



Dr. Ajai Pal Sharma

CURRICULUM VITAE

Present Address

Department of Management Studies
Central University of Haryana
Jant-Pali Villages, Mahendergarh

Contact Number/E-mail

M: 08930767222
E-mail: ajaipalsharma@cuh.ac.in

PROFESSIONAL QUALIFICATION:

- **MBA (Master of Business Administration)** with specialization in **Marketing Management** from IGNOU-New Delhi in year 2000 with **76.2% marks**.
- Qualified **UGC-NET** (National Eligibility Test) examination in **MANAGEMENT** in Jun 2008 and **PUBLIC ADMINISTRATION** in Jun 2001.
- **Post Graduate Diploma in HRM** from IGNOU-New Delhi in Jun 2008 with **71% marks**.
- **Diploma in Computer Fundamentals** from Aspire Techno-soft, Palam, New Delhi.

ACADEMIC QUALIFICATION:

- **Ph.D (2010)** Awarded by Indira Gandhi National Open University-New Delhi.
- **M. Phil (Master of Philosophy)** in Public Administration from MKU-Madurai in year 2002-2004 with 57% marks.
- **Master Degree in Public Administration** from Osmania University-Hyderabad in year 1994 with 63% marks.
- **Bachelor Degree in Arts** from Osmania University-Hyderabad in year 1992 with 56% marks.

SUMMARY OF CURRICULUM VITAE

- **15 years of able administrative experience with Indian Air Force.**
- **10 years of teaching experience as a faculty in University affiliated as well as AICTE approved institutions.**

Academic Experience:

Present Status

- Presently working as **Assistant Professor** in the Department of Management Studies, School of Law, Governance, Public Policy and Management, Central University of Haryana –Jant-Pali Villages, Mahendergarh since 16th August 2011.

Past Status

- Served as full time **Assistant Professor** with **Tecnia Institute of Advanced Studies, Rohini-New Delhi** from Mar 2009 to 15th Aug 2011 (Affiliated to GGS IP University-New Delhi).
- Served as full time **Assistant Professor** with **Fairfield Institute of Management & Technology, Kapashera-New Delhi** (Affiliated to GGS IP University-New Delhi) from Jul 2008 to Feb 2009.
- Worked as **Lecturer** in the Department of Management at **IITM-Janakpuri, New Delhi** (Affiliated to GGS IP University-New Delhi) from Aug 2005 to Jun 2008.
- Worked as adhoc **Lecturer** from Jul 2002 to Jun 2005 at **Chimanbhai Patel Institute of Management and Research–Ahmadabad.**

Job Profile

- Teaching, Guiding and Mentoring the students of PhD, MBA and BBA courses.
- Worked as **Chief Programme Coordinator for MBA, MCA, BBA and BJMC** (for GGSIP University) for 3 years and as **Director** (Distance Education) for 6 months with Tecnia Group of Institutions, New Delhi.

Areas and Subjects:

- **Major:** Marketing Management, Services Marketing, Marketing Research, Consumer Behavior, CRM, Rural Marketing.
- **Minor:** HRM, HRD and Organizational Behavior

Industrial Experience:

- 15 years of Industrial experience with Indian Air Force in various administrative positions.

Key Responsibilities Held:

Administrative: Worked at various administrative positions along with Manpower Planning, Handling Training and Development Programmes, Policy Making, Event Management, etc.

Research Work Undertaken

- Completed research work on **“Impact of Leadership for Corporate Transformation and Organization Leadership: A Case Study of Hero Honda Motors Limited”** and submitted thesis as a part of Ph.D programme to IGNOU, New Delhi
- Had an empirical study on **“Consumer Behavior in respect of Passenger Cars”** in Ahmadabad City of Gujarat State.

- Carried out a detailed descriptive study on **“Transport Administration”** in Ahmadabad District of Gujarat State.
- Carried out an empirical study on **“High Attrition Rate in BPO sector”** in NCR.
- Had a descriptive study on **“Scopes and Challenges of E-Learning in Rural areas of Haryana State”**.
- A study on **“Evaluation of Employee Satisfaction of Reliance Communications”**.

Research Projects: (02)

- Awarded a **grant of Rs. 9 (Nine) Lakh** by ICSSR, New Delhi to carry out a Major Research Project (for two years) entitled **“Impact of Panchayati Raj Institutions on Rural Transformation: A Study of Selected Districts of Haryana”** (ongoing since 15th Feb 2016).
- Awarded a Research Project on MGNREGA entitled **“Impact Assessment of MNREGA in Inclusive Growth of Rural Women with Specific Reference to South Haryana”** by NIRD (National Institute of Rural Development) (Recently awarded and grant is yet to come).

Research Papers Published: 28

- Published an article entitled **“Antecedents of Broadband Adoption in Haryana: An Evaluation”** in Journal of Central University of Haryana: An International Multidisciplinary Refereed Research Journal with ISBN 2348-3377 in March 2016 Vol 03.
- Published an article entitled **“Market Forces and Changing Behaviour of Media Houses: An Analytical Study”** in Journal of Central University of Haryana: An International Multidisciplinary Refereed Research Journal with ISBN 2348-3377 in March 2015 Vol 02.
- Published an article entitled **“Broadband and E-Governance”** in Conference Proceedings with ISBN 978-93-85000-59-1 of International Conference on “Make in India” Through Sustainable Development: Achieving Inclusive Growth” conducted on 5-6th February 2016 by Bharati Vidyapeeth Deemed University, New Delhi.
- Published a research paper entitled **“Emerging Business Opportunities in Packaged Food Industry”** in Conference Proceedings with ISBN 978-93-84869-51-9 of National Conference on “Make in India: Emerging Trends in Trade & Innovations for Effective Entrepreneurship” conducted on 17-18 Apr 2015 by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi.
- Published an article **“PURA: A Syndicated Approach to Rural Urban Linkages”** Kurukshetra - A Journal on Rural Development, Vol. 61 No. 10, Apr 2015, ISSN: 0021-5660
- Published an article **“Window-shopping to Show-rooming: A Study of Paradigm Shift in Shopping Patterns of Consumers”** in the Conference Proceedings of “2014 International Conference on Marketing: Concepts to Applications” organized by DAV Centenary College, Faridabad from 12-13 September 2014.
- Published a research paper entitled **“Perceptual Study of Rural Consumers for Evaluating and Selecting Banking Services”** in the edited book on “Application and Role of Statistics in Multidisciplinary Research” published and released by Central University of Haryana, Mahendergarh as an outcome of National Seminar organized from 23-24 October 2013.

- Published an article **“Market Forces and the Changing Behaviour of Media Houses in Contemporary Scenario: An Analytical Study”** Vol. 12 No. 1 January-June of Bi-Annual Journal "Effulgence" by Rukmani Devi Institute of Advanced Studies (affiliated to GGS IP University) Delhi.
- Published an article **“Indian Higher Education at Crossroads: An Analysis”** in University News - A Journal of Higher Education, Association of Indian Universities, Vol. 51 No.48, December 02-08, 2013. ISSN: 0566-2257
- Published an article **“Rural Women Empowerment: An Analytical View”** Kurukshetra - A Journal on Rural Development, Vol. 61 No. 10, Aug 2013, ISSN: 0021-5660
- Published an article **“Gram Sabha Empowerment through Social Audit”** Kurukshetra - A Journal on Rural Development, Vol. 60 No. 10, May 2013, ISSN: 0021-5660
- A research paper entitled **“The Art and Science of Leadership in Turbulent Times”** presented at National Conference on 20th Apr 2013 conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi and published as conference proceedings with ISBN 978-93-82122-14-2.
- A research paper entitled **“Virtual Merchandising: Breaking the Barrier of Traditional Marketing, An Empirical Study”** presented at National Conference on 10th Oct 2012 conducted by Jamia Milia Islamia University, New Delhi and published as conference proceedings with ISBN 978-93-81505-42-7.
- A research paper entitled **“Rural Health Scenario in India”** published in Kurukshetra-A Journal on Rural Development, Vol. 60 No. 10, August 2012, ISSN: 0021-5660
- **“Managing Organizational Change: A Critical Issue for Leadership”** published in CPJ Global Review: An International Journal of CPJ-CHS & School of Law (affiliated to GGS IP University), Vol. V, No. 1 Jul 2013.
- **“An Empirical Study of Sales Promotion and Customer Service Practices in Rural Markets with Specific Reference to South Haryana”** published in SDIMT PATH: A Journal of Management & Technology, Vol. 1 No. 1 July-September 2012, ISSN 2277-8662
- **“Food Grain Storage Management in India: Some Implications and Suggestion”** published in Academic Discourse (A Multi-disciplinary Refereed Research Journal: ISSN 2278-3296) (July 2013) by Shri Atmanand Jain College, Ambala.
- **“Role of ICTs in Empowering Rural India: A Critical Analysis”** Effulgence, A Refereed Management Journal By Rukmani Devi Institute of Advanced Studies, Vol. 10 No. 2, Jul-Dec 2012, ISSN: 0972-8058
- **“Scope and Challenges of E-Learning in Rural Areas of Haryana”** in TECNIA Journal of Management Studies, Vol. 3, No. 2, Oct 2008 – Mar 2009, ISSN: 0975-7104
- **“Followership: An Unforgettable Issue”** published on 16th Jun 2010 in International Web Journal ‘associated content.com’.
- **“Agile Leadership and Organization Development: An Empirical Study”** paper published by ASBM Journal of Management-Bhubaneswar, Vol. IV, No. 1, 2011, refereed journal.

- **“Sales at Traffic Signal”** an article published in ‘Youngster’ a monthly newspaper, in Jun 2010 issue (RNI No. DEL/BIL/2004/14598).
- **“Value Development: Suggestive Strategies for Educational Institutions”** an article published in ‘Youngster’ a monthly newspaper, in July2010 issue (RNI No. DEL/BIL/2004/14598).
- **“Communication Network Control of Indian Railways: A Case Study of RAILTEL”** published in Indian Media Studies Journal, Vol. 1, No. 4, Mar 2011, with ISSN: 0972-9348.
- **“An Empirical Study on Customer-Retailer Relationship in Rural Markets”** published by IITM Journal of Management and IT, Vol. 3 Issue January-Jun 2012 with ISSN: 0976-8629.
- A research paper entitled **“Uses and Misuses of Web Technology”** presented at National Conference sponsored by AICTE on 30th Apr 2011 conducted by Tecnia Institute of Advanced Studies, GGSIP University and published as conference proceedings with ISBN 978-81-288-3426-4.
- Research paper entitled **“Analysis of E-Governance: An Effective Tool for Good Governance”** published by Central University of Haryana under its proceedings for National Seminar on Inclusive Democracy: People. Power & Progress organized from May 30-31, 2012.
- Research paper **“A Study of Retail Outlet Assortments for Customer Retention”** published in The Journal of BLS Institute of Technology Management ‘SYNTHESIS’ vide Vol. 8, No. 1, June 2011, International Journal with ISSN 0973-2357.

Research Papers Presented: 29

- Presented a research paper **“Corporate Social Responsibility in India: A journey towards Social Transformation”** in International Conference on ‘Management Practices for the New Economy (ICMAPRANE -17)”, organized by Jaipuria University, NOIDA from Feb 10-11, 2017.
- Presented a research paper **“Study of Telecommunication Framework for Understanding Mobile Broadband Innovation”** in International Conference on ‘Startup India Recipe for Inclusive Entrepreneurship and Innovation: Issues and Challenges’ organized by MD University, Rohtak from Mar 02-02, 2017.
- Presented a research paper **“Digitisation in Line Of Reshaping Digital Transactions”** in International Conference on ‘The New Digital Age: Re-shaping Strategies for Business Organisation’ organized by Amity University, Gurgaon from Feb 23-24, 2017.
- Presented a research paper **“Impact of Broadband in Healthcare Services Leading from E-Healthcare to M-Healthcare”** in 6th National Conference on ‘Digital India: Recent Paradigm Shift in IT, Media and Management’ organized by Trinity Institute of Professional Studies (affiliated to GGSIP University, Delhi) on March 19, 2016.
- Presented a research paper **“Assessing Industrial Spread for Make in Haryana”** in ICSSR sponsored National Seminar on ‘Make in Haryana: A Road Ahead’ organized by Department of Economics, Central University of Haryana from March 17-18, 2016.
- Presented a research paper **“Brand Preference of Mobile Phone Users among the Students in the Vicinity of Central University of Haryana”** in 8th Annual National

Conference on 'Business and Management' organized by Haryana Business School, GJUS&T, Hisar from February 10-11th February, 2016.

- Presented a research paper “**Broadband and E-Governance**” in 8th International Conference on 'Make in India' Through Sustainable Development: Achieving Inclusive Growth organized by Bharati Vidyapeeth Deemed University, New Delhi from February 5-6, 2016.
- Presented a article paper “**Mobile Broadband towards Developing a Viable Mobile Knowledge Management**” in 3rd International Conference on 'Skill Development & Technological Innovations for Economic Growth' by Institute of Management Studies (IMS) Ghaziabad on November 28, 2015.
- Presented a research paper “**Telecommunication Framework for Transforming Indian Villages**” in ICSSR sponsored National Conference on 'Rural Transformation in India: Challenges, Opportunities and Strategies' organized by Maharshi Dayanand University, Rohtak on October 17, 2015.
- Presented a research paper entitled “**Emerging Business Opportunities in Packaged Food Industry**” in National Conference on “Make in India: Emerging Trends in Trade & Innovations for Effective Entrepreneurship” conducted on 17-18 Apr 2015 by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi and sponsored by Ministry of MSME, Govt. of India.
- Presented an article “**Window-shopping to Show-rooming: A Study of Paradigm Shift in Shopping Patterns of Consumers**” in the International Conference on Marketing: Concepts to Applications” organized by DAV Centenary College, Faridabad from 12-13 September 2014.
- Presented a paper “**Impact of Globalization on Indian Economy: A Critical Analysis**” in the National Conference on “Critical Issues of the Indian Economy” organized by Central University of Rajasthan, Ajmer from 22-23 January 2014.
- Presented a research paper entitled “**Perceptual Study of Rural Consumers for Evaluating and Selecting Banking Services**” at National Seminar on the topic “Application and Role of Statistics in Multidisciplinary Research” organized by Central University of Haryana, Mahendergarh from 23-24 October 2013.
- Presented a research paper entitled “**The Art and Science of Leadership in Turbulent Times**” at National Conference on 20th Apr 2013 conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi.
- Presented a research paper on “**Impact of Market Forces on Media Houses**” at National Conference on “Freedom of Expression: Ethical Parameters and Market Forces in Media Industry” conducted by Department of Journalism, Maharaja Agrasen College, University of Delhi from 08-09 March February 2013.
- Presented a research paper on “**Innovative Solutions for Effective Food Grain Supply Chain Management in India**” at 6th International Conference on “Innovative Solutions for Business Management in Post Globalised Era” conducted by Bharti Vidyapeeth, Delhi from 02-03 February 2013.
- Presented a research paper on “**Virtual Merchandising: Breaking the Barrier of Traditional Marketing, an Empirical Study**” at National Conference on the topic

“Emerging Paradigms in Marketing” organized by Jamia Milia Islamia University, New Delhi on 10th Oct 2012.

- Presented a research paper on “**Analysis of E-Governance: An Effective Tool for Good Governance in India**” at National Conference on the topic “Inclusive Democracy: People, Power & Progress” organized by Central University of Haryana, Narnaul from 30-31 June 2012.
- Presented a research paper on “**Information Communication Technology as Catalyst for Empowering Rural India**” at National Conference on the topic “Gram Panchayat-Lessons in Effective Governance for 21st Century India” organized by Rukmani Devi Institute of Advanced Studies, New Delhi on April 21, 2012.
- Presented a research paper on “**Providing Convenience to Customer in Context of Food Consumption: The Business Opportunity**” at International Conference on the topic “Sustainable Management Practices” organized by Faculty of Management Studies, MLS University, Udaipur from 30-31 March 2012.
- Presented a research paper on “**FDI in Multi-Retail: A Critical Analysis of Aha! Effects**” at National Conference on the topic “Winning Strategies in a Competitive Setup: Searching ‘Aha’ Effects in the Inflation Driven Global Economy” conducted by BLS Institute of Management, Bahadurgarh (Affiliated to GGSIP University) from 24-25 February 2012. (Awarded First Best Paper).
- Presented a research paper on “**Green Marketing: Issues and Challenges**” at 10th AICTE sponsored National Conference on “Green Management Practices as Competitive Strategy: Innovations, Globalizations and Policies” by Bharti Vidyapeeth, Delhi from 21-22 January 2012. (Awarded First Best Paper).
- Presented a research paper on “**Uses and Misuses of Web Technology**” at AICTE sponsored National Conference on “Web Knowledge Based Systems: Emerging Trends and Perspectives” in Delhi on 30th April 2011 at Tecnia Institute of Advanced Studies, New Delhi.
- Presented a research paper on “**Changing Dynamics of Global Markets**” in International Conference on “Excellence of Sustainable Development: Emerging Global Trends” organized by Bharti Vidyapeeth University Institute of Management & Research, New Delhi from 19-20th February, 2011.
- Presented a research paper on “**Accommodating People with Disability in the Main Stream of Workforce**” at International Conference on “Role of HRM Perspective in Disability Sector” held in Delhi from 28-29th January 2011 at Tecnia Institute of Advanced Studies, New Delhi.
- Presented a research paper on “**Rural Business in India: The Hidden Treasure Hunt**” at National Conference on “Rural Business Management-Imperatives for Sustainable Business Growth” held in Delhi on 30th Oct 2009 at Tecnia Institute of Advanced Studies, New Delhi.
- Presented a research paper on “**Green Business Solutions: How Technology Can Make a Difference**” at International Conference on Green Business Solutions: Imperatives and Opportunities held in Delhi from 29-30 Jan 2010 conducted by Tecnia Institute of Advanced Studies, New Delhi.

- Presented a research paper on “**Brand Positioning**” at National Conference held in Delhi on 14 Nov 2009 conducted by Tecnia Institute of Advanced Studies, New Delhi.
- Presented a research paper on “**Measuring Effectiveness of Advertising & Promotional Campaigns**” at 3rd National Research Conference on 13 Sep 08 conducted by All India Management Association, New Delhi.

Books Published: 01

- Edited a book “*Application and Role of Statistics in Multidisciplinary Research*” and published by KK Publication, New Delhi. ISBN: 978-81-7844-173-3

Chapters in Edited Books: 03

- Contributed a chapter entitled “**Good Governance for Sustainable Rural Development**” in an edited book ‘Rural Development: Initiatives and Interventions’ by Amiya Kumar Mohapatra and published by Regal Publications, New Delhi with ISBN: 978-81-8484-466-5 in 2015.
- Contributed a chapter entitled “**Women Empowerment in India: Why and How**” in an edited book ‘Exploring the Engagement and Empowerment of WOMEN: Multidisciplinary Perspectives’ by UP Sinha and published by Concept Publishing Company (P) Ltd. New Delhi with ISBN: 935125140-8 in 2015.
- Contributed a chapter entitled “**E-Governance in India: An Analytical Perspective**” in an edited book ‘E-Governance in India: Problems, Prototypes and Prospects’ by Rajesh Kumar and Puneet Kumar and published by Nova, New Delhi in 2016.

Participation at University Level (Central University of Haryana)

Sl. No.	Name and Nature of Activity	Nature of Participation	Date
1	Consultative Workshop on “ Designing Roadmap towards Implementation of RTE Act 2009 ”	Discussant	June 21, 2012
2	Demonstrative Panel Discussions on “ India Story: Reality or Myth ” in the Orientation Programme “Coming Together” held from Aug 13-14, 2012	Panellist	Aug 13, 2012
3	Book Reading Session on book “ Beautiful Country –Stories from another India ”	Discussant	Oct 11, 2012
4	Participated in a debate on “ Economic Social and Political Dynamics of World of Sports ”	Presenter	Oct 22, 2012
5	Participated in India Positive: A Big Debate, National Commitment to Build	Presenter	Oct 29, 2012

	Human Capital: Approach of Engagement or Approach of Pervasive Neglect		
6	Participated in India Positive: A Big Debate, National Commitment to Build Human Capital: Approach of Engagement or Approach of Pervasive Neglect	Debater	Oct 30, 2012
7	Presented a Case Study on “Kingfisher: Some Issues and Challenges”	Presenter	Nov 06,2012
8	Participated in Panel Discussion on “Teaching, Learning, Researching and Innovations: Multidisciplinary Perspectives” in the Orientation Programme held from Aug 06-08, 2013	Panellist	Aug 08, 2013
9	Participated in “Journey for Change-from Narnaul to Delhi” featuring “Value Education: Imperative for Change”	Coordinator (Rewari Venue) and Participant	Jan 28-Feb 07 2013

Conferences/Seminars/Workshops/Lectures Attended:

International: 11

- Attended an International Conference ‘**Startup India Recipe for Inclusive Entrepreneurship and Innovation: Issues and Challenges**’ organized by MD University, Rohtak from Mar 02-02, 2017.
- Attended an International Conference on “**Management Practices for the New Economy (ICMAPRANE -17)**”, organized by Jaipuria University, NOIDA in association with Foreign University, from February 10-11, 2017.
- Attended an International Conference on ‘**International Conference on The New Digital Age: Re-shaping Strategies for Business Organisation**’ organized by Amity University, Gurgaon from February 23-24, 2017.
- Attended 8th International Conference on ‘**Make in India Through Sustainable Development: Achieving Inclusive Growth**’ organized by Bharati Vidyapeeth Deemed University, New Delhi from February 5-6, 2016.
- Attended 3rd International Conference on ‘**Skill Development & Technological Innovations for Economic Growth**’ organized by Institute of Management Studies (IMS) Ghaziabad on November 28, 2015.
- Attended an International Conference on “**Marketing: Concepts to Applications**” organized by DAV Centenary College, Faridabad from 12-13 September 2014.
- Attended an International Conference on “**Innovative Solutions for Business Management in Post Globalised Era**” conducted by Bharti Vidyapeeth, Delhi from 02-03 February 2013.

- Attended an **International Conference** on the topic “**Sustainable Management Practices**” organized by Faculty of Management Studies, MLS University, Udaipur from 30-31 March 2012.
- Attended an International Conference the topic “**Excellence of Sustainable Development: Emerging Global Trends**” organized by Bharti Vidyapeeth University Institute of Management & Research, New Delhi from 19-20th February, 2011.
- Attended **International Conference on “ Global Perspective of HRM in Disability Sector”** held in Delhi from 28-29th January 2011 at Tecnia Institute of Advanced Studies, New Delhi.
- Attended International Conference on “**Green Business Solutions: Imperatives and Opportunities**” held in Delhi from 29-30 Jan 2010 at Tecnia Institute of Advanced Studies, New Delhi.

National:18

- Attended 6th National Conference on ‘**Digital India: Recent Paradigm Shift in IT, Media and Management**’ organized by Trinity Institute of Professional Studies (affiliated to GGSIP University, Delhi) on March 19, 2016.
- Attended an ICSSR sponsored National Seminar on ‘**Make in Haryana: A Road Ahead**’ organized by Department of Economics, Central University of Haryana from March 17-18, 2016.
- Attended 8th Annual National Conference on ‘**Business and Management**’ organized by Haryana Business School, GJUS&T, Hisar from February 10-11th February, 2016.
- Attended ICSSR sponsored National Conference on “**Rural Transformation in India: Challenges, Opportunities and Strategies**” organized by Maharshi Dayanand University, Rohtak on October 17, 2015.
- Attended National Conference on “**Make in India: Emerging Trends in Trade & Innovations for Effective Entrepreneurship**” conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi on 17-18 Apr 2015.
- Attended National Conference on the topic “**Art and Science of Leadership in Business Enterprises**” conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi on 20th Apr 2013.
- Attended National Conference on the topic “**Freedom of Expression: Ethical Parameters and Market Forces in Media Industry**” conducted by Department of Journalism, Maharaja Agrasen College, University of Delhi from 08-09 March February 2013.
- Attended National Conference on the topic “**Emerging Paradigms in Marketing**” organized by Jamia Milia Islamia University, New Delhi on 10th Oct 2012.
- Attended National Conference on the topic “**Inclusive Democracy: People, Power and Progress**” organized by Central University of Haryana, Narnaul from 30-31 June 2012.
- Attended National Conference on the topic “**Winning Strategies in a Competitive Setup: Searching ‘Aha’ Effects in the Inflation Driven Global Economy**” conducted by BLS Institute of Management, Bahadurgarh (Affiliated to GGSIP University) from 24-25 February 2012.

- Attended AICTE sponsored 10th National Conference on **“Green Management Practices”** conducted by Institute of Management and Research of Bharti Vidyapeeth University, Delhi from 21-22 January 2012.
- Attended 03 days **National Conference on “Excellence in Higher Education”** conducted by IIT Delhi from 01st - 03rd Apr 2011.
- Attended a **National Seminar on “Women Education in India: Opportunities and Challenges”** held at BLS Institute of Management on 29th Mar 2011.
- Attended a **National Workshop on “Leveraging Technologies using ERP and Open Source Technology”** held at Tecnia on 25th Mar 2011.
- Convened and attended an Academic Seminar **“Endeavour-2011”** on 12th Mar 2011 at Tecnia Institute of Advanced Studies, New Delhi.
- Attended National Conference on **“Rural Business Management-Imperatives for Sustainable Business Growth”** held in Delhi on 30th Oct 2009 at Tecnia Institute of Advanced Studies, New Delhi.
- Attended 03 day national short term course workshop on **“Effective Teaching through Case Study Methodology”** at IIT Delhi from 05 to 07 Mar 2010.
- Attended National Conference on **“Brand Positioning”** held in Delhi on 14th Nov 2009 at Tecnia Institute of Advanced Studies, New Delhi.

Miscellaneous Workshop: 10

- Attended a lecture on **“Evolution of Brand Institution”** on 21st Feb 2006 delivered by President of India, APJ Abdul Kalam, Chief Guest at AIMA annual day function.
- Attended a workshop organized by AIMA for its members on **“Significance of RTI Act 2005”** by Ex IRS officer Mr. Arvind Kejriwal, MD, Parivartan NGO on 29 Feb 2008.
- Lecture delivered by Mr. R Subramanian, MD Subhiksha Trading Services on **“India Centric Retail Mode”** on 31 Jan 2007 at AIMA Auditorium.
- Workshop on **“Selling Skills for Selling Success”** on 5-6 Jan 2007 at AIMA House.
- Lecture on **“Mind Your Mind”** by speaker Swami Bodhananda on 28 Apr 2007 at Gulmohar Hall, India Habitat Centre, New Delhi.
- Lecture on **“Managing Self for Tangible and Intangible Gains”** by Dr. AG Aggarwal on 26 May 2006 at AIMA House.
- A full day session on **“Civil Society & Governance”** by Mr. Shiv Khera, a Renowned International Speaker on 18 May 2007.
- Workshop on **“Business Continuity Management”** by Mr. Dheeraj Lal, Country Manager, MCFI-India on 25 Jul 2008 at AIMA House.
- Lecture on **“Change Management”** by speaker Swami Bodhananda at AIMA, New Delhi.
- Participated as Member Organizing Committee in National Seminar on **“Brand Positioning” Strategies for Combative Excellence** conducted by Tecnia Institute of Advanced Studies, GGSIP University, New Delhi on 14 Nov 2009.

Faculty Development Programmes: 11

- Attended one week faculty development programme (FDP) on **“Financial Econometrics”** from 23-27 September, 2015 organized by Bharati Vidyapeeth Deemed University Institute of Management & Research, New Delhi.
- Attended one week faculty development programme (FDP) on **“Financial Econometrics using E-views”** from 17-21 September, 2014 organized by Bharati Vidyapeeth Deemed University Institute of Management & Research, New Delhi.
- Attended three days faculty development programme (FDP) on **“Financial Econometrics”** from 14-16 February, 2014 organized by Bharati Vidyapeeth Deemed University Institute of Management and Research, New Delhi.
- Attended Four Weeks (28 days) UGC sponsored Orientation Programme No.18 from 29.05.2014 to 25.06.2014 and conducted by ranked No.1 UGC-Academic Staff College, Guru Jambheshwar University of Science and Technology (GJUS&T)-Hisar and obtained A Grade.
- Attended one day workshop on **“Research Methodology”** at **Tecnia Institute of Advanced Studies** on 21 Dec 2010.
- Attended a workshop on **“Achieving Financial Freedom & Wealth Creation Learning”** by Mr. AK Gupta, conducted by Tecnia Institute of Advanced Studies-Rohini, New Delhi on 09 Jul 2010.
- Attended 03 day short term course workshop on **“Effective Teaching through Case Study Methodology”** at **IIT Delhi** from 05 to 07 Mar 2010
- Workshop on **“Basics of SPSS Software”** by Prof. Nagi from 07-08 Jul 2009 at IITM, New Delhi.
- Workshop on **“Application of SPSS Software”** by Mr. Ajay Kumar Chauhan, a senior faculty at Apeejay Institute from 09-10 Jul 2009 at IITM, New Delhi.
- Workshop on **“Effective Use of Pedagogy”** organized by FIMT as in-house FDP.
- A session on **“MASS-CLIMB** “organized by TIAS as in-house FDP.

Session Chaired:

- Chaired a technical session in National Seminar on **“Application and Role of Statistics in Multidisciplinary Research”** organized by Central University of Haryana on October 24, 2013.
- Chaired a technical session in National Conference on **“Art and Science of Leadership in Business Enterprises”** organized by Rukmani Devi Institute of Advanced Studies (affiliated to GGSIP University, Delhi) on April 20, 2013.
- Chaired a technical session in 6th International Conference on **“Innovative Ways of Managing Business in the Post Globalised Era”** organized by BVIMR, New Delhi on 2-3rd February, 2013.
- Chaired a technical session in National Conference on **“Gram Panchayat – Lessons in Effective Governance for 21st Century India”** organized by Rukmani Devi Institute of Advanced Studies (affiliated to GGSIP University, Delhi) on April 21, 2012.

Expert/Guest Lecture:

- Delivered an expert lecture on the topic “**Issues and Challenges in Marketing**” to MBA students of BVIMR, New Delhi on 08-08-2015.
- Delivered an expert talk on the topic “**Contemporary Issues in Marketing with special focus on Sustainability**” to MBA students of BVIMR, New Delhi on 11-07-2015.

External Examiner/Supervisor:

- Was an expert at Rukmani Devi Institute of Advanced Studies (Affiliated to GGSIP University-Delhi) for evaluation of Research Project “Level of Job Satisfaction of Employees in Public and Private Sector Banks in NCR” sponsored by AICTE on 23.02.2013.
- Was an expert at BVIMR, New Delhi for evaluation and viva-voce of project work on Data Analysis through Excel of MBA first semester students on 29-11-2014.
- Was an expert at BVIMR, New Delhi for evaluation and viva-voce of project work on Data Analysis through SPSS of MBA second semester students on 21-02-2015.
- Approved evaluator of IGNOU, New Delhi.
- Approved External Examiner and Supervisor from SMU-Gantok, Amity University and IGNOU-New Delhi.
- Number of Students Guided: MBA- More than 50, BBA –More than 100

: Ph.D – Awarded: 01

Pursuing: 05

Additional Achievements:

- Member of All India Management Association (AIMA) in the Individual Member category since 2005.
- Can handle subjects related to Marketing and HR at Undergraduate & Postgraduate level.
- Successfully organized many International and National Seminars, Conferences, and Workshops in last 3 years.
- Successfully convened an academic fest on 12th March 2011 covering various management and academic events.
- Member Advisory Board, Scholar’s View, A Journal of Mass Communication and Management.
- Was an expert to analyze and give suggestions to AICTE sponsored project taken by Rukmani Devi Institute of Advanced Studies (Affiliated to GGS IP University-New Delhi).
- Session Chair for technical session during National Conference conducted by Rukmani Devi Institute of Advance Studies, GGSIP University, New Delhi on Art and Science of Leadership in Business Enterprises on 20th Apr 2013.

(AJAI PAL SHARMA)