

# ***CURRICULUM VITAE***



## **Dr. Rishi Chaudhry**

Ph.D. (Management Sciences)

Professor

Institute of Management Studies  
and Research

Maharshi Dayanand University

Rohtak-124001, Haryana (India).

## **EDUCATIONAL QUALIFICATIONS**

- **Ph.D.**
  - *Thesis:* “HSIDC and Industrial Development of Haryana”
  - *Institution:* Maharshi Dayanand University, Rohtak
- **M.B.A.**
  - *Institution:* Maharshi Dayanand University, Rohtak
- **LL.B**
  - *Institution:* Maharshi Dayanand University, Rohtak
- **B. Com**
  - *Institution:* Maharshi Dayanand University, Rohtak
- **Matriculation**
  - *Institution:* Haryana School Education Board, Bhiwani

## **FIELDS OF SPECIALISATION**

- Corporate Finance
- Indian Financial System
- Banking
- Investment Management
- Micro Finance
- Accounting and Taxation

## **RESEARCH EXPERIENCE AND GUIDANCE**

- **Ph.D. Supervision** :10 students were awarded doctoral thesis; currently supervising 4 Ph.D. candidates, and 3 candidates are in the process of registration of Ph.D.
- **MBA Project Guidance** : Supervised over 200 MBA research projects.

- **Research Contributions** : Published number of research papers in National and International Journals of repute and presented at various Conferences/Seminars.
- **Organizing Role** :Organized multiple National/International Conferences.

### TEACHING EXPERIENCE (*More than 30 Years*)

Institution	Designation	Period
IMSAR, MDU, Rohtak	Professor	March 27, 2009 – Present
IMSAR, MDU, Rohtak	Associate Professor	Jan 1, 2006– March 26, 2009
IMSAR, MDU, Rohtak	Reader	September 1, 2003, – December 31, 2005
IMSAR, MDU, Rohtak	Lecturer (Selection Grade)	December 9, 2002 – August 31, 2003
IMSAR, MDU, Rohtak	Lecturer (Senior Scale)	July 27, 1998- December 8, 2002
IMSAR, MDU, Rohtak	Lecturer	December 9, 1991- July 26, 1998

### ADMINISTRATIVE EXPERIENCE

- **Current Roles:**
  - Dean, Faculty of Management Sciences & Commerce, Maharshi Dayanand University, Rohtak.
  - Chairman of Investment Committee, Maharshi Dayanand University, Rohtak.

### Membership/ Participation in bodies/ Committees on Education and National development

- Member of Research Degree Committee, Maharshi Dayanand University, Rohtak.
- Member of University Court, Maharshi Dayanand University, Rohtak.
- Member of Selection Committee for LPS & LPS Bossard Scholarship.
- Member of Committee constituted for Implementation of Curriculum and Credit Framework for Undergraduate Programmes (Session 2023-24).
- Member of Research Advisory Committee at Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak.

- Member of Career Advancement Committee, Maharshi Dayanand University, Rohtak.
- Member of Selection Committee for Field Investigator of Research Project Proposal in CRSIS&EC, Maharshi Dayanand University, Rohtak.
- Member of Governing Body of CRIS&EC, Maharshi Dayanand University, Rohtak.
- Member of Reviewer of Proposals of Start Ups, Centre for Innovation, Incubation and Entrepreneurship.
- Member of UG and PG BOS, Maharshi Dayanand University, Rohtak.
- Member of University Library Committee, Maharshi Dayanand University, Rohtak.
- Member of Standing Committee for SWAYAM Courses, Maharshi Dayanand University, Rohtak.
- Member of Academic and Administrative Audit Committee, Maharshi Dayanand University, Rohtak.
- Member of the Committee constituted for selection of Adjunct and Distinguished Faculty members, Maharshi Dayanand University, Rohtak.
- Member of Migration Committee, Maharshi Dayanand University, Rohtak.
- Member of Admission Committee at IMSAR, Maharshi Dayanand University, Rohtak.
- Member of the Advisory Committee constituted to organize National Conference on “Contemporary Issues in Innovations, Entrepreneurship and Business Management”.

### **Contribution to University/ Department activities/ Corporate governance**

I am contributing to the University/ Department activities/ Corporate governance with best of my competencies and full commitment. I have been entrusted with the following responsibilities at University level:

- Member of Admission Committee of Maharshi Dayanand University, Rohtak.
- Member of the Selection Committee for the grant of promotion as senior professor.
- Member of the Committee constituted to examine the enhancement of the entertainment allowances.
- Member of Governing Body of CRSIS&EC, Maharshi Dayanand University, Rohtak.
- Member of Career Advancement Scheme Committee, Maharshi Dayanand University, Rohtak.

- Member of the Committee constituted to consider the curriculum vitae for engagement as Professor of practice.
- Member of the Committee constituted to consider the cases for engagement of junior/senior research consultant for “Centre for Disability Studies”.
- Member of University Library Committee, Maharshi Dayanand University, Rohtak.
- Member of Migration Committee, Maharshi Dayanand University, Rohtak.
- Member of the Maharshi Dayanand University, Research Advisory Counselling.
- Member of the Internal Screening Committee constituted for the promotion of the teachers.
- Member of the Committee for LPS & LPS Bossard Scholarship.
- Member of the Committee constituted for selection of Adjunct Faculty members, Maharshi Dayanand University, Rohtak.

#### **MEMBERSHIP IN PROFESSIONAL BODIES**

- Life Member, All India Commerce Association
- Founder Member, MD University Alumni Association, Rohtak

#### **MEMBERSHIP IN ACADEMIC/NON-ACADEMIC BODIES**

- **Current Positions:**
  - Member, Academic Council, MD University, Rohtak.
  - Member, Advisory Committee, MDU Alumni, MD University, Rohtak.
  - Convener, Faculty of Management Sciences & Commerce, MD University, Rohtak.
  - Convener of Academic and Administrative Audit Committee, Maharshi Dayanand University, Rohtak.
  - Member of UG and PG BOS, Maharshi Dayanand University, Rohtak.
- **Former Positions:**
  - Dean, Centre for International Academic Affairs, Maharshi Dayanand University, Rohtak
  - Director, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak

## **CURRICULUM DEVELOPMENT AND EXTENSION ACTIVITIES**

### *CURRICULUM DESIGNING*

Extensively contributed to the curriculum design and development **under NEP 2020** for **MBA, BBA** and **Ph.D.** programs at the **Institute of Management Studies and Research (IMSAR), Maharshi Dayanand University, Rohtak**. Additionally, played a significant role in the syllabus formulation for:

- **MBA 2 Year/ 1 Year/ Lateral Entry (under NEP 2020)**
- **BBA (Honours) 4 Years (under NEP 2020)**
- **MBA (Honours)**
- **MBA 5-Year Integrated Program**
- **MBA (General)**
- **Bachelor of Business Administration (BBA) at MDU**

### **RESEARCH WORKS GUIDED (Ph.D. & M.Phil.)**

#### *Ph.D. Degrees Awarded*

- Motivational Factors, Challenges and Strategies of Entrepreneurs in MSMEs
- Opportunities, Access and Challenges of Financial Inclusion in Haryana
- Impact of Psychological Factors on Individual Investment Decisions: A Study of Women Investors
- Effects of Corporate Governance on Shareholder Value in Select Companies of National Stock Exchange
- Issues And Challenges Involved in Adoption of Mobile Banking
- Finance Schemes and Credit Health Check by Selected Financial Institutions
- Retail Marketing Strategies for Shoppers Loyalty
- Social Media Marketing Practices and Small Enterprises
- Strategies For Competitive Advantage: A Study of Two Wheelers Industries in India
- Issues and Challenges Involved in the Adoption of Mobile Banking

#### *Ph.D. Works In Progress*

- Measuring Impact of Parent Brand Image on Branding of Brand Extensions: A Study of FMCG Sector
- Impact of Changed Investment Behavior Towards Investment Avenues
- Effectiveness of Campaigning over Social Media on Branding, Leadership & Voting Behaviour
- Problems and Prospects of Small Finance Banks in Achieving Financial Inclusion

### **Details regarding Refresher Course/Orientation Programme or other courses/ workshops attended**

- Attended One Day workshop on “Basic Contours of NEP 2020” organized by Internal Quality Assurance Cell, Maharshi Dayanand University, Rohtak on 11<sup>th</sup> January, 2023.
- Attended One Day workshop on “Curriculum and Credit Framework for Undergraduate Programmes” organized by Faculty Development Centre & Internal Quality Assurance Cell, Maharshi Dayanand University, Rohtak on 25<sup>th</sup> March, 2023.
- Participated in Workshop of Curriculum Development on “Scheme of Examination and Syllabi of BBA Programme based on NEP-2020” held at Conference Hall, IMSAR, Maharshi Dayanand University, Rohtak.

### **RESEARCH PUBLICATIONS**

#### Chapters in Books

- Mohit., **Chaudhry, R.**, Nitika. (2023). Unveiling the Dynamics of Brand Extension Success: A Comprehensive Conceptual Framework Analysis, *Navigating Business Horizons: Integrating Commerce, Management, and Economic Strategies*, RCHub Publishers. ISBN: 978-81-966869-2-5
- Nair, A. J., Manohar, S., & **Chaudhry, R.** (2024). Securing the Metaverse: Exploring the Role of Artificial Intelligence in Mitigating Emerging Threats in Manufacturing and Service Industries. In *Augmenting Retail Reality, Part B: Blockchain, AR, VR, and AI* (pp. 67-84). Emerald Publishing Limited. ISBN: 978-1-83608-709-0
- Nair, A. J., Manohar, S., Mittal, A., & **Chaudhry, R.** (2024). Unleashing Digital Frontiers: Bridging Realities of Augmented Reality, Virtual Reality, and the Metaverse. In *The Metaverse Dilemma: Challenges and Opportunities for Business and Society* (pp. 85-112). Emerald Publishing Limited. ISBN: 978-1-83797-525-9
- Nair, A. J., Manohar, S., & **Chaudhry, R.** (2024). Role of Knowledge Management in Enhancing the Effectiveness of the Gig Economy. In *Strengthening Sustainable Digitalization of Asian Economy and Society* (pp. 161-175). IGI Global. ISBN13: 9798369319420
- Mohit., **Chaudhry, R.**, Nitika, Chaudhary, K. (2024). The Future of Social Media Advertising: Predicting Trends and Their Potential Impact on Purchase Intentions,

*Navigating Business Horizons: Integrating Commerce, Management, and Economic Strategies*, RCHub Publishers. ISBN: 978-81-966869-2-5

- Mohit., **Chaudhry, R.**, Bhayana, Gunjan. (2024). Finance and Investment Strategies for Creating Wealth: A Comprehensive Conceptual Analysis, *Managing Global Challenges Through Innovative Strategic Practices*, Corvette Press. ISBN: 978-93-91385-53-8
- Selvakumar, P., Chandra, S., Pandey, S., Malik, N., & **Chaudhry, R.** (2025). Influence of Employee Ownership on Environmental and Social Sustainability. In *Integrating Governance and Corporate Social Responsibility in Employee Share Ownership* (pp. 129-152). IGI Global Scientific Publishing. ISBN13: 9798369370315
- Mohit., **Chaudhry, R.**, Kumar, R., Nitika, Chaudhary, K. (2025). Global Impacts and Sustainable Practices in Fast Fashion. *Global Impacts and Sustainable Practices in Fast Fashion*. IGI Global. (accepted)
- Mohit., **Chaudhry, R.**, Kumar, R., Nitika, Chaudhary, K. (2025). Resilience Strategies for Small Business in Industry, *Resilience: Future Trends and Challenges in Small and Medium Enterprises*, Emerald (accepted)

#### Conference Proceedings Published

- Mohit., **Chaudhry, R.**, Kumar, R., Nitika, Chaudhary, K. (2024). Measuring the Impact of Core Brand Image on Branding of Extended Brands: A Study of the FMCG Sector, *3rd International Conference on "Research and Innovation in Products"*, Springer.
- **Chaudhry, R.**, Kaur, S., Singla, J., Mittal, R., & Malik, V. (2024, March). Fraud Detection and Prevention for a Secure Financial Future Using Artificial Intelligence. In *2024 International Conference on Emerging Smart Computing and Informatics (ESCI)* (pp. 1-6). IEEE.
- **Chaudhry, R.**, Prakash, A., Gorowara, N., Mittal, R., & Malik, V. (2024, March). Artificial Intelligence with Streamlining Payments and Lending for a Simpler Financial Ecosystem. In *2024 International Conference on Emerging Smart Computing and Informatics (ESCI)* (pp. 1-5). IEEE.
- Malik, V., Mittal, R., **Chaudhry, R.**, & Yadav, S. A. (2024, March). Predicting Purchases and Personalizing the Customer Journey with Artificial Intelligence. In *2024 11th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO)* (pp. 1-5). IEEE.

- Gorowara, N., Singla, J., **Chaudhry, R.**, Malik, V., & Mittal, R. (2024, March). Artificial Intelligence-Based Forecasting Market Trends and Guiding Investment Decisions. In *2024 International Conference on Emerging Smart Computing and Informatics (ESCI)* (pp. 1-5). IEEE.
- Tripathi, S., Tiwari, A., Singh, S., Roy, A., Singla, J., & **Chaudhry, R.** (2024, January). Analyzing the Consumer Buying Behavior by Adapting Artificial Intelligence (AI). In *2024 International Conference on Healthcare Innovations, Software and Engineering Technologies (HISSET)* (pp. 377-379). IEEE.
- Mohit., **Chaudhry, R.**, Nitika, Chaudhary, K. (2024). Privacy Concerns in Tech-Integrated Brand Extensions: A Societal Dilemma, *6th International Black Sea Modern Scientific Research Congress*, Institute of Economic Development and Social Research.
- Mohit., **Chaudhry, R.**, Nitika, Chaudhary, K. (2024). Harmony or Dissonance: Investigating Perceived Fit in Brand Extensions for Consumer Perception and Brand Equity, *10th International Black Sea Modern Scientific Research Congress*, Institute of Economic Development and Social Research.
- Mohit., **Chaudhry, R.**, Nitika, Chaudhary, K. (2024). The Future of Social Media Advertising: Predicting Trends and Their Potential Impact on Purchase Intentions, *6th International Black Sea Modern Scientific Research Congress*, Institute of Economic Development and Social Research.

#### Paper Publications in International Journals

- Mohit., **Chaudhry, R.**, & Kumar, R. (2023). Bridging The Knowledge Gap: A Dynamic Bibliometric Analysis of Emerging Trends in Brand Extensions (2009 To 2023). *Journal of Namibian Studies: History Politics Culture*, 33, 3412-3435.
- Nitika; Chaudhary, K; Mohit; **Chaudhry, R.** (2023). AI-Driven Transformation of Social Media Advertising: Enhancing Effectiveness and Exploring Ethical Implications, *Indian journal of natural sciences*, 14 (81), 65418-65426
- Suryavanshi, U., **Chaudhry, R.**, Arora, M., & Mittal, A. (2024). Mapping the evolution of financial inclusion: a retrospective overview using bibliometric analysis. *Global Knowledge, Memory and Communication*.



- Suryavanshi, U., **Chaudhry, R.**, Mishra, A. K., & Yadav, M. (2024). Mapping the intellectual landscape of financial inclusion and sustainable development: a bibliometric analysis. *Competitiveness Review: An International Business Journal*.
- Jindal, P., Mittal, A., Gupta, P., & **Chaudhry, R.** (2024). Mediating Role of Psychological Safety on Support at the Workplace and its Association with Organization Performance: Context of Indian IT Sector. *The Open Psychology Journal*, 17(1).
- Mohit., & **Chaudhry, R.** (2024). Exploring the landscape of brand extensions: A bibliometric analysis of scholarly trends and insights. *The Scientific Temper*, 15(03), 2806-2818.
- Malik, A., **Chaudhry, R.**, Mohit., & Suryavanshi, U. (2024). Mapping the Landscape of Political Advertising Research: A Comprehensive Bibliometric Analysis. *The Scientific Temper*.
- Suryavanshi, U., & **Chaudhry, R.** (2024). Mapping the Landscape of Fintech and Financial Inclusion: A Bibliometric and Thematic Analysis. *Business studies*, XLV (1), 94-107
- Mohit., **Chaudhry, R.**, Kumar, R., Nitika., Kumar, A. (2024) A Bibliometric Study on Parent Brands and Brand Extensions: Recent Trends and Future Agendas, *Indian journal of natural sciences*, 14 (82), 68001-68013
- Mohit, **Chaudhry, R.**, Kumar., R. (2024). The Influence of Parent Brand Image on Extended Brands: A Conceptual Framework. (2024). *Satraachee*, 40(28), 524–529.
- Suryavanshi, U., **Chaudhry, R.**, Dhiman, K., & Kumar., A. (2024) The Nexus of Financial Inclusion and Sustainable Development Goals: A Systematic Review and Bibliometric Analysis, *Int. J. of Indian Culture and Business Management* (Accepted)
- Mohit., **Chaudhry, R.**, Kumar, R., & Arora, M. (2025). A critical review of brand image and buying intentions, *Benchmarking: An international journal*. Emerald Publishing Limited.

### **Conferences Paper Presented**

- Measuring the Impact of Core Brand Image on Branding of Extended Brands: A Study of the FMCG Sector, 3rd International Conference on “Research and Innovation in Products”, Springer.

- Finance and Investment Strategies for Creating Wealth: A Comprehensive Conceptual Analysis, Managing Global Challenges Through Innovative Strategic Practices, Department of Management Studies, TIT&S, Bhiwani, Maharshi Dayanand University.
- The Future of Social Media Advertising: Predicting Trends and Their Potential Impact on Purchase Intentions, 6th International Black Sea Modern Scientific Research Congress, Institute of Economic Development and Social Research.
- Harmony or Dissonance: Investigating Perceived Fit in Brand Extensions for Consumer Perception and Brand Equity, 10th International Black Sea Modern Scientific Research Congress, Institute of Economic Development and Social Research.
- Privacy Concerns in Tech-Integrated Brand Extensions: A Societal Dilemma, 6th International Black Sea Modern Scientific Research Congress, Institute of Economic Development and Social Research.
- AI-Driven Transformation of Social Media Advertising: Enhancing Effectiveness and Exploring Ethical Implications, International Conference on “The Future of Work: Redefining Business Management in the Age of Automation and Artificial Intelligence 2023”, Adarsh Institute of Management and Information Technology.
- The Landscape of Social Media Advertising: Bibliometric Analysis of Top 100 Cited Publications, International Conference on Sports Science & Management, Sharda School of Business Studies, Sharda University In Collaboration With Ministry Of Youth Affairs And Sports, Government Of India
- Unveiling the Dynamics of Brand Extensions Success: A Comprehensive Conceptual Framework Analysis, National Multidisciplinary Conference on Empowering Entrepreneurship: Driving Innovation, Sustainability and Economic Growth through Self-Employment, Chaudhary Bansi Lal University, Bhiwani.
- Small Finance Banks: A Catalyst for Financial Inclusion, International Conference on “Advance Research in Technology, Management, Social Science, Sustainable Development & Humanities”, Organized by DAV Institute of Management
- Thematic Trends in Fintech and Financial Inclusion: A Comprehensive Overview, International Conference on “Interdisciplinary issues (Management, IT & Social Sciences) in the Era of Industry 5.0”, Organized by Research Education Solutions
- Positioning social media For Impactful Political Advertising: A Literature Review, International Conference on “Interdisciplinary issues (Management, IT & Social Sciences) in the Era of Industry 5.0”, Organized by Research Education Solutions

- Visualizing the Research Landscape of Financial Inclusion and Sustainable Development: A Bibliometric Analysis, International Conference on “Redefining Business and Managerial Practices for Sustainable Growth: A Global Perspective”, Organized by Rukmini Devi Institute of Advanced Studies
- Small Finance Banks- A Mini-Review Approach, National Conference on “Contemporary Issues in Innovations, Entrepreneurship and Business Management”, Organized by Institute of Management Studies and Research
- Understanding Consumer Behaviour Towards Eco-Friendly Products: A Conceptual Approach, International Conference on “The Impact of Climate Change and Strategies for Sustainable Development in Changing Business Landscape”, Organized by Amity University, Chhattisgarh

## PERSONAL PROFILE

**Father's Name** : Sh. Radhey Shyam Chaudhry

**Date of Birth** : February 26, 1969

**Nationality** : Indian

**Gender** : Male

**Marital Status** : Married

**Address**

**Office Address:**

Institute of Management Studies and Research,

Maharshi Dayanand University,

Rohtak - 124001, Haryana, India

**Residence Address:**

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**Dated:**.....

**Place:** Rohtak

**(Rishi Chaudhry)**