

RESUME

VIJAY RATHEE

H.NO. 180/1 Adarsh Nagar, Gurgaon,
Haryana, India

EMAIL: vijay@mdurohtak.ac.in

PHONE NO: +91-9911594233.



WORK EXPERIENCE:

- At present working as Associate Professor in MDU-Center for Professional & Allied Studies, Gurgaon, Haryana, INDIA (Maharshi Dayanand University Maintained Institution) since may 2007.
- Worked as consultant of Business Development for Adani Ports.
- Worked as consultant of Business Development and its Effectiveness for “Jiwan Raas” an upcoming news channel.
- Worked as consultant of Business Development and its Effectiveness for “Mind Speak market solutions pvt. Ltd.”, “Prisstine Systems” and “Vetro Soins auto systems pvt. Ltd.”
- Worked as Asst. Prof. in All India Jat Heroes Memorial College, Rohtak, Haryana, India for ten months.
- Worked in LPS-Bossard, Rohtak, Haryana, India for six months as purchase executive.

RESEARCH PROJECTS & MARKET SURVEY:

- Field Director, Research Project on “Unveiling Electoral Challenges: A comprehensive Analysis of Low Electoral Population, Gender Disparity, and low Voter Turnout in Haryana’s three districts-Palwal, Gurgaon and Nuh” sponsored

- by Chief Electoral Officer, Haryana amounting Rs. 6,90,000/- from 2023-2024, conducted by Choudhary Ranbir Singh Institute of Social and Economic Change, Maharshi Dayanand University, Haryana.
- Area Coordinator, Research Project on “Baseline survey on Knowledge, Attitude and Practices of citizens of General Election of Lok-Sabha-2024” sponsored by Chief Electoral Officer, Haryana amounting Rs. 13,00,000/- from 2023-2024, conducted by Choudhary Ranbir Singh Institute of Social and Economic Change, Maharshi Dayanand University, Haryana.
 - Co-PI, Research Project on “Women in paramilitary forces: Issues & Challenges Involved” sponsored by National Commission for Women New Delhi amounting Rs. 16,50,000, from 2023-2024.
 - Conducted a Two-Week Capacity Building Programme for young Social Science Faculty from 01st -15th September 2023, the amount sanctioned Rs. 8,00,000 for this programme.
 - Study of Brand Image possessed by MDU-Center for Professional & Allied Studies (earlier UILMS). Under this study the quality, effectiveness and rating of the management programme is studied.
 - “Strength Weakness Opportunity & Threat analysis” of MDU-Center for Professional & Allied Studies has been carried along with students of final year MBA students
 - Study of Consumer Preferences and Behavior towards CNG as fuel.
 - Study of Consumer Preferences and Behavior towards BRANDED and NON-BRANDED Personal Computers.
 - Event Management for SPANCO TELESYSTEMS AND SOLUTIONS LTD. (Regarding “Wide Area Campus Network” at Ludhiana.)

BOOK PUBLISHED, REVIEWED & TALKS DELIVERED:

- Published a book on Strategic Management (ISBN: 978-93-94100-77-0), Global Academic Publishers.

- Reviewed a book on Consumer Behavior (ISBN: 978-93-5119-780-5) by Prof. Gurpreet Kaur, a biztantra publication.
- Delivered a talk on “The management of sexual harassment of women at workplace” during two days national seminar organized at India International Centre, Lodhi road, New Delhi
- Delivered a talk on “Trends and Strategies to combat attrition rate in organizations” at K.R. Mangalam University, Gurgaon.

PUBLICATIONS:

1. Paper titled “A contribution towards developing a sustainable model for enhancing entrepreneurial performance: Identifying the mediating role of Innovative Work Behaviour” published in Journal of Entrepreneurship in Emerging Economies (ABDC & Scopus Q1), December 2024.
2. Paper titled “Influencing customer’ buying behaviour in E-tail through telepresence evoked by augmented reality: the mediating role of usefulness, ease of use and enjoyment” published in Paradigm, A management research journal, Vol. 28 Issue 2, December 2024 (ISSN 0971-8907).
3. Paper titled “Employability skills among work-ready professionals in higher education: mapping the field through bibliometric analysis with R studio” published in Higher Education Skills and Work Based Learning (ABDC), April 2024.
4. Paper titled “Analytical Review of Cognitive Effect in Consumer’s Buying Behaviour towards Organic Food Products” published in The Indian Journal of Technical Education, Vol 47, Issue 2, March 2024.
5. Paper titled “Employer Perception on Factors of Graduate Employability: An Empirical Study” paper titled The Indian Journal of Technical Education, Vol 47, Issue2, March, 2024.

6. Paper titled “3D Technology in E-tail: A Synthesis through Literature Review” published in *Orissa Journal of Commerce*, October-December 2023, indexed, Vol. 44, Issue:4, December 2023.
7. Paper titled “Industry Academia Linkage: A Bibliometric Analysis” published in *The Indian Journal of Technical Education*, indexed, Vol. 46, Issue 2, December 2023.
8. Paper titled “Impact of virtual try-on technology on customer’s mental imagery during covid -19” published in *IIM Shilong*, Indexed, Volume 13, Issue 1, January 2022.
9. Paper titled “Effect of augmented reality on the antecedents of attitude and behavioural intention” published in *The journal of oriental research Madras*, referred, UGC approved, [Vol. MMXXI-XCII-XXXII], June 21, page no 24 – 36.
10. Paper titled “Impact of 3D Technology on Consumer Buying behavior: A review of literature approach” published in *Welson Journal of Research*, reviewed, referred, UGC approved, Volume 13, July 2020, Page no. 64-75
11. Paper titled “Work engagement and leadership” published in *Journal of Emerging Technologies and innovative research*, indexed, referred, UGC approved, Volume 6, June 19, Page no. 45-53.
12. Paper titled “Sense of community: a cultural study” published in *Journal of Emerging Technologies and innovative research*, indexed, referred, UGC approved, Volume 6, May 19, Page no. 1685-1695.
13. Paper titled “Pillar of organisational attractiveness employer branding and talent management” published in *International Journal of Research and Analytics*, indexed, referred, UGC approved Volume 6, January 2019, page no. 1080-1089.
14. Paper titled “Exploration of the relationship between TQM and Employee engagement in Private sectors” published in *Journal of Advances and scholarly researches in Allied education*, indexed, referred, UGC approved, Volume 15, Nov 2018 Page no. 7-13

15. Paper titled “A study on recognizing the role of employer attractiveness for hiring quality talent” published in *International research journal of business and management*, volume-IX, Issue-1, 2018.
16. Paper titled “Role of women entrepreneurs in economic empowerment of rural areas” published in *International journal of emerging research in management & technology*, volume 6, issue 12, 2017.
17. Paper titled “Impact of employer brand determinants on potential hires job pursuit intention” published in *International research journal of management and commerce*, reviewed, volume 4, issue 12, 2017.
18. Paper titled “Conceptualizing online retail ethics and customer loyalty” published in *International research journal of management and commerce*, indexed, reviewed & referred, volume 4, issue 11, 2017.
19. Paper titled “Perception of customers towards service quality: a study of digital banking practices” published in *International journal of multidisciplinary research academy*, indexed, reviewed & referred, volume 7, issue 10, 2017.
20. Paper titled “Researching on improving organisational performance through employer brand” published in *EPRA International Journal of economic and business review*, volume 5, issue 9, 2017.
21. Paper titled “Influence of visual merchandising on customer buying decision- a review of literature approach” published in *Worldwide journal of multidisciplinary research and development*, indexed & referred, volume 3, issue 12, 2017
22. Paper titled “A study of demographic factors on perception of online shopping risk” published in *International Research journal of Commerce, Arts and Science*, Volume 8, Issue 9, year 2017.
23. Paper titled “An empirical investigation of relationship between gender and employer attractiveness in banking sector” published in *Worldwide journal of multidisciplinary research and development*, Indexed & referred volume 3, Issue 11, Year 2017.

24. Paper titled “Impact of Employer Branding on Employees Attitude” published in *IIM, Indore*, Volume 7, Issue 2, December 2015.
25. Paper titled” Does Consumer Confidence Impacts Purchase Decision Making? A Study of Indian Retail Market” published in *IIM Shilong*, Indexed, Volume 6, Number 3, September 2015.
26. Paper titled “Organized Retail Market Development; Issues and challenges in Advertisement of Reliance Fresh and Spencer” published in *International Journal of Scientific research*, Indexed, reviewed & referred, Volume 3, Issue 4, April 2014
27. Paper titled “Consumers preference towards Shopping; A case of Big Bazaar & Reliance Fresh” published in *Asia Pacific Journal Of Marketing & Management Review* double blind reviewed and referred with ISSN 23192836.
28. Paper titled “Effectiveness of Activity Based Learning in Management Education - A Study of Management Institutes in Haryana.” published in *International Journal of Social Science & interdisciplinary Research*, double blind reviewed and referred online journal with ISSN 22773630.
29. Paper titled “Indian Retailing Market: A market Solution to Big Bazaar and Reliance Fresh” published in *Zenith International Journal of Business Economics & Management Research*, double blind reviewed and referred with ISSN 22468826.
30. Paper titled “Organized Retail market Development; Issues and Challenges in Advertisement of Reliance fresh and Spencer” published in *International Journal of Scientific research*, double blind reviewed and referred with ISSN 2277817.
31. Paper titled” Effectiveness of Activity Based Learning in Management Education ” published in *International Prestige Journal* double blind reviewed and referred having ISSN 22501991.

SESSION CHAIRED/CO-CHAIR

- Chaired a session in a conference organized by MDU Center for Professional & Allied Studies in collaboration with ICSSR on Skill Development and startups in Agriculture and allied sectors
- Chaired a Session at Winter Business School Conference 2022 organised by the Great Lakes Institute of Management, Gurgaon, India, on December 20, 2022.
- Chaired a session at International Conference at International Conference on Sustainable Development: Innovations and Challenges organized by MDU-Centre for Professional and Allied Studies, Gurugram on June 4, 2022.
- Chaired a session in a conference organized by University College of Medical Science, Delhi, on “Latest Trends in Health & Physical Education”.
- Co-Chaired a session in a conference organized by IMSAR, MDU, Rohtak on “Emerging issues in financial sector in India.
- Co chaired a session in a conference organized by MDU Center for Professional & Allied Studies (earlier UILMS) on Corporate Sector in India: Socio Legal Issues & Challenges.

PAPER PRESENTATION & CONFERENCE ATTENDED

1. Participated and presented a paper on 3D Printing and the Environment: Insights through Literature Review at International Seminar on responsible consumption and production: towards sustainable practices organized by MDU Centre for Professional and Allied Studies, Gurugram - In collaboration with Directorate of Marketing and Inspection (Ministry of Agriculture & Farmers Welfare, GOI) on March 15, 2024.
2. Participated and presented a paper on Blended Learning in Professional Education through Digitalization at International Conference on Global Synergy Summit- Bridging The Discipline in Management, Research, Science, Engineering, Education, and Humanities [GSS-BDMRSEEH- 2024]. organized by Jan Nayak Ch. Devilal Vidyapeeth Institute of Business Management, Sirsa on 26th February, 2024.

3. Participated and presented a paper on The Green Electric Movement: A Study of purchase intention towards the green vehicle among Indian Consumers at International Conference on Economics and Public Policy (ICEP-I) organized by Indian Institute of Management, Shillong on September 30 – October 1, 2023.
4. Participated and presented a paper on Industry University Collaboration: Mapping the field through Bibliometric Analysis at International Seminar Empowering Consumers for Sustainable Consumption organized by MDU Centre for Professional and Allied Studies, Gurugram - In collaboration with Directorate of Marketing and Inspection (Ministry of Agriculture & Farmers Welfare, GOI) on March 15, 2023.
5. Influence of Interactivity on Customer's Purchase Intention with respect to 3D Technology at International Seminar Empowering Consumers for Sustainable Consumption organized by MDU Centre for Professional and Allied Studies, Gurugram - In collaboration with Directorate of Marketing and Inspection (Ministry of Agriculture & Farmers Welfare, GOI) on March 15, 2023.
6. Does Customer's Perception towards Augmented Reality Change based on Demographic Factors: Gender and Age at National Conference on "Contemporary Issues in Innovations, Entrepreneurship and Business Management" organized by Institute of Management Studies and Research, M.D. University, Rohtak on 17-18 February, 2023.
7. Moderator in International Conference at International Conference on worldwide Resurgence of economy after the pandemic: an exploration into reality organized by Prerna College of Commerce, Reshimbag, Nagpur on 7th Jan, 2023.
8. Impact of digital market tools on customer experience at National Conference on Emerging Trends in Engineering, Science and Management- 2022 organised by Department of Electrical Engineering, University Institute of Engineering & Technology, MDU Rohtak on Nov. 26 & 27, 2022.
9. Gender inequalities in financial literacy: A Case of Developing Countries at National Seminar on "Financial Literacy" organized by the Department of

- Commerce, Government College for Girls, Sec- 14, Gurugram, Haryana, India on 23 December 2022.
10. Impact of artificial Intelligence on Consumer Purchase Decision in E-tailing at National Seminar on Constitution and Constitutionalism in India: Emerging perspectives organized by the MDU Centre for Professional and Allied Studies, Gurugram on 26 november, 2022.
 11. A Critical Appraisal of Literature at Winter Business School Conference 2022 organised by the Great Lakes Institute of Management, Gurgaon, India, on December 20, 2022.
 12. Sense of Telepresence: A comparative study of 3D and virtual try-on technology at International Conference on Business, IT and Enterprise Architecture organized by the MDI, Murshidabad on 16-17th December 2022.
 13. Role of Visual Sensory – Enabling Technologies in Multisensory Online Experience: A Review of Literature Approach at National Conference on Emerging trends for Sustainable Ecosystem organized by Rukmini Devi Institute of Advanced Studies on June 25, 2022.
 14. Paper presented and conference attended at Sai Balaji Society with Savitri Phule University and Sardar Patel University and Tamilnadu State University, on the title “*A conceptual framework of multi sensory marketing and consumer buying behaviour*” on 24-25th June 2021.
 15. Paper presented and conference attended at Department of Economics, M.D. University, Rohtak, on the title “*How does virtual try-on technology affect the attitude and behavioural intention of rural*” on 26th March 2021.
 16. Paper presented and conference attended at UGC-HRDC Osmania University & HISS, Hyderabad on the title “*Work Engagement and leadership post COVID-19*” on 11-12th Sept. 2020.
 17. Paper presented and conference attended at MDU-CPAS & ICSSR, Gurugram, on the title “*Doubling farmer income in India by 2022-23: strategies & obstacles*” on 12-13th March 2020.

18. Paper presented and conference attended at Shri Krishan Government College, Rewari, on the title "*Three dimensional product presentation in E-tailing: A theoretical perspective*" on 17th Jan. 2020.
19. Paper presented and conference attended at M.D. University, Rohtak, on the title "*Challenges faced in implementation of choice based credit system*" on 01-02nd Sept. 2019.
20. Paper presented and conference attended at University College of Medical Science, Delhi, on the title "*Strategies to combat health issues of corporate workers*" on 20-21st August 2019.
21. Paper presented and conference attended at Chaudhri Bansi Lal University, Bhiwani, Haryana, on the title "*Critical success factors for TQM Implementation and their Impact on performance in private sector.*" on 29-30th March 2019.
22. Paper presented and conference attended at Banwari Lal Jindal Suiwala College, Toshiam, on the title "*Impact of GST on Retail sector in India*" on 26-27th Feb. 2019.
23. Paper presented and conference attended at IG University, Meerpur, on the title "*Opportunities and challenges for woman in entrepreneurship*" on 21-22nd Feb. 2019.
24. Paper presented and conference attended at Haryana School of Business, GJU, Hissar, on the title "*New perspective of employer branding: A study among potential hires*" on 08-09 Feb. 2018.
25. Paper presented and conference attended at IMSAR, M.D. University, Rohtak, on the title "*Organisation attractiveness: A key for effective recruitment*" on 26th Sept. 2017.
26. Paper presented and conference attended at Panipat Institute of Engineering & Technology, Kurekshetra on the title "*Study of influence of various factors on online shopping behavior*" on 30th June 2017.
27. Paper presented and conference attended at IMSAR, M.D. University, Rohtak, on the title "*Students attitude towards self- employment practices*" on 02-03 March 2017.

28. Paper presented and conference attended at Multanilal Modi College, Modinagar, Gaziabad, Utter Pradesh on the title "*Enhancing business efficiency through sports*" on 28th Feb. 2017.
29. Paper presented and conference attended at University College of Medical Science, University of Delhi on the title "*Yoga for corporate sector*" on 14th Feb. 2017.
30. Paper presented and conference attended at Haryana School of Business, GJU, Hissar on the title "*A study of influence of different variables on online shopping*" on 08-09 Feb. 2017.
31. Paper presented and conference attended at Hindu Girls College, Jagadhri on the title "*Moving from cash to cashless: challenges and self opportunities for industries*" on 4th Feb. 2017.
32. Paper presented and conference attended at SGT University on the title "*A study of CSR practices in India in changing global scenario*" on 19th Dec. 2016.
33. Paper presented and conference attended at Department of Education, Punjab University Punjab on the title "*A study of trends and challenges in management education*" on 13th Dec. 2016.
34. Paper presented and conference attended at Center for B.R.Ambedkar Studies Studies, Kurukshetra University, Kurukshetra on the title "*A study of impact of basic infrastructure on India e-commerce sector*" on 26th Nov. 2016.
35. Paper presented and conference attended at IMSAR, M.D. University, Rohtak, on the title "*Corporate social responsibility: a study of Indian retail sector*" on 17th Oct. 2015
36. Paper presented and conference attended at Department of Law, B.P.S. Mahila Vishwavidyalaya, Sonipat, on the title "*Protection of women from domestic violence act 2005: an analysis*" on 24-25th of March 2015.
37. Paper presented and conference attended at University school of Management Kurukshetra University, Kurukshetra, on the title "*Impact of green marketing on business excellence*" on 21st March 2015

38. Paper presented and conference attended at National conference organized by Department of Law, M.D. University, on the title "*Globalization and legal education: A study of Indian organized retail sector*" on 21st of Feb. 2015.
39. Paper presented and conference attended at National conference organized by Chaudhary Ranbir Singh University, Jind, on the title "*A study on consumers' attitude towards viral marketing communication*" on 12-13th of November 2014.
40. Paper presented and International conference attended at Department of Economics, M.D.University, on the title "*Impact of Organized retail Crimes on consumer confidence level*" on 19th of March 2013.
41. Paper presented and International conference attended at Department of Economics, M.D.University, on the title "*Governance in education sector: A study of Higher education in India*" on 19th of March 2013.
42. Paper presented and conference attended at National conference organized by Sexana Law College, Rohtak, on the title "*Impact of women empowerment on organized retail strategies*" on 8th of March 2013.
43. Paper presented and conference attended at National conference organized by Haryana School of Business, G.J.U., Hissar, on the title "*Issues and challenges of advertisement towards organized retail market development*" on 8th and 9th February 2013.
44. Paper presented and conference attended at National conference organized by Haryana School of Business, G.J.U., Hissar, on the title "*Market solutions in Indian retailing market*" on 8th & 9th of February 2013.
45. Paper presented and conference attended at National conference organized by department of statistics, Kerala University, Kerala, on the title "*Impact of consumer confidence level on purchase decision making in organized retail market*" from 11th and 12th December 2012.
46. Paper presented and conference attended at National Conference of faculty of law, M.D.University, Rohtak on the title "*Analyzing the socio-legal aspects of modern day living and the environment: problems and perspectives*" from 27th to 27th February, 2011

47. Paper presented and conference attended at National Conference on Activity Based Learning in Professional Education of Institute of management studies and research, M.D.University Rohtak on the title “*Effectiveness of Activity based learning in management education – a study of management institutes in Gurgaon district*” on March 12, 2011.
48. Paper presented and attended 2nd International Conference of MAIMT Jagadri, Haryana, 8th May 2010 in the International Conference on IT and Management on the title” *Impact of Changing Behaviour on Indian Retailing Market* “
49. Paper presented and conference attended at National Conference on Changing Landscape of Indian retail Sector: Present and Future vision at school of management studies, Punjabi university, Patiala on the title “*Issues and challenges of advertisement towards retail market development*” from 12th to 13th November, 2010.
50. Paper presented and conference attended at 2nd National Conference of Haryana School of business, G.J.U. Hissar, on “*Consumer decision Orientation in Indian retailing market*” from 26th to 27th march, 2010.
51. Paper presented and attended National Conference Business and management on the title “*Shopping Orientation in emerging Indian retailing market*” from 19th to 21st march 2009 at Haryana School of business, G.J.U. Hissar.

SEMINARS & WORKSHOPS:

- Attended a seminar on “Cooperatives as an Efficient & Effective Business Model in Global Economic Slowdown”, organized by National Cooperative Union of India at NSUI Auditorium, New Delhi.
- Business Research is a key area of management. To enhance the knowledge of students in this area a Workshop was organized in the premises of MDU-CPAS. In this workshop, Dr. Ajay Kumar Jain – Sr. professor from MDI helped the students in knowing how to design and conduct a good research work.

- Workshop on “Communication Skills & Personality Development”. Effective personality, Good communication Skills & Effective personality are pillars of any professional course. To enhance these traits in students of MBA, a workshop was organized in MDU-CPAS Seminar Hall.
- Stress management is one of the most typical job for a manager. To cater to the needs a seminar was delivered on “Role and challenges of Stress Management”.
- Seminar on “Time Management in an organization” is delivered to highlight the importance of Time in the success of an organization
- Functional level operations, ultimately contributes to the Vision & Mission of an organization and hence leads to the success or failure of one organization. So a seminar was delivered on “Formulation of effective Functional Strategies” to understand the importance of functional level strategy.

INDUSTRIAL TRAINING & LINKAGES

- Participation in AGM of Gurgaon Chamber of Commerce & Industry and visit of many business houses for strengthening Institute-Industry linkages.
- Organized various Industrial Visit to “Somany Tiles & Sanitary Wares” – Bhadurgarh, “Parle-Biscuit-Pvt-limited” Bahadurgarh, “Honda Pvt. Ltd”, Gurgaon. Etc. In this Industrial visit students gained a lot of practical knowledge related to operational, production & various management functional areas.
- Publicity Campaign & Image Building: Visit of and presentations made by lecturers & students at different government colleges in Delhi NCR & adjoining areas.
- Eight-week training in Marketing and Sales (to PSU’s) at SPANCO TELESYSTEMS AND SOLUTIONS LTD., Gurgaon.
- Completed Six-week training in Computer Hardware (Assembling, troubleshooting & Software loading) at YCC Network Rohtak.

EDUCATIONAL QUALIFICATONS:

- **Ph.D** from I.M.S.A.R., Maharshi Dayanand University, Rohtak, on the title “Behavioral Dynamics of Consumer’s on Organized Retailing”, Sept. 2013.
- **Bachelors of Laws (L.L.B.)** from MDU-Center for Professional & Allied Studies, May 2018.
- **Master of Business Administration (M.B.A)** from I.M.S.A.R, Maharshi Dayanand University, Rohtak, Haryana, INDIA, May 2006.
- **Bachelor of Computer Applications (B.C.A)** from A.I.J.H.M College, Maharishi Dayanand University Rohtak, Haryana, INDIA May 2004.
- **GTECH FIRE** from Tata InfoTech, New Delhi, INDIA.
- **BTEC Higher National Diploma** from Edexcel, **London**.
- **XIIth** from Shri Baba Mast Nath Public School, C.B.S.E., 2000.
- **Xth** from Shri Baba Mast Nath Public School, C.B.S.E., 1998.

OTHERS:

- Have additional charge of Coordinator Management since January 17 2025.
- Acted as Incharge management from February 2021 till 16 January 2025.
- Offered value added course on “Emotional Intelligence”.
- Worked in various committees in various capacities live convener, member etc.
- Organised various events like Business Quiz, Dumb Charades, MBA Youth Caravan and various other like Fashion Show, Skit, Solo Dance, Group Dance, etc. In which students exhibited their talent & caliber artistically.

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

VIJAY RATHEE

