

CURRICULUM VITAE

Dr. Rajiv Kumar



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RESEARCH EXPERIENCE

Intake Capacity	Total no of Ph.D students	Registered/in process	Completed/awarded	Submitted
8	16	06	10	03

- Ph.D. Awarded from Department of Management Studies, K.U.K. on the research topic "Corporate Restructuring of Central Public Sector Undertakings - An Option and a Strategic Approach (A study with special reference to SAIL)."

Professional /Educational Qualification:

- M.B.A. (Marketing) from Department of Mgt. Kurukshetra University, Kurukshetra in 1996-98.
- B.A. (Economics & Statistics) from U.C.K., K.U.K in 1993-96.
- 10+2 (Arts) from C.B.S.E. in 1992-93.
- Matriculation from C.B.S.E. in 1990-91.

UGC Qualified Exam:

1. SLET 1999, Accredited by U.G.C. and conducted by University of Jammu.

2. SLET 2004, Accredited by U.G.C. and conducted by GJUS&T, Hisar, Haryana.

Area of interest for teaching

Service marketing, Integrated Marketing Communication, Product & Brand Mgt., Rural Marketing & Business Legislation.

PROFESSIONAL EXPERIENCE

Employer	Post held	Pay Scale	Basic Pay	Period of employment From to
GJUS&T, Hisar, Haryana	Professor	37400	157600	11Sept 2021 to till date
GJUS&T, Hisar, Haryana	Associate Professor	37400	147900	11Sept 2018 to 10 Sept 2021
GJUS&T, Hisar, Haryana	Assistant Professor	15600-39100	31920	11-September-2006 to 11 Sept. 2018
Shri Mata Vaishnodevi University, Katra, Jammu.	Assistant Professor	8000-13500 (revised) 15600-39100	9100	9 th March 2006 to 8 th Sept, 2006
Haryana College of Technology & Management, Kaithal	Assistant Professor	12000-420-18300	12000	to 9 th March 2006
	Lecturer			05 Aug.2002 to
N.C. College of Engineering, Israna, Panipat	Lecturer	7800 (consolidated)		07-March-2002 to 31-May-2002.
Asia Pacific Institute of Information Technology, S.D. India, Panipat	Lecturer	Contractual		July 2001 to April 2002.
S.D. College, Panipat	Lecturer	Contractual		17-July-2000 to 26-March-2001 & 17-July-2001 to 09-March-2002.
B.P.R. College, Kurukshetra	Lecturer	Contractual		22-July-1999 to 31-March-2000

*** Total teaching and research experience: 20 years only.**

Major/Minor Research Project

1. Major Research Project is awarded from ICSSR, New Delhi in March 2022 on Effectiveness and accessibility of public service delivery across information and communication Technologies (ICTs) in rural development of Haryana.
2. Restructuring of Marketing practices in agriculture sector in Haryana. 2018 GJUS&T.
3. Viability of small and medium dairy farming and processing units in Haryana. 2019 GJUS&T.

Research Award

Social Research Foundation, Kanpur, A group of research & journals publications honored for quality research in Higher Education, 2017.

Contribution in academic & operational functioning of GJUS&T, Hisar.

1. Chairperson, Department of Law at GJUS&T, Haryana Nov, 2023 onwards.
2. Member NEP Cell GJUS&T for implementing New Education Policy 2020.
3. Member Academic Council GJUS&T from session 2023.
4. Member COVID 19 Task Force GJUS&T, Hisar.
5. Coordinator SBSB, GJUS&T cell from 2016 onwards.
6. NCC Coordinator from 12-01-2017 to till date.
7. President Mountaineering & Adventure Club, GJUS&T, Hisar from 2018.
8. Programme coordinator MBA from 03-05-2017 to till date.
9. Member Board of studies and research in HSB from 22-11-2018.
10. Organising committee member of GJUS&T to celebrate Kargil Vijay Divas.
11. Member event organiser committee for Special convocation of awards of honors cause degree Gurudev Shree Shree Ravi Shankar Ji and organising event Drug Free India on 19-02-2019.
12. Program Chairperson in the Marketing Management from 12/4/2012 to 2015.
13. Convener for Preparing all annual reports, compliance reports, mandatory disclosure, XII plan, and internal quality assurance report for NAAC, UGC and AICTE exclusively from 2009 to 2018 for Haryana School of Business only.
14. Convener of “Workshop on Soft-Skill Development” organized by Haryana School of Business, GJUS&T, Hisar, September 20, 2014.
15. Co-convener of 6th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar, February 6-7, 2014.
16. Proctorial duties as convener to maintain discipline in the University campus w.e.f. 1/2/2013.

17. Course coordinator for BBA Distance Education, GJUS&T, Hisar from 21/3/2011 to 25/7/2014.
18. Perform Election duty as Presiding Officer in Lok Sabha and Vidhan Sabha Elections in Haryana from 2006 to 2019.
19. Acted as Course Co-ordinator in a 4-week orientation Programme held from 1/7/2013 to 07/7/2013.
20. Acted as Course co-ordinator in “Educational Technology-ID (education, arts, Social Sciences)”, sponsored by UGC and organized by Academic staff college, Guru Jambheshwar University, Hisar, December 10-29, 2012
21. Acted as course Co-ordinator in a 4-week orientation Programme held from 25/1/2010 to 20/2/2010.

Latest programme organised:

- Organised Webinar at HSB on Sectoral outlook in Indian Industry: Post Covid-19 scenario held on 6 June 2020.
- Organised 4th workshop on SSB for Defence aspirants’ students of GJUS&T from 25 June to 6th June 2020.
- Organised Tracking to Hampta Pass from Manali to Laul Spiti, Himachal Pradesh.2019.
- Organised Tracking tour to Gomukh Tapowan, Utrakhand from 01-11-2018 to 06-11-2018.
- Convener of workshop on SSB conducted on 02-06-2018 to 05-06-2018 at GJUS&T.
- Organised Seminar on Gramin Vikas Mein Yuvaon Ka Mahattav), Feb 28, 2017 at SBSB Centre, GJUS&T, Hisar.

Titles of Ph.D. Research Works Completed

- Customer Relationship Management Practices in Banking Industry. Anamika
- Consumer Buying Behaviour towards FMCG in Organized Retail Outlets- A Case Study of Households in Haryana. Suman Behmani
- Service Quality Gaps in Retail Outlets in Haryana. Manoj
- Advertising Effectiveness in Indian Tourism Sector. Annu Dahiya
- Export Competitiveness of Indian Sugar Industry. Sheetal
- Marketing Practices over Cyclic Variations: A Strategic Approach for Medical Tourism in India. Sangeeta
- Dairy Industry in Haryana: A Study of Branding Strategies and Positioning. Rupa.
- Indian Exhibition Industry- A Study of Constraints for Visitors towards Attending Exhibitions in NCR. Vinod
- Farmers’ awareness and perception regarding role of information and communication technology (ICT) in Indian agriculture sector. Pawan kumar

- An investigation of Green Marketing Practices and its Impacts on Consumers' Welfare: A case study of Large Scale Manufacturing Industries in Ethiopia with special reference to Eastern Industrial Zone. Melese Waktola Erba
- Entrepreneurial behaviour of farmers towards dairy business in Haryana. Shailender Kumar
- A study of religious practises adopted in Hindu religion affecting the decision making of consumers. Swati Saini

Titles of M.Phil Research Works supervised for CDLU, Sirsa

- Corporate Strategies to Reduce Cost: A Case of Jindal Industries Ltd. Hisar.(2010)

Titles of Ph.D. Research Works in Progress

- A study of relationship quality and supply chain performance in rice processing units of Haryana. Poonam
- Readiness of youth towards 5th Industrial Revolution in India. Reena
- Prospects of contract farming: a study of farmers in Haryana. Preeti
- A study of customer experience quality on brand fidelity. Geetika
- Impact of Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) on Rural Development in Haryana. Anuvreta

Research Journal Publications:

1. Reena Kukreja & Rajiv Kumar “**Spiritual Strength – A panacea for quality survival for Industry 5.0**” published in Advances in Consumer Research, Issue:6, pp.1309-1318 (Scopus indexed)
2. Preeti Mehla, Rajiv Kumar and Vikram Singh (2025) “**Extending unified theory of acceptance and use of technology for contract farming adoption in Haryana, India**”, published in Journal of International Food & Agribusiness Marketing, Vol. 37, Issue 04, April 2025, ISSN: 1528-6983 (Scopus indexed and Q2).
3. Preeti Mehla & Rajiv Kumar (2023) “**Income Perspective of Contract Farming Across Globe: A Bibliometric Review**” published in Journal of Operations and Strategic Planning, Vol. 06, Issue 02, August 2023, ISSN: 2516-6018.
4. Shailender Kumar and Rajiv Kumar, (2023), “**The Revolutionary Impact of Artificial Intelligence in the Dairy Sector: Present Scenario and Prospective Outlook**”, Gateway International Journal of Innovative Research (Accepted for publication).
5. Swati Saini & Rajiv Kumar (2023), “**Effect of religiosity on consumer decision-making: a serial mediation model**”, accepted for publication In FIIB Business Review (Scopus Indexed and ABDC-C).

6. Swati Saini & Rajiv Kumar (2023), “**Impact of religious commitment on consumer’s decision making styles**”, accepted for publication in Int. J. of Business and Emerging Markets (Scopus Indexed).
7. Swati Saini & Rajiv Kumar (2023), “**Mind Mapping of Consumers: A Study to Explore the Role of Religion**”, accepted for publication in Indian Journal of Marketing (Scopus Indexed and ABDC-C).
8. Rajiv Kumar & Reena Kukreja (2022), “**Human Technology Interaction Amidst Covid-19: A special issue on Contemporary issues and challenges in Management Research (SIBRM11)**”, International Journal of Business Research Management (IJBRM) ISSN 2180-2165
<https://www.cscjournals.org/journals/IJBRM/description.php>
9. Rajiv Kumar & Reena Kukreja (2022), “**Personification of 4th Industrial revolution in India via society 5.0**”, Journal of the Maharaja Sayajirao University of Baroda (UGC listed).
10. Annu Dhayia, Rajiv Kumar & Sangeeta (2022), “**Developing and Validating a Model of Tourism Brand Equity**”: Atna–Journal of Tourism Studies, Vol. 17, No. 1, 61-89 ISSN 0975-3281 / <https://doi.org/10.12727/ajts.27.3.61>.
11. Reena Kukreja & Rajiv Kumar “**Catalytic Agents for Easy Adoption of Industry 5.0- Indian Context**” published in: 2021 9th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO).
12. Rajiv Kumar, Shailender Kumar & Pawan Kumar (2021), “**Do cash conversion cycle impacts firms performance? A research in Indian dairy sector**”, Vidyabharati International Interdisciplinary Research Journal, ISSN: 2319-4979, pp.2296-2307.
13. Rajiv Kumar, Pawan Kumar, Shishpal (2021), “**Farmers’ awareness regarding information and communication technology (ICT) based equipments in agriculture sector of Haryana**” ANVESAK ISSN: 0378 – 4568 UGC Care Group 1 Journal, Vol. 51, No.1 (XXIV) January – June 2021, pp. 172-183.
14. Sangeeta, Rajiv Kumar & Annu (2021), “**Marketing practices of medical tourism over recession and upswing**”, Academy of Marketing Studies Journal, Vol. 25, No.6, pp.1-16.
15. Melese Waktola & Rajiv Kumar (2020), “**An assessment of consumer perception on green marketing practices in manufacturing industries: a case of Hawassa city administration, Ethiopia**”, WHJJ journal, vol. 16. (UGC-care listed).
16. Melese Waktola & Rajiv Kumar (2020), “**Effect of environmental advertisements on consumers purchase behaviour**”: A case of selected manufacturing industries in Ethiopia, accepted for publication in International Journal of Research and Analytical Review (IJRAR) , UGC listed and ISSN approved international peer reviewed open access Journal. E-ISSN 2348-1269. P-ISSN 2349-5138/Impact factor 5.75, www.ijrar.org.

17. Sheetal, & Kumar, R. (January, 2020). “**Export competitiveness and concentration analysis of major sugar economies: with special reference to India**”. *Journal of Agribusiness in Developing and Emerging Economies* (Emerald Group Publishing, SCOPUS & ESCI Indexed, ABDC- “C” category, H-index: 8).
18. Sheetal, & Kumar, R. (2020). “**A case-based analysis of the competitiveness of the North Indian sugar industry**”. *Global Business and Organizational Excellence*, SCOPUS & ESCI Indexed H-index:13.
19. Sheetal, & Kumar, R. (2020). “**An exploratory and quantitative assessment of the sustainable competitiveness of supply chain: Evidence from Indian sugar industry**”. *Journal of Indian Business Research*, ABDC-“C” SCOPUS & ESCI Indexed H-index: 13.
20. Sheetal, & Kumar, R. (2019). “**Rethinking on growth mechanism of Indian sugar industry**”. *Journal of Asia Business Studies*, 13(3), 412-432. (Emerald Group Publishing, SCOPUS & ESCI Indexed, ABDC-“C” category, H-index:12)
21. Rajiv Kumar and Pawan Kumar, “**Impact of information and communication Technology (ICT) on Agriculture Information Access among farmers in Haryana, India.**” *Remarking An Analisation*, Vol.3, No.3, June 2018, pp70-75, ISSN: 2394-0344(P).
22. Suman Behmani and Rajiv Kumar. “**An analysis of Buying Motives in Organised Retail Outlets of Haryana.**” *Shrinkhla A Multi-disciplinary International Journal*, Vol.5, No. 10, June2018, pp. 5-10, ISSN: 2321-290X(P)
23. Rajiv Kumar and Suman Behmani, “**An analysis of Materialistic Orientation in organised retail outlets of Haryana.**” *Remarking An Analisation*, VO11, No.12, March 2017, pp.1-5, ISSN:2394-0344(P).
24. Rajiv Kumar and Manoj Kumar, “**Measuring Retails Services Quality Gaps for Organised Retail Sector- A Comparative Study.**” *KAIM Journal of management and research*, Vol.8, No.3, May-October 2015, pp.9-17, ISSN:0974-9462(P)
25. Rajiv Kumar and Annu Dahiya, “**Public Private Partnership: A New Paradigm for Promoting Tourism Sector**” *International Research Journal of management science and Technology*, Vol.6, No.12, Dec 2015, ISSN:2348-9367(P)
26. Sheetal and Rajiv Kumar, “**Measuring Geographic Diversification: Inferences for Major Sugar Producing Nations.**” *Shrinkhla A Multi-disciplinary International Journal*, Vol.IV, No.II, Otober 2016,pp. 1-4, ISSN:2321-290X(P)
27. Rajiv Kumar & Annu Dhayia “**Contribution of public and private sector in promoting state tourism: A case study of Gujarat**”, *Acme Intellects International Journal of Research in Management, Social Science & Technology*, Volume No. 12, issue No. 12. Oct 2015.
28. “**A Picture Paints A Thousand Words: Awareness Level of Tourism Advertising**”, published in *Shrinkhala*, September 2014, Vol. II, Issue I, ISSN: 2321-290X.

29. **“Growth of Indian Service Sector over Cyclical Variations”** published in Asian Resonance, April, 2014, ISSN-0976-8602.
30. **“Effect of unethical advertisement on the value system of the system”** published in Asian Resonance, 2013, ISSN: 0976-8602.
31. **“Marketing Strategies of Small and Medium Enterprises: A Sample Survey”**, published in IJMRS’s International Journal of Management Sciences, Vol. 01, Issue 02, June 2012, ISSN: 2277-968X.
32. **“An empirical study on Customers Perception towards CRM Practices in Foreign banks”** published in IJMRS’s International Journal of Management Sciences, Vol. 01, Issue 02, June 2012, ISSN: 2277-968X.
33. **“Made in India-India as a Brand (Nation Branding)”** published in Research Drops Journal vol 1 issue 1, March 2011. ISSN: 2231-105X.
34. **“Corporate Restructuring Practices in CPSUs- A Case Study of Steel Industry”**, vol- 2, no. 1 January 2007 published in Arth Anvesan, Bi- annual journal of Shri Mata Vaishnodevi University, Katra published from School of Economics.
35. **“Restructuring in Crompton Greaves LTD- A Model for Restructuring of Public Sector Undertakings”** published in Indian Journal of Public Enterprise, Vol-15, issue 27, December, 1999.

Book Papers Publications

1. Shailender Kumar and Rajiv Kumar **“Exploring the challenges faced by dairy farmers in venturing entrepreneurial business units”**, Published in Analect, ISBN: 978-81-19956-61-6.
2. Shailender Kumar and Rajiv Kumar **“How farmers perceive the constraints in starting a dairy business? -An empirical study”**, FLORILEGIUM, ISBN: 978-93-5609-225-9.
3. Preeti Mehla and Rajiv Kumar **“Bibliometric Analysis of Peer-reviewed Literature on Drivers of Contract Farming”** FLORILEGIUM, ISBN: 978-93-5609-225-9.
4. Geetika Pahuja and Rajiv Kumar **“Exploring the antecedents and consequences of brand authenticity via literature review”** FLORILEGIUM, ISBN: 978-93-5609-225-9.
5. Rajiv Kumar and Swati Saini **“I am born religious and my decisions too: qualitative study on consumers”** Quintessential reflections, ISBN: 978-93-84871-21-5.
6. Rajiv Kumar and Swati Saini, **“A study on religious commitment and its effect on consumers decision making: a qualitative analysis”**, Research in Business management, ISBN: 978-93-84871-20-8, 2021.

7. Rajiv Kumar and Poonam, “**A systematic literature review of supply and chain relationship quality and its impact on supply chain and firm performance**”, Research in Business management, ISBN: 978-93-84871-20-8, 2021.
8. Rajiv Kumar and Vinod Kumar, “**Emotional status of general visitors: A study of exhibition industry**”, Collectanea, A Glimpse of Contemporary Business and Management Research, Excel Book, Pub, 2020, ISBN: 978-93-87034-87-7.
9. Rajiv Kumar and Pawan Kumar, “**Redesigning of marketing practices in agricultural sector of Haryana**”, Collectanea, A Glimpse of Contemporary Business and Management Research, Excel Book, Pub, 2020, ISBN: 978-93-87034-87-7.
10. Rajiv Kumar and Pawan Kumar, “**Perception of Farmer’s Towards Use of information and Communication Technology (ICT) in Haryana Agriculture Sector.**” Assemblage: An Anthology of Business and Management Research, Wisdom Publication (India) Delhi, ISBN: 978-93-85504-66-2, 2018, pp.398-409.
11. Rajiv Kumar and Vinod Kumar “**Exhibition Marketing-A sustainable business practices: an Indian perspective**” published in Innovative Strategies for Competitiveness and Sustainability in Global Business Environments, 2015, ISBN: 978-93-5128-148-1.
12. “**Innovation in Dairy Industry of Haryana: An Overview**” published in Innovative Strategies for Competitiveness and Sustainability in Global Business Environments, 2015, ISBN: 978-93-5128-148-1.
13. “**Status of Medical Tourism in India**” published in Emerging Horizons in Business Management, 2015, ISBN: 978-93-84224-22-6.
14. “**ICT Projects in India: a Step towards Rural Development**”, published in Advances in management for Business Excellence, 2015, ISBN: 978-93-84370-32-9.
15. “**Indian exhibition industry- a study of growth, challenges & constraints while building and sustaining competitiveness**” published and presented in the International Conference on Global Performance Challenges: Building and Sustaining Competitiveness, Amity University, Gurgaon, September, 2014.
16. “**Financial Viability as a Tool of Competitiveness – A Study of Selected Indian Sugar Companies**”, published and presented in the National Conference on Paradigm for Sustainable Business: People, Planet and Profit organized by Department of Management Studies Indian Institute of Technology on March 8-9, 2013.
17. “**Marketing Practices opted in Health Services: A case study of Apollo & Fortis**” published in the 5th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 7-8, 2013, ISBN- 978-93-81505-54-0.
18. “**Value Creation through Corporate Restructuring: A case study of Public Sector Banks**” Presented and published in HSB 2nd annual conference on business management 2010.

19. **Disinvestment or Corporate Restructuring – a Strategic Progress towards Individual Transition in India**, Published in First National Conference on Finance and Economics organized by ICFAI Business School, Bangalore, November, 26-27, 2004.
20. **“Rural Marketing in Haryana- Some Strategic Aspects”** published in XXth Annual conference of Haryana Economic Association, vol XXI, Issue 1-2, 2001.
21. **“Restructuring of PSUs- a Viable Option”** published in National seminar on contemporary issues in corporate restructuring in India in new Millennium, by organized by Department of Management, Kurukshetra University Kurukshetra on March 11-12, 2000.

List of Presented Papers:

1. **“Role of MGNREGA in Rural Development”** presented in the HSB 1st Annual International conference on STEM, held on Feb 29-1 March, 2024.
2. **“Validation of Extended Unified Theory of Acceptance and use of Technology Model for contract farming adoption in Haryana”** presented in the HSB 1st Annual International conference on STEM, held on Feb 29-1 March, 2024.
3. **“Spiritual Strength: A panacea for Quality Survival in Industry 5.0”** presented paper in national conference on “Evolving World of Business”, held on 19-20 April, 2024.
4. **“The effect of brand authenticity on brand fidelity”** presented in the HSB 1st Annual International conference on STEM, held on Feb 29-1 March, 2024.
5. **“ Re-Imagining Business: Leveraging Technology & Green Practices”** presented in the joint international conference held in Aug 17-18, 2023.
6. **“The transformative power of AI in the dairy industry: Current landscape and future Dec, 2023.**
7. **“Impact of Entrepreneurial orientation on the entrepreneurial intention of dairy farmers: A study in Haryana”** paper presented in 2nd Multidisciplinary National Conference held on 1 and 2 Dec, 2023.
8. **“How farmers perceive the constraints in starting a dairy business? -An empirical study”** presented in the HSB 15th Annual conference on business and management held on Feb 09-10,2023.
9. **“Confused Consumer: Understanding the Religious Orientation”** poster presented in the HSB 15th Annual national conference on Business and Management held on Feb 09-10, 2023.
10. **“Does my religiosity level affect ethical decision? Hindu Consumers’ perspective”** presented in the 1st annual national conference on business & management held on Feb 24-25, 2023.

11. **“Demystifying Industry 5.0”** in 15th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held on Feb 09-10, 2023.
12. **“Bibliometric Analysis of Peer-reviewed Literature on Drivers of Contract Farming”** presented in 15th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held on Feb 09-10, 2023.
13. **“Exploring the antecedents and consequences of brand authenticity via literature review”** presented in 15th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held on Feb 09-10, 2023.
14. **“The antecedents of brand authenticity: a review and research agenda”** presented in the 14th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar, held on February 10-11, 2022.
15. **“Society 5.0-Societal vision of the 4th industrial revolution and makeover of the Indian society”** in 14th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held on Feb 10-11, 2022.
16. **"Marketing orientation of farmers towards dairy business in Haryana"** in HSB 14th Annual National Conference on business and management organised by Haryana School of Business Guru Jambheshwar University of Science and Technology Hisar held on February 10-11, 2022.
17. **“Contract Farming Clearly A Win-Win Theory: A Review”** HSB 14th Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar, held on February 10-11, 2022.
18. **“Impact of ICT based agrarian information accessibility on Farmers’ decision improvement and agricultural development in India”** presented in the international conference on “Dynamic business environment challenges and opportunities in new normal” organised at Management Department IMS Ghaziabad held on 5 & 6 Feb, 2021.
19. **"Problems faced by milk producing farmers in Haryana"** HSB 13th Annual National Conference on Business and Management organised by Haryana School of Business, Guru Jambheshwar University of science and technology Hisar held on February 11-12, 2021.
20. **“Farmers’ perception towards information and communication technology (ICT) based centres in Indian Agricultural Sector”** presented in the HSB 13th Annual national conference on Business and Management held on Feb 11-12, 2021.
21. **“Spirituality and Religion: An unturned concept towards consumer behaviour”** presented in the HSB 12th Annual national conference on Business and Management held on Feb 06-07, 2020.
22. **“A study of Psychological Characteristics of General Visitors towards attending Exhibitions in NCR”** presented in Annual National Conference on Business and Management organised by Haryana School of business, GJUS&T Hisar, February 7-8, 2019.

23. **“Awareness of Information and Communication Technology (ICT) tools in Haryana agriculture sector.”** presented in international Conference on Positive Psychology for health & well being organised by Department of applied Psychology, GJUS&T, Hisar held on 9-10 March, 2018.
24. **“Perception of farmers towards use of Information and Communication Technology (ICT)”** presented in Tenth Annual Conference on Business And Management organised by Haryana School Of Business, GJUS&T Hisar on February 08-09, 2018.
25. **“Marketing Strategies of small scale Industries: An empirical study of Haryana”**, presented in the International conference on “Startup India Recipe for Inclusive Entrepreneurship and Innovation: Issues and Challenges” organised by Institute of Management Studies and Research, MDU, Rohtak, March 2-3,2017.
26. **“An analysis of Impulsive Buying Behaviour in organisation retail outlets of Haryana”**, presented in the HSB 9th annual conference on Business and Management held on Feb 08-09, 2017.
27. **“Perception of Farmers regarding ICT in the growth of Indian Agricultural Sector,”** presented in the HSB 9th annual conference on Business and Management held on Feb 08-09, 2017.
28. **ICT based solutions of agricultural problems and challenges in India,”** National Seminar sponsored by ICSSR, organised by Department of Economics, MDU, Rohtak from Feb. 6-7, 2017.
29. **“Impact of marketing strategies on youth purchasing behaviour”** presented in the International conference on Youth and Well Being organised by Department of Applied Psychology, GJUS&T, Hisar (Haryana) & Community Psychology Association of India (CPAI), held on 11-12 November, 2016.
30. **“Retail services quality gaps for organised and unorganised retail sector: A comparative study”**, presented in the HSB 8th national conference on business and management organised by HSB, GJUS&T, Hisar , Feb 10-11, 2016.
31. **An analysis of Export specialization and competitiveness of Indian Sugar Industry**, presented in International Conference conducted by The American society for Competitiveness held on Oct.22, 2015 at Washington D.C, America.
32. **“Role of Exhibitions towards responsible economy: Facts, Functions and Outlook”** presented in international conference on progress towards responsible economy: Issues and Perspectives organized by Delhi institute of advanced Studies, Delhi, January 10, 2015.
33. **“Development of Dairy Industry in Haryana”** presented in 7th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 12-13, 2015.
34. **“Role of Information and communication Technology in growth of Indian Agriculture Sector: A Review”**, presented in 7th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 12-13, 2015.

35. **“PPP Model in Indian Tourism”**, presented in 7th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 12-13, 2015.
36. **“Online initiative for Indian farmers: a study of E-chopal”** presented in National Seminar on Relevance of Interdisciplinary Approach in Higher Education organized by Chaudhary Ranbir Singh University, Jind, November 12-13th 2014.
37. **“Contribution of ICT & E-Business in the growth of SMEs”** presented in National Seminar on Economic Reforms and Haryana Economy: Emerging Issues, Challenges and Prospects organized by Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak, March 26, 2014.
38. **“Indian Exhibition Industry- A Study of Growth, Challenges and Constraints”** presented in the National Conference on Global to Local: Issues, Challenges and Opportunities in Business, organized by Sharda University, March 14, 2014.
39. **“Indian exhibition industry- a study of constraints for visitors towards exhibitions in NCR- a review paper”** presented in the 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 6-7, 2014.
40. **“Growth Rate Cycle of Indian Service Industry ”** presented in the 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 6-7, 2014.
41. **“Contribution of Public and Private Sector in Promoting State Tourism: A Case Study of Gujarat”** presented in the 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 6-7, 2014.
42. **“ E-Choupal: Effectiveness in Rural India”** presented in the 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 6-7, 2014.
43. **“Revealed comparative advantage and export competitiveness of Indian sugar industry- A study with reference to top sugar exporting countries”** presented in the 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 6-7, 2014.
44. **“Perception and expectation of Indian consumer: a case study of tourism”** presented in 2nd International conference on Psychology and allied Sciences organized by centre for behavioural research and intervention, Guru Jambheshwar university of science & technology, Hisar , Haryana, India, and Indian Association of health, research and welfare (IAHRW) Hisar , Haryana, India , 21-22 march, 2013.
45. **“A study of consumer’s perception regarding service quality towards organized retail store”** , presented in the 5th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 7-8, 2013.

46. **“A study of consumer behaviour of households related to organized and unorganised retail sector”** presented in 2nd International conference on Psychology and allied Sciences organized by centre for behavioural research and intervention, Guru Jambheshwar university of science & technology, Hisar , Haryana, India, and Indian Association of health, research and welfare (IAHRW) Hisar , Haryana, India , March 21-22, 2013.
47. **“Effect of sports on tourism: a case study of Commonwealth games 2010” Presented in National seminar on recent development in Business Management, Organized by Department of Management Studies, KITM, Kurukshetra on 20 April, 2013.**
48. **“Restructuring of Marketing practices: a practice approach for medical tourism in India”** presented in National seminar On Business solutions for sustainable and Inclusive Growth, organized by Department of Commerce, Kurukshetra university Kurukshetra on March 15-16, 2013.
49. **“Financial Viability of Indian Sugar Industry – A Case Study of Selected Sugar Companies in Post De-Licensing Period”**, presented in the 5th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 7-8, 2013.
50. **“Ecotourism- a step towards sustainable development”** presented in the 5th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 7-8, 2013.
51. **“Customer relationship management: the practice every bank can bank upon”** presented in National seminar on “dynamics and development changes in business practices: Innovations, Globalization and policies” organized by Institute of Information Technology and Management, New Delhi, February, 25, 2012.
52. **“Practices in Public Sector Banks in Delhi Region”** presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.
53. **“Should certain kinds of TV-ad be banned”** presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.
54. **“ Buying Behaviour of the Customers of Branded Shoes: A Study of Haryana”** presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.
55. **“Change in Global Environment in Post Recession Era”** presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.

56. **“Marketing Strategies of Small Scale Enterprises: A Study of Hisar”** presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.
57. **“Need of Multiple Competencies in Tourism Sector in Post Recession Era”**, presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.
58. **“Customers’ Perception towards CRM Practices in Public sector banks in Delhi Region”**, presented in the 4th Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.
59. **“Perception of Internet Users Towards Online Shopping”** presented in 1st International online conference on Psychology and allied Sciences organized by Indian Association of health, research and welfare (IAHRW) centre for behavioural research and intervention, Guru Jambheshwar university of science & technology, Hisar , Haryana, India, and Hisar , Haryana, India , November 25-26, 2011.
60. **“Emerging Issues & Challenges for Higher Education India”** Presented in the National Seminar on Management of Higher Technical education: Quality challenges and ethical dilemmas, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, March, 22, 2011.
61. **“A Study of Expectation and Perception of Indian Customer of Public And Private Banks”** Presented in the Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, march, 10-11, 2011.
62. **“Challenges for Management Education in India- A Study of Northern India”** presented in National conference on multidisciplinary approach in frontier areas of Environmental Science and Engineering (MAFAESE, 2011) organized by Department of Environmental Science and Engineering, Guru Jambheshwar University, Hisar.
63. **“Customer Service- The Brand Ambassador for Banks”** presented in National seminar on Global competitiveness of Indian business, organized by University school of management, Kurukshetra University Kurukshetra, February, 12-13, 2011.
64. **“Team Building : An Effective Tool to Conquer Change in an Organization”** presented in National Conference “Human resource management challenges in 21st century: Problems of Public and private sector enterprises” organized by JIET Department of management studies, Jodhpur, January, 28-29, 2011.
65. Received Certificate of merit by presenting a paper on **“India as a brand”** in Sir Padmpat Singhanian University, Udaipur, and January, 9, 2011.

66. **“Value Creation Through Corporate Restructuring: a case study of public sector banks”** presented in 2nd Annual National Conference on Business and Management, organized by the Haryana School of Business, Guru Jambheshwar University, Hisar, March, 26-27, 2010.
67. **“Merger and acquisition led to Economic Growth in Service Sector- A Study of Indian Banking Industry”** presented in National seminar on Emergence of service sector led growth- Myth or reality organized by College of Management, Shri Mata Vaishno Devi University, Jammu, January 6-7, 2007.

Workshop/Seminar/Refresher Courses

1. Course coordinator for UGC sponsored refresher course on Research Methodology held at HRDC, GJUS&T, Hisar from 4th to 17 March 2021.
2. Attended Two week Long DST-NIMAT project sponsored ‘Faculty Development Program’ on Entrepreneurship Development from December 10-21, 2018.
3. Participated in “Curious’18” a National level Case Study Competition. Organised by SCES’s Indra Institute of management, Pune held in 2018.
4. Attended a Workshop on **Green School Programme** jointly organised by GJUS&T Hisar and Centre of science and Environment, New Delhi on September 18, 2018.
5. Attended a National Workshop on **Outcome Based Education** on July 21, 2017 organised by GJUS&T, Hisar.
6. Participated in One week UGC sponsored work shop on “How to write and publish quality research paper” for Grade/Stage 3-4 teachers from 14-19 Nov.2016.
7. Attended National workshop on 18 March, 2013 on **Intellectual Property Rights and Technology Commercialization**.
8. **Course coordinator for 4 weeks UGC sponsored Orientation programme from July 1- 27, 2013** at Academic Staff College GJUS&T, Hisar
9. UGC sponsored one week training programme on **“Writing Research Project Proposals and Research Papers”** from March, 1-6, 2013.
10. Attended workshop on **“Development of Self Learning Materials for Distance Education”** organized by Directorate of Distance Education, Guru Jambheshwar University of science & technology, Hisar, March, 17-19, 2013.
11. Attended one week workshop on **“Research Methods in Business Management”**, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, March

20-26, 2012

12. Attended “**Three week refresher course**” organized by Haryana School of Business, Guru Jambheshwar University, Hisar, 25 May-14 June 2011.
13. Attended one week workshop on Research Methods in Business Management from March 3-8, 2010 organized by Haryana School of Business, Guru Jambheshwar University, Hisar.
14. Attended a workshop and acted as **co-coordinator** in the workshop held at HSB on Methodological issues in Business Research on 7-8 March, 2009.
15. Attended 3-week **Refresher Course** in Business Management from 28-12-2009 to 16-01-2010 at Academic Staff College GJUS&T, Hisar.
16. Attended HSB first annual conference on Business management held on 19-21 March 2009.
17. Participated in the national workshop on Intellectual property rights and technology commercialization Cell (IPR & TCC) on 4 Dec 2008 at GJUS&T, Hisar.
18. Attended National workshop on Research methods in Business Management sponsored by UGC, New Delhi through SAP Phase -11 in Haryana School of Business, Guru Jambheshwar University, Hisar, March, 26-27, 2008.
19. Attended **Orientation Course** from 23 November to 20 December 2007 at Kurukshetra University Kurukshetra and got ‘A’ Grade.
20. Attended “**Faculty Development Programme**”, sponsored by AICTE (MHRD, GOI) on New Marketing Programmes and global competitiveness organized by Shri Mata Vaishno devi University, Katra on June 13-23, 2006.
21. Working on “Value addition through Merger & Acquisition in the Corporate world”- A strategic exercise and paper is likely to be finalized.

Lecture deliver Key Addresses and Chairing of Technical Sessions

- Chaired Technical session in the 15th Annual national conference scheduled on 09 & 10 Feb 2023, organised at HSB, GJUS&T, Hisar.
- Chaired Technical session in the 14th Annual national conference scheduled on 10 & 11 Feb 2022, organised at HSB, GJUS&T, Hisar.

- Chaired Technical session in the 13th Annual national conference scheduled on 11 & 12 Feb 2021, organised at HSB, GJUS&T, Hisar.
- Keynote speaker on “Marketing, Success and Management” on Sept 16, 2021 held at SRMUH, SRM university, Delhi NCR, Sonipat, Haryana.
- Lecture delivered in the refresher course on management and commerce held at HRDC, GJUS&T, Hisar on Rural entrepreneurship dated 3 Dec, 2020.
- Chaired technical session in the two day International Conference on “Management Education: The Road Ahead” organized by School of Business, Faculty of Management, SMVDU, Katra, J&K on June 6-7, 2019.
- Chaired a technical session in HSB 11TH Annual Conference on Business & Management organised by HSB, GJUS&T Hisar February 7-8, 2019.
- Delivered an Expert lecture on the topic “Entrepreneurship: A solution to Unemployment” in UGC sponsored orientation programme held at HRDC GJUS&T Hisar on December 04, 2018.
- Chaired technical session -18 in International Conference on Positive Psychology for Health & Well Being organised by Department of Applied Psychology, GJUS&T, Hisar held on 9-10 March, 2018.
- Chaired technical session XII in the 10th Annual National Conference on Business and management organised by HSB, GJU S&T, Hisar held on February 08-09, 2018.
- Chaired two technical sessions in the 9th annual conference on Business and management, Feb 08-09,2017
- Chaired session in the International Conference on Nurturing Human Values In Youth: A Perspective of Srimad Bhagawad Gita on December 8-10, 2016 at GJUS&T, Hisar.
- Chaired technical session in the 8th Annual national conference on Business and management, Feb 10-11, 2016.
- Chaired technical sessions in the 7th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 12-13, 2015.
- Chaired technical session in the 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 6-7, 2014.

- Lecture delivered on “Marketing Practices in India” in refresher course held at academic staff college, GJUS&T, Hisar on July, 10, 2014
- Chaired technical session in the 5th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 7-8, 2013.
- Delivered extension lecture on 23 July, 2013 entitled Self-Management way to Success at ASC, Guru Jambheshwar University, Hisar.
- Delivered extension lecture as Key Note Speaker on recent development in Business management organized in Department of management studies, KITM, Kurukshetra on 20 April, 2013.
- Lecture delivered on “Refinement of Marketing Skills in Business Organization” and “Why do Brand Matters” in five days Management Development Programme on Marketing Management sponsored by Ministry of Micro, Small and Medium Enterprises, DI, Karnal, Organized by Kurukshetra Institute of Technology & management, Kurukshetra, November 2, 2012.
- Chaired technical session in the 4th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University, Hisar, February 9-10, 2012.

Reviewed Papers in Journals

Reviewed papers for different journals of Social Research Foundation, Kanpur, Inderscience, Web of Science Journals, Arth Anvesan, Bi- annual journal of Shri Mata Vaishnodevi University, Katra etc.

Extra Curriculum

- Organised various social events as coordinator for Swatch Bharat and Swasth Bharat Mission in the different villages adopted by GJUS&T, Hisar from 2015 to till Feb 2021.
- Organised as president and participated in the Adventure tracking tours to Hampta pass, Manali, Himachal Pradesh and Tapowan, Gangotri, Utrakhand in 2018 & 2019.
- Convener of INNOWAVE-2013 held at HSB on 27th November, 2013.
- Team in charge of GJUS&T team for North Zone Inter-University Youth Festival-2012 organised by Guru Nanak Dev University, Amritsar, November 7-11, 2012.

- Member of Discipline committee for the event “State level blood donation camp and poster exhibition on September 27, 2012 organised by NSS, GJUS&T.
- Coordinate educational tour at Kangra (H.P.) & Ludhiana (Punjab) from 13/9/2012 to 17/9/2012.
- N.C.C. 'C' Certificate, Rank - "Under Officer". Attended Army Attachment Camp (Ambala Cantt.), 1995.
- Participate in Football Tournament 27th Haryana State Secondary School Winter Sports Tournament, Bhiwani, and October 8-11, 1992.
- Participate in Football Tournament at District level Haryana School Tournament, Kurukshetra, and September 30, 1992.
- Participate in Football Tournament at block level Haryana School Tournament, Kurukshetra, and August 28, 1992.

Dr. Rajiv Kumar,

Professor

HSB, GJUS&T, HISAR.