

CURRICULUM - VITAE

Dr. Abhishek Punia

(Ph.D., M. Com.)

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PERSONAL STATEMENT

I am a passionate, meticulous, and talented individual aspiring to become a teacher. I have a profound interest in the entire teaching-learning process and firmly believe in the holistic development theory of education. In terms of education, I have excelled as a commerce graduate, specializing in marketing with a minor in finance. Additionally, I am an aspiring writer who aims to become an academic professional in esteemed business schools. I seek opportunities that allow me to utilize my existing knowledge, skills, and abilities while offering room for growth in teaching, research, and administrative responsibilities.

EDUCATIONAL QUALIFICATIONS

Year	Degree	Institute	Board/University
July 2024	Doctorate of Philosophy (Ph.D)	Haryana School of Business	Guru Jambheshwar University of Science & Technology, Hisar
May 2018	Master of Commerce (M.Com.)	Haryana School of Business	Guru Jambheshwar University of Science & Technology, Hisar
July 2015	Bachelor of Commerce (B. Com.)	Chajju Ram Jat College, Hisar	Kurukshetra University, Kurukshetra (K.U.K.)
May 2011	Senior Secondary School (10+2 Commerce)	Delhi Public School, Hisar	Central Board of Secondary Education, Delhi (C.B.S.E.)
May 2013	Secondary School(10 th)	St. Kabir's Resi.& Day School, Hisar	ICSE, New Delhi

PROFESSIONAL QUALIFICATIONS

Year	Qualification	Institute	Apex Body
May 2019	Eligibility for Assistant Professor (NET)	NTA (Testing Agency)	University Grant Commission (UGC)
May 2019	Junior Research Fellowship (JRF)	NTA (Testing Agency)	University Grant Commission (UGC)

RESEARCH ACTIVITIES

A. Research Publications

1. Bishnoi, V.K., & **Punia, A.** (2023). Investigating Factors Influencing Farmer Adoption and Usage of the e-NAM Platform in Haryana: An Empirical Study. *International Journal of Research in Academic World*, Vol. 2 No. 10; 135-143. ISSN: 2583-1615
2. **Punia, A.**, & Bishnoi, V.K. (2022). Exploring Challenges In The Adoption and Implementation Of The e-NAM Platform In Indian Agricultural Marketing. *Journal of Namibian Studies*, Vol. 32; 609-632. ISSN: 2197-5523
3. Parmod, Arora, U., Akhtar, F., Tuteja, P., & **Punia, A.** (forthcoming). Exploring the Relationship Between Store Image Attributes, Satisfaction, Behaviour Intention, and Marital Status of Grocery Consumers: A Moderation Mediation Analysis. *International Journal of Electronic Marketing and Retailing*

B. Workshops and Seminars

1. “Two weeks Training Programme on Research Methodology in Social Sciences for Research Scholars/Faculty Members” organized by ICSSR North-Western Regional Centre, Panjab University, Chandigarh.
2. “One week workshop on Research Methodology and Data Analysis” conducted at GJUST, Hisar during 13.09.2021 to 17.09.2021.
3. UGC and RUSA sponsored “Research Methodology/ Data Analytical Techniques in Social Sciences for Faculty & Research Scholars” workshop conducted at GJUST, Hisar during 11.02.2019 to 16.02.2019.
4. “One week workshop on Research Methodology and Data Analysis” conducted at GJUST, Hisar during 12.12.2019 to 18.12.2019.
5. One day National workshop on “Intellectual Property Rights and Patents” organized by Centre for Industry Institute Partnership, GJU S&T, Hisar.

C. Research Presentations

1. Presented a research paper entitled- Factors Affecting Attitude and Purchase Intention of Consumers Towards Herbal Cosmetics: A Review of Literature at HSB 15th National Conference on Business and Management, organized by Guru Jambheshwar University of Science & Technology, Hisar during Feb 09-10, 2023.
2. Presented a research paper entitled- Understanding Farmer Adoption and Usage Pattern on

the e-NAM Platform: A Case Study in Haryana at 2nd Multidisciplinary National Conference 2023, organized by Gateway Institute of Engineering and Technology, Delhi during December 1-2, 2023.

Skill Enhancement Courses

1. “Advanced Digital Marketing Course” from Haryana School of Digital Marketing Institute.
2. “Social Media Management” online non-credit course authorized by Meta and offered through Coursera
3. “Measure and optimise Social Media Marketing Campaign” online non-credit course authorized by Meta and offered through Coursera.
4. “Introduction to Social Media Marketing” online non-credit course authorized by Meta and offered through Coursera
5. “Fundamentals of Social Media Advertising” an online non-credit course authorized by Meta and offered through Coursera.
6. “Advertising with Meta” an online non-credit course authorized by Meta and offered through Coursera
7. “Challenges of Agribusiness Management” an online non-credit course authorized by Università Bocconi and offered through Coursera.
8. “Strategies and Tools to Mitigate Agricultural Risk” an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

Co-curricular Activities

1. Participated in Guru Jambheshwar University of Science and Technology Inter-Collegiate Cricket Tournament at GJU S&T, Hisar in October, 2015 and team won 2nd position.
2. Represented the Guru Jambheshwar University of Science and Technology in North Zone Inter-University Cricket Tournament organized by Aligarh University from 19 November, 2015 to 5 December, 2015.
3. Participated in Guru Jambheshwar University of Science and Technology Inter-Collegiate Cricket Tournament at GJU S&T, Hisar in September, 2016 and team won 1st position.
4. Represented Hisar Haryana Heroes in First All India Bishnoi Sports Competition 2017 and Team won 1st position.

PERSONAL PROFILE

- Father’s name: Mahavir Punia
- Marital status: Unmarried
- Languages known: Hindi, English.

Declaration

I hereby declare that the above mentioned details are true to best of my knowledge and belief and also have certifications to prove the same.

DATE

PLACE

(ABHISHEK PUNIA)