

# Curriculum Vitae

**Vinod Kumar Bishnoi**

*Ph. D. (Marketing)*

## ACADEMIC QUALIFICATIONS:

Ph. D. (Marketing) from Guru Jambheshwar University, Hisar on the topic “Marketing of Consumer Durable in Rural Haryana”.

\_\_\_\_\_M. Phil. (Consumer Behaviour) from Kurukshetra University, Kurukshetra on the topic “Consumer Behaviour and Brand Preference of Shampoo among University Students”.

\_\_\_\_\_M. Com. (with Marketing and Organisation Behaviour).

\_\_\_\_\_NET (Conducted by UGC).

## ACADEMIC AREAS OF INTEREST:

- Rural and Agriculture Marketing
- Marketing Management
- Business Legislations
- Marketing Research
- Retail Management
- Consumer Behaviour
- Business Environment
- Research Methodology
- Environment Management
- Organizational Behaviour

## POSITIONS HELD:

1.	Dean	1.10.2025	<i>Till date</i>	Haryana School of Business GJU S&T, Hisar
2.	Director	27.01.2023	26.01.2026	Haryana School of Business GJU S&T, Hisar
3.	Chairperson	01.04.2023	20.05.2024	GJMIRS, GJU S&T, Hisar
4.	Chairperson	18.07.2023	<i>Till date</i>	Geography Department, GJU S&T, Hisar
5.	Dean Religious Studies	18.03.2023	20.05.2024	GJU S&T, Hisar
6.	Editor-in-Chief	27.01.2023	26.01.2026	HSB Research Review, GJU S&T, Hisar
7.	Procter	1.09.2019	26.01.2023	GJU S&T, Hisar
8.	Dean Students Welfare	31.08.2018	31.08.2019	GJU S&T, Hisar
9.	Editor HSB Research Review	1.07.2014	31.06.2017	GJU S&T, Hisar
10.	Director of Sports	2.09.2013	01.08.2016	GJU S&T, Hisar
11.	Professor	29.10.2011	<i>To date</i>	Haryana School of Business GJU S&T, Hisar

12.	Director Youth Welfare	01.10 2012	15.03. 2013	GJU S&T, Hisar
13.	Area Chairperson (Marketing)	15.01.2008	28.02.2010	Haryana School of Business GJU S&T, Hisar
14.	Deputy Coordinator (SAP)	01.04.2008	31.03.2012	Haryana School of Business GJU S&T, Hisar
15.	Associate Professor	29.10.2008	28.10.2011	Haryana School of Business GJU S&T, Hisar
16.	Reader	29.10.2005	28.10.2008	Haryana School of Business GJU S&T, Hisar
17.	Sr. Lecturer	25.2.2002	28.10.2005	Department of Business Management, GJU S&T, Hisar
18.	Lecturer	26.3.1997	24.2.2002	Department. of Business Management, GJU S&T, Hisar
19.	House Counsellor	July 2000	<i>To date</i>	Directorate of Sports, GJU S&T, Hisar
20.	Coordinator (MBA, Evening Program)	15.7.2002	31.05 2007	Department of Business Management, GJU S&T, Hisar
21.	NSS Coordinator	22.12.2003	25.02.2005	GJU S&T, Hisar

#### **TOTAL EXPERIENCE:**

- 1) Teaching                      28 years
- 2) Research                      25 years
- 3) Administrative              23 year

#### **RESEARCH SUPERVISION:**

- 1) Nine Ph. Ds are under progress and twenty-seven completed.
- 2) Three M. Phil completed.
- 3) More than 65 research projects at Post Graduate degree level.

#### **RESEARCH AND CONSULTANCY PROJECTS:**

- 1) Completed Major Research Project sponsored by University Grants Commission entitled “Understanding Rural Consumers and Impact of Marketers’ Efforts on Their Mindset- A Case Study of Select Consumer Products in Rural Haryana”.
- 2) Consultancy Project entitled “Stake Holder’s Perception and Services Quality Perception of Bharat Heart Institute, Dehradun” completed.
- 3) Major research project sponsored by Haryana School Shiksha Priyojna Parishad entitled “Performance appraisal of implementation of Sarv Shiksha Abhiyan in Haryana” completed.

## CONFERENCES/ SEMINARS/ WORKSHOPS/ COURSES ATTENDED:

### “INTERNATIONAL”

- 1) Attended and presented paper entitled “The current perception of Pradhan Mantri Matru Vandana Yojana (PMMVY) and its utilization: A cross- sectional study in India” at International conference on Sustainability, Technology& Innovation, AI & Analytics, Green Practices, and Entrepreneurship & Management organised by Department of Commerce, GJUS&T, Hisar, Haryana, 2025
- 2) Attended and presented paper entitled “Examining the Impact of Financial Literacy, Occupation and Annual income behaviour in mutual fund investment. “at International conference on Sustainability, Technology& Innovation, AI & Analytics, Green Practices, and Entrepreneurship & Management organised by Department of Commerce, GJUS&T, Hisar, Haryana, 2025
- 3) Attended and presented paper entitled “CONSUMER BEHAVIOR TOWARDS HERBAL COSMETICS: A BIBLIOMETRIC ANALYSIS” at INTERNATIONAL CONFERENCE on Sustainability, Technology, entrepreneurship and Management,2024 organised by Haryana School of Business, GJU S&T, Hisar, Haryana.
- 4) Attended and Presented Paper in entitled “Inspecting the mediating role of COVID 19 awareness in studying intention-behaviour gap of Online Food Ordering Application” at International conference on business innovation, transformation and sustainability: Changing Global Paradigm, 2023 organised by School of Management and Commerce, Manav Rachna University, Faridabad May-2023.
- 5) Attended and Presented Paper in IIT Delhi Conference on Research in Marketing Organised by IIT Delhi, December 21-22, 2013.
- 6) Attended and presented paper in IIML International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead, organised by IIM Lucknow, January 13-14, 2012.
- 7) Attended and presented paper in International conference and postgraduate research colloquium, organised by university TUN ABDUL RAZAK, Kuala Lumpur, October 10-11, 2011.
- 8) Attended and presented paper in *First International Marketing Conference* MARCON 2010, organized by IIM, Calcutta, December 27-29, 2010.
- 9) Attended and presented paper in *International conference on strategic marketing of consumer behaviour and technology products*, organized by University Business School, Punjab university regional centre, Ludhiana, December 10-11, 2010.
- 10) Attended and presented paper in *International conference on Rural Markets*, organized by School of Management and Business Studies, Mahatma Gandhi University, Kottayam, Kerala, November 29-30, 2010.
- 11) Attended and presented paper in *New Paradigms in Management Theory and Practise* organized by, School of Management Studies, Punjabi University, Patiala, September 4-5, 2010.
- 12) Attended and presented paper in *Second International Conference on brand Management* organized by IMT, Ghaziabad, January 8-9, 2010.
- 13) Attended and presented paper in International Conference on *Agripreneurship and Rural Development* organized by Faculty of Management Studies, Banaras Hindu University, Varanasi, December 5-6, 2009.
- 14) Attended and presented paper in International Conference on *New Global Economic order: Challenges and Opportunities* organized by JK Business School, Gurgaon, August 19-20, 2009.
- 15) Attended and presented paper in 3<sup>rd</sup> IIMA Conference on *Marketing Paradigms for Emerging Economies* organised by Indian Institute of Management, Ahmadabad, January 7-9, 2009.
- 16) Attended and presented paper in International conference on *Management Sciences and Arts* organised by FMS, Gurukul Kangri University, Haridwar, September 15-17, 2008.

- 17) Attended and presented paper in International conference on *Research in Marketing* organised by Indian Institute of Management, Ahmedabad, January 3-5, 2007.
- 18) Attended and presented paper in International Conference on *Marketing Paradigms for Emerging Economies* organised by Indian Institute of Management, Ahmedabad, January 12-13, 2005.

#### **“NATIONAL”**

- 1) Attended HSB 9th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February - 2017.
- 2) Attended HSB 10th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February - 2018.
- 3) Attended HSB 11th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February - 2019.
- 4) Attended HSB 12th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February - 2020.
- 5) Attended and presented paper on “Usage of ICT Services Among Farmers: A state of art Review ” in HSB 13th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 11-12, 2021.
- 6) Attended and presented paper on “The Usage of ICT in Agriculture: A Bibliometric Analysis ” in HSB 14th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 10-11, 2022.
- 7) Attended and presented paper on “Consumers’ Awareness and Perception About the Generic Medicines: A Review ” in HSB 14th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 10-11, 2022.
- 8) Attended and presented paper on “Factors Affecting Attitude and Purchase Intention Of Consumers Towards Herbal Cosmetics: A Review Of Literature” in HSB 15th Annual National Conference On Business And Management
- 9) Attended and presented paper on “A study of information technologies used in supply chain management: - A case of Indian automobile sector ” in HSB 8th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 10-11, 2016.
- 10) Attended and presented paper on “A study of patient satisfaction and perception: A synoptic review.” in HSB 8th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 10-11, 2016.
- 11) Attended and presented paper on “Milk marketing practices of organized dairy sector: A synoptic review” in HSB 8th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 10-11, 2016.
- 12) Attended and presented paper on “Role of Communication and Information in Vendor Buyer

Relationship: - A Review” in HSB 6th Annual National Conference on Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 12-13, 2015.

- 13) Attended and presented paper on “Supply Chain Management (SCM): Evolution, Historical Development and Theory” in National Seminar on Recent advancements in management, commerce and engineering outlook-2015, RAMCEEEO-2015, JCD Institute of Business management, sirsa, Haryana, January 21-22, 2015.
- 14) Attended and presented paper on “Performance Appraisal Measurement in Supply Chain Management: - A Review Study” in *HSB 6th Annual National Conference on Business Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 6-7, 2014.
- 15) Attended and presented paper on “Influence of Reference Group on Consumers’ Purchasing Decisions: A study of Mobile Phone Users” in *HSB 6th Annual National Conference on Business Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 6-7, 2014.
- 16) Attended and presented paper on “An empirical investigation of patients’ perception of service quality: A study of private heart institute. ” in *HSB 5th Annual National Conference on Business Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 7-8, 2013.
- 17) Attended and presented paper on “Consumers’ awareness and perception towards organic food products: A synoptic review” in *HSB 5th Annual National Conference on Business Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 7-8, 2013.
- 17) Attended One Week In-House national workshop on “Research Methods in Business Management”, organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 20-26, 2012.
- 18) Attended and presented paper on “Readiness for Mobile Phone Technologies in India: A Customer Perspective” in *HSB 4<sup>th</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 09-10, 2012.
- 19) Attended and presented paper on “SERVQUAL Measurement in Hypermarkets” in *HSB 4<sup>th</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 09-10, 2012.
- 20) Attended and presented paper on “An Assessment of Service Quality Gaps Across Various Categories of Indian Hospitals” in *HSB 4<sup>th</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, February 09-10, 2012.
- 21) Attended and presented paper on “Influence of Television advertising on Consumers’ Buying Decision: Application of Discriminant Analysis” in the 4<sup>th</sup> national conference on excellence in research and education organised by IIM, Indore, May 10-13, 2011.
- 22) Attended national workshop on “Patent Awareness vis-a-vis Intellectual Property Rights”, organized by IPR & TC CELL, Guru Jambheshwar University of Science & Technology, Hisar, August 9, 2011.

- 23) Attended and presented paper on “Impact Of Consumer Buying Decision Of Packaged Food On The Strategies Of Food And Grocery Retailers In India-A Comparative Analysis” in national conference on excellence in research and education organised by IIM, Indore, May 13-16, 2011.
- 24) Attended and presented papers on “OSL-Exploratory Behaviour congruence – A comparative study of Delhi and Kolkata” in national conference on excellence in research and education organised by IIM, Indore, May 13-16, 2011.
- 25) Attended national seminar on Management of Higher Technical Education: Quality Challenges and Ethical Dilemmas, organised by Haryana School of Business, March 22, 2011.
- 26) Attended and presented paper on “Customer’s Perception Towards The Need Of Life Insurance: An Empirical Study” in *HSB3<sup>rd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 27) Attended and presented paper on “Impact of Demographic Dynamics on the Consumer’s Buying Action For Packaged Food Products - An Empirical Study In NCR” in *HSB3<sup>rd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 28) Attended and presented paper on “An Examination of Pertinent Dimensions Affecting Service Quality in Bancassurance” in *HSB3<sup>rd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 29) Attended and presented paper on “Role of Demographic Factors, Trust And Perceived Risk In Consumer Purchasing Intention For Online Retailing: A Literature Review” in *HSB3<sup>rd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 30) Attended and presented paper on “Rural Marketing: Potential for Marketers” in *HSB3<sup>rd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 31) Attended and presented paper on “Impact of Advertising On Children- A Perspective Of Adults In Haryana” in *HSB3<sup>rd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 32) Attended and presented paper on “Convergence of Management Studies and Environmental Sciences- Unavoidable Transition” in national conference on Multidisciplinary Approach in Frontier Areas of Environmental Sciences and Engineering organised by department of environment science and engineering, Guru Jambheshwar University of Science & Technology, Hisar, March 10-11, 2011.
- 33) Attended and presented paper on “Factors Influencing Purchasing Pattern of Farmers In Haryana, Empirical Evidence of Wheat Seeds” in national seminar on Agriculture: The Backbone Of Indian Economy organised by MM Institute Of Management, Maharishi Markandeshwar University, Mulana, Feb 18, 2011.
- 34) Attended and presented paper in National Seminar on *Ethical Issues in Teaching* organized by DAV College for Girls, Yamuna Nagar, October 30-31, 2010.

- 35) Attended and presented papers in *HSB 2<sup>nd</sup> Annual National Conference on Business and Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 26-27, 2010.
- 36) Attended One week Workshop on *Research Methods in Business Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, from March 3-8, 2010
- 37) Attended National Seminar on *Emerging Marketing Strategies* organized by CRM Jat College, Hisar, February 20, 2010.
- 38) Attended and presented paper on “Retailing- Strategic Approach to counter Recession” in National Seminar on *Changing Dimensions in Indian Retail Sector* organized by DAV College, Cheeka (Kaithal), February 21-22, 2009.
- 39) Attended and presented papers on “Analysing the Impact of Television Advertisements on Buying Behaviour: An Empirical Study of Teenagers’ Perspective” and “Buying Behaviour of Farmers Regarding Wheat Seeds: A Case Study of Haryana” in HSB 1<sup>st</sup> Annual Conference on Business and Management organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 19-21, 2009.
- 40) Attended National Workshop on *Methodological Issues in Business Research* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 7-8, 2009.
- 41) Attended National workshop on *Intellectual Property Rights and its Commercialization Process* organized by IPR & TCC, Guru Jambheshwar University of Science & Technology, Hisar, December, 2008.
- 42) Attended and presented paper on “Awareness and Consumption Pattern of Rural Consumers Towards Home and Personal Care Products” in National Conference on *Marketing to rural consumers Understanding and tapping the rural market potential* organised by IIM, Kozhikode, 3-5 April, 2008.
- 43) Attended National workshop on *Research in Business Management* organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March, 2008.
- 44) Attended National conference on *Investing in Indian Financial Markets- Opportunities and strategies* organised by Department of Financial Studies, University of Delhi, February 23, 2008.
- 45) Attended and presented paper on “A study of consumers’ perception and buying pattern in emerging era of organized retailing - a case study of select shopping malls” in National Seminar on *Emerging Issues in Retailing in India* organised by IMS, Dehradun, July, 2007.
- 46) Attended National Seminar on *Human Values for Excellence in Governance and Management* organised by Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar, March, 2007.
- 47) Attended and presented paper entitled “Growing Opportunities for Banks via Bancassurance” in National Seminar on *The Changing Face of Banking Industry in India: Some Strategic Issues* organised by Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar, March, 2007.

- 48) Attended and Presented paper on “A Comprehensive Study of Select Mutual Funds Schemes” in National Seminar on *Indian Economy- Emerging Challenges in Globalised Regime* organised by DAV College Pehowa (Kurukshetra University), November, 2006.
- 49) Attended National Seminar on *Management of Financial Service* organised by Department of Business Management, Guru Jambheshwar University, Hisar, March, 2005.
- 50) Attended and presented paper in Refresher Course organised by Department of Business Management, Guru Jambheshwar University, Hisar, Nov.-Dec., 2004.
- 51) Attended National workshop on *Intellectual Property Rights: Awareness, Legal and Contemporary Challenges in WTO Regime* organised by Department of Business Management, Guru Jambheshwar University, Hisar, November, 2004.
- 52) Attended and presented paper entitled “Potential of Rural Marketing Through e-Commerce and mCommerce- A Synoptic View Point” in National Conference on *Opportunities and Challenges for India Inc. Vis-à-vis Indian Rural Market* organised by KAIM, Charkhi Dadri, April, 2004.
- 53) Attended and presented papers entitled “Emerging Issues in Health Insurance in India” and “Emerging Issues in Insurance Distribution Channel in India- A New Prospective” in National Seminar on *Managerial Issues in Seamless Economy* organised by Department of Business Management, Guru Jambheshwar University, Hisar, February, 2004.
- 54) Attended and presented paper in Refresher Course organised by Department of Business Management, Guru Jambheshwar University, Hisar, December, 2003.
- 55) Attended and presented paper on “Economic Development and Environment Protection: An Equilibrium Approach” in National Seminar on *Emerging Environmental Issues and Technological Challenges* organised by Department of Environmental Science and Engineering, Guru Jambheshwar University, Hisar, September, 2003.
- 56) Attended and presented paper entitled “Patent of Drugs and its Implications on Indian Pharmaceutical Industry in Post WTO Regime” in the National Seminar on *Emerging Trends in Financial Services and International Business* organised by Department of Business Management, Guru Jambheshwar University, Hisar, March, 2003.
- 57) Attended and presented paper on “Challenges and Avenues for Small Scale Enterprises in Pharma Industry” in the National Seminar on *Problems and Prospects of Small Scale Industries in North Western India* organised by Department of Business Economics, Guru Jambheshwar University, Hisar, March, 2003.
- 58) Attended and presented paper on “Understanding Rural Consumers’ Profile” in *55<sup>th</sup> All India Commerce Conference*, organised by M.L. Sukhadia University, Udaipur (Raj.), October, 2002.
- 59) Attended workshop on *Financial Derivatives and Paperless Trading* organised by Department of Business Management, Guru Jambheshwar University, Hisar, September, 2002.
- 60) Attended National Workshop on *Quality Assurance in Distance Open Learning* organised by DDE, Guru Jambheshwar University, Hisar, February, 2002.
- 61) Attended and presented paper in Refresher Course in Business Management organised by Department of Management, Guru Jambheshwar University, Hisar, June, 2001.

62) Attended and presented paper in 20<sup>th</sup> Annual Conference of Haryana Economic Association organised by Department of Business Economics, Guru Jambheshwar University, Hisar, March, 2000.

63) Attended and presented paper in *Orientation Programme for College and University Lecturers* conducted by Academic Staff College, H.P. University, Shimla, May, 1998.

### **CURRICULUM DESIGNING, EXTENSION LECTURES, AND LESSON WRITING:**

1) **Curriculum Designing:** Contributed significantly in the designing the course curriculum for MBA (Marketing) programme and also designed the curriculum for MBA (Part-time) Evening Programme for executives.

2) **Extension Lectures:** Actively engage in delivering extension lectures in different institutions/universities in the field of marketing, rural marketing, consumer behaviour and research methodology.

3) **Lesson writing:** Written about 30 lessons on different topics of MBA and BBA courses run through distance education mode by Guru Jambheshwar University of Science and Technology, Hisar.

### **RESEARCH PAPERS/ ARTICLES PUBLISHED:**

1) “Assessing The Effectiveness of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in Enhancing Employability: A Study of Haryana.” Published in SEEJPH Vol 27, 2025: 4269-4286.

2) “Exploring Implementation Barriers in the PMKVY Program: A Focus on Rural youth in Haryana” in Journal of Informatics Education and Research, Vol 5 Issue 2 ,2025: 6390-6408.

3) “The current perception of Pradhan Mantri Matru Vandana Yojana (PMMVY) and its utilization: A cross- sectional study in India” published in CONVERGENCE (BOOK), International conference on Sustainability, Technology& Innovation, AI & Analytics, Green Practices, and Entrepreneurship & Management organised by Department of Commerce, GJUS&T, Hisar, Haryana, 2025.

4) “Inspecting The Mediating role of Online Customer Reviews in Studying intention-behaviour gap of online food ordering applications.” In Educational Administration: Theory and Practice, Vol.30 Issue 5, 2024: 1770-1783.

5) “Clicks over Kitchens: Unveiling the Factors Shaping Young Adults’ Reliance on Food Delivery

6) Apps.” published in International Journal of Applied Home Science, Volume 11(5&6), May & June (2024): 201-207.

7) “Measuring the Level of Awareness of Mutual Fund Investors” published in Journal of Propulsion Technology, Vol 45, Issue1, 2024: 2902-2909.

8) “A Study on the Perception of Investors While Investing in Mutual Funds” published in Urban India, Vol 44, Issue2, 2024: 1-11.

9) “Consumer Behavior Towards Herbal Cosmetics: A Bibliometric Analysis” Published In Analect (Book) Hsb International Conference Stem 2024.

10) “Steering Preferences: Investigating Demographic Influences On Car” Published In Tuijin Jitsu/ Journal Of Propulsion Technology

- 11) “Inspecting The Mediating Role Of Online Customer Reviews In Studying Intention- Behaviour Gap Of Online Food Ordering Applications.” Published In Educational Administration: Theory And Practice, 30(5), 17701783. [HTTPS://DOI.ORG/10.53555/KUEY.V30I5.3176](https://doi.org/10.53555/KUEY.V30I5.3176)
- 12) “The Influence of Information and Communication Technologies (ICTs) on Farming Decisions by Farmer.” Published in Chelonian Conservation and Biology, Vol 18 No.1, 2023: 72-85.
- 13) “Investigating Factors Influencing Farmer Adoption and Usage of the e-NAM Platform in Haryana: An Empirical Study.” Published in International Journal of Research in Academic World, Vol 2 Issue 10,2023: **135-143**
- 14) “Challenges Faced by Farmers in Adopting ICT Tools in Agriculture : A case Studyt of Haryana.” Published in **Innovations, Issue 74, 2023.**
- 15) “Overcoming Barriers to Generic Drug Adoption: Insights from Global Studies.” published in **Innovations, Issue 74, 2023.**
- 16) “A Study of Farmer's awareness level and usage of different ICT Tools” published in International Journal of Scientific Research in Engineering and Management (IJSREM), Vol 7 Issue 12, 2023.
- 17) “Factors Affecting Attitude And Purchase Intention Of Consumers Towards Herbal Cosmetics: A Review Of Literature” Published In Florilegium (Book) Hsb 15th Annual National Conference On Business And Management
- 18) “A Study Of Public Relief In Maternity Benefit Provisions In PMMVY Among Pregnant Women & Lactating Mothers In Haryana” in Innovations, Volume 74, September,2023:646-659.
- 19) “Exploring Awareness and Accessibility of the Pradhan Mantri Kaushal Vikas Yojana: A Secondary data analysis” published in International Journal of Financial Management and Economics, Vol6 Issue 2: 214-219.
- 20) “A Review paper on the Factors Influencing Consumer’s Intention to Use Online Food Delivery Applications” published in International Journal Journal of Research in Academic World, Volume1, issue 6, December,2022: 238-241.
- 21) “THE USAGE OF ICT IN AGRICULTURE: A BIBLIOMETRIC ANALYSIS” Published in Edited Book Quintessential Reflections: Management Theory, Research And Practices, Feb 2022, Vol.
- 22) “Consumers’ Awareness and Perception About The Generic Medicines: A Review” Published In Edited Book Quintessential Reflections: Management theory, Research and Practices, Feb 2022.
- 23) “ICT and Agriculture: Evolution, Implementation and Future Scope in India” published in Stochastic Modeling & Application, Volume26, No. 3, January-June,2022: 344-355.
- 24) A Review Paper On Electronic Trading Portal: National Agriculture Market eNnam published in International Journal of Research in Academic World 2021, Vol: 1, No. 1, pp 38-45.
- 25) Maternity Benefit Programs: An Investment On Human Resource” Published in Population Review November 2022, No. 1, Volume-61, Pp-58-67.
- 26) “Study of Crop Insurance Schemes in India: A Meta- Analysis” Published In Edited Book Research In Business Management, Feb 2021, Vol. 1, No. 1, Pp 361-368
- 27) “Employment Scheme in India: Analysis of Selected Schemes” Published in Edited Book Collectania, Feb 2020, Vol. 1, No. 1, Pp 482-489
- 28) “Impact of External Cues On Online Impulse Buying Behaviour” Published in Third Eye- A Journal of Business Review, July 2020, Vol. 7, No. 7
- 29) “Crop Insurance in India: An Evaluation of Different Schemes” Published in Edited Book Collectania, Feb 2020, Vol. 1, No. 1, Pp 462-473

- 31) "Flipkart Vs Amazon: The War of Dominance" Published in International Journal of Research in Engineering, It and Social Sciences, March 2019, Vol. 09, No. 03, Pp 92-96
- 32) "Impact of Information Sharing, Collaboration and Trust in Vendor-Buyer Relationship", Published in Small Enterprises Development, Management and Extension Journal, Sept 2019, Vol. 46, No. 3, (Sage Publications) Doi: 10.1177/0970846419863872 Journals.Sagepub. Com/Home/Sde
- 33) "Cab Aggregators in India: A Case Study of Ola and Uber" Published in International Journal of Research in Social Sciences, Sept 2019, Vol. 9, No. 4, Pp 1029-1040
- 34) "Role of Consumers' Perception and Attitude in Car Buying Behaviour: A Review" Published in International Journal of Management, It and Engineering, Oct 2019, Vol. 9, No.4, Pp 244-259
- 35) "A Study On Influence of Website Quality On Online Impulse Buying Behaviour of Indian  
36) Consumers" Published in Journal of The Gujarat Research Society, 2019, Vol. 21, No.10, Pp 14971511
- 37) "Gender perception towards dietary supplement food" published in International Journal of Marketing, Financial Services & Management Research Vol.6 (7), JULY (2017), pp. 51-63.
- 38) "Identifying the factors discriminating the consumers for their respective influence of television advertisement on purchasing decisions" published in HSB Research Review, 2017, Vol. 10, No. 2 and Vol 11 No1, pp.71-81.
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#### **BOOK PUBLISHED:**

- 1) Bishnoi, V.K., Narwal, K.P., Singh, S., Sharma, H., Shreshtha, M., Singh, V. & Ahlawat, V. (2024). *Analect: research inputs in sustainability, technology, entrepreneurship and management*, New Delhi: Arihant Books.

- 2) Kundu S. C., Kumar V. and Pal, K. (2009). Contemporary Researches in Business Management, Vayu Education of India, New Delhi.

#### **OTHER CONTRIBUTIONS:**

- 1) Instrumental in organising the Alumni Meets of the Department and 'Innowave' A State- Level Annual Business Event.
- 2) Organised various workshops on Personality Development Programme for various management institutes.
- 3) Associated with preparation and team building of the students who won various trophies in State Level cultural and academic competitions, i.e., events organised by Khalsa Institute of Management Yamunanagar in 2001 and Jain Institute of Management Ambala City in 2002.
- 4) House Counsellor of Sports and been instrumental in winning twice the overall trophies in Athletic Championship of the University.
- 5) As NSS Coordinator successfully organised the patriotic programme '*Maa Tujhe Salaam*'.
- 6) Conducted a Career Counselling Programme for students in a village.
- 7) Actively engage in chairing the technical sessions in conferences/seminars
- 8) Coordinated one week workshop (28-02-11 to 05-03-11) for Pre PhD research students organised by Academic Staff College" Guru Jambheshwar University Of Science & Technology, Hisar".
- 9) Working as coordinator of Research Methodology Paper for the Pre PhD students of the University.
- 10) Actively participated in state level Blood Donation Camp organised by NSS, Guru Jambheshwar University of Science & Technology, Hisar.

#### **MEMBERS OF PROFESSIONAL BODIES:**

- 1) Member, All India Commerce Association.
- 2) Member, PG Board of Studies, Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar.
- 3) Member, Faculty Board of Management, Guru Jambheshwar University of Science & Technology, Hisar.
- 4) Secretary, Sports Council, Guru Jambheshwar University of Science & Technology, Hisar.

#### **CONTACT DETAILS:**

E-mail ID : bishnoivk29@gmail.com  
Contact Numbers : 01662-263429 (O)  
+91- 94161-36505 (M)