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FUNCTIONAL AREAS: • Operations Management • Marketing Management • Supply Chain Management • Brand Management

List of Publication

- SIMULATION MODELING IN RETAIL LOGISTICS AND SUPPLY CHAIN ,MAINT – JOURNAL OF IT & MANAGEMENT VOL.3 NO.1 (PAGE NO. 71-78) (2009-2010)
- SERVICE EXCELLENCE THROUGH E- BUSINESS: A CASE STUDY OF HOSPITALITY INDUSTRY,MMU JOURNAL OF MANAGEMENT PRACTICE S VOL. 4 ISSUE NO. 1&2 (PAGE NO.98-101) (2010-2011)
- CUSTOMER'S SATISFACTION TOWARDS E- BANKING SERVICES: A STUDY OF PUNJAB STATE ,GLOBAL EVOLUTION VOL. 1 NO.2 (PAGE 21-28) (2010-2011)
- DETERMINANTS OF PERCEIVED STRESS AND BURNOUT AMONG EMPLOYEES OF HVPN LTD,GLOBAL EVOLUTION VOL. 1 NO.2 (PAGE 39-46) (2010-2011)
- BENEFITS OF B2B E- COMMERCE- A REVIEW,ASIAN JOURNAL OF RESEARCH IN BUSINESS ECONOMICS AND MANAGEMENT VOL. 3 ISSUE 8 (PAGE 274-287) AUG2013
- AN EMPIRICAL INVESTIGATION OF THE EFFECT OF SWITCHING BARRIERS ON CUSTOMER RETENTION IN MOBILE TELE. SERVICES GLOBAL EVOLUTION VOL. 3 NO.1 (PAGE 41-47) (JAN- DEC. 2012)
- VALUE MARKETING AND ITS IMPACT ON SHARE HOLDERS INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SCIENCE & TECHNOLOGY VOL. 3 ISSUE 2 PAGE 209 YEAR 2012
- CHALLENGES OF GREEN MARKETING AND A WAY OF FUTURE INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES, VOL. 4 ISSUE 2 PAGE 1388 YEAR 2013
- CAREER ADVANCEMENT OF WOMEN: AN EMPIRICAL STUDY OF SELECTED HOTELS IN HOSPITALITY INDUSTRY INTERNATIONAL JOURNAL OF RESEARCH IN MANAGEMENT & SOCILA SCIENCE , VOL. 1, ISSUE1, PAGE 22-28, OCT.- DEC. 2013
- A STUDY OF CSR INITIATIVES IN PHARAMACEUTICAL SECTOR IN INDIA GOLDEN RESEARCH THOUGHTS, VOLUME - ISSUE 6, PAGE NO.1 DECEMBER 2013
- AN EMPIRICAL STUDY ON BANCASSURANCE - BANK EMPLOYEE PERSPECTIVE INTERNATIONAL JOURNAL OF RETAILING AND MARKETING VOL.6 NO.1, PAGE 55-66, YEAR 2014
- AUDITING HUMAN RESOURCE FUNCTIONS & COMPETENCIES THE INDIAN JOURNAL OF INDUSTRIAL RELATION VOL. 51, NO.1, PAGE 109-120
- EXAMINING EXPECTED AND PERCEIVED SERVICE QUALITY IN LIFE INSURANCE CORPORATION OF INDIA INTERNATIONAL JOURNAL OF APPLICATION OR INNOVATION IN ENGINEERING & MANAGEMENT, VOL.3, ISSUE-1, PAGE 274
- CHALLENGES TO SUSTAINABLE DEVELOPMENT SOME EFFORTS FOR A BETTER FUTURE OF YAMUNA REGION INTL. RESEARCH & JOURNAL OF COMMERECE , BUSINESS & SOC.SCIENCE , VOL.III, IS12(II0 MARCH2015
- KAUTILYA'S ARTHASHASTRA- THE GOSPEL OF GOVERNANCE EXCELLENCE AND ITS CONTEMPORARY RELE. TO CURB CORRUPTION GLOBAL EVOLUTION VOL. 4 NO.1 &2 (PAGE 41-46) (JAN- DEC. 2013)
- GREEN PACKEGING FOR SUSTAINBLE ENVIRONMENT PROTECTION: A CASE

STUDY OF ITC LTD. EMERGING TRENDS IN CORPORATE MANAGEMENT PAGE NO. 236, YEAR 2011-12

- INVESTOR ATTITUDE TOWARDS INVESTMENT IN DERIVATIVES
- FINANCIAL AND COMMODITIES DERIVATIVES, PAGE NO. 32-42 , YAER 2013
- ROLE PLAYING IN TEACHING : AN EVALUATION OF A LEARNING METHOD
- COMMERCE EDUCATION IN INDIA, PAGE 74-85 YEAR 2013

BOOK PUBLISHED

- MANAGEMENT CONCEPT AND APPLICATION
- STRATEGIC MANAGEMENT
- OPERATION AND SUPPLY CHAIN MANAGEMENT
- BRAND MANAGEMENT

ARTICLES /CHAPTERS PUBLISHED IN BOOKS

- HOTEL INDUSTRY : A DEMANDING INDUSTRY, PARADIGM SHIFT IN CONTEMPRARY MANAGEMENT, EDITOR :VIKAS KAPOOR & PRAGATI PUBLICATIONS PAGE -153-155 YEAR 2014
- HEALTH TOURISM IN INDIA: KEY ISSUES, CHALLENGES AND FUTURE PROSPECTS INNOVATIVE PRACTICES IN MANAGEMENT & EDUCATION, EDITOR: SUNIL KUMARI, LAMBERT ACADEMIC PUBLISHING, 2017, PAGE NO. 8-23
- CONSUMER PURCHASE INTENTION: ORGANANIC PRODUCT IN INDIA INNOVATIVE PRACTICES IN MANAGEMENT & EDUCATION, EDITOR: SUNIL KUMARI, LAMBERT ACADEMIC PUBLISHING, 2017, PAGE NO. 47-62 (INTERNATIONAL PUBLISHER)

Research Guidance:

- Six Research Scholar has been awarded Ph.D Degree

PAPER PRESENTED IN CONFERENCES

- INTERCULTURAL COMMUNICATION : IDENTIFYING THE ROLE OF CULTURE IN COMMUNICATION PROCESS (2011-2012) CHANGING GLOBAL PARADIGMS OF MEDIASCAPE OCT 21-23, 2011 CENTRE FOR ADVANCED MEDIA STUDIES, PBI, UNIVERSITY, PATIALA
- PERSPECTIVE OF SUPPLY CHAIN WITH RESPECT TO INDIAN VALUES IN AGRICULTURE SECTOR (2011-2012) INDIAN VALUES & CULTURE – ROLE IN CAREER ENHANCEMENT 85 FEB. 20, 2012 CCPC, MDU, ROHTAK
- MEDICAL TOURISM: OPPORTUNITIES AND AVENUES IN INDIA (2011-2012) INDIAN TOURISM : MEETING CHALLENGES FOR FUTURE FEB. 25, 2012 IHTM, MDU, RHOTAK
- ANALYTICAL STUDY OF TRENDS IN THE INDIAN STOCK MARKET EMERGING ISSUES IN INVESTMENT MANAGEMENT IN INDIA APR. 21, 2012 IMSAR, MDU, ROHTAK
- SUSTAINABLE DEVELOPMENT AND ECONOMICAL ISSUES OF ORGANIC FARMING IN INDIA INCLUSIVE GROWTH IN MODERN INDIAN ECONOMY SEP. 26, 2015 QUANTUM GLOBAL CAMPUS , RPRKEE, U.P.
- RTI ACT:: A TOOL OF GOOD GOVERNANCE (2010-2011) RIGHT TO INFORMATION: FOR GOOD GOVERNANCE MAR. 10-11, 2011 BPSMV, KHAPUR

KALAN

- ROLE OF PUBLIC- PRIVATE PARTNERSHIP IN PROMOTING HEALTH CARE SERVICES IN INDIA (2009-2010) HEALTH AND IT'S DYNAMICS: STATE, MARKET AND SOCIETY MAR. 26-27, 2010 DEPTT. OF SOCIOLOGY, MDU, ROHTAK
- ACTIVITY –BASED LEARNING IN HOSPITALITY TEACHING (2010-2011) ACTIVITY –BASED LEARNING IN PROFESSIONAL EDUCATION MARCH 12 2011 IMSAR, MDU, ROHTAK
- E- MARKETING IN HOSPITALITY INDUSTRY IN INDIA (2011-2012) TOURISM – LINKING CULTURES SEP. 27, 2011 IHTM, MDU, RHOTAK
- GREEN REVERSE SCM PRACTICES IN ELECTRICAL COMPANY/ INDUSTRY (2010-11) EMERGING ISSUES IN GREEN MARKETING MAR.13, 2011 AGGARWAL. COLLEGE , BALLABGARH
- REVERSE SUPPLY CHAIN FOR PROFITABLE RETURNS : A STUDY OF CFL (2010-2011) STRATEGIC TRANSFORMATION IN GLOBALISED ERA FEB26, 2011 EDP CELL- MGT STUDIES ,TIT,BHIWANI
- BUILDING INNOVATIVE ORGANIZATION (2010-2011) MANAGING CORPORATE WORLD-VISION 2020 DEC.10-11,2010 GALAXY GLOBAL GROUP OF INSTITUTES
- CAREER OPPORTUNITIES IN CULINARY SERVICES & HOSPITALITY INDUSTRY (2010-2011) CULINARY SERVICES & HOSPITALITY OCT.20,2011 IHTM, MDU, RHOTAK
- INDIAN POWER SECTOR IN FIVE YEAR PLANS: AN ANALYTICAL VIEW INDIAN POWER SECTOR: EMERGING OPPORTUNITIES AND CHALLENGES NOV. 23-24, 2012 DEPTT. OF ECONOMICS, MDU, ROHTAK
- BRIDGING AN INTERDISCIPLINARY GAP : UNITING & URBAN PLANNING INTERDISCIPLINARY APPROACHES TO HOSPITALITY & TOURISM OCT.20, 2012 IHTM, MDU, RHOTAK
- SUSTAINABLE DEVELOPMENT OF TOURISM SECTOR : IDENTIFYING ROLE OF ETHICS MANAGING SUSTAINABLE TOURISM SECTOR: IDENTIFYING ROLE OF ETHICS OCT.1, 2012 IHTM, MDU, RHOTAK
- STUDENTS SATISFACTION AND EDUCATION SERVICE QUALITY: AN EMPIRICAL STUDY OF HOSPITALITY & TOURISM INST. OF HARYANA HOSPITALITY AND TOURISM EDUCATION IN INDIA: ISSUES AND CHALLENGES APRIL.23, 2013 IHTM, MDU, RHOTAK
- YOGA FOR HEALTH AND MANAGEMENT OF INDIVIDUAL DIFFERENCES RECENT DEVELOPMENT IN BUS. MGT APRIL 20, 2013 DEPTT. OF MANAGEMENT STUDIES, KITM, KRK.
- AN EMPIRICAL STUDY ON CUSTOMER PERCEPTION TOWARDS BANCAASURANCE OF PRIVATE SECTOR BANKS IN HRY EMERGING TRENDS IN MANAGEMENT FEB. 28, 2014 IMSAR, MDU, ROHTAK
- MAKE IN INDIA: MAGNETISM TOWARDS NEW ERA OF ECONOMIC DEVELOPMENT
- MAKE IN INDIA: OPPORTUNITIES AND CHALLENGES APR. 25, 2015 IMSAR, MDU, ROHTAK
- ROADBLOCKS TO ENHANCING COMPETITIVENESS GLOBAL COMPETITIVENESS: PARADIGM SHIFT IN MGT, ENGG & SC APR. 27,2013 SAVERA GROUP OF INSTITUTIONS , GURGAON
- BUILDING STRONG BRANDS ONLINE THROUGH CONTENT MARKETING: A WINING STRATEGY
- CHALLENGES TO INCLUSIVE GROWTH IN THE EMERGING ECONOMIES DEC. 31 14 -2ND JAN 15
- DEPTT. OF COMMERCE, M.D. U. ROHTAK
- RURAL INDUSTRIALISATION ; INEQUALITIES IN INDIA , RURAL TRANS. IN

INDIA: CHALLENGES OPP. & STRATEGIES , OCT. 17, 2015,IMSAR, MDU, ROHTAK

- WOMEN 'S ECONOMIC AND SOCIAL EMPOWERMENT THROUGH MICROFINANCING EMF WOMEN TO LEAD CHANGE DEC 15, 2015, WOMEN CELL OF KANYA MAHA VIDYALAYA ,
- A STUDY OF FINANCIAL INCLUSION USING PRADHAN MANTRI JAN DHAN YOJNA CONTEMPORARY ISSUES & CHALLENGES IN COMM,, MGT & ECO IN IINDIA JANURARY 18, 2016 SH. L.N. HINDU COLLEGE ROHTAK
- ENVIRONMENT CONCERN CONSUMER PURCHASE INTENTIONS TOWRDS ORGANIC PRODUCT IN INDIA RECENT DVANCES IN ACCOUNTING, COMMERCE AND TAXATION 16-17 SEP, 2015 AMITY COLLEGE OF COMMERCE AND FINANCE , AMITY UNIVERSITY, U.P
- A STUDY OF E- BANKING SERVICES IN INDIA EMERGING ISSUES IN THE FINANCIAL SECTOR IN INDIA 8 FEB, 2017 IMSAR, MDU, ROHTAK
- START-UPS: A POWERFUL PATH TO SOCIAL INCLUSION START-UP IN INDIA RECIPE FOR INCLUSIVE ENTREPRENEURSHIP AND INNOVATION : ISSUES AND CHALLENGES 2-3 MARCH ,2017 IMSAR, MDU, ROHTAK
- CORPORATE SOCIAL RESPONSIBILITY IN INDIA CORPORATE SECTOR IN INDIA: SOCIO LEGAL ISSUES & CHALLENGES 27 APRIL ,2016 UILMS, MDU, GURGAON
- TRANSFORMATION OF SUPPLY CHAIN THROUGH DIGITIZATION DIGITAL INDIA : PROSPECTS AND CHALLENGES 2-3 MARCH ,2017 IMSAR, MDU, ROHTAK

WORK EXPERIENCE

| Sr. No. | Name of the organisation | Experience | | Designation | Pay scale |
|---------|--|----------------|--------------------|----------------------|------------------|
| | | From | To | | |
| 1. | Mahraja Engg. And Investments (Pb.) Ltd. | July1996 | Oct.2002 | Executive Commercial | 10,000 |
| 2. | M.D.U University | Oct 2002 | Aug.2008 | Asst. Professor(SFS) | 15600-39100+6000 |
| 3 | B.P.S.M.V. Khanur | Aug2008 | Dec.2008 | Asst. Professor | 15600-39100+6000 |
| 4. | M.D.U University | Dec2008ct 2002 | Till date Aug.2008 | Asst. Professor | 15600-39100+8000 |

EDUCATION

- ⇒ **PhD** " Strategies for competitive advantage : a study of two wheeler industry in India" , IMSAR M.D.U Rohtak (2008)
- ⇒ **MBA (Marketing & Production)** from Deptt. Of Business Management Kurukshetra University, Kurukshetra.(1996)

BE (Mechanical) from Punjab Engineering College, Chandigarh. (1993)

WORK EXPERIENCE IN PROCUREMENT, VENDOR DEVELOPMENT AND QUALITY ASSURANCE

July 1996–Oct. 2002 Maharaja Engineering and Investments (Pb.) Ltd.

Executive Commercial (*Organisation promoted by PSIDC*)

- ⇒ **Successfully managed the alignment of procurement, Inventory and Vendor Development, which has business operations in LPG Regulators, LPG SC valves and Electronic Energy Meters.**
- ⇒ Enhanced organization profits by implementing a project on vendor development for different business units and achieving a 10% cost reduction.
- ⇒ Instrumental in the development and implementation of Quality Standard of ISO-9000 as Management Representative of the company and monitoring documentation for Quality Standard
- ⇒ Finalising & Liaising with PSU oil Companies for LPG Regulator and SC valves and ensuring smooth logistics operations for different destinations.

AWARDS AND EXTRA CURRICULAR ACTIVITIES

- ⇒ Member of organizing committee for NAAC Accreditation
- ⇒ Rakt-Dan Sewa Samman by District Authority in 2015
- ⇒ Convener of Yuva Kriti in 21st National Youth Festival, MDU in 2017
- ⇒ Coordinator, Career Counselling and Placement Centre, M.D.University Rohtak.
- ⇒ Won best presenter award in Second Orientation Programme from 7th December to 3rd January 2010 BPS Mahila Vishwavidalaya, Khanpur.
- ⇒ Worked as organizing member in Rajat Utsav, 25th Inter University National Youth Festival Feb. 2-6, 2010 organized by M.D. University, Rohtak.

IT SKILLS

- ⇒ Well versed with SPSS, MS Windows/XP, MS Office package

PERSONAL PARTICULARS

Date of Birth: 8th March 1972

Languages Known: English, Hindi, Punjabi and German

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