



## DR. MANISH KUMAR

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### Highlights of Achievements and Qualifications

<b>Education</b>	PhD. in the faculty of Business Studies UGC-NET-JRF, June 2010 MBA ( Marketing and HR ) from Punjabi University, Patiala
<b>Total experience</b>	5.07 years
<b>Teaching Experience</b>	5.01 Years (till up to Jan. 2022)
<b>Industry Experience</b>	
<b>Total publications</b>	6 months with Govt. Bank 4 ( 2 research papers + 2 conference proceedings)
<b>Papers in Journals</b>	2 in refereed journal papers
<b>Other Papers</b>	2 other papers in books and proceedings
<b>Conference Presentations</b>	6 presentations in international & national conferences ( 1 presentation at IIT-R)
<b>FDP Attended</b>	8
<b>Workshop Attended</b>	4
<b>Fellowship</b>	Awarded with UGC Junior & Senior Research Fellowship

### EMPLOYMENT DETAILS

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#### Jan' 20 to till up to date: Central University of Haryana as Assistant Professor in Dept. of Mgmt. Studies

##### Key Result Areas

- Serving as faculty in domain of Management Studies and teaching courses of Economics for Engineers, Essentials of Management, Fundamentals of Management and Entrepreneurship.
- Involved in teaching sections of B. Tech second, third & fourth year of semesters: third, fourth, fifth & seventh
- Involved in teaching sections of M.B.A first & second year.
- Involved in guiding major research projects of MBA students.

#### July '17 to Dec' 17: Lovely Professional University as Assistant Professor in Dept. of Management

##### Key Result Areas

- Served as faculty in domain of Management Studies and taught courses of Business Economics and Managerial Economics
- Involved in teaching sections of MBA first year and first semester, BBA and third semester of B.Com (Prof.) and BCA

#### June'11 - to June'16: Punjabi University, Patiala as JRF & SRF in School of Management Studies

##### Key Result Areas

- Served as research scholar and taught courses of Advertising & Sales Management, Human Resource Management, Marketing Management and Organizational Development & Change
- Involved in teaching sections of MBA final and second semester

#### Sept'08 - May'11: Lovely Professional University, Jalandhar as Lecturer in Dept. of Management

##### Key Result Areas

- Served as faculty in domain of Management Studies and taught courses of Services Marketing, Strategic Management, Managing Human Elements at Work and Managerial Economics
- Involved in teaching sections of MBA final and second semester, B.Tech (Regular & Leet) and BCA
- Functioned as a mentor of 8 students for Capstone Marketing Research Project

## **PREVIOUS EXPERIENCE**

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June'07 - Nov'07: State Bank of Patiala, Delhi as Customer Relationship Executive

## **ACADEMIC DETAILS**

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- **Ph.D (Business Studies) from Punjabi University, Patiala, India**  
*Under the guidance of Dr. Parneet Kaur in Management Department at PU, Patiala*  
Topic of Research: Economies of Scope and Scale For Agricultural Marketing Cooperatives: A Case of Markfed
- **UGC-NET-JRF** in the subject of Management, June 2010
- **MBA (Marketing and HR)** from Punjabi university, Patiala, India in 2007
- **B.SC (Medical)** from Govt. Ranbir College, Sangrur, India in 2005

## **PUBLICATION**

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- Research paper entitled "*Investors' Perception towards Investment Objectives with regard to Internet Stock Trading in India*" published by the department of Management Studies, Indian Institute of Technology Roorkee in conference proceedings, pp 181-195, 2012, ISBN: 978-93-81583-46-3, Co-authors.
- Reviewed article entitled "*Impact of Globalization on Higher Education Scenario in India*" published by Patel Memorial College in conference/seminar proceedings, pp 65 -77, 2012, ISBN: 978-81-922568-8-7.
- Research paper entitled "*Consumer Preferences and Awareness towards ready to eat products of Cooperatives – A Case of Markfed*" published in International Journal of Management Research and Review, Vol. 6, No. 1, pp 59-72, Jan. 2016, ISSN: 2249-7196, Co-authors.
- Research paper entitled "*Consumer Perception towards ready to eat products of Cooperatives – A Case Study of Markfed*" published in the Indian Management Studies, Journal of School of Management Studies, Punjabi University, Patiala Vol. 20, No. 2, pp 19-32, Oct. 2016, ISSN: 0974-4355, Co-authors.

## **CONFERENCE/SEMINAR PAPERS**

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- Paper presented at UGC Sponsored Seminar on the topic of "*Impact of Globalization on Indian Higher Education Scenario*" organized by Patel Memorial National College Rajpura.
- Paper presented at PCMA International Conference on the topic of "*Marketing Practices of MSMEs Challenges Faced and Government Initiatives*" organized by GSSDGS Khalsa College Patiala on December 16<sup>th</sup> and 17<sup>th</sup>, 2011.
- Paper presented at PCMA National Conference on the topic of "*Contribution of banks for the development of MSMEs in India*" organized by VidyaSagar College of Management & Technology on March 17<sup>th</sup>, 2012.
- Paper presented at National Conference on the topic of "*Investors' Perception towards Investment Objectives with regard to Internet Stock Trading in India*" organized by the department of Management Studies, Indian Institute of Technology Roorkee held on June 1-2, 2012.

- Paper presented at UGC Sponsored National Conference on the topic of “*Corporate Governance and Ancient Indian Wisdom – An Understanding and Application of Concepts of Holy Scriptures*” organized by the Department of Commerce, R.K.M.V. Shimla (H.P.) on June 30th and July 1st, 2012.
- Paper presented at National Seminar on the topic of “*Health Care Innovations for Value Creations*” organized by the PG Department of Commerce, Multani Mal Modi College, Patiala on April 6<sup>th</sup>, 2013.

#### **WORKSHOP/FDPs/FIP/WEBINARS**

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- Participated in Workshop on “*Management Strategies for Competitive Advantage*” organized by the Department of School of Management Studies, Punjabi University Patiala, held from July 23<sup>rd</sup>-29<sup>th</sup>, 2011.
- Participated in UGC Sponsored 7 Days Workshop on “*Interactive workshop for PhD Students*” held at UGC-Academic Staff College, Punjabi University Patiala Dated: 9<sup>th</sup> - 16<sup>th</sup> June, 2014.
- Participated in One Week Online Faculty Development Programme on “*Entrepreneurship and Start- up Policies 2017*” organized by NITTTR, Chandigarh Dated: 11-05-2020 to 15-05-2020
- Participated in One Week Online Faculty Development Programme on “*Big Data Analytics*” organized by NITTTR, Chandigarh Dated: 18-05-2020 to 22-05-2020
- Attended National Webinar on “*Efficacy of Shrimad Bhagavad Gita in the Current Scenario (Corona-Virus Covid 19- Pandemic)*” organized by Central University of Haryana, Mahendergarh Dated: 31-05-2021
- Attended Webinar on “*Water Resources: Challenges & Research Needs*” organized by Department of Civil Engg. Central University of Haryana, Mahendergarh Dated: 09-06-2020
- Attended three days International Webinar on “*Capacity Building For Managers in Post Pandemic Scenario*” organized by Department of Management Studies, Central University of Haryana, Mahendergarh Dated: 13-06-2020 to 15-06-2020
- Attended Webinar on “*Responsive Counselling*” organized by Department of Psychology & School of Education, Central University of Haryana, Mahendergarh Dated: 19-06-2020
- Participated in One Week Online Faculty Development Programme on “*Management of Small and Medium Enterprises*” organized by NITTTR, Chandigarh Dated: 22-06-2020 to 26-06-2020
- Participated in One Week Online Faculty Development Programme on “*Development and Delivery of MOOCs and E-Content*” organized by Central University of Haryana under the aegis of PMMMMNTT and IQAC, Deshbandhu College, University of Delhi Dated: 26-06-2020 to 01-07-2020
- Attended International Webinar on “*Mental Health and You: Learn to be Responsible*” organized by Department of Psychology, Central University of Haryana, Mahendergarh Dated: 18-07-2020
- Participated in One Week Online Faculty Development Programme on “*Evaluation and Setting Question Papers*” organized by NITTTR, Chandigarh Dated: 20-07-2020 to 24-07-2020
- Participated in One Week Online Faculty Development Programme on “*Developing Employable Skills*” organized by NITTTR, Chandigarh Dated: 03-08-2020 to 07-08-2020
- Participated in One Month Online Faculty Induction organized by “*UGC-HRDC, Jamia Millia Islamia, New Delhi*” Dated: 05-10-2020 to 03-11-2020.
- Participated in One Week Online Faculty Development Programme on “*Skill Development and Rural Technology Innovation*” organized by NITTTR, Chandigarh Dated: 26-07-2021 to 30-07-2021

#### **PERSONAL DETAILS**

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Date of Birth: 21<sup>st</sup> Nov., 1983

Marital Status: Married

