences on April 10th-19th, 2017.
39. Resource person for one day '**Workshop on Case Analysis**' at KCL Institute of Management & Technology, Jalandhar on March 29, 2017.
40. Resource person for a session on '**The Nuances of Case Based Teaching**' at University Institute of Hotel and Tourism Management, Panjab University, Chandigarh on March 28th, 2017.
41. Chaired a technical session on '**Marketing Management**' at one-day ICSSR National Seminar on 'Global Issues in Management' organized by University Business School (UBS), Punjab University, Chandigarh on March 28th, 2017.
42. Resource person for session on '**Your Vote is Your Voice**' in Systematic Voters' Education and Electoral Participation (SVEEP) Programme of Election Commission of India on January 12th, 2017.
43. Resource Person in '**Workshop on Research Methodology using SPSS**' organized by Human Resource Development Center, Lovely Professional University, Phagwara, Punjab June 01st-07th, 2016.
44. Resource person & Coordinator for '**Workshop on Entrepreneurship Orientation**' for School Principals & Teachers under the project 'DISHA' organized by Lovely Professional University, Phagwara, December 19th, 2015.
45. Resource person for sessions on '**Navigating Case Study Analysis**' in Faculty Development Programme on 'Emerging Trends in Management & IT Education' organized by KCL Institute of Management & Technology, Jalandhar in academic collaboration with Indo Global Chamber of Commerce, Industries & Agriculture and IRD, India, December 14 -20, 2015.
46. Resource person for session on '**Academic Leadership**' in a three-day Leadership Workshop cum Conference for Heads of Tibetan Schools organized by School of Business, Lovely Professional University, September 11-13, 2015.
47. Chaired a session on '**Innovative Marketing Practices for Economic Growth**' at two-day international conference on 'Strategies for Global Competitiveness and Economic Growth' organized by School of Business, Lovely Professional University, Phagwara, Punjab on August 21-22, 2015.
48. Resource person & Coordinator for '**National Case Writing Workshop**' organized by School of Business, Lovely Professional University, June, 26 - 28, 2015.
49. Resource person for session on '**Effective Leadership**' in Workshop on Leadership for Academic Excellence for School Principals under the project 'DISHA' organized by Lovely Professional University, Phagwara, May 02, 2015.

50. Resource person & Coordinator for '*National Case Writing Workshop*' organized by School of Business, Lovely Professional University, June, 26 - 28, 2014.
51. Resource person for sessions on '*Discriminant Analysis*' and '*Case Study Writing and its Usage in Research*' in National Workshop on Research Methodology and Statistical Analysis organized by Maharaja Agrasen University in academic collaboration with University Institute of Hotel Management & Tourism (UIHMT), Punjab University, Chandigarh, June, 02 - 08, 2014.
52. Theme Speaker for session on '*Tourism Marketing Issues*' and Co-Chair for session on '*Sustainable Development Goals*' at HOSTOCON-2013 National Seminar on One Billion Tourists, One Billion Opportunities, organized by University Institute of Hotel Management and Tourism, Panjab University, Chandigarh, February 15-16, 2013.
53. Resource person for a session on '*Worklife Balance*' in Empowering Teachers-Workshop on Soft Skills, e-learning & Smart Teaching under the project 'DISHA' organized by Lovely Professional University, Phagwara, February 1-2, 2013
54. Session Chairperson in one-day national conference on '*Modern Trends in Computer Science & Engineering (MTCSE-12)*' organized by Swami Vivekanand Institute of Engineering & Technology, Banur, Punjab on August 24, 2012.
55. Resource person for session on '*Adventures of Report Writing*' in Faculty Development Programme on Research Methodology and Quantitative Techniques with Software Application Conducted by Regional Institute of Management & Technology, Mandi Gobindgarh, Punjab on May 04, 2012.
56. Chaired a session on '*Marketing & Branding*' at National Seminar on Tourism and Hospitality Industry: Omissions, Innovation and Challenges, University Institute of Hotel Management and Tourism, Panjab University, Chandigarh, October 15-16, 2011.
57. Conducted a Faculty Development Programme on '*Marketing Insights*' organized jointly by Punjab Technical University and Lovely Professional University on July 19-23, 2010.
58. Conducted a Faculty Development Programme on '*Use of Power Point Presentation's as a tool in Teaching of English*' organized by Department of English, Lovely Professional University on 20 April 2010.
59. Conducted a Faculty Development Programme on '*Research Methods and Data Analysis using SPSS*' organized by Lovely Professional University on March 01, 2009.
60. Delivered a special lecture on '*Creativity and Personality Development*' at ICFAI sponsored one day seminar on "Personality Development and Career Opportunities" organized by DAV College, Jalandhar on August 06, 2004

#### **RELEVANT TRAININGS & COURSES ATTENDED**

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1. Attended "*Short Term Course on Academic Administration (Principals & Heads)*", organized by UGC-Human Resource Development Centre, Guru Nanak Dev University, Amritsar on June 4-5, 2015
2. Attended "*Accountancy and Commerce Education Summit-2015*", organized by The Institute of Chartered Accountants of India, New Delhi, at Gulmohar, India Habitat Centre, New Delhi on January 19, 2015
3. Attended Executive Development Programme (EDP) on "*Knowledge & Technology Management-Force Multiplier for Business & Entrepreneur*", organized by Nanyang Business School, Singapore, at Crowne Plaza, Okhla, New Delhi on September 27-28, 2013
4. Attended Two Day Leadership Programme on "*Leadership*", organized by Innergise Learning Pvt Ltd, New Delhi on July 9-10, July 2013
5. Attended Faculty Development Programme on "*Brand Management*" organized by Discipline of Management, Lovely Professional University, Phagwara on June 11-12, 2012

6. Attended One day workshop on **“Best Teaching Practices for Improved Learning”** organized by University of Illinois Urbana Champaign, USA at Lovely Professional University on July 20, 2012
7. Attended Mini-Retreat for Administrators, Deans & Directors on **“Creating a Center for Teaching Excellence”** organized by University of Illinois Urbana Champaign, USA at Lovely Professional University on July 19, 2012
8. Attended two day Workshop on **“Adventures in Academic Leadership”** organized jointly by Punjab Technical University (PTU) and Lovely Professional University (LPU) on May 3 - 4, 2012.
9. Attended one day Management Development Programme on **“Increasing Profits Year after Year”** organized by Ludhiana Management Association at Ludhiana (Punjab) on April 19, 2012.
10. Attended Six Days Management Teachers Programme on **“Managing Strategic Incoherence”** organized by Strategic Management Forum, IIM Lucknow at Noida Campus on January 2 -7, 2012.
11. Attended Six days Foundation Course in **“Strategic Management”** organized by Strategic Management Forum in association with AICTE, IIM Lucknow on October 18-23, 2010.
12. Attended Faculty Development Programme on **“Strategic Management”** organized by Punjab Technical University and Lovely Professional University from July 15 to July 17, 2010.
13. Attended HR Summit 2009 with theme **“HR Challenges during Recession”** organized by Lovely Faculty of Business and Arts in association with PHD Chambers of Commerce and Industry (PHDCCI), April, 16, 2009.
14. Attended Management Development Programme on **“Brand Samurai”** organized by Apeejay School of Management on March 07, 2008 at Indian Habitat Centre, New Delhi
15. Attended a workshop on **“How to Get Paper Published Internationally”** organized by CMTR, Mohali on December 20-21, 2007
16. Attended a workshop on **“Case Based Method of Teaching”** organized by Lovely Professional University, Phagwara on September 30th, 2007
17. Attended a workshop on **“Effective Communication”** organized by the ICFAI University, Hyderabad and Hindustan Times, held at Hotel Maya, Jalandhar on December 09, 2006
18. Attended UGC sponsored **“Refresher Course”** at Academic Staff College, HP University, Shimla (HP), July 07-27, 2006
19. Participated in a seminar on **“Emerging India: Vision 2020”** organized by ICFAI University in Jalandhar on June 21, 2006
20. Participated in a seminar on **“Emerging Trends in Finance, Banking and Management”** organized by ICFAI University, Hyderabad at Hotel Maya, Jalandhar on March 11, 2006
21. Attended **“Faculty Development Programme”** organized by the ICFAI University, Hyderabad at Jalandhar on August 05, 2005
22. Attended a workshop on **“Enablers of Global Competitiveness in Manufacturing Industry”** organized by Sports Goods Manufacturers & Exporters Association (SGMEA), Jalandhar on March 29, 2005
23. Participated in a SIDBI sponsored programme on **“Effective Business Counselling”** organized by Entrepreneurship Development Institute of India in association with UNIDO, cluster Development Programme on March 11-16, 2004
24. Attended **“Faculty Development Programme”** organized by the ICFAI University, Hyderabad at Jalandhar on October 21, 2003
25. Participated in a workshop on **“Business Communication”** organized by British Council, India Division, New Delhi held on August 03-04, 2002

26. Attended a National Seminar on “*WTO and its Implications for Punjab Economy*” held on December 14, 2002 at Apeejay Institute of Management, Jalandhar

#### **JOURNAL GUEST EDITOR**

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1. International Journal of Sustainable Society, InderScience Publishers, Special Issue on “*Sustainability and Marketing in the Emerging Markets*”, Vol.14, No. 4, ISSN 1756-2546
2. International Journal of Business and Globalisation, InderScience Publishers, Special Issue on “*New Paradigms in Consumer Behaviour and Marketing*”, Vol.32, No. 4, ISSN 1753-3635
3. International Journal of Internet Marketing and Advertising, InderScience Publishers, Special Issue on: “*E-Commerce, Social Media and Consumer Behaviour*”, ISSN 1741-8100
4. International Journal of Applied Business and Economic Research, Serials Publications Pvt. Ltd., Special Issue on “*Strategies for Global Competitiveness and Economic Growth*”, Vol. 13, No. 3, ISSN 0972-7302

#### **E-CONTENT DEVELOPED**

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Platform: e-PG Pathshala

Subject Name-Management

Paper 14: Tourism and Hospitality Marketing

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827>

#### **COUNTRIES VISITED**

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United Kingdom, Spain, Sri Lanka, Portugal, Nigeria, Dubai, Thailand