

## **Prof. Harbhajan Bansal**

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Senior-most Professor of the University

Haryana School of Business

Guru Jambheshwar University of Science & Technology, Hisar - 125001

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**Former Registrar, Dean Academic Affairs, Dean Student Welfare, Director Distance Edu.**

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### **Teaching Experience**

- Working as *Professor in Haryana School of Business*, Guru Jambheshwar University of Science & Technology, Hisar (Since March 2004)
- Has worked as Reader in Dept. of Business Management, Guru Jambheshwar University of Science & Technology, Hisar (March 1996- March 2004)
- Has worked as Lecturer with Department of Tourism Management, Kurukshetra University, Kurukshetra (July 1990-March 1996)

**Area of Specialization:** Marketing & General Management

### **Professional and Academic Qualifications**

- Ph. D. in 1994 from Kurukshetra University, Kurukshetra on “Levels of Expectation and Satisfaction of Tourists with Particular Reference to Haryana Tourism Complexes”
- Awarded Junior Research Fellowship by UGC (1989).
- M.B.A. (65%) in 1987 from Kurukshetra University, Kurukshetra.
- Bachelor of Arts (70.8 %) with Honours in Psychology (71.8%) from University College, K. U. Kurukshetra (1985)

## Consultancy Work

- Conducted Training programme for middle level managers at Genpact India Ltd. Gurgaon
- Panelist for Daffodil Software Private Ltd., Hisar.
- Panelist for Thakar Petrochemicals Pvt. Ltd., Sirsa.
- Delivered lectures at National Institute of Financial Management, Faridabad.
- Delivered lectures on Marketing, Advertising Ethics, Copy Writing, Service Marketing, Brand Management, Communication skills, Effective teaching and personality development at different business schools, colleges, Teaching Departments, Academic Staff Colleges.

## Book Published

Kumar, Sanjay, Bansal, Harbhajan, Smriti, Komal(2012) Relationship Marketing in Indian Service Organisations Lambert Academic Publishing,

## Papers Published in Journals

1. Bhatia S., Jyani N., **Bansal H.**, 2023. Building Brand Trust via Social Media Influencers: The role of Vicarious Product Experience, Perceived Influencer Credibility and Congruence. *International Journal of Electronic Marketing and Retailing (ABDC-C Category)* (Accepted for Publication)
2. Jyani N., **Bansal H.**, 2022. Alibaba: The battle against Counterfeits. *Emerging Markets Case Studies. Emerald Publishing. (Scopus Indexed)*, Vol. 12 No. 1. <https://doi.org/10.1108/EEMCS-05-2021-0162>
3. Jyani N., **Bansal H.**, 2021. UrbanClap: India's Largest Home Services Provider. *Asian Journal of Management Cases (Sage Publications, Vol.14 NO. 2911102021Scopus Indexed, ABDC-"C"Category)* <https://doi.org/10.1177/09728201211018978>
4. Rana, Sapna, **Bansal, Harbhajan.** 2021. Relation of Emotional Intelligence and Salespersons' Job Performance-A Review. Wesleyan Journal of Research(UGC CARE listed)
5. Gautam S., **Bansal H.**, 2020. A Study to Analyse Impact of Business Environment on Packaging Industry. *PCMA Journal of Business*
6. Sakshi, Saha R., **Bansal H.**, 2020. Preparing for takeoff: Set up social media for travel planning. *International Journal of Business Innovation and Research (Inderscience Publications, SCOPUS) In press*
7. Sakshi, Shashi, Cerchione, R., **Bansal, H.**, 2020. Measuring the impact of sustainability policy and practices in tourism and hospitality industry. *Business Strategy and The Environment. (Wiley Publishing, SSCI & Scopus Indexed, Impact Factor: 6.381, ABDC-"A" category, H-index:84).* <https://doi.org/10.1002/bse.2420>

8. Sakshi, Saha R., **Bansal H.**, 2020. Innovate or Execute: Spurring the Discussion on a More Controlled and a Regulatory Framework in Social Media Platform. *Paradigm (Sage Publications)* <https://doi.org/10.1177/0971890720914110>
9. Balhara S, **Bansal H.** (2019). Impact of Transformational Leadership Style Dimensions on Organisational Performance: An Empirical Analysis. *Sumedha-Journal of Management, Vol 8, Issue 2*
10. Jyani N, **Bansal H.** (2019). Why counterfeits are purchased? A literature review. *Journal of management research and analysis, Vol 5, Issue 4(2)*
11. Jyani N, Sakshi, **Bansal H.** (2019). Loyalty programs: retaining customers and creating brand loyalty. *Journal of Advances and Scholarly Researches in Allied Education, 16 (1)*
12. Sakshi, Saha R., **Bansal H.** (2018). Wave of Social Media-fuelled Tourism: Soul of Sight. *Siddhant-A Journal of Decision Making, 18(2), 169-174.*
13. Sakshi, **Bansal H.**, Balhara S. (2018). ‘Impact of brand recognition on consumer attraction: A study of telecom sector’, *Researchers World, Vol IX, Issue 1, ISSN. 2231-4172*
14. **Bansal H.**, Sakshi (2017). ‘Review Paper on Social Media: The Future of Marketing’, *International Research Journal of Business and Management, Vol X, Issue 8, ISSN. 2322-083X*
15. **Bansal H.**, Kumar, Dinesh (2017) .Determinants of Cause Related Marketing: An Evidence from India. *International Journal of Education and Mangement Studies, 7(1).*
16. **Bansal H.**, Kumar, Dinesh (2017). Influence of cause brand fit on consumers purchase intention. *International Journal of Research in Finance and Marketing, 7(1), 54-62.* Available online at: <http://euroasiapub.org/wp-content/uploads/2017/03/9FMJan-4473.pdf>
17. **Bansal H.**, Mittal, Preeti (August 2016) “The influence of Sun signs on buying behavior-An Empirical analysis” , *International Journal of Management and Social Science, Vol 4, Issue 8, ISSN No. 2321-1784*
18. **Bansal H.**, Jain, Ashima, (June 2016) “Customer’s Attitude towards E-Retailing: Evidence from India” , *International Journal of Engineering and Management Research, Vol 6, Issue 3, ISSN 2250-0758*
19. **Bansal H.**, Jain, Ashima, (Dec 2015) “Determinants of Propensity to Purchase Online: Evidence from India” , *GGGI Management Review-A Bi-annual Refreed International Journal of Management, Vol 5, Issue 2, ISSN 2249-4103*
20. **Bansal H.**, Kumar, Punkaj, (Oct. 2014) “The importance of point of purchase display on store atmospherics” , *International Journal of Engineering and Management Research, Vol 4, No. 5, ISSN No. 2250-0758*

21. **Bansal H.**, Kumar, Punkaj, (Nov. 2014) “The impact of point of purchase display on consumer decision-making” , *International Journal of Marketing and Technology Research*, Vol 4, No. 11, ISSN No. 2249-1058
22. **Bansal H.**, Mittal, Preeti (August 2014) “The impact of Sun signs on buying behavior-A review” , *International Journal of Engineering and Management Research*, Vol 4, No4, ISSN No. 2250-0758
23. **Bansal H.**, Jain, Ashu,( Dec. 2013) “The most effective social-cause marketing by the Government of India”, *Global Journal of Contemporary Management*, Vol. 3, No. 2 ISSN No. 2249-1899
24. **Bansal, H.**, Kumar, Dinesh, “Cause Related Marketing: Rhetoric or Reality”, published in ‘*Researches in Business and Management Academic and Professional Perspective*’, at HSB, GJUS&T, Hisar, (Feb, 2013)
25. **Bansal H.**, Bharti Charu, Jain Ashu (2012), “Medical Tourism In India- A Study of attitude of Foreign Patients”, *Global Journal of Finance and Management*, Vol. 4, No. 1 ISSN 0975-6477
26. **Bansal H.**, Kumar Vinod (Aug 2012), “Assessing Quality of Library Services: A Case Study of Select Libraries of Northern India”, *Indian Journal of library & Information Science*, Vol. 6, No.2 ISSN 0973-9556
27. **Bansal H.**, Mor Jagjit Singh (2013) “An Empirical Study Of Critical Factors Affecting Quality of work life among employees of Technical Education In Haryana”, *KAIM Journal of Management And Research*, Ch. Dadri.
28. **Bansal H.**, Parida Vinu, Kumar Pankaj (May- Apr 2012) “Emerging Trends Of Corporate Social Responsibility In India”, *KAIM Journal of Management and Research*, Vol. 4 No. 1-2, ISSN-0974-9462
29. **Bansal H.**, Sachdeva, Satish. Socio-ethical impacts of endorsement advertising- an empirical analysis, in *BVIMR Managment Edge* Vol. 3 No 2 (July-Dec 2010)
30. **Bansal H.**, Singh Deepak (Dec 2010), “Impact of Retail Servicescape on Consumer Behaviour” *JK Journal of Management & Technology*, vol. 2 No. 2 ISSN-0975-0924
31. **Bansal H.**, Smriti Komal (Nov 2007-Apr 2008) “Perception of Employees in Service Organisations regarding various Relationship Marketing Issues”, *MAIMT Journal of Management & IT*, MAIMT, Jagadhri ,Vol.1 No.2
32. **Bansal H.**, Smriti Komal (July 2008) “Relationship Marketing: A Conceptual Analysis”, *Indian Journal of Marketing*, Vol. 38, No. 7
33. **Bansal H.**, Kumar Satish (July-Dec, 2008) “Effectiveness of Endorsement in Advertising: A Factor Analytical Approach”, *Efflugence*, Bi-annual Journal of Rukmani Devi Inst. of Advance Studies, New Delhi, Vol. 6, No 2.
34. **Bansal H.**, Kumar Satish (Jan 2008) “Impact of Celebrity Endorsement : A Conceptual Analysis”, Published in *Synergy-Journal of Management & IT* Published by ITS, Ghaziabad, Vol 6, No. 1

35. **Bansal H.**, Gupta Sangeeta, Saini A.K, Kumar Dharminder (Oct. 2007- Mar 2008) “Computerized UIS: An Effective Tool For Management Of University Administration” *DIAS Technology Review*, Vol. 4, No. 2.
36. **Bansal H.**, Gupta Sangeeta, Saini A.K (Oct. 2006-Mar 2007) “Role of Management Information System in Indian Universities” *Technia Journal of Management Studies*, New Delhi, Vol 1, No 2
37. **Bansal H.**, Dhaka, Ajay (May 2006) “Adverse impacts of Body Image Advertising on Women” *Indian Journal of Marketing*, New Delhi, Vol. XXXVI, No. 5
38. **Bansal H.**, Gupta Sangeeta, Saini A.K (Feb 2004) “MIS in Indian Universities- A case study of Guru Jambheshwar University, Hisar” *BVICAM’s International Journal of information Technology*, Vol. 2, No. 1, ISSN 0973-5658.
39. **Bansal H.** (Aug. 2004) “The Challenge of Quality Management: A Service Marketer’s Perspective” *Indian Journal of Marketing*, New Delhi, Vol. XXXIV No. 8
40. **Bansal H.** (Nov 2002-May 2003) “Mass Customization – The new approach to deliver customer satisfaction” *Shimla Journal of Management*, Vol. III No. 1-2.
41. **Bansal H.**, Bishnoi V.K., Kumar Sanjeev (2001) “Challenges in Rural Marketing in India”, Published in *Haryana Economic Journal, Kautilya*” Vol. XXI Number 1-2, 2000-01.

### Papers Published in Books

1. Neha Rani, **Bansal, H.** 2022. “Why Consumers are shifting from traditional Brick-and-Mortar stores to 1-click Shopping”. **Quintessential reflections; Management Theory, research and Practices.**. Haryana School of Business, GJUS&T, Hisar. Eds: Shabnam Saxena et al.
2. Sapna Rana, **Bansal H.** 2021. “Effect of Gender Difference on Job Satisfaction of Employees: A study of Indian Corporate Sector *Research in Business Management* Haryana School of Business, GJUS&T, Hisar. Eds: Shabnam Saxena et al..
3. Gautam S., **Bansal H.**, 2021. “Determinants affecting Decision Making of Packaging Organisations in India”. *Research in Business Management* Haryana School of Business, GJUS&T, Hisar. Eds: Shabnam Saxena et al.
4. Balhara S., **Bansal H.** (2018) “Leadership Styles as instrument of Organizational Change: A review”, *Assemblage, An Anthology of Business and Manafement Research*, Haryana School of Business, GJUST, Hisar, Eds Usha Arora et al
5. Sakshi, **Bansal H.** (2017) “Role of Social Media in Shaping tourist Preferences”, *Management Insight, A Glimpse of Contemporary Research*, Haryana School of Business, GJUST, Hisar, Eds Usha Arora et al
6. **Bansal H.**, Kumar Dinesh (2013) “Cause Related Marketing: Rhetoric or Reality”, *Researches in Business And Management*, GJU S&T, Hisar, Eds Kundu, S.C et al.

7. **Bansal H.**, Kumar Vinod, (2012) “Management Of Service Quality Using SERVQUAL: A Case Study Of Guru Jambheshwar University Of Science And Technology, Hisar” Published in *Red Flower Publication Private Limited*, Vol. 6 No. 2. **(One of the two most popular articles from this book)**
8. **Bansal H.**, Bharti Charu (2012) “Social Media Marketing : A Study On Marketing Of Ayurvedic Brands Through Social Media”, Published in *Handbook of management and Behavioural Science*, Eds Guli, Ranbir Singh et al. vol. 4.
9. **Bansal H.**, Kumar Vinod (2010) “Enhancing Service Quality in Libraries: The RFID way” , Published in *Exploration of Business and Management Issues* Edited by Subhash C. Kundu et al Excel Books, New Delhi , ISBN No 978-81-7446-839-0.
10. **Bansal H.**, Gupta Sangeeta, Saini A.K, Kumar Dharminder (2008) “Management Information System In Indian Universities: A Study Of Implementation Issues In Central And State Universities”, *Professional Education in Knowledge Economy*, Eds Mittal, R.K et al., Excel India Publications, New Delhi.
11. **Bansal H.**, Singh Deepak, Going Green: Social Responsibility Issues, Implications and Implementation in e-book *Green Business Strategy* Eds. Prof. Manoranjan P. Ram and Prof. Shweta Sharma, ISBN No. 978-81-909387-1
12. **Bansal H.**, Kumar Vinod, Enhancing Service Quality in Libraries: The RFID way , Published in *Exploration of Business and Management Issues* Edited by Subhash C. Kundu et al Excel Books, New Delhi , ISBN No 978-81-7446-839-0, 2010

### **Papers Published in Seminar Proceedings**

1. Jyani N., **Bansal H.** (2023), “Online Counterfeiting: The Strife between Trust and Truth” Extended Abstract published in the proceedings of the AMA Winter Academic Conference 2023 organized by American Marketing Association on 06-12 February, 2023. Available at <https://www.ama.org/wp-content/uploads/2023/01/Winter-AMA-Proceedings-1.20.pdf>
2. **Bansal H.**, Bhatia S (2022), “Comprehensive look at influencer Marketing Research: A bibliometric Study and Content Analysis, Abstracts published in the proceedings of the 7<sup>th</sup> BIENNIAL CONFERENCE OF INDAM 2022 organised by IIM Rohtak.
3. Jyani N., **Bansal H.** (2021), “Online Counterfeiting: The ignored aspect of Online Fraud Abstract published in the proceedings of the International Marketing Conference (i-MarC-2021) organized by Iim Shillong on 21-22 April, 2021. ISBN- 978-93-91355-27-2 (e-book)
4. **Bansal H.**, Bharti Charu, Jain Ashu (Jan 2013), “Role of Social Networking Sites in Branding, with Special Reference to Travel, Abstracts published in Tenth AIMS International Conference on Management.

5. **Bansal H.**, Bharti Charu (Jun 2012) “Social Networking Websites As Marketing Tools: A Study On Use of SNWs as an Emerging Marketing Tool”, National Conference On Emerging Challenge For Sustainable Business, **IIT, Roorkee**.
6. **Bansal H.**, Jain Ashu (Jun 2012) “Pulse Polio Abhiyan: The Most Effective Social – Cause Marketing by the Government Of India”, National Conference On Emerging Challenge For Sustainable Business, **IIT, Roorkee**.
7. **Bansal H.**, Sharma Abha, Kumar Vinod (Aug 2012), “leadership and staff management in university libraries: comparative study of three university libraries of northern Indian”, Strategies for Managing Libraries in the future, **IIM Ahmadabad**, ISBN- 978-81-920800-0-0
8. **Bansal H.**, Bharti Charu (2012), “Social Networking Websites As Marketing Tools: A Study On members of SNWs, on use of SNWs as an Emerging Marketing Tool”, Presented at International Conference on "*Emerging trends in Management*", *Mohammad Ali Jinnah University, Islamabad, Pakistan (won the best Paper Award)*
9. **Bansal H.**, Bharti Charu (Jan 2011) “From Pop and Mom Stores to shopping malls: A Study on changing attitude of people towards shopping malls” Proceedings of National Conference on Maketing- Yesterday, Today and Tommorow , Asia Pacific Institute Of Management, New Delhi.
10. **Bansal H.**, Gupta Sangeeta (Dec. 2006), “Management Information System : An Effective Tool for University Management” Published in Seminar Proceedings of International Conference on Managing Global Organizations: Challenges, Opportunities and Strategies, **IIM Indore**, Vol. 1
11. **Bansal H.**, Gupta Pradeep (Aug 2002) “E-Governance in India: Experiences and Imperatives”, Published in Proceedings of National Seminar on Emerging Dimensions in Information Technology, GJU, Hisar.

### **National/International Conferences/Seminars Attended**

- Presented a paper in Annual International Research Conference “AIRC 2020” entitled 'Online Counterfeiting: The Ignored Aspect of Online Fraud' held between 09-11 December, 2022 at **Indian Institute of Management Lucknow**, Noida Campus, Uttar Pradesh, India.
- Presented a case study in 20th International Business Horizon INBUSH ERA WORLD SUMMIT 2020 entitled ‘Snapdeal: A Graph with Lessons’ held on 18-20 February, 2020 at **Amity University, Noida**.
- Awarded Best Case Study Presentation at the INBUSH ERA GLOBAL SUMMIT 2019 organised by **Amity University, Noida** on held on 20-22 February, 2020 at Amity University, Noida.

- International Conference on “Gender Justice: A Pathway to Sustainable Tomorrow” organized by Women’s Study Centre, Punjabi University, Patiala (Nov. 09-10, 2022)
- Keynote speaker on “National Education Policy 2020: Issues, Challenges and Opportunities” organized by SNDB Govt PG College, Nohar (November 1, 2022)
- Keynote speaker on “National Education Policy 2020: The Foundation Stone of Aatm Nirbhar Bharat” organized by Punjab University, Rural Centre, Sri Muktsar Sahib (September 16, 2020)
- Keynote speaker on “National Pension Scheme: Pre and Post COVID scenario in India” organized by Maharaja Surajmal Institute, Guru Gobind IP University (August 08, 2020)
- Chaired a technical session in HSB 11<sup>th</sup> Annual National Conference on Business and Management (Feb. 7-8, 2019)
- Chaired a technical session on Technical Session on tourism I (b): Spiritual Tourism and Bhagwad Gita at Kurukshetra University, Kurukshetra (Dec. 13-15, 2018)
- Chaired a technical session in 11<sup>th</sup> International Tourism Conference on “Innovations and Opportunities in Global Tourism” at Palermo, Italy (Nov. 27 – Dec. 1, 2018)
- Chaired a Technical Session HSB 10<sup>th</sup> Annual National Conference on Business and Management, organized by Haryana School of Business, GJUST, Hisar (Feb. 8-9, 2018)
- Attended a Symposium on “Drafting of Tourism Policy, Government of Haryana” at Haryana Bhawan by Global Village Foundation in association with Haryana Institute of Public Administration (June 23, 2018)
- Presented a research paper ‘Impact of Goods and Service Tax on Tourism and Hospitality Industry’ at “Dynamics of Financial Sector Reforms”, Organized by Mittal School of business, LPU, Punjab (April 6-7, 2018)
- Chaired a Technical Session HSB 10<sup>th</sup> Annual National Conference on Business and Management, organized by Haryana School of Business, GJUST, Hisar (Feb. 8-9, 2018)
- Presented a research paper ‘Packaging Industry in India- Challenges and opportunities’ at HSB 10<sup>th</sup> Annual National Conference on Business and Management (Feb. 8-9, 2018)
- Presented a research paper ‘Leadership Styles as instrument of Organizational Change: A review’ at HSB 10<sup>th</sup> Annual National Conference on Business and Management (Feb. 8-9, 2018)
- Presented a research paper ‘SOCIAL MEDIA: AN ELIXIR FOR TRAVEL PLANNING’ at “Social Media: The Changing Communication Environment”, Organized by Xavier School of Communications, Xavier University, Bhubaneswar (December 15- 16, 2017)
- Presented a research paper ‘Do social media shape tourists’ choices?’ at 2nd International World Research Journals Congress (Golden Tulip Sovereign BANGKOK) (June 26-28, 2017)
- Presented a research paper ‘Clustering the customers over their propensity to purchase online’ at International Conference on Technology and Business Management organized at CFD, Dubai (April 10-12, 2017)



- Chaired a technical session “ XIX: General Management” at 9th Annual National Conference on Business and Management, Haryana School of Business, GJUST, Hisar (Feb 8-9,2017)
- Presented a research paper ‘Role of social media in shaping tourist preference?’ at 9th Annual National Conference on Business and Management, Haryana School of Business, GJUST, Hisar (Feb 8-9,2017)
- Presented a research paper ‘Role of Leadership Styles in change management’ at 9th Annual National Conference on Business and Management, Haryana School of Business, GJUST, Hisar (Feb 8-9,2017)
- Presented a research paper ‘Pulse Polio Abhiyan: A study of Social Cause Marketing Campaign of the Government of India’ at ‘7<sup>th</sup> IIM Ahmedabad Conference on Marketing in Emerging Economies (January 11-13, 2017)
- Keynote speaker, One Day National Seminar on “Make In India- An Initiative To Boost Indian Economy” at Guru Nanak Khalsa College, Yamunanagar (March 19, 2016)
- Chaired a technical session in UGC Sponsored National Seminar on Entrepreneurship: The Road Ahead organized by School of Management Studies Punjabi University, Patiala (March 8-9, 2016)
- Chaired a technical session “ XI Marketing Trends” at 8th Annual National Conference on Business and Management, Haryana School of Business, GJUST, Hisar (Feb 10-11, 2016)
- Chaired a technical session in ‘International Seminar on Contemporary Issues in international Business, Tourism and Sustainability: Issues and Challenges’ organized by Maharaja Agarsen Uni. Baddi, H.P. (April 18-19, 2015)
- Chaired a technical session in ‘National Seminar on Impact of FDI in different Sectors’ organized by SD(PG) College, Panipat (March 22-23, 2015)
- Chaired a technical session in ‘National Seminar on Strategies for Business Excellence in Global Era’ organized by Uni. School of Management. KU, Kurukshetra (March 21, 2015)
- Presented a research paper ‘Effectiveness of Point of Purchase Display- A Review’ at 7th Annual National Conference on Business and Management, Haryana School of Business, GJUST, Hisar (Feb 12-13,2015)
- Presented a research paper ‘A study on Emergence of Social Networking Sites as the Tool for Marketing’ at International Conference on Social Media Marketing (July 25-26, 2014)
- Chaired a technical session in “Problems and Challenges of Micro, Small and Medium Enterprises” under UGC-SAP scheme held at Punjabi Univ., Patiala (27-28th March 2014)
- Chief guest at valedictory function of ‘National Seminar on redesigning the commerce and management education in current scenario’, held at NM Government PG college, Hansi (March 5-7, 2014)
- Keynote speaker, at National Seminar on ‘Transforming communities through tourism’ at Dept. of Business management, CSJM University, Kanpur, (Feb. 21-22, 2014)
- Chaired a technical session in ‘National Seminar on FDI: Challenges, impacts and prospects’, SGL Biyani (PG) SD college , Sri Ganganagar, (Feb. 14-15, 2014)

- Chaired a technical session in national seminar on “Tourism and hospitality Industry , modern state problems and perspectives” organized by HNB Garhwal university, in collaboration with Dept of Hotel Mangement, Graphic Era University, Dehradun (May 12-13, 2013).
- Attended National Seminar on “Recent Developments in Business Management”, KITM, Kurukshetra, as the Keynote Speaker (April 20, 2013)
- Resource Person at ‘International Conference on Sustainable Business Growth in Turbulent Times: Opportunities & Challenges’, held at Galaxy Global Institute, Ambala, (April 06-07, 2013).
- Presented a research paper ‘Pulse Polio Abhiyan: A Study of Social-Cause Marketing Campaign of the Government of India’ at ‘International Conference on Sustainable Business Growth in Turbulent Times: Opportunities & Challenges’, held at Galaxy Global Institute, Ambala, (April 06-07, 2013).
- Presented a research paper ‘Do Library Services Require Marketing? : A Study Of The Librarians On The Service Marketing Of The Librarians’ at ‘International Conference on Sustainable Business Growth in Turbulent Times: Opportunities & Challenges’, held at Galaxy Global Institute, Ambala, (April 06-07, 2013).
- Presented a research paper ‘E-retailing: Creating a Competitive Edge’ at ‘International Conference on Sustainable Business Growth in Turbulent Times: Opportunities & Challenges’, held at Galaxy Global Institute, Ambala, (April 06-07, 2013).
- Presented a research paper ‘A Study On Search Engine Marketing As An Emerging Marketing Tool’ at ‘HSB 5<sup>th</sup> Annual National Conference-2013’, held at HSB, GJUS&T, Hisar, (Feb 07-08, 2013).
- Presented a research paper ‘Cause related marketing: Rhetoric or Reality’ at ‘HSB 5<sup>th</sup> Annual National Conference-2013’, held at HSB, GJUS&T, Hisar, (Feb 07-08, 2013).
- Attended “10<sup>th</sup> AIMS International Conference”, held at Indian Institute of Management, Bangalore, (Jan 05-08, 2013).
- Presented a research paper ‘Medical Tourism In India- A Study Of Attitude Of Foreign Patients’ at International Conference on “Leadership in Business and Management for Sustainable Global Economy at IIT Delhi (Nov 3-4,2012).
- Chaired a technical session at HSB 4st Annual Conference on Business and Management, Haryana School of Business, GJUST, Hisar (Feb 9-10,2012)
- Chaired a technical session at 2<sup>nd</sup> National Conference on “Value Creation And Sustainability In Competitive Era”, Budha College of Management, Karnal (April 28, 2012)
- Presented a research paper ‘Social Networking Sites: An Emerging Tool for Marketers’ at ‘HSB Annual National Conference-2011’, held at HSB, GJUS&T, Hisar, (March 10-11,2011).
- Presented a research paper ‘Ethics in Advertisement: The consumer’s perspective’ at ‘HSB Annual National Conference-2011’, held at HSB, GJUS&T, Hisar, (March 10-11,2011).

- Presented a research paper ‘Pulse Polio Abhiyan: The Most Effective Marketing By The Government Of India’ at ‘HSB Annual National Conference-2011’, held at HSB, GJUST, Hisar, (March 10-11,2011).
- Chaired a technical session in “Global Competitiveness of Indian Business” organized by Uni. School of Management, KU Kurukshetra ( Feb 12-13, 2011)
- Research paper accepted for presentation “Measurement of Service Quality using SERVQUAL : A case-study of Guru Jambheshwar University of Science & Technology, Hisar” in International Conference of Asian Special Libraries in Tokyo, Japan ( Feb. 10-12, 2011)
- Chaired a technical session in National Seminar on "Marketing: Yesterday, Today and Tomorrow" organised by Asia –Pacific Institute of Management, New Delhi ( Jan 13-14, 2011).
- Presented a research paper ‘Going Green: Social Responsibilities issues, implications and implementation’ at International Conference organized by JK Business School, Gurgaon (Jan 6-7, 2011)
- Chaired a Technical Session in “National Seminar on Ethical Issues in Teaching” organised by DAV College for Girls, Yamuna Nagar(Oct.30-31,2010)
- Chaired a Technical Session in National Workshop on Retail Transition in India: Prospects and Retrospects, organized by Faculty of Management Studies, JRN Rajasthan Vidyapeeth University (Jan 29-30, 2010)
- Chaired a Technical Session in National Workshop on Research Methodology in Management, organized by Department of Business Administration, CDLU, Sirsa (Dec. 12-13, 2009)
- Resource person at National Seminar on “India and emerging service economy-issues and perspectives” organized by Maharaja Agarsain Institute of Management and Technology, Jagadhri (09-05-2009)
- Chaired a technical session at HSB 1st Annual Conference on Business and Management, Haryana School of Business, GJUST, Hisar (March 19-21,2009)
- Chaired a session at National Seminar on “Changing paradigm in Indian tourism and hospitality sector: Implications for growth and sustainability” organized by Dept of Tourism Management, KUK, Kurukshetra(March 16-17,2009)
- Attended National Workshop on “Methodological Issues in Business Research” organized by Haryana School of Business, GJUST, Hisar. (March 7-8, 2009)
- Attended National Workshop on “Corporate Communication Skills” organized by Dept. of Advertising Management and Public Relation , GJUST, Hisar (Feb 24,2009)
- Chaired a Technical session at UGC sponsored National Seminar on” Changing dimensions in Indian Retail Sector” DAV College, Cheeka (Feb 21-22, 2009)
- Chaired a Technical session at UGC sponsored National Seminar on Corporate Governance organized by Hindu Kanya Vollege, Kapurthala( Feb 2-3,2009)

- Chaired a technical session at National Conference organized by MM University, Mullana (September 26-27,2008)
- Attended National Workshop on “Research Methods in Business Management” organized by Haryana School of Business, GJUST, Hisar(March 26-27,2008)
- Chaired a session at National Seminar on “Tourism Education-Meeting HR Challenges for Future” organized by Dept of Tourism Management, KUK, Kurukshetra(March 14-15,2008)
- Chaired a session at National Seminar on “Indian Banking- Yesterday, Today and Tomorrow” organized by Dept of Business Management, CDLU,Sirsa(March8,2008)
- Keynote speaker, AICTE sponsored National Seminar on The Role of Service Sector in the Present Scenario” at M.D.S.D. Girls College, Ambala City (January, 2008)
- Resource person, AICTE sponsored Staff Development Programme organized by Maharaja Aggarsain Inst. of Management, Jagadhari (January, 2008)
- Chaired a session, International Seminar, Perspectives in Strategic Management, Dept. of Commerce, Kurukshetra University, Kurukshetra (Nov. 2007)
- Delegate, National Workshop on Nuclear Energy and Environment, Dept. of Environmental Science & Engineering, GJUST, Hisar (Dec. 2007)
- Director, UGC Sponsored National Seminar on “Human Values for Excellence in Governance and Management” organized by Dept. of Business Management, GJUS&T., Hisar (March 2007)
- Organizer-in-Chief, State Level Management Festival “Innowave – 2007” organized by Dept. of Business Management, G.J.U. S.T., Hisar (March 2007)
- International Seminar on “Globalization and Management Education: Challenges and Opportunities” organized by Dept. of Financial Studies, University of Delhi, Delhi (Feb. 10, 2007)
- Chaired a session in the UGC sponsored National Seminar on “Changing Face of Marketing in the Post Globalization Era” organized by MM College, Fatehabad, Feb. 28, 2007.
- Fourth AIMS International Conference on “Managing Global Organizations: Challenges, Opportunities and Strategies” organized at IIM, Indore, Dec. 2006.
- Acted as Resource Person in UGC sponsored National Seminar on “Emerging Trends in Globalised Regime” organized by DAV College, Pehowa, Nov. 2006
- Director, “INNOWAVE-2006” a state level competition organized by Dept. of Management, GJU, Hisar ( March 24, 2006)
- Director, Workshop on “Entrepreneurship Development” (Jan 31-Feb 1, 2006).
- Director, Workshop on “Contemporary pedagogic practices in Management” organized by Dept. of Business Management, GJU, Hisar (Dec. 2005)
- Director, National Seminar on “Management of Financial Services” organized by Dept. of Business Management, GJU, Hisar (Feb 27-28, 2005).

- Chaired a session on Rural Marketing at national Seminar on “Opportunities and challenges for India Inc. vis-s-vis Indian rural markets”, organized by KAIM, Charkhi Dadri (April 28, 2004).
- Organizing Secretary, National Seminar on “Managerial issues in seamless economy”, organized by Department of Business Management, Guru Jambheshwar University, Hisar (Feb. 27-28, 2004)
- National Seminar on “Media and Human Rights”, organized by Faculty of Communication Management and Technology, Guru Jambheshwar University, Hisar (Dec. 21-22, 2003)
- National Seminar on “ Emerging trends in Financial services and international business” organized by Department of Business Management, GJU, Hisar (2003)
- Workshop on “Financial derivatives and paperless trading” organized by Department of Business Management, GJU, Hisar (2003).
- Workshop on “MARKSTRAT” Organized by Jammu University, Jammu (2000).
- National Seminar on “Management in 21<sup>st</sup> Century” organized by Dept. of Business Management, GJU, Hisar, (Jan. 1998).
- National Seminar on “Globalization, Liberalization and Privatization” organized by Dept. of Commerce and Management, Punjabi University, Patiala (1995)
- International Workshop on “Educating the Educators” organized by Indian Institute of Travel and Tourism Management in collaboration with World Tourism Organization (1994).

*Apart from these, attended many other Seminars / Workshops / Conferences too.*

### **Awards**

- Awarded Best Case Study Presentation at the INBUSH ERA GLOBAL SUMMIT 2019 organised by **Amity University, Noida** on held on 20-22 February, 2020 at Amity University, Noida.
- Best teacher award in marketing by Dewang Mehta Business School, Mumbai
- Best Research Paper Award at International Conference on "*Emerging trends in Management*", *Mohammad Ali* Jinnah University, Islamabad, Pakistan.

### **Ph. D. Guided**

1. Dr. V.S.Ahlawat- Quality of Work life of Middle Level Managers- A Study of Select Industrial units in Haryana
  - a. *(Degree awarded in 2004)*
2. Dr. Ajay Dhaka- Socio-Cultural Impacts of Advertising- A comparative study of urban and rural consumers.

- a. *(Degree awarded in 2007)*
3. Dr. Sangeeta Gupta- MIS in Indian Universities: A Comparative study of State and Central Universities  
a. *(Degree awarded in 2007)*
4. Dr(Ms) Komal Smriti Malhan -Relationship Marketing in Service Organizations.  
a. *(Degree awarded in May 2008)*
5. Dr. Satish Sachdeva- Effectiveness of endorsement in Advertising  
a. *(Degree awarded in Feb 2009 )*
6. Mr. Vinod Kumar- Management of Service Quality in Libraries and Information Centres  
a. *(Degree awarded in Feb 2012 )*
7. Mr. Jagjit Mor- Quality of Work Life in Technical Institutes of Haryana  
a. *(Degree awarded in Feb 2013 )*
8. Mr. Punkaj Kumar- “The impact of Point-of-Purchase display on Buying Behaviour”  
a. *(Degree awarded in June 2015 )*
9. Ms. Charu Bharti- “Opportunities and Challenges in Marketing through Social Networking Sites”  
a. *(Degree awarded in Nov. 2015 )*
10. Mr. Ashu Jain- “Study of Marketing Efficacy of Pulse Polio Programme in India”  
a. *(Degree awarded in Nov. 2015 )*
11. Ms. Ashima Jain(JRF)- “Problems and Prospects of e-retailing in India”  
a. *(Degree awarded in Nov. 2017 )*
12. Ms. Preeti Mittal(JRF)- “The influence of sun signs on consumer behavior- A study of apparels” *(Degree awarded in Nov. 2017 )*
13. Dinesh Kumar (JRF) - “Influence of cause related marketing on consumer’s buying behavior” *(Degree awarded in Nov. 2017 )*
14. Sakshi Kathuria (JRF)- “Influence of Social Media in Shaping Tourist Preferences”  
*(Degree awarded in Nov. 2020 )*
15. Sanjeev Gautam(From Industry)- “Problems and Prospects of packaging industry in India- challenges and opportunities” *(Degree awarded in Dec. 2021 )*
16. Shruti Balhara- “Impact of Leadership Styles on Change Management and Organizational Performance”. *(Degree awarded in April 2022 )*
17. Sapna Rana – “Impact of Emotional Intelligence on Salespersons’ Job Performance and Job Satisfaction” *(Degree awarded in Aug. 2022 )*
18. Sachin Kumar, (JRF)- “Assessing Marketing Effectiveness of ‘Beti Bachao Beti Padhao’ Campaign in Promoting Gender Equality and Female Education” *(Thesis submitted in March 2023 )*

### **Research Scholars presently being guided**

1. Nancy Jyani, (JRF) “Non-Deceptive Counterfeiting of Fashion Brands- A Consumer Perspective”
2. Neha Bansal, (JRF) “A study of Attitude and Buying Behaviour of Rural Consumers towards Online Shopping”
3. Avnika Chawla, “A Study of Consumer Purchase Intention towards Electric Vehicle”
4. Sudhir Bhatia (JRF) “Impact of Social media Influencers on Travel planning, Destination Image and travel intention”
5. Sonali Registration under process
6. Pooja Goyal (JRF) Registration under process
7. Anu (JRF) Registration under process
8. Pooja Garg (JRF) Registration under process

### **Membership of Professional Bodies:**

Member in Board of Studies in Commerce and Business Management, MS University, Vadodara

Member, Academic Council, Manav Rachna International Institute of Research and Studies, Faridabad  
Member, Advisory Committee, Directorate of Distance Education, MDU, Rohtak(06-04-2013 onward)  
Member, Distance Education Council, GJUST, Hisar  
Former Member Core Committee, Sri Guru Granth Sahib World University, Fatehgarh Sahib (Punjab)

Member, Research Degree Committee, Makhan Lal Chaturvedi National Patrakarita Vishvvidhyalya, Bhopal

Member, Board of Studies, Maharaja Aggarsain University, Baddi (Dist. Solan)  
Member, Affiliation Committee, Dept. of Technical Education, Govt. of Haryana

Member, Faculty of Business Management, MM University, Mullana, Ambala

Member, All India Management Scholars

Founder Member, The Society for Management Education

Founder Director, Haryana School of Business, GJUST, Hisar.

Former Dean, Faculty of Management Studies, GJUST, Hisar.

Member, Governing body, Kedarnath Aggarwal Inst. of Mgt., Charkhi Dadri

Member, Governing body, Seth Banarsi Das Institute of Management, Kurukshetra

Member, Post Graduate Board of Studies, Haryana School of Business, GJUST, Hisar.

Member Board of Studies, School of Management Studies, Punjabi University, Patiala

Member, Board of Studies in Management, Makhan Lal Chaturvedi National Patrakarita Vishvvidhyalya, Bhopal

Member, Board of Studies, Dept of Management, Pacific Uni., Udaipur,

Member, Board of Studies, Dept. of Management, Maharaja Aggarsain Uni. Baddi (HP)

Member, Board of Studies, Dept of Commerce, KU Kurukshetra

Member, Board of Studies, Dept of Management, KU Kurukshetra  
Member , Board of Studies in Humanities, KU Kurukshetra  
Former Member, University Court, Academic Council, Executive Council GJUST, Hisar.  
Visiting Fellow (Under SAP), Dept. of Tourism, Kurukshetra University, Kurukshetra  
Visiting Fellow (Under SAP), Dept. of Tourism, Bundelkhand University, Jhansi.

### **Personal Profile**

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<b>Date of Birth</b>	Feb. 11, 1965
<b>Nationality</b>	Indian
<b>Permanent Address</b>	E-14, GJUST Campus, Hisar

**(Harbhajan Bansal)**