



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 with specialization in Marketing Management from IGNOU-New Delhi in year 2000 with 64.2% mark.
- Qualified UGC-NET 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, New Delhi.

Academic Qualification

- Ph.D (Topic: Impact of Leadership on Corporate Transformation and Organisational Development) awarded by IGNOU on 31st May 2011.
- M. Phil (Topic: Transport Administration in Ahmedabad City) awarded by MKU-Madurai in the year 2005.
- M.A. in Public Administration from Osmania University-Hyderabad in year 1994 with 63% marks.
- B.A. from Osmania University-Hyderabad in year 1992 with 56% marks.

Summary of Curriculum Vitae

- 20 years of technical & administrative experience with Indian Air Force.
- More than 13 years of teaching experience as a faculty in the University and other AICTE approved institutions.

Academic Experience

Present Employment

- Presently working as Assistant Professor (Academic Level-12) in the Department of Management Studies, School of Business and Management Studies, Central University of Haryana, Mahendergarh since 16th August 2011.

Previous Employment

- Served as full time Assistant Professor with Tecnia Institute of Advanced Studies, Rohini-New Delhi from 20th Jul 2009 to 10th Aug 2011 (Affiliated to GGS IP University-New Delhi).

Administrative Experience

Contribution to Corporate Life of Central University of Haryana		
1	Convener, Career Counselling, Training and Placement Cell of the University.	2014-2018
2	Convener, Quality Management Cell for Skills and Proficiency Building and Opportunity Creation.	2014-2016
3	Center Supdt for conducting written examination for the post of LDC	2017
4	Dy. Center Superintendent, To conduct written test for Non-Teaching position (AR, SO and Others) by Central University of Haryana	2015
5	Observer, To conduct written test for Non-Teaching position (UDC) at Central University of Haryana	2016
6	In-charge, Examination Branch (Additional charge).	2016
7	Member Committee for launching B. Voc Program in 2014.	2014
8	Member Committee for deciding the rates for the practical examinations for UG and PG.	2015
9	Member Committee for preparation the guidelines for the hostels.	2015
10	Dy. Supdt. for conducting TEE-2014	2014
11	Member for Committee to review and reform the examination process in the University.	2016
12	Member Discipline Committee of the University	2016
13	Member Committee to review and revise the PG Ordinance of the university.	2016
14	Member Committee for publication division of the University.	2016
15	Member Committee for physical stock verification in the university.	2016
16	Member, BOS for the department of Law for one year.	2014
17	Coordinator, CUCET-2013	2013
18	Nodal Officer, CUCET-2014	2014
19	Nodal Officer, CUCET-2015	2015
20	Nodal Officer, CUCET-2016	2016
21	Nodal Officer, CUCET-2017	2017
22	Warden, University Mess	2013-14
23	Member, Committee for allotment of rooms for Deans and Heads	2014
24	Member, IQAC	2014
25	Member, Committee for purchase of table/chairs for office and university mess	2014
26	Member, Committee for purchase of software for Exam Branch	2016
27	Member, Academic Council, CUH	2018-21

28	Member, University Court, CUH	2018-21
29	Member, Swastha Bharat Abhiyan Committee for CUH	2015-18
30	Member, Committee for Development of Sports Facilities in Central University of Haryana	2015-16
31	Manager, Volley Ball Team (CUH) to participate in North Zone Inter University Tournament	2016
32	Member, Information Brochure Preparation Committee for CUH	2015-2017
33	Member, Equal Opportunity Cell, Central University of Haryana	2014-2018
34	Member, Escort Committee for NAAC Peer Team at Central University of Haryana	2017
35	Member, SSR preparation Committee for NAAC	2017

Research Project

- Completed Major Research Project (11.05.2018) entitled “Impact of Panchayati Raj Institutions on Rural Transformation: A Study of Selected Districts of Haryana” with a grant-in-aid of Rs. 9 (Nine) Lakh from ICSSR, New Delhi.

PhD Supervised and Awarded

Sl. No.	Name of Scholar	Title of Thesis	Status	Year
1	Ravinder Kaur	Price Behaviour of Selected Sensex Stocks: Fundamental and Technical Analyses	Awarded	2016
2	Arun Yadav	A Study of Problems and Prospects in Mass Adoption of Mobile Broadband Services in Southern Haryana	Awarded	2017
3.	Sarwendu Tiwari	A Study of Impact of Mutual Funds on Indian Capital Market	Awarded	2020
4	Rajesh Kumar	A Comparative Study of Service Quality among Banks in India	Awarded	2020
5.	Purnima Singh	Shifting Paradigms of Corporate Social Responsibility: An Analysis of Select Organisations of Sonbhadra Region	Awarded	2020
6	Geeta Rani	Consumer Attitudes towards Eco-Friendly Packaged Products: A Study in selected Districts of Haryana	Awarded	2022

Research Papers Published

- Published an article **“Consumers’ purchase behaviour and green marketing: A synthesis, review and agenda”** in International Journal of Consumer Studies (ABDC-A Category Journal), (16 Jun, 2021). DOI: 10.1111/ijcs.12722
- Published an article **“Mapping Retail Service Quality and Customer Satisfaction in Emerging Markets”** in IITM Journal of Business Studies (UGC-CARE Listed), 8(1), 193-199 (January – December 2021).
- Published an article **“Performance Evaluation of Mutual Funds using Sharpe, Treynor and Jensen Ratios”** in Finance India, The Quarterly Journal of Finance, Indian Institute of Finance, A Scopus Indexed and ABDC Listed Journal, Vol. XXXVI39, February 2020, ISSN: 0970-3772.
- Published an article **“Functioning of Panchayati Raj Institutions: An Evaluation with the Perspective of Beneficiaries of Haryana State”** in Journal of Rural Development (JRD), A Scopus Indexed Journal, Vol. 39(2), Apr-June 2020, 187-206, ISSN: 0975-4601
- Published an article **“Consumer Attitudes towards Eco-Friendly Packaged Products: A Study in Haryana”** in INSPIRA Journal of Modern Management & Entrepreneurship, Double Blind Peer Reviewed, Vol. 10, No. 01, January 2020, E-ISSN: 2231-167X.
- Published an article **“Study of Consumer Awareness towards Eco-Friendly Packaged Products”** in International Journal of Advanced Research in Commerce, Management & Social Science, Double Blind Peer Reviewed, Vol. 02, No. 04, Oct - Dec 2019, E-ISSN: 2581-7930.
- Published an article **“Investigating Factors Impacting Adoption of Mobile Services: An Indian Perspective”** in SAARANSH - RKG Journal of Management, A Refereed and Peer Reviewed Journal, Vol. 10, No.2, Jan 2019, ISSN: 0975-4601
- Published an article **“Investigation of Factors Influencing Mobile Broadband Adoption in Gurugram Province of Southern Haryana”** in Effulgence, A Refereed Management Journal By Rukmini Devi Institute of Advanced Studies, Vol. 16, No.1, Jan–Jun 2018, ISSN: 0972-8058
- Published an article entitled **“Comparative Study of Customer Perception towards Public, Private and Foreign Sector Banks: A Case Study of Delhi NCR”** in ADROITIC, An International Refereed Quarterly Research Journal, Vol 3, No, 4, April-June, 2017 with ISSN 2349-6274.
- Published an article entitled **“Corporate Social Responsibility in India: A journey towards Social Transformation”** in Asian Journal of Research in Business Economics and Management Vol 7, No.8. ISSN: 2249-7307 (online).
- 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 **“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 **“Market Forces and the Changing Behaviour of Media Houses in Contemporary Scenario: An Analytical Study”** Vol. 12 No. 1 January-June 2014 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 **“Empowerment Gram Sabha through Social Audit”** Kurukshetra - A Journal on Rural Development, Vol. 60 No. 10, May 2013, ISSN: 0021-5660
- 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
- **“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
- **“An Empirical Study on Customer-Retailer Relationship in Rural Markets”** published by IITM Journal of Management and IT, Vol. 3 Issue January-June 2012 with ISSN: 0976-8629.
- **“Agile Leadership and Organization Development: An Empirical Study”** paper published by ASBM Journal of Management-Bhubaneswar, Vol. IV, No. 1, 2011, refereed journal.
- Published an article entitled **“Study of Balance Funds and their Impact on Indian Capital Market”** in SYNERGY: I.T.S. Journal of I.T. & Management published by Institute of Technology & Science, Vol.14, No.2 (Jul – Dec 2016) with ISSN 0972-7361
- **“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.
- **“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.
- **“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
- **“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.

- 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.
- “**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

Chapters in Edited Books

- Contributed a chapter entitled “**Rural management in Digital Era**” in the Proceedings of 9th National Conference on ‘People, Planet & Profit in Sustainable Development & Contribution of IT, Media & Management” by Trinity Institute of Professional Studies with ISBN 978-93-86789-40-2 in 2018.
- 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.
- Published an article entitled “**Role of Marketing in Public Administration**” in Proceedings of 8th National Conference on ‘People, Planet & Profit in Sustainable Development & Contribution of IT, Media & Management” by Trinity Institute of Professional Studies with ISBN 978-93-86789-40-2 in 2018.
- Published a research paper entitled “**Digitisation in Line of Reshaping Digital Transactions**” in Conference Proceedings with ISBN 978-93-86256-51-5 of International Conference on “The New Digital Age: Reshaping Strategies for Business Organisation” conducted on 23-24 Feb 2017 by Amity Business School, Gurugram.
- 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 “**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.
- 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.
- 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.
- 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.

Book Published

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

Popular Articles

- **“Followership: An Unforgettable Issue”** published on 16th Jun 2010 in International Web Journal ‘associated content.com’.
- **“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 July 2010 issue (RNI No. DEL/BIL/2004/14598).

Research Papers Presented

- Presented a research paper **“Teaching Management through Science and Arts”** in two days National Conference on ‘Transcending Borders and Disciplines: Culture, Literature and Society’ organized by Internal Quality Assurance Cell (IQAC), Central University of Haryana from April 27-28, 2019.
- Presented a research paper **“Rural Management in Digital Era”** in National Conference on ‘India at the Crossroad of Development and the role of Management, Commerce, IT, Media & Law’ organized by Trinity Institute of Professional Studies, Delhi, on April 20, 2019.

- Presented a research paper **“Consumer Protection Issues in E-commerce & its Impact on Business-Customer Relationship”** in National Conference on ‘Consumer Protection in E-Commerce and Digital Era: Issues and Challenges’, jointly organized by Department of Law and Commerce, Central University of Haryana from 17-18 September 2018.
- Presented a research paper **“Role of Marketing in Public Administration”** in National Conference on ‘People, Planet & Profit in Sustainable Development & Contribution of IT, Media & Management’, organized by Trinity Institute of Professional Studies, Delhi, on April 07, 2018.
- Presented a research paper **“Mobile Broadband: A Road Towards M-Banking”** 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 **“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 02-03, 2017.
- Presented a research paper **“Digitization 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 an 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 **“ICT as Catalyst for Empowering Rural India”** at National Conference on the topic “Gram Panchayat-Lessons in Effective Governance for 21st Century India” organized by Rukmini 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 **“Role of Women Teacher in Society”** at National Seminar on “Women Education in India: Opportunities and Challenges” organized by BLS Institute of Technology Management on 29.03.2011.
- 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.

Conferences/Seminars/Workshops/Lectures Attended

International:

- 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)”**, organised 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:

- Attended two day National Workshop-cum-Seminar on **“Health, Hygiene and Sanitation”** organized by YRC, Central University of Haryana from 21-22 March 2016.
- Attended 7th National Conference on **‘Demonetization to e-Monetization: The Road Ahead and Contribution of IT, Media and Management’** organized by Trinity Institute of Professional Studies (affiliated to GGSIP University, Delhi) on March 25, 2017.
- 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 25thMar 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 30thOct 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.

Workshops:

- Successfully completed **One-Week Online National Workshop** on “Applications of Mathematical and Statistical Tools” jointly organized by Department of Mathematics, Department of Statistics and School of Education under the Scheme of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT), Central University of Haryana, Mahendergarh, India from March 20-24, 2021.
- Successful completed **One-Week Online Research Methodology Workshop** conducted by SHoDH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi as knowledge partner from 3rd July - 9th July, 2020.
- Completed the **One-week Online Course** on Community University Engagement: Moving towards Engaged Teaching, Research and Service organised by PRIA and AIU from 18-22 May 2020.
- Attended three day national workshop on “Teaching, Learning and Evaluation Online with Moodle MOOC Platform & Open Education Resources” organized by Central University of Haryana from 14-16 May 2018.
- Attended two day workshop for Administrative & Ministerial Staff organized by Central University of Haryana from 13-14 Feb 2018.
- Attended a lecture on “**Evolution of Brand Institution**” on 21stFeb 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, MCMI-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

- Successfully completed **One-Week Online FDP** on “Development and Delivery of MOOCs and E-Content” jointly organized by Central University of Haryana, Mahendergarh under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) and IQAC, Deshbandhu College, University of Delhi, New Delhi, from 26th June, 2020 to 1st July 2020.
- Attended One Day Vice Chancellor’s Colloquium on the theme “Sharing Resources for Quality Higher Education and Research” on 14.11.2017, organized by School of Education, Central University of Haryana.
- 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, 2015 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 Three Weeks (21 days) UGC sponsored Refresher Course from 05.12.2016 to 24.12.2016 conducted by UGC-Academic Staff College, HP University, Shimla and obtained A Grade.
- Attended 03 day short term course workshop on “**Effective Teaching through Case Study Methodology**” at IIT Delhi from 05 to 07 Mar 2010.

Session Chaired

- Chaired a session in International Conference on ‘**Sustainable Development through Cooperatives**’ organized by Central University of Haryana on Mar 27. 2018.
- Chaired a technical session in National Seminar on “Make in India: A Road Ahead” organised by Department of Economics, Central University of Haryana on 17-18 Mar 2016.
- 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 Rukmini 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 Rukmini Devi Institute of Advanced Studies (affiliated to GGSIP University, Delhi) on April 21, 2012.

Expert/Guest Lecture

- Delivered a lecture ‘How to prepare questionnaire?’ on 9th Jun 2021 as **Resource Person** in 7-Day Faculty Development Program (FDP) On Research Methodology Organised by Department of Management in collaboration of IQAC, S. D. College, Hoshiarpur from 6th Jun to 12th Jun 2021.
- Delivered an expert lecture on ‘Sampling Design’ on 5th July 2020 as a **Resource Person** in One-Week Online Research Methodology Workshop” conducted by SHoDH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi as knowledge partner from 3rd July - 9th July, 2020.
- Delivered an expert lecture on ‘Questionnaire Formulation and Pilot Testing’ on 6th July 2020 as a **Resource Person** in One-Week Online Research Methodology Workshop” conducted by SHoDH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi as knowledge partner from 3rd July - 9th July, 2020.
- **Resource Person** in the National Webinar on “Importance of Soft Skills & Technology in Career Development”, organised by RPS Group of Institutions, Mahendergarh on 31.05.2020.
- Delivered an extension lecture on 23.02.2018 at Govt. PG College Ateli on the topic “Social Networking – A New Trend of Marketing”.
- Expert to conduct viva-voce of MBA Students on Data Analysis through Excel at BVIMR, New Delhi on 29.11.2014.
- Expert to conduct viva-voce of MBA students on Data Analysis through Excel at BVIMR, New Delhi on 21.02.2015.
- Participated as a resource person in One Week Workshop on the topic “**Brainstorming, Discussions and Experience Sharing**” organised by Department of Statistics and Education from April 15-20, 2015.
- 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.

Additional Achievements

- Awarded **Best Researcher**-Social Sciences (Impact Category) by Central University of Haryana for the year 2021.
- Adhoc Reviewer of
 - International Journal of Consumer Studies, Wiley
 - Journal of Marketing Theory and Practice, Taylor & Francis
 - International Journal of Market Research, Sage
 - FIIB Business Review, Sage
 - Journal of Public Affairs, Wiley

(AJAI PAL SHARMA)