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## **DR. MANI SHRESHTHA**

**MBA, PhD, PGDCA, MIMA**  
Experience: 22 yrs

Vidwaan id: 456897

### **A Snapshot**

*A marketing graduate from Kurukshetra University, Haryana, and a Doctorate in Business Management from Haryana School of Business, GJUS&T, Hisar. Having a passion for teaching. More than 22 years of experience includes teaching, research and a tinge of marketing & sales. Has worked with reputed management institutions in Northern and Central India and been associated with the names like Jagran Institute of Communication & Management, Bhopal and Amity Business School, Gurugram. The domain of work is Consumer Behaviour and Marketing of Services. Published several research papers and case studies in the field of marketing and strategic management in National and International Journals of repute. Actively contributed under various capacities to the UGC e-PG Pathshala (An MHRD Project under NME-ICT, Govt of India)*

*Also, acting as consultant to the companies in the field of Retail (Cosmetics), Health and Wellness, and Rural Development (MSME).*

*Presently, working as Program Coordinator and Faculty member (Marketing Area), Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana. An ardent speaker and invited by various institutions to deliver extension lectures on marketing as well as pedagogical issues*

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### **Academic Experience**

#### **Haryana School of Business, GJUS&T, Hisar**

(Oct 2023- Till date)

Working as Associate Professor at Haryana School of Business, GJUS&T, Hisar. It is amongst top 100 B- Schools of the country (Nirf-2023) in NAAC 'A+' Grade UGC recognized university. Teaching marketing area courses in MBA Program.

#### **Haryana School of Business, GJUS&T, Hisar**

(May 2013- Oct 2023)

Worked as Assistant Professor at Haryana School of Business, GJUS&T, Hisar. A NAAC 'A' Grade UGC recognized university. Teaching marketing area courses in MBA Program.

#### **Amity Business School, Amity University Haryana, Gurgaon**

(June 2011- May 2013)

Worked as Assistant Professor at Amity Business School, AUH. A university recognized for its industry integration and innovative practices. Teaching marketing area papers for Executive and regular batches of MBA. Also, worked as the coordinator for MBA- Marketing & Sales program.

**Jagran Institute of Communication and Management (JICM),  
Bhopal**  
(September 2010 – June 2011)

Worked as Assistant Professor at JICM, India's first practicing school of Communication Management. Apart from teaching Marketing subjects, major responsibility includes coordination of PGDM Program of the institute.

**NC College of Engineering, Panipat**  
(February 2009- September 2010)

Worked as Assistant Professor in Department of Management Studies at NC College of Engineering (Haryana's first Autonomous Institute). The job responsibility includes teaching Marketing courses and handling developmental activities for the Department.

**JCD College of Engineering, Sirsa**  
(August 2004- February 2009)

Worked as a Sr. Lecturer in Department of Management Studies at JCD College of Engineering, Sirsa. Appointed as founder faculty member of the department for marketing area and duly approved by KUK. Administrative assignments included coordinator - internal exams and academic counselor for department. During the tenure, received best faculty award thrice for excellent results in all subjects taught

**Deepshikha College of Technical Education, Jaipur**  
(September 2002-August 2004)

Worked as Lecturer in Faculty of Management at Deepshikha College of Technical Education, Jaipur. Awarded B+ category Business School and ranked one of the best in Rajasthan. Worked as faculty for Marketing Management and Strategic Management for MBA & BBA. Instrumental in AICTE accreditation and University affiliation related documentation.

**Industry Experience**

**Bajaj Capital Ltd** (November 1999- January 2002)

Experience of working with Bajaj Capital Ltd (Category I merchant bankers and investment advisors) for a period of two years as Product Leader at its Corporate office at Delhi and Branch office at Chandigarh

**Roles and responsibilities:**

- Looked after the marketing, sales business development and retail based functions.
- Instrumental in establishing a strong network of sub-brokers.
- Formulated, devised and implemented the sales promotion schemes.
- Establishing life and non-life insurance network.

**Global Sea & Air Services** (February 2002-July 2002)

Experience of working with GS&AS, a leading freight forwarding agent in Delhi, as Assistant Manager (Operations) for a period of six months. Major job responsibilities are client retention and business development.

## Research Publications

- Sunaina. &**Shreshtha, M.**, (2024). A systematic literature review of post-purchase consumer regret using PRISMA statement. *Analect: research inputs in sustainability, technology, entrepreneurship and management*, 174-186, New Delhi: Arihant Books. ISBN-978-81-19956-61-6
- Shweta. &**Shreshtha, M.**, (2024). The impact of marketing related factors on online impulse purchases- a literature review. *Analect: research inputs in sustainability, technology, entrepreneurship and management*, 331-342, New Delhi: Arihant Books. ISBN-978-81-19956-61-6
- Simran. &**Shreshtha, M.**, (2024). An examination of online consumer reviews through bibliometric analysis. *Analect: research inputs in sustainability, technology, entrepreneurship and management*, 174-186, New Delhi: Arihant Books. ISBN-978-81-19956-61-6
- Dhull, R. & **Shreshtha, M.** (2021). Consumer awareness about E-waste in rural and urban Haryana. *Journal of Contemporary Issues in Business and Government*, 27(3), 228-234. P-ISSN: 2204-1990; E-ISSN : 1323-6903. DOI - 10.47750/cibg. 2021.27.03.032
- Sachdeva, A. & **Shreshtha, M.** (2021). Adoption of parental mediation strategies for teenager's internet use. *Journal of Elementary Education Online*, 20, 4964-4964. (Doi 10.17051/ilkonline.2021.05.554)
- Dhull, R. & **Shreshtha, M.** (2021). E-Waste recyclers in Haryana: Practices and Challenges. *The Journal of Oriental Research Madras*, MMXXI-XCH-XVIII, 81-90. ISSN: 0022-3301
- Sachdeva, A. & **Shreshtha, M.** (2021). Perception of online risks by Indian teenagers. *Wesleyan Journal of Research*, 14(1), (XXVIII), 144-151.
- Sachdeva, A. & **Shreshtha, M.**, (2018). Parental mediation of Teenagers' Media Consumption: A review study. Published in *Assemblage at HSB 10th Annual National Conference*
- **Shreshtha, M.**, (2017). Crowdsourcing in India: A Solution Seeker and Solution Provider Perspective. Published in *Management Insight at HSB 9th Annual National Conference*
- **Shreshtha, M.**, Purohit, T & Rana, P. (2015). Green-O-Tech India: Marching Ahead. In M. Kumar (Ed.), *FLAME Case Conference*. Paper presented at FLAME University, Pune, 10 December (pp.27-34). Mumbai: ET Cases.
- Dugar, A., **Shreshtha, M.**, & Jain, R. (2014). Cognitive dissonance as an effect of indulging on credit. *Paradigm*, 18 (2), 155-166.
- **Shreshtha, M.**, & Dugar, A. (2014). Cementing the survival. In S. Sarabhai, & R. Kler (Eds.), *Elixir2014 The International Case Conclave*. Paper presented at GD Goenka University, Gurgaon, 5 December (pp.79-87). New Delhi: Excel India Publishers.
- **Shreshtha, M.**, & Dugar, A. (2014). Functional benefits versus experiential benefits from bank brands. *NMIMS Management Review*, XXV (Oct- Nov), 117-127.
- **Shreshtha, M.**, and Verma, H.L. (2010), "Strategic Management for Effective Leadership: A Study of Selected Indian Companies", *Indian Journal of Social Research*, Vol. 51, No. 4, Oct-Dec, pp. 363-372 (ISSN: 0019-5626)
- Dugar, A., Morya, K.K., and **Shreshtha, M.** (2010), "Service Modification Through Mass Customization in the Professional Education Service Industry: Scope, Challenges and Management", *The FedUni Journal of Higher Education*, Vol. V, No. 3, August, pp. 63-81. (ISSN:0973-3744)
- **Shreshtha, M.**, and Verma, H.L. (2010), "Strategic Management Practices: A Study of Selected Indian Companies", *Dronacharya Research Journal*. Vol. 1, No. 2, Jan-June, pp. 43-50 (ISSN: 0975-3389)

- **Shreshtha, M.**, and Verma, H.L. (2010), "Leadership Effectiveness: A Study of Selected Indian Companies" Exploration of Business and Management Issues, Excel Books, New Delhi (ISBN: 978-81-7446-839-0)
- Khare, V., **Shreshtha, M.**, and Dugar, A. (2011), "Unplanned Tourism: A Tight Spot for Indian Tourism Industry", Vivekananda Journal of Management, Vol. 1, No.1, pp 90-94 (ISSN: 2250-0863)
- Dugar, A., and **Shreshtha, M.** (2010), "Oops! We Did It Again", Comma: Communication Management Bulletin, JICM, Bhopal, Vol.1, No.7, September, p. 7
- **Shreshtha, M.**, (2012), " Leadership Effectiveness with Strategic Orientation: A Study of Selected Indian Companies", Scholar's View: International Journal of Media and Management, Vol. 1, No. 1, pp. 29-37 (ISSN: 2319-121X)
- **Shreshtha, M.** and Kalra, S. (2013), "How Convenient is the Road for Purple Lillies 'Hop n Shop' Convenience Store?", Case Studies in Management, Excel India Publishers, New Delhi (ISBN: 978-93-82880-10-3)
- **Shreshtha, M.** and Singh, K. (2008). "Evaluating Customer Based Brand Equity of Restaurants: A Selective Study", Sandesh- Mastnath Journal of Management, SBMIMSAR, Vol. 3, No.3 &4, pp 52-55

### Book Publication

- 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.
- Dugar, A. & **Shreshtha, M.** (2022). Marketing Metrics: Beyond clickbaits. Sage Publishing India
- Arora, U., Sharma, H. & **Shreshtha, M.** (2018). Assemblage: an anthology of business and management research. New Delhi: Wisdom Publication.

### PhD Supervision

Awarded (02), Ongoing (04)

- Rahul Dhull (Regn No 14109013) on the Topic of Research "A Study on E-Waste Management Practices in Haryana"
- Anju Rani (Regn No 15109013) on the Topic of Research "Perception of Teenagers Towards Online Risks: A Study of National Capital Region"

### Conference/Workshop Organized

- Organized International Conference- Sustainability Technology Entrepreneurship Management (STEM-2024) by Haryana School of Business, GJUS&T, Hisar on February 29- March 01, 2024.
- Coordinator for UGC sponsored Two Week Subject Refresher Course on 'Commerce, Economics & Management' organized by HRDC, GJUS&T, Hisar from November 10, 2022 to November 23, 2022.
- Coordinator for UGC sponsored Two Week Subject Refresher Course on 'Business Studies' organized by HRDC, GJUS&T, Hisar from November 30, 2020 to December 12, 2020.
- Organized HSB 10<sup>th</sup> Annual National Conference-2018 organized by Haryana School of Business, GJUS&T, Hisar on February 8-9, 2018.

### **e-Content Development**

- Developed 13 Modules as Content Writer for the paper 'Business Communication under e-PG PATHSHALA, UGC (An MHRD Project under NME-ICT).
- Developed 20 Modules as Content Writer for the paper 'Performance and Compensation Management under e-PG PATHSHALA, UGC (An MHRD Project under NME-ICT).
- Developed 01 Module as Content Writer and Content Presenter on SWAYAM-MOOCs platform [ Module M-7: Brainstorming as a Pedagogical Tool for Creativity]

### **Academic Association**

- Conducting Sessions for PGP-FABM batch for the courses Service Marketing and Marketing Management at NIFTEM (An Autonomous Institution under Ministry of Food Processing Industries, Government of India) Sonipat, Haryana

### **Invited Talks / Extension Lectures/ Session Chairs**

- Delivered an expert session on National Management Day organized by OM Sterling Global University, Hisar on February 21,2024.
- Delivered an expert talk on Soft Skills at University Level NSS Camp organized at GJUS&T, Hisar on January 18,2024.
- Delivered online Lecture/s in the Refresher Course in Indian Management System & Arthshastra organized by HRDC, BMSMV, Khanpur Kalan, Sonipat from 07-12-2023 to 20-12-2023 on December 14, 2023.
- Conducted two sessions as Resource Person on Advertising in Higher Education on January 24, 2023 at UGC sponsored Two Week Online Refresher Course in Business Studies organized by HRDC, BMSMV, Khanpur Kalan, Sonipat
- Conducted one session as Resource Person on November 21, 2022 at UGC sponsored Two Week Subject Refresher Course on 'Commerce, Economics & Management' organized by HRDC, GJUS&T, Hisar from November 10,2022 to November 23,2022
- Delivered an expert talk on the topic Advertising in Digital Age on June 24, 2022 organized by SOB- UPES, Dehradun, Uttarakhand
- Presented as an Expert at State NSS Camp 2021-22 on the theme Atmanirbhar Bharat, organized by GJUS&T, Hisar on November 11,2021
- Delivered an expert talk on the topic Presentation Skills on December 22, 2021 organized by DN College Hisar.
- Conducted two sessions as Resource Person on January 12, 2021 at Faculty Induction Program by HRDC, BPSMV, Khanpur, Sonipat.
- Conducted two sessions as Resource Person on December 17, 2020 at UGC Sponsored FIP-2 organized by HRDC, GJUS&T, Hisar
- Conducted two sessions as Resource Person on October 22, 2020 at UGC Sponsored FIP-1 organized by HRDC, GJUS&T, Hisar
- Delivered an expert talk on the topic Enhancing Performance Management for the Future on October 10, 2020 organized by GHRIMR, Nagpur, Maharashtra.
- Delivered two expert lectures on January 24, 2020 in the RUSA sponsored one-week workshop on e-Learning Technologies & Pedagogical Innovations organized by HRDC, GJUS&T, Hisar
- Conducted two sessions as Resource Person on November 11, 2019 at Refresher Course on Global Business & Trends organized by HRDC, BPSMV, Khanpur, Sonipat.

- Resource Person at State Level Workshop organized by NMGC, Hansi sponsored by DHE Haryana on January 20, 2019
- Chaired a session at STEM 2024 International Conference organized by Haryana School of Business, GJUS&T, Hisar on February 29- March 01, 2024.
- Chaired a session at HSB 14<sup>th</sup> Annual National Conference, GJUS&T, Hisar on February 11, 2022.
- Chaired a session at HSB 13<sup>th</sup> Annual National Conference, GJUS&T, Hisar on February 12, 2021.
- Chaired a session at HSB 12<sup>th</sup> Annual National Conference, GJUS&T, Hisar on February 08, 2020.
- Chaired a session at HSB 11<sup>th</sup> Annual National Conference, GJUS&T, Hisar on February 08, 2019.
- Chaired a session at National Conference- RAMCEEEO, JCD Institute of Business Management, Sirsa on January 21, 2015.
- Chaired a session at HSB 7<sup>th</sup> Annual National Conference, GJUS&T, Hisar on February 12, 2015.
- Delivered a lecture at 20<sup>th</sup> Orientation Program, UGC- Academic Staff College, BPS Women University, Khanpur Kalan, Sonapat on October 30, 2014.
- Delivered a lecture on 'Teaching New Generation Students' at Quality Workshop for Engineering Faculty, ManavRachna International University, Faridabad on September 27, 2014.

#### **Conferences / Workshops**

- Participated in UGC sponsored online workshop on MOOCs, Online Courses and Open Educational Resource organized by HRDC, GJUS&T, Hisar from August 24-29, 2020.
- Participated in a two-day workshop on Emerging Trends in Quality Education: The Road Ahead organized by IQAC- GJUS&T, Hisar on August 29-30, 2013.
- Attended a 3 day workshop on Case Study Writing organized by JK Business School, Gurgaon on May 5-7, 2012
- Participated in Workshop on "Mergers and Acquisitions" at RDIAS, Rohini, Delhi on March 7, 2007.
- Participated in 2 day Workshop on "Powering Teaching Competencies" conducted by Dale Carnegie Foundation.
- Key person in organizing the National Conference on "Managing Growth for Indian Economy" on March 5, 2008 and "Management in 21<sup>st</sup> Century" on March 12, 2005 at JCD College of Engineering, Sirsa.
- Attended National Workshop on "Consultancy Development: Some Strategic issues" at Guru Jambheshwar University of Science & Technology, Hisar on March 17, 2006.

#### **SDP's / FDP's**

- Attended 2 weeks UGC- Sponsored Online Refresher Course in Business Studies organized by UGC-HRDC, Kurukshetra University Kurukshetra from August 21, 2021 and September 13, 2021.
- Attended 4 weeks UGC- Sponsored Orientation Program (OP-20) organized by UGC-HRDC, GJ University of Science & Technology, Hisar between April 16, 2015 and May 13, 2015.
- Attended 3 weeks UGC- Sponsored Refresher Course in Business Studies organized by Academic Staff College, GJ University of Science & Technology, Hisar between December 3, 2013 and December 23, 2013.

- Attended 4 weeks Orientation Course organized by Academic Staff College, Kurukshetra University, Kurukshetra between May 8,2008 and June 4, 2008
- Participated in AICTE sponsored Staff Development Program on “Quality in Engineering Education” organized by DCRUST, Murthal from June4-15, 2007.
- Attended Faculty Development Program on “Research Methods for Social Sciences” at JCD College of Engineering, Sirsa on April 7-8, 2007.

### **Papers Presented**

- “Unveiling the shadows of retail: An in-depth exploration of offline consumer misbehavior” at STEM 2024 International Conference organized by Haryana School of Business, GJUS&T, Hisar on February 29- March 01,2024.
- “Applications of Artificial Intelligence in Marketing” at STEM 2024 International Conference organized by Haryana School of Business, GJUS&T, Hisar on February 29- March 01,2024.
- "Green-O-Tech: Marching Ahead" at FLAME Case Conference organized by FLAME University, Pune on July 10-11, 2015.
- "Consumer Skepticism Towards Advertising- A Review of Literature." at HSB 7th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar on February 12-13, 2015.
- “Consumer Misbehaviour: Are We Equipped?” at International Conference on Research in Marketing organized by IIT, Delhi on December 21-22, 2013.
- “Service Modification through extending Mass Customization in the Professional Education Service Industry: Scope, Challenge and Management”at PDMA International Conference organized by Indian Institute of Management, Banagalore (IIMB) on December 17-19, 2007
- “Application of Apparel Commercial Model” at AICTE sponsored National Conference organized by NC College of Engineering, Panipat, Haryana on November 7,2009
- “Unplanned Tourism: A Threat to Incredible India” at AICTE sponsored National Conference organized by JCD College of Engineering, Sirsa on February 25 – 27, 2010.
- “Value Creation in Professional Education Service Industry: A Strategic Issue” at International Seminar organized by Department of Commerce, Kurukshetra University, Kurukshetra, Haryana on November 23-24, 2007
- “Differentiation: A Gateway to Success for Banking Sector in India” at National Seminar organized by Department of Business Administration, CDL University, Sirsa, Haryana on March 8, 2008
- “Services- The New Face of Indian Economy” at National Seminar organized by Department of Management Studies, JCD College of Engineering, Sirsa, Haryana on March 5, 2008
- ” Rural Market Communications: Development and Constraints” at AICTE sponsored National Seminar organized by NC College of Engineering, Panipat, Haryana on March 24,2007.
- “Advertising: The Unethical Practices” at UGC sponsored State Level Seminar organized by MM College, Fatehabad, Haryana on February 28, 2007.

- “The Challenges ahead for Self- Financing Institutions” in the National Conference on “Management in 21<sup>st</sup> Century” at JCD College of Engineering, Sirsa on March 12, 2005.

#### **Professional Membership**

- Reviewer, Amity Journal of Marketing, Amity University, Noida, UP
- Member, Editorial Board, JCD Journal of Business Management & Research, Sirsa, Haryana
- Member (MIMA)- All India Management Association, New Delhi
- Life Member – The Society for Management Education, Kurukshetra
- Member UGBOS-Management at CBLU, Bhiwani for the session 2018-19

#### **Administrative Membership**

- Member, Executive Council, GJUS&T, Hisar (2023-2025)
- Member, Academic Council, GJUS&T, Hisar (2020-2022)
- Member, Faculty Council, HSB, GJUS&T, Hisar (2024-2026)
- Program Coordinator, MBA (Marketing) Program (2017 onwards)
- Member IIC 6.0 Council, PDUIC, GJUS&T, Hisar (2024)
- Member, UGBOS, CBLU, Bhiwani (2021)
- Member, UGBOS, CBLU, Bhiwani (2019)
- Member Syllabus review committee for PG and UG Programs.
- Member Patent Cell
- Warden, JC Bose Sadan (BH-1) (2021-23)

#### **Academic Qualification**

- Ph. D from Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar on the topic of research” *Strategic Management for Effective Leadership: A study of selected Indian Companies*”
- MBA (Marketing) in May, 1999 from Department of Management, Kurukshetra University Kurukshetra with 60.4% marks.
- B.Com. in June, 1997 from University College, Kurukshetra University Kurukshetra with 63.8% marks.
- 10+2 (Non-Medical) in March, 1994 from University Senior Secondary Model School, Kurukshetra affiliated to CBSE with 69% marks.
- Matriculation in March, 1992 from University Senior Secondary Model School, Kurukshetra affiliated to CBSE with 68.8%marks
- Post Graduate Diploma in Computer Application from Directorate of Distance Education, Kurukshetra University Kurukshetra with 58% marks.

#### **Personality Traits**

Self-motivated with good problem solving and communication skills.  
Sincere and hard working.

#### **Personal Profile**

Male, Married, Indian, (DOB: 24.07.77)  
Languages Known: English & Hindi

**(Mani Shreshtha)**