

Resume – Ajay Kumar

AJAY KUMAR
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Career Objective

- To impart the acquired knowledge and skills in the field of academics and to develop an aptitude for teaching with personal as well as organizational growth.

Areas of Interest

- Research Methodology
- Marketing Research
- Consumer Behavior
- Marketing Management
- Brand Management

Teaching cum Corporate Exposure

- Assistant Professor - Department of Management; School of Law, Governance, Public Policy and Management; Central University of Haryana (Dec 2013 till now)
- Assistant Professor - Department of Management and Supply Chain Management; School of Business and Management Studies; Central University of Himachal Pradesh (Nov 2012 – Dec 2013)
- Assistant Professor - Marketing Area; Department of Management; NIIT University (April 2011 – Nov 2012)
- Lecturer – Marketing with JK Business School, Gurgaon (July 2009 – Jan 2010).
- Sr. Executive – Brand & Marketing Communication with Oxigen Infovision Pvt Ltd (July 2007 – March 2009).

Educational Qualification	
Qualification	Board/University
PhD-Marketing	Guru Jambheshwar University of Science and Technology
MBA (Marketing)	Guru Jambheshwar University of Science and Technology, Hisar
B.Sc. (Computer Science)	Maharshi Dayanand University, Rohtak
Higher Secondary	CBSE

Journal - Publication

- Bishnoi, V. K., & Kumar, A. (2016). Aaker's brand personality scale is not universal – Explanation and reasons for bikes in India. *Journal of Marketing Analytics*, 4(1), 14-27. doi:10.1057/jma.2016.3. Springer Publication.
- Kumar, A., & Bharti. (2016). Effect of OSL on Consumer Exploratory Behavior – A Comparative Study of Delhi and Kolkata. *HSB Research Review*, 9(2), 63-72.
- Bishnoi, V. K., & Kumar, A. (2014). Assessment of Brand Personality and its Relationship with Human Personality: A Case of Motor Bikes in Haryana. *HSB Research Review*, 8(1), 65-71.
- Bishnoi, V. K., & Kumar, A. (2014). Understanding Multidimensionality of Brand Personality. *Global Journal of Finance and Management*, 6(9), 907-910.
- Bishnoi, V. K., Bharti, & Kumar, A. (2012). Impact of Durables on Consumer's Mind: An Empirical Study of Rural Haryana. *Apeejay Journal of Management*, 7(2), 31-45
- Bishnoi, V. K., Bharti, & Kumar, A. (2011). Segmenting Two Wheeler Market in India: A Study of Rural Haryana. *Pragyaa-Journal of Management*, 2(1), 43-52.
- Bishnoi, V. K., Bharti, & Kumar, A. (2010). Influence of Durable Possession on Rural Consumers: A Study of Haryana. *AMITY Management Analyst*, 5(2), 48-56.

Edited Book - Publication

- Bishnoi, V. K., & Kumar, A. (2012). Readiness for Mobile Phone Technologies in India: A Consumer Perspective. *Business Management – Key Research Issues* (pp. 541-562). New Delhi: Excel Books.
- Bishnoi, V. K., & Kumar, A. (2012). SERVQUAL Measurement in Hypermarkets. *Business Management – Key Research Issues* (pp. 660-674). New Delhi: Excel Books
- Bishnoi, V. K., & Kumar, A. (2011). Impact of Advertising on Children - A Perspective of Adults in Haryana. *Business and Management Contemporary Research Issues* (pp. 369-377). New Delhi: Macmillan Publishers India Ltd.

Paper Accepted and Presented – International Conference

- “Consumers perception towards packaged food attributes – A study in NCR”, International conference in Marketing, Indian Institute of Management – Lucknow, January 12-14, 2012
- “Determining the consumer perceived influential aspects of TV advertising and their impact on consumer behaviour”, First International Marketing Conference MARCON 2010, Indian Institute of Management, Calcutta (IIM C), Dec 27-29, 2010.
- “Impact of durables on consumer’s mind – an empirical study of rural Haryana”, International Conference on Strategic Marketing of Consumer and Technology, University Business School, Punjab University Regional Centre, Ludhiana, Dec 10-11, 2010.
- “Segmenting two wheelers markets in India – A study of rural Haryana”, International Conference on Rural Markets (ICRM 2010), Mahatma Gandhi University, Kottayam, Kerala, Nov 29-30, 2010.
- “Determinants of marketing communication – A study of television in rural haryana” , 7th International Conference on New Paradigms in Management Theory and Practice, School of Management Studies, Punjabi University, Patiala, Sep 4-5, 2010.

Paper Accepted and Presented – National Conference/Seminar/Symposium

- “Assessing Industrial Spread before “Make in Haryana”, National Seminar on – Make in Haryana: A Road Ahead, Central University of Haryana – Mahendergarh, March 17-18, 2016
- “The Concept of Brand”, HSB 8th National Conference on Business and Management, Guru Jambheshwar University of Science & Technology, Hisar, Feb 10-11, 2016.
- “Assessment of Brand Personality and its Relationship with Human Personality: A Case of Splendor Bike”, HSB 7th National Conference on Business and Management, Guru Jambheshwar University of Science & Technology, Hisar, Feb 12-13, 2015
- “Exploration of Brand Personality Dimensions and its Relationship with Human Personality – A Study with Reference to Motor Bikes”, 7th IIMA Doctoral Colloquium, Indian Institute of Management, Ahmedabad (IIM A), Dec 9 – 10, 2013
- “OSL – Exploratory behavior congruence – a comparative study of Delhi and Kolkata” ,3rd Conference in Excellence in research and education 2011, Indian Institute of Management – Indore (IIM I), May 13-16, 2011
- “Organizations inclination towards CRM implementation and its impact: Empirical evidences”, 3rd Conference in Excellence in research and education 2011, Indian Institute of Management – Indore (IIM I), May 13-16, 2011
- “Impact of Advertising on children – A perspective of adult in Haryana”, HSB Annual National Conference on Business and Management, Guru Jambheshwar University of Science & Technology, Hisar, March 10 -11 , 2011.

- “Service Quality measurement in organised retail stores of Jaipur City”, HSB 2nd Annual National Conference on Business and Management, Guru Jambheshwar University of Science & Technology, Hisar, March 25 -26 , 2010.
- “Designing an effective promotional campaign for a new brand-A Case Study of OxiCash”, National Conference on Business and Management, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, March 19-21, 2009.

Workshop Organized

- 2-Day workshop on “Communication and Case Analysis” on 13th and 14th May 2013 in Central University of Himachal Pradesh

Workshop/Seminar/Faculty Development Programme Attended

- Attended RC-299, Refresher Course on Business Studies organized by UGC – HRDC, Himachal Pradesh University, Shimla from Dec 5, 2016 to Dec 24, 2016.
- Attended 99th Orientation Programme organized by UGC – HRDC, University of Rajasthan, Jaipur from Nov 16, 2015 to Dec 12 2015.
- Attended two days workshop on Leveraging Power of Qualitative Marketing Research for Achieving Marketing Excellence organized by Centre for Marketing in Emerging Economies, IIM Lucknow from April 21 – 22, 2014.
- Attended one day workshop on Meta Analysis organized by Indian Academy of Management at Indian Institute of Ahmedabad (IIM A), Ahmedabad on Dec 11, 2013.
- Attended one week workshop on Research Methodology at Guru Jambheshwar University of Science & Technology, Hisar from March 8-13 2010.
- Attended National Workshop on Methodological Issues in Business Research on March 7-8, 2009 organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar.

Academic Projects

- Research project entitled “Consumer attitude towards Readymade Garments- A case study of Hisar city” in MBA (4th Semester).
- MILESTONE SWITCHGEAR PVT LTD. for two months in summer 2006. The project being a part of Marketing strategies of company to bring Industrial Customers for Panels (Product of Milestones)

Other Academic Related Activities

- Represented Department of Business Management, GJUS&T in ACUMEN-2005, a National level debate competition, organized by Aditya Birla and India Today Group, held at Indian Institute of Foreign Trade (IIFT), New Delhi.
- Anchored Business Quiz at State Level Business Event Innwave-2006 organized at Department of Business Management, GJUS&T, Hisar.
- Organizing committee member of State Level Business Event Innwave for 2006 and 2007.

Summary of Total Experience

- Nov 2012 to Dec 2013 with Central University of Himachal Pradesh, Dharamshala, as Assistant Professor – Marketing
 - Brief: I was responsible for handling classes of MBA programme of this University. The subjects which I taught in this university were – Consumer Behavior, Operations Management, Research Methodology, Management Principles and Functions, Integrated Marketing Communication, Service Marketing and Marketing Management.
- April 2011 to Nov 2012 with NIIT University, Neemrana as Assistant Professor – Marketing
 - Brief: I was responsible for handling classes of Executive MBA and general MBA programme of this University. MBA in collaboration with ICICI bank was flagship programme of NIIT University where only those who have firsthand industry experience of at least 3 to 4 years would be able to apply. Once selected for the programme, the student is employee of ICICI bank. Stint with NIIT University was very successful.
- July 2009 to Jan 2010 with JK Business School, Gurgaon as Lecturer – Marketing
 - Brief: I am responsible for subjects of Advertising Management, Marketing Management for MBA semester first and fourth. For this, I use contemporary audio visual aids for discussing the concepts of Advertising and Marketing Management with students. My areas of interest are Advertising Management, Marketing Management, Brand Management.
- From June 2007 to March 2009, worked as Sr. Executive – Brand and Marketing Communication
 - Brief: Assisting Manager in planning, developing, directing and executing the marketing efforts (ATL & BTL) for OxiCash, Oxigen and MobiBuzz. In detail, assisting in conceptualizing, producing and enforcing the visual identity for OxiCash, Oxigen and MobiBuzz with preserving its consistency while ensuring that all branded materials/communication express the most effective and recognizable company message. It's executed by creating catalogs, brochures, and other direct mail pieces, BTL activity, ATL , Events from start to finish, building brand identity of OxiCash, Oxigen and MobiBuzz is displayed across all communications channels as per the set standards of company and Brand OxiCash, Oxigen and MobiBuzz respectively.