



RESUME

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Nationality	INDIAN
Sex	Male
Date of Birth	06/26/1976

Academics

Academic Background:

1. Ph.D. in MBA (HRD) Faculty of Management Studies V.B.S. Purvanchal University, Jaunpur (UP) in 2012.
2. M.B.A. (Marketing), Chaudhary Charan Singh University, Meerut (UP) in 2002.
3. B.Com. (Marketing, Accounting), B.P.G.C. Kushinagar (Affiliated to DDU, University, Gorakhpur) in 1995.

Papers Taught:

1. Marketing Management
2. Sales & Distribution Management
3. Advertising Management
4. Integrated Marketing Communication

Teaching Experience & Industry Experience – 21 Years

1.	Lecturer, Institute of Planning & Management, Jaunpur (Affiliated to GBTU, Lucknow) July 2009 to July 2012
2.	Assistant Professor, Raj School of Management Science, Varanasi (Affiliated to GBTU, Lucknow) since, August 2012 to July 2014
3.	Associate Professor, KIPM College of Management, Gorakhpur (Affiliated to AKTU, Lucknow) since, August 2014 to June 2018
4.	Professor & Director, KIPM College of Management, Gorakhpur (Affiliated to AKTU, Lucknow) since, July 2015 to November 2023
5.	Professor, KIPM College of Management, Gorakhpur (Affiliated to AKTU, Lucknow) since, December 2023 to till date

Academic Assignment:

1. Examination Controller, Institute of Planning & Management , Jaunpur since 2009 to 2012.
2. Head of Department M.B.A., Raj School of Management Science, Varansi since July 2013 to July 2014.
3. Head of Department M.B.A. , KIPM College of Management, Gorakhpur since August 2014 to June 2015.
4. Supervisor of Projects.
5. Appointed as paper setter in university examination.

Administrative:

1. Member of student grievances cell.
2. Member of Anti-Ragging Committee
3. Member student welfare Committee
4. Coordinator Training & Placement Cell

Participation in Seminar, Conferences and Symposium -14

1. Participated in NGO and Rural Development Conference at VBS Purvanchal University, Jaunpur on 23-24, December 2004.
2. Participated in National Conference on Youth and Psycho-social dimensions of gender justice on 3-4 November 2009 at VBS Purvanchal University, Jaunpur
3. Participated in National Symposium on Mass Media, Technology and Social Change on April, 20-21, 2010 organised by Department of Mass Communication, VBS Purvanchal University, Jaunpur.
4. Participated in National Symposium on Human Rights : Issues and Strategies organized by V.B.S. Purvanchal University Jaunpur.

5. Participation in International Webinar on A Pathway to Research Gate organized by St Francis De Sales College, Bengaluru.
6. Participation in Webinar on “Cyber Safety “organized by Department of Psychology, Miramar , Goa on 13 th January 2023.
7. Participation in International Webinar on “Economics and Literature” organized by Vishwaneedam Centre for Asian Blooming” Puducherry conducted on December 18, 2022.
8. Participation in IP Awareness/ Training Programme Intellectual Property Office, India 4th January 2023.
9. Participated in National Seminar organized by Department of Business Administration, Chennai on 20th to 25 January 2023.
10. National Webinar on Wealth Creation Through Personal Financial Management organized by Department of Management Army Institute of Management, Kolkatta on 13th March 2023.
11. National Seminar on "Fundamentals of Research Methodology" on 17th April 2023, organized by Department of Library and Information Science & Department of Physics, Sangameshwar College, Solapur, Autonomous.
12. National Webinar on Financial Empowerment and Career Opportunities in Financial and Securities Market organized by Department of Commerce Presidency University, Bangalore held on 9th May 2023.
13. Participation in IP Awareness/ Training Programme organized by Intellectual Property Office, India held on 4th January 2023.
14. Participation in the online session on “AI powered Academic Writing: Exploring Opportunities for Researchers and Educators” organized by Department of Research& Publications, A2Z Edulearning Hub, India held on 10th October 2023.

Workshops -21

1. Workshop on Research Methodology and Multivariate Analysis organized at VBS Purvanchal University, Jaunpur from 28th Sept. to 4th Oct. 2005
2. ICSSR Workshop on Statistical Methods in Test Construction organized at VBS Purvanchal University, Jaunpur from 1st Nov. to 7th Nov. 2006.
3. ICSSR Workshop on Using Multivariate Statistics in Psychological Research on 12 March to 18th March 2008organized by by Department of Applied Psychology, VBS Purvanchal University, Jaunpur.

4. International Workshop on School Counselling on Nov. 2-3,2010 organised by Department of Applied Psychology, VBS Purvanchal University, Jaunpur.
5. Workshop on Qualitative Analysis: A Community Perspective on 10 November 2016, organized by Maharshi Dayanand University, Rohatak.
6. Workshop on GST on 22 July 2017, organized by Department of Commerce D.D.U. Gorakhpur University, Gorakhpur.
7. Workshop on Research Methods in Social Sciences organized at Feroze Gandhi College Raebareli, from 23th to 24th Jan. 2018.
8. Workshop on Universal Human Values (online) organized by All India Council for Technical Education, from 26th to 30th May 2020.
9. National Workshop on Research Methodology and Data Analysis (online) held on 21 to 27 March 2022 organized by Gs College of Commerce Jabalpur (M.P.)
10. Workshop on Academic Bank of Credits (online) held on 13 June, 2022 organized by the UGC organized by Doctor Harisingh Gour (A Central University) Vishwavidyalaya, Sagar (MP)
11. Workshop on Internationalization of Higher Education in India (online) held on 14 June, 2022 organized by the UGC organized by Doctor Harisingh Gour (A Central University) Vishwavidyalaya, Sagar (MP)
12. Workshop on Educational Framework for Global Citizenship in Higher Education (online) organized by the UGC organized by Doctor Harisingh Gour (A Central University) Vishwavidyalaya, Sagar (MP) on 15 June, 2022
13. Workshop on Good Academic Research Practices (online) held on 17 June, 2022 organized by the UGC organized by Doctor Harisingh Gour (A Central University) Vishwavidyalaya, Sagar (MP)
14. Workshop on Developing “Effective Case study” (online) organized by Meghe Institute of Management on 23rd and 24th January 2023.
15. Workshop on Developing “Research Methodology” (online) on 15 June, 2022 organized by UDAN Educational Services on 5th February to 12th February 2023.
16. Workshop on Developing “Systematic Literature” (online) organized by Nuhianwali Education Society, Sirsa, Haryana on 27th February to 1st March 2023.
17. Workshop on AI Research Tools for Academic Writing” (online) organized by Manusriptedia, Kanyakumari on 25th March to 26th March 2023.
18. Workshop on “Ameliorative Development in Higher Education” (online) organized by UDAN Educational Services on 18th April 2023 & 19th April 2023.
19. Workshop on “Academic Integrity and Prevention of Plagiarism” (online) organized by UDAN Educational Services on 16th July 2023 & 18th July 2023.
20. Workshop on “Skills for Research Paper Writing and Publication” (online) organized by Art, Science and Commerce College, Ambad, Dist. Jalana held on 25th October 2023.

21. Workshop on “The Impact of AI tools: ChatGPT & Google Bard in Modern Research” (online) organized by Bharat Digital Academy, Aligarh (U.P.) held on 03-04 December 2023.

Paper Presentation in Seminars & Conferences – 23

1. Paper presented in National Seminar on New Directions In Applied Psychology organized by Department of Applied Psychology , VBS Purvanchal University, Jaunpur on 8th & 9th March 2003.
2. Paper presented in National Seminar on Rural Development organized by Department of Applied Psychology , VBS Purvanchal University, Jaunpur on 22th & 23th December 2004.
3. Paper presented in National Conference on Women Empowerment and Rural Development: NGO Perspective organized by Department of Applied Psychology , VBS Purvanchal University, Jaunpur on 15th March 2008.
4. Paper presented in National Seminar on Role of University Youth in Gender Equality and Women Empowerment organized by Department of Applied Psychology , VBS Purvanchal University, Jaunpur on 3rd March 2009.
5. Paper presented in International Conference on Counselling and Community Psychology Dec. 17-19,2011 organised by Department of Applied Psychology, VBS Purvanchal University, Jaunpur.
6. Paper presented in National Seminar on Economic Development and Mobility of Agricultural Laborers in Eastern U. P.: Problems and Prospects organized by Department of Economics , Hindu P. G. College Jamania, Gazipur, on 29th & 30th September 2012.
7. Paper presented in National Seminar on Inclusive Growth of Tribes in India : Myths and Realities organized by Department of Business Management, Indira Gandhi Tribal University Amarkantak March-24-25.2012.
8. Paper presented in National Seminar on Inclusive Growth in India on 7-8 April 2012 organized by Department of Economics Arya Mahila College, Varansi.

9. Paper presented in National Seminar on Role of FDI in Multi-Brand Retailing: Opportunities and Threats organized by Department of Economics, S.B.P.G. Baragaon, Varansi.
10. Paper presented in National Conference on MSME: Challenges and Opportunities in Eastern UP, organized by Department of Management & Commerce, SHEPA, Varansi on 6th & 7th June 2014.
11. Paper presented in National Seminar on Emerging Trends in Applied Psychology on 11&12 Feb 2014 organised by Department of Applied Psychology, VBS Purvanchal University, Jaunpur.
12. Paper presented in International Conference on Youth and Well Being organized by Department of Applied Psychology , Guru Jambheshwar University, Hisar on 11th & 12th November 2016.
13. Paper presented in National Seminar on Innovative Business Practices for Contemporary Growth & Sustainable Development on 26&27 Feb 2017organised by Department of Business Administration, RAJ School of Management & Sciences.
14. Paper presented in National Conference on Paradigm Shift in Agri-Business and Rural Development organized by Department of Management Studies, Banaras Hindu University, Varansi on 5th March 2017.
15. Paper presented in National Conference on Make In India “ Empowering Economic Development in New Era” organized by Department of Management Studies, BVM College of Management Education, Gwalior on 28th & 29th January 2017.
16. Paper presented in National Conference on Emerging Business Practices organized by Department of Management Studies, Banaras Hindu University, Varansi on 7th August 2018.
17. Paper presented in National Seminar on Working Women in Unorganized Sector in India organized by Department of Economics eArya Mahila College, Varansi on 20th&21 January 2020.
18. Paper presented in National Seminar on Indian Education System and Employment on 16&17 Feb 2020 organised by Department of Business Administration, RAJ School of Management & Sciences.
19. Paper presented in International Conference on Community Psychology organized by Department of Psychology St. Wilfred P. G. College , Jaipur on 31 Jan – 1Feb 2020.
20. Paper presented in International Conference on Entrepreneurship Development in India organized by Tradepreneur Global Academic Platform, UK, CT university, Ludhiana and AGP university Shimla on 2021.
21. Paper presented in National Conference on Management Beyond Metros: Opportunities& Challenges organized by AGP university Shimla on 6th April 2023.

22. Paper presented in International Conference on Industry 5.0: Sustainability and Innovations organized by G R Damodaran Academy of Management, Coimbatore, Tamil Nadu, held on 26th April 2023.
23. Paper presented in International Conference on Business, Management, Social and Economical Advancement organized by Warsaw University of Life Sciences, Poland, held on 21 -22 October 2023.

FDP's – 16

1. 5 Days Online Faculty Development Programme on “Practical Approach to Life Skills” (online) held from 20/12/2022 at Sri Balaji College of Engineering and Technology, Jaipur.
2. 7 Days Online Faculty Development Programme on “Research Methodology, Analysis Tools and Techniques” (online) held from 28/12/2022 to 03/01/2023 organized by Theivanai Ammal College for Women Villupuram Tamilnadu.
3. 5 Days Online Faculty Development Programme on “Practical Approach to Life Skills” (online) held from 20/12/2022 at Sri Balaji College of Engineering and Technology, Jaipur.
4. International Faculty Development Programme on Qualitative and Quantitative Research Design(online) n organized by Eudoxia Research University, USA on 17th January to 25th January 2023.
5. International Faculty Development Programme on Manuscript Drafting and Publication” (online) organized by Eudoxia Research University, USA on 27th January to 4th February 2023.
6. Faculty Development Programme on “ Teaching Pedagogy & Outcomer Based Education System in NEP 2020 “(online) organized by Government Degree College , Timarani, Hrada (M.P.) on 20th February to 25 February 2023.
7. Faculty Development Programme on “ Design & Development of Online Course “(online) organized by UDAAN Educational Services on 20th March to 26th March 2023.
8. International Faculty Development Programme on Mechanics of Data Interpretation for Effective Research Paper Drafting and Publication (online) organized by Eudoxia Research University, USA on 22th March to 27th March 2023.
9. Faculty Development Programme on “ Professional Growth and Mental Health “(online) organized by EMOCARE & Gokul Global University, Siddhipur on 27th March to 31st March 2023.
10. Faculty Development Programme on “Developing Potential-Emerging Technologies” (online) organized by Sri Balaji College of Engineering and Technology, Jaipur from 25/04/2023 to 29/04/2023.

11. 5-days National Level Advanced Faculty Development Programme on “Research Proposal Writing For Funding Project :Opportunities and Future Aspects” (online) organized by School of Engineering and IT in association with IPR CELL & IQAC CELL at ARKA JAIN University, Jamshedpur, Jharkhand from 24th-28th April 2023.
12. One Week Faculty Development Programme on “Transformational Teaching with ICT Tools to Enhance Learning” (online) organized by Atal Bihari Bajpayee University, Bilashpur (C.G.) from 03/07/2023 to 08/07/2023.
13. 5 Days Faculty Development Programme on “Blend Learning” (online) organized by Al Shifa College of Arts& Science, Perinthalmanna, Kerala from 01 August- 07 August 2023.
14. 5 Days Faculty Development Programme on “Blend Learning” (online) organized by Al Shifa College of Arts& Science, Perinthalmanna, Kerala from 01 August- 07 August 2023.
15. One Week Faculty Development Programme on “Inter- Disciplinary Qualitative Research” (online) organized by K.R. Mangalam University, Gurugram (Haryana) from 18th – 25th September 2023.
16. 5 Days International Faculty Development Programme on “Challenges on Management Education in the Context of” (online) organized by Sakalchand Patel University, Gujrat, from 9-13 October 2023.

Refresher Course – 2

1. UGC Sponsored Inter/Multidisciplinary Refereshher Course on Mission Atamanirbhar Bharat: Challenges and Measures (online) organized by by Doctor Harisingh Gour (A Central University) Vishwavidyalaya, Sagar (MP)
2. UGC Sponsored Refereshher Course(online) organized DDU University, Gorakhpur held on 22 April- 4 March 2022.

QIP/CEP- 1

1. Participated in QIP/CEP Short Term Course organized by AICTE, New Delhi on “ Total Quality Management” at the Department of Mechanical Engineering, IIT (BHU), Varansi during July 13-17, 2017.

Capacity Building Programme – 1

1. Capacity Building Programme on Research and Publication Ethics(online) held on 18 to 24 April 2022 organized by Sandip University, Nashik, Maharashtra.

Short Term Course- 1

1. Short Term Course on “The art of professionalism ” (online) from 10-17th April 2023 organized by Dr. M.G.R. Educational Institute, Maduravogal, Chennai (TamilNadu).

Ph. D. Guidance - 1 (Pursuing)

Chapter in edited books – 12

1. Customer Relationship Management
2. Evolution and Prospect of Rural Management
3. Skill Development and Entrepreneurship
4. Sustainable Resource Management through Innovative Management Practices
5. Agri business Marketing
6. Economic Growth and Sustainable Development
7. Changing Paradigm in Business Practices
8. Multidisciplinary subjects for Research
9. New Dimensions in Marketing Management
10. Multidisciplinary Subjects for Research
11. Contemporary Environmental Challenges In India
12. Emerging Environmental Issues

Book - 1

1. “ Paradigm Shift in Management”

Reviewer: 3

1. International Journal of Research & Analytical Reviews, UGC approved Journal
2. Journal of Emeging Technology and Innovative Research, UGC approved Journal
3. International Journal of Creative Research Thoughts, UGC approved Journal

Research Paper Publication in Journals – 12

1. "A study of consumer emotional intelligence influencing buying behavior" published in Medha International Journal of Multidisciplinary Researches, Varansi.
2. "Women Entrepreneurship in rural context." Published in Journal Shodh Drishti Varansi.
3. Corporate Social Responsibility- It's relevance in Indian context published in International Journal Anukriti, Varansi.
4. Participative Management: Practices in Indian Industry Published in Journal Shodh Drishti Varansi.
5. Rural Entrepreneurship: Opportunities and challenges published in International Journal of Commerce, Varansi.
6. Financial Inclusion of Tribes in India published in International Journal of Commerce, Varansi.
7. A Conjoint Study of Relative Importance of Product Attributes in Apparel Purchase Decisions published in Journal of Management Value & Ethics, Vol 8, July-Sep edition 2018.
8. Rural Marketing in India: Issues and Challenges published in Journal Remarking and Analisation, volume- VII, ISSUE April 2022.
9. "Digital Marketing in India." Published in volume June 2022 in Journal Shodh Drishti Varansi.
10. "Agricultural Marketing in India – An Overview" Published in Journal Shodh Drishti Varansi in April 2022 edition.
11. "Women Entrepreneurship in India : Opportunities and Challanges" Published in Journal IJRAR Kanpur in May 2022 edition.
12. "Influence of Job Satisfaction on Job Performance of Tea Plantation Workers in West Bengal" Published in Rabindra Bharti University Journal of Economics in Vol. XVII December 2023 edition.

Reference:

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