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### Contact Information

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### Dr. Goldi Puri (M.B.A., A.P.G.D.C.A., Ph D)

11+ years of Teaching/Research and Professional Experience  
Assistant Professor,  
Institute of Hotel and Tourism Management,  
(IHTM) - (ISO 9001:2008 Certified),  
Faculty of Management Sciences,  
Maharshi Dayanand University (M.D.U)  
(NAAC Accredited 'A' Grade University)  
(A State Govt. University of Haryana)  
Rohtak -124001 Haryana - INDIA

#### ACADEMIC QUALIFICATION

#### DOCTOR OF PHILOSOPHY (PH D)

Title of PhD Thesis :

Business to Business (B2B) E-Commerce in India: A Study of Adoption, Usage,  
Satisfaction and Critical Success Factors

#### MASTER OF BUSINESS ADMINISTRATION (M.B.A)

(Specialization - Marketing & International Business)

#### BACHELOR OF COMMERCE (B.COM)

#### TECHNICAL QUALIFICATION

#### ADVANCED POST GRADUATE DIPLOMA IN COMPUTER APPLICATIONS (A.P.G.D.C.A)

#### INTEREST AREAS

Management  
Marketing (Hospitality and Tourism Marketing)  
E-commerce  
Information and communication technology (ICT's)

#### DATE OF BIRTH

27 MAY, 1979

<b>ACADEMIC WORK EXPERIENCE</b>	<p><b>CURRENT EMPLOYER</b></p> <p>Working as Assistant Professor from 24.05.2007 to till date with Institute of Hotel and Tourism Management (IHTM) - (ISO 9001:2008 Certified), Faculties of Management Sciences, Maharishi Dayanand University (M.D.U) - (A state government NAAC Accredited 'A' Grade University)</p> <p><a href="http://www.mdurohtak.ac.in/info/IHTM.html">http://www.mdurohtak.ac.in/info/IHTM.html</a></p> <p><b>UNIVERSITY WEBSITE :</b> <a href="http://www.mdurohtak.ac.in/">http://www.mdurohtak.ac.in/</a></p>
<b>PROFESSIONAL WORK EXPERIENCE</b>	<p>More than 3+ years of experience as part of Sales and Marketing team in three Multinational's Companies HDFC, HAIER, LG</p> <p><b>HDFC STANDARD LIFE INSURANCE COMPANY LTD.</b></p> <p>(Sales &amp; Marketing Team) Worked as a Sales Development Manager.</p> <p><u>Job Profile including but not limited to:</u></p> <ul style="list-style-type: none"> <li>▸ Handling the Sales operations and making a proper follow up activities.</li> <li>▸ Channel development and management-channel includes Financial Consultants.</li> <li>✓ <u>Achievements</u></li> <li>▸ Planned and executed Trade Marketing Programs.</li> <li>▸ Regular Target Achiever.</li> </ul> <p><b>HAIER APPLIANCES INDIA PVT LTD.</b></p> <p>(Sales &amp; Marketing Team)</p> <ul style="list-style-type: none"> <li>▸ Launched Haier in Haryana State</li> <li>▸ Responsible for developing &amp; maintaining the Dealer Network in <u>Rohtak, Hisar, Fathabad, Sirsa, Jind, Bhiwani, Kaithal, Bhadurgarh</u>, districts of State of Haryana.</li> <li>▸ Responsible for primary and secondary sales and monetary collections form dealers.</li> <li>▸ Handling the Sales operations and making a proper follow up activities.</li> <li>▸ Channel development and management-channel includes distributors and dealers.</li> <li>▸ Rural Marketing &amp; increased brand penetration in rural markets.</li> <li>✓ <u>Achievements</u></li> <li>▸ Planned and executed Trade Marketing Programs.</li> <li>▸ Regular Target Achiever.</li> </ul> <p><b>LG ELECTRONICS INDIA PVT. LTD</b></p> <p>(Sales &amp; Marketing Team)</p> <ul style="list-style-type: none"> <li>▸ Worked as a Sales Officer in LG Kundli Branch (HARYANA) Handled Dealer Network of central Belt in Haryana which includes <u>Rohtak, Sonapat, Bhadurgarh, Panipat</u> districts. Based at Rohtak</li> <li>▸ Handled Dealer Network in <u>Hisar, Fathabad, Sirsa, Jind, Bhiwani</u> districts of State of Haryana. Based at Hisar</li> </ul>

- ✓ Achievements
  - Rural Marketing & increased brand penetration in rural markets.
  - Planned and executed Trade Marketing Programs.
  - Regular Target Achiever.
  - Successfully closed major orders from Jindal Steel, Marvel Tea.

## INTERNATIONAL ASSIGNMENTS

1. Editorial Board member and Reviewer of Journal of WEI Business and Economics (JWEIBE) USA ISSN 2166-8477 (CD-ROM) ISSN 2166-7918 (Online) <a href="http://www.westeastinstitute.com/journals/">http://www.westeastinstitute.com/journals/</a>
2. Editorial Board member and Reviewer of the Journal of Business and Retail Management Research (JBRMR) London, United Kingdom ISSN 1751 8202 <a href="http://jbrmr.com/index.php?view=home">http://jbrmr.com/index.php?view=home</a>
3. Editorial Board member and Reviewer of Caspian Journal of Applied Sciences Research Malaysia ISSN: 2251-9114 <a href="http://www.cjasr.com">http://www.cjasr.com</a>
4. Editorial Board member and Reviewer of Walia Journal ( published by EWNH Society) Ethopia, South Afirca ISSN : 1026-3861 <a href="http://www.waliaj.com">http://www.waliaj.com</a>
5. Editorial Board member and Reviewer of The Academy of Business and Retail Management (ABRM) London, United Kingdom <a href="http://www.abrmr.com/index.php?view=home">http://www.abrmr.com/index.php?view=home</a>
6. IJAAS - International journal of Advanced and Applied Sciences, Kulalumpur, Malaysia EISSN: 2313-3724, Print ISSN:2313-626X <a href="http://www.science-gate.com/IJAAS/">http://www.science-gate.com/IJAAS/</a>
7. Editorial Board member and Reviewer of Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS), India eISSN: 2321-9874 ISSN No. : 2319-6998 <a href="http://www.ijrmbss.com">http://www.ijrmbss.com</a>
8. Reviewer and Program Committee Member of 5th Annual International Conference on Business Strategy and Asian Economic Transformation (BizStrategy 2015) July 27-28, 2015 to be held at Singapore <a href="http://www.biz-strategy.org">http://www.biz-strategy.org</a>
9. Member Scientific Committee and Reviewer of 2nd International Conference on Contemporary Marketing Issues (ICCMi), June 18-20, 2014, Athens, Greece <a href="http://www.mkt.teithe.gr/iccmi2014/">http://www.mkt.teithe.gr/iccmi2014/</a>
10. Member Organizing Committee and Reviewer 2nd International Conference on Business Economics and Management April 21-23, 2014 Dubai, UAE <a href="http://www.omicsgroup.com/management-conference-2014/cfa.php">http://www.omicsgroup.com/management-conference-2014/cfa.php</a>
11. Program Committee Member and Reviewer of 3 <sup>rd</sup> Annual International Conference on Tourism and Hospitality Research 2014, July 21-22, 2014, Singapore <a href="http://www.tourism-conf.org/">http://www.tourism-conf.org/</a>
12. Member and Reviewer of Global Science and Technology Forum (AMGSTF), Singapore <a href="http://www.globalstf.org/">http://www.globalstf.org/</a>
13. Program Committee Member and Reviewer of 2 <sup>nd</sup> Annual International Conference on Tourism and Hospitality Research 2013, July 22-23, 2013, held at Singapore <a href="http://www.tourism-conf.org/">http://www.tourism-conf.org/</a>
14. Program Committee Member and Reviewer of - 1 <sup>st</sup> Annual International Conference on Tourism and Hospitality Research 2012, July 9-10, 2012, held at Singapore <a href="http://www.tourism-conf.org/">http://www.tourism-conf.org/</a>

### INTERNATIONAL AWARDS AND HONOR RECEIVED

NAME OF THE AWARD/ HONOR	NAME AND THE ADDRESS OF THE AGENCY CONFERRING AWARD	NATURE OF THE AWARD	DATE OF AWARD
1. Appreciation Award	Global Science and Technology Forum, Singapore www.globalstf.org	International	July 10, 2012
2. Appreciation Award	Global Science and Technology Forum, Singapore www.globalstf.org	International	July 23, 2013

### RESEARCH AND ACADEMIC STANDARDS (RESEARCH PAPERS PUBLISHED IN JOURNALS)

Sr. No.	TITLE OF THE PUBLICATION	JOURNAL, VOLUME, YEAR, PAGE NUMBER	WHETHER INDEXED/ REFERRED/ NON- REFEREED OR CONFERENCE PROCEEDINGS	INTERNATIONAL/ NATIONAL	ISSN/ISBN
1.	Critical Success Factors in E- Learning- An Empirical Study	<i>Zenith International Journal of Multidisciplinary Research</i> Vol.2 Issue 1, (January 2012), pp. 149-161.	Yes, Indexed and Referred (indexed/listed at Ulrich's Periodicals Directory, ProQuest, U.S.A.; E-ISRJC, Philippines; EZB, Germany; Open J- gate, India; Cabell's Directory of Publishing Opportunities, Texas; Bibliothekssystem Universität -Hamburg; Staatsbibliothek Zu Berlin-Berlin State Library; Wissenschaftszentrum Berlin für Sozialforschung, Berlin; New Jour- Electronic Journals & Newsletter; Max Perutz Library- Vienna; E-Journals Eastern Europe,	International	ISSN 2231- 5780

			WorldCat: The World's Largest Library Catalog, Clausthal University Library–Zellerfeld; Library of the University of Applied Sciences and Arts –Hanover, Germany;and Zeitschriftendatenbank (Zdb)- German Journal Database.			
2.	B2B commerce Critical Success Factors - A Review	E- A	<i>Pacific Business Review International</i> Volume 4 Issue 4 (April - June 2012), pp. 118-130.	Yes, Indexed and Referred (indexed/listed at Cabell's Directory of Publishing Opportunities, Texas; Ulrich's Periodicals Directory; Indian Citation Index	International	ISSN: 0974-438X
3.	B2B commerce - The Digital Opportunity	E-	<i>Pacific Business Review International</i> Volume 5 Issue 3(September 2012), pp. 132-142.	Yes, Indexed and Referred (indexed/listed at Cabell's Directory of Publishing Opportunities, Texas; Ulrich's Periodicals Directory; Indian Citation Index	International	ISSN: 0974-438X
4.	Factors affecting the Adoption of Electronic Commerce - A Review	A	<i>Pacific Business Review International</i> Volume 5 Issue 3(February, 2013), pp. 67-78.	Yes, Indexed and Referred (indexed/listed at Cabell's Directory of Publishing Opportunities, Texas; Ulrich's Periodicals Directory; Indian Citation Index	International	ISSN: 0974-438X
5.	Benefits of B2B E-Commerce - A Review	A	<i>AJRBEM: Asian Journal of Research in Business Economics and Management</i> Volume 3 Issue 8(August, 2013), pp. 274-288.	Yes, Indexed and Referred (indexed/listed at Ulrichs Periodicals Directory;Index Copernicus; Electronic Journal Library; University Library of Regensburg; Germany; EBSCO U.S.A	International	ISSN: 2249-7307
6.	Factors affecting the Adoption of B2B Electronic Commerce - An		<i>Pacific Business Review International</i> Volume 6 Issue	Yes, Indexed and Referred (indexed/listed at Cabell's Directory of Publishing	International	ISSN: 0974-438X



	Empirical Study	1(July, 2013), pp. 32-44.	Opportunities, Texas; Ulrich's Periodicals Directory; Indian Citation Index		
7.	Factors affecting the adoption of Information and Communication Technologies (ICTs) in the Hospitality Industry - A Review	<i>International Journal of Hospitality Business and Research</i> Volume 4 Issue 1 (August 2013), pp. 112-136	A refereed Journal	International	ISSN: 0976-7789
8.	Problems in Deployment of B2B e-commerce-An Empirical Evidence	<i>Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS)</i> Volume 2 Issue 1 (January 2014), pp. 49-52	Yes, Indexed and Referred (indexed/listed at Directory of Research Journals Indexing (DRJI), Global Impact Factor (GIF), International Society for Research Activity (ISRA)	International	eISSN: 2321-9874   ISSN No. : 2319-6998
9.	Usage and Benefits of B2B e-commerce - A Review	<i>Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS)</i> Volume 2 Issue 1 (January 2014), pp. 63-69	Yes, Indexed and Referred (indexed/listed at Directory of Research Journals Indexing (DRJI), Global Impact Factor (GIF), International Society for Research Activity (ISRA)	International	eISSN: 2321-9874   ISSN No. : 2319-6998
10.	Eco Certification for Hotels in India: Issues & Challenges	<i>EXCEL International Journal of Multidisciplinary Management Studies, EIJMMS</i> , Vol.4 Issue 3, (March 2014) pp. 166-178	Yes, Indexed and Referred (indexed/listed at Ulrich's Periodicals Directory, ProQuest, U.S.A.; EZB, Germany; Open J-gate, India; Cabell's Directory of Publishing Opportunities, Texas; Bibliothekssystem Universität -Hamburg; Staatsbibliothek Zu Berlin-Berlin State Library; Wissenschaftszentrum Berlin für Sozialforschung, Berlin; New Jour-Electronic Journals & Newsletter; Max	International	ISSN ONLINE: 2249-8834

			Perutz Library-Vienna; E-Journals Eastern Europe, WorldCat: The World's Largest Library Catalog, Clausthal University Library–Zellerfeld; Library of the University of Applied Sciences and Arts –Hanover, Germany; and Zeitschriftendatenbank (Zdb)- German Journal Database.)		
11.	B2B e-commerce critical success factors - An empirical evidence	Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS) Volume 2 Issue 2 (June 2014) pp. 11-17	Yes, Indexed and Referred (indexed/listed at Directory of Research Journals Indexing (DRJI), Global Impact Factor (GIF), International Society for Research Activity (ISRA))	International	eISSN: 2321-9874 ISSN No. : 2319-6998
12.	Importance of Service Quality and Customer Satisfaction in Restaurants	Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS) Volume 2 Issue 2 (June 2014) pp. 51-58	Yes, Indexed and Referred (indexed/listed at Directory of Research Journals Indexing (DRJI), Global Impact Factor (GIF), International Society for Research Activity (ISRA))	International	eISSN: 2321-9874 ISSN No. : 2319-6998
13.	The Current and Future Trends, Challenges, Opportunities in the Indian Hospitality Industry	PCTE Journal of Hospitality Management, Vol. 1, Issue No. 1, (March 2015) pp. 27-39	Yes, Indexed and Referred (indexed/listed at Directory of Research Journals Indexing (DRJI), Global Impact Factor (GIF), International Society for Research Activity (ISRA))	National	ISSN 2394-5052

**RESEARCH PUBLICATION (CHAPTER IN BOOKS / MONOGRAPH OTHER THAN REFERRED JOURNAL ARTICLES)**

SR. No.	CHAPTER IN A BOOK/ MONOGRAPH	TITLE WITH NAME OF THE AUTHORS AS APPEARING IN THE PUBLICATION	WHETHER CONTRIBUTED TO EDITED KNOWLEDGE BASED VOLUMES PUBLISHED BY INTERNATIONAL PUBLISHERS OR IN KNOWLEDGE BASED VOLUMES IN INDIAN/NATIONAL LEVEL PUBLISHERS WITH ISBN /ISSN NUMBERS AND WITH NUMBERS OF NATIONAL AND INTERNATIONAL DIRECTORIES	ISSN/ISBN No., IF ANY	TOTAL No. OF AUTHORS	API SCORE (TO BE SHARED EQUALLY BY ALL METHODS)
1.	Chapter in a edited knowledge based volume: Tourism and Hospitality Industry, Status and Development	Ayurvedic Cuisine: A way to understand Ahar and Anna according to your own constitution	Neha Publishers & Distributors, 2014	Yes, ISBN: 978-93-80318-51-6	Two	International Conference Proceeding Reprint
2.	Chapter in a edited knowledge based volume: Talent Management in Indian Hospitality & Tourism Industry: issues & Challenges	Benefits and Satisfaction of Electronic Commerce for SME's in Hospitality and Tourism Industry	Accepted for Publication	Accepted for Publication	One	Conference Proceeding Reprint



**REFRESHER COURSES, METHODOLOGY WORKSHOPS, TRAINING, TEACHING-LEARNING-EVALUATION TECHNOLOGY PROGRAMMES, SOFT SKILLS DEVELOPMENT PROGRAMMES, FACULTY DEVELOPMENT PROGRAMMES**

<b>SR. No.</b>	<b>PROGRAMME</b>	<b>DURATION</b>	<b>ORGANISED BY</b>
1.	National Workshop on Analytical Techniques for Research	1 Week June 21-27, 2010	Indian Commerce Association, Analytical Techniques for Research, Rohtak
2.	UGC Sponsored Orientation course	4 Weeks 06/06/2011 to 04/07/2011	Academic Staff College, B.P.S. Malhila Vishwavidyalaya, Khanpur Kalan, Sonapat
3.	One Week Workshop (FDP) Learning to do Academic Research in Hospitality & Tourism	April 2-8, 2012	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak
4.	UGC Sponsored Refresher course	4 Weeks 15/06/2012 to 05/07/2012	Academic Staff College, Punjab University, Chandigarh
5.	Research Methods in Social Sciences	2 Weeks 11/09/2013 to 25/09/2013	Indian Council of Social Sciences Research, New Delhi & Department of Sociology (Maharshi Dayanand University, Rohtak)

**PARTICIPATION AND PAPERS PRESENTED IN CONFERENCES/SEMINARS/  
WORKSHOPS/SYMPOSIA, ETC.**

<b>SR. NO.</b>	<b>TITLE OF THE PAPER PRESENTED</b>	<b>TITLE OF THE CONFERENCE/ SEMINAR ETC &amp; ORGANIZER</b>	<b>DATE (S) OF THE EVENT</b>	<b>ORGANIZER</b>	<b>INTERNATIONAL/ NATIONAL L/STATE/ REGIONAL/ UNIVERSITY OR COLLEGE LEVEL</b>
1.	Participated	Faculty Development Programme on Pedagogy in Management	July 13-15, 2010	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
2.	Participated	Workshop on Enhancing Employability Skills: Communication and Personality Development	November 13-15, 2010	Department of Commerce, Maharshi Dayanand University, Rohtak	National
3.	Participated	National Seminar on "Eliminating Daughters: Paradox of Development in India"	December 15-16, 2010	Women's Studies Centre Maharshi Dayanand University, Rohtak & ICSSR North-West Regional Centre, Chandigarh	National
4.	Environmental Management in Indian Hotel Industry	Environmental Pollution and the Law	February 26-27, 2011	Faculty of Law, Maharshi Dayanand University, Rohtak	National
5.	The Role of Information and Communication technologies in development of India - A Review	Challenges of Social Development in North-West India	March 3-4, 2011	Department of Sociology, Maharshi Dayanand University, Rohtak	National
6.	Critical Success Factors in E-Learning - An Empirical Study	Activity-Based Learning in Professional Education	March 12, 2011	Institute of Management Studies and Research,	National

	of selected Education Institutions in north India			Maharshi Dayanand University, Rohtak	
7.	E-commerce Critical Success Factors - A Review of Publications form 2000 to 2009	Activity-Based Learning in Professional Education	March 12, 2011	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
8.	B2B E-commerce adoption factors - A review	Activity-Based Learning in Professional Education	March 12, 2011	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
9.	E-Commerce Adoption in the Indian Tourism Sector - Empirical Analysis	National Conference on Emerging Trends in Hospitality & Tourism	April 9-10, 2011	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
10.	Information Technologies in the Hospitality Industry - A Review	National Conference on Emerging Trends in Hospitality & Tourism	April 9-10, 2011	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
11.	Participated	Two Day workshop on "Application of SPSS Software in Research	April 19-20, 2011	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
12.	Information Technology Applications in Hospitality and Tourism : A review of Publications from 2004 to 2010	Culinary Services & Hospitality	September 27, 2011	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
13.	Information Technology	Tourism and Hospitality	October 15-16,	Institute of Hotel	National

	Applications in Hospitality and Tourism : A review of Publications from 2004 to 2011	Industry : Omissions, Innovations and Challenges	2011	Management and Tourism, Panjab University, Chandigarh	
14.	B2B E-commerce usage in Indian Tourism Sector - A review	Culinary Services & Hospitality	October 20, 2011	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
15.	Marketing Hospitality Products in the Digital Age	Indian Values & Culture - Role in Career Enhancement	February 20, 2012	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
16.	Web Marketing Challenges and Opportunities in India	Indian Tourism : Meeting Challenges for Future	February 25, 2012	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
17.	Information Technology & Development in India - A Review	Development and Social Transformation	February 24-25, 2012	Department of Sociology, Maharshi Dayanand University, Rohtak under U.G.C (SAP) Programme	National
18.	Participated	International Food - The Cuisine of China	February 28, 2012	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
19.	Critical Success Factors in E-Learning - A Review	Nourishing the Balance of the Universe : Through Tourism & Cultures	March 3-5, 2012	Dev Sanskriti University, Hardwar	International
20.	Participated	Application of e-techniques/tools in Research	April 19-20, 2012	Institute of Hotel and Tourism	National

				Management, Maharshi Dayanand University, Rohtak	
21.	B2B E-Commerce - The Digital Opportunity	Contemporary Innovative Practices in Management	April 13-14, 2012	Pacific Academy of Higher Education & Research University, Udiapur, Rajsthan	International
22.	E-Commerce critical success factors - A Review	Contemporary Innovative Practices in Management	April 13-14, 2012	Pacific Academy of Higher Education & Research University, Udiapur, Rajsthan	International
23.	Advertising Effectiveness- A case study of selected companies in India	Emerging Issues in Investment Management in India	April 21, 2012	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
24.	Hospitality and Travel Marketing - A Review	Emerging Issues in Investment Management in India	April 21, 2012	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
25.	Marketing for educational Institutions	Emerging Issues in Investment Management in India	April 21, 2012	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
26.	Resource Person	Annual International Conference Tourism and Hospitality Research	July 9-10, 2012	Hotel Fort Canning, Singapore	International
27.	Evaluating the use of web for Tourism Marketing : A	Shaping Youth for Hospitality & Tourism Industry	September 1, 2012	Institute of Hotel and Tourism Management,	National

	Case study from India			Maharshi Dayanand University, Rohtak	
28.	Tourism Marketing - The Electronic Phase	National Seminar on Managing Sustainable Tourism Development	October 1, 2012	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
29.	Derivatives Marketing the Electronic ways	National Conference on Emerging Issues in Derivative Markets in India	December 15, 2012	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
30.	Tourism Marketing : The Digital Way	Environmental Practices in Hotel & Tourism Business	February 12, 2013	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
31.	E-learning Issues & Challenges in Indian Context	Hospitality & Tourism Education in India : Issues & Challenges	April 22, 2013	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
32.	Exploring Indian cultural influences an hospitality marketing relationships	Employment , Education and Entrepreneurship in Tourism & Hospitality	September 02, 2013	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
33.	Role of information technology in the development of Tourism & Hospitality Industry	Employment , Education and Entrepreneurship in Tourism & Hospitality	September 02, 2013	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
34.	Customer loyalty : The future of	Environmental and Business Issues in	September 04, 2013	Institute of Hotel and Tourism	National



	Tourism and Hospitality Marketing	Hospitality & Tourism Industry		Management, Maharshi Dayanand University, Rohtak	
35.	Internet food marketing strategies an analysis of food and Beverage brand websites in India	International Conference on Food, Culture and Tourism	October 11-12, 2013	Dev Sanskriti University, Hardwar	International
36.	Role of Information Technology in Creative Development of Haryanvi Culture	Unheard Voices and Indian Literature	January 23-24, 2014	Department of English & Foreign Languages in Collaboration with Dean Student Welfare	National
37.	Participated	Seminar on Official Statistics and career prospects	February 18th, 2014	Department of Statistics, Maharshi Dayanand University, Rohtak, (Haryana)	National
38.	Information Technology in the Tourism and Hospitality Industry - A Review	National Conference on Emerging Trends in Management	February 28th, 2014	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
39.	Critical Success Factors of ICT's usage in the Tourism and Hospitality Industry- A Review	National Seminar on Talent Management in Indian Hospitality & Tourism Industry: Issues & Challenges	March 21st, 2014	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National
40.	Implementing Information systems in healthcare organisations in India : The Challenges Ahead	International Conference on "Paradigm Shifts in Global Hospitality & Tourism Industry"	March 25 - 26, 2014	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	International
41.	Gastronomy Tourism as a Tool to Promote Tourist	International Conference on "Paradigm Shifts in Global	March 25 - 26, 2014	Institute of Hotel and Tourism Management,	International

	Destination - Review Paper	Hospitality & Tourism Industry”		Maharshi Dayanand University, Rohtak	
42.	Internet Food and Beverages Marketing Strategies in India	National Seminar on Economic Reforms and Haryana Economy: Emerging Issues, Challenges and Prospects	March 26th, 2014	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak	National
43.	The Current and Future Trends, Challenges, Opportunities in the Industry	2 <sup>nd</sup> International Hospitality & Tourism Conference on Hospitality Education: Bridging Gap Between Hospitality Industry and Academics	March 5, 2015	PCTE Group of Institutes, Ludhiana	International
44.	An analysis on the sales-advertising relationship in the hospitality and Tourism industry	Hospitality & Tourism Education in India : Current Status and Future Perspectives	March 17, 2015	Institute of Hotel and Tourism Management, Maharshi Dayanand University, Rohtak	National

**MEMBERSHIPS OR FELLOWSHIP OF PROFESSIONAL/ ACADEMIC BODIES/ COMMITTEES/  
OTHER BODIES**

1. Associate Editor - Global Journal on Business Review
2. Associate Editor - International Journal of Hospitality Business and Research
3. Member of Inspection Committee, for inspection of study center for MBA course, Directorate of Distance Education, Maharshi Dayanand University, Rohtak
4. Member of Inspection Committee, for inspection of study center for IT and MCA courses, Directorate of Distance Education, Maharshi Dayanand University, Rohtak
5. Member of Inspection Committee, for inspection of study center for information technology courses, Directorate of Distance Education, Maharshi Dayanand University, Rohtak
6. Member of Faculty of Management Sciences in Maharshi Dayanand University, for the period of two years
7. Member of Post Graduate Board of Studies in Hotel and Tourism Management for the period of two years
8. Member of Under Graduate Board of Studies in Hotel and Tourism Management for the period of two years
9. Convener/Member for various inspection committees for colleges with Maharshi Dayanand University, Rohtak
10. Convener of flying squads for examinations with Maharshi Dayanand University, Rohtak
11. Editorial Team of Attithya - Annual Newsletter of IHTM, Maharshi Dayanand University, Rohtak
12. Member - Executive Council, M.D. University, Teachers Association (2009-2010)
13. Member - Executive Council, M.D. University, Teachers Association (2011-2012)
14. Special Invitee for various committees in Maharshi Dayanand University, Faculty Club
15. Member of various departmental committees, IHTM, Maharshi Dayanand University, Rohtak
16. Member of PG/UG courses viva-voice committee, IHTM, Maharshi Dayanand University, Rohtak
17. Member of PG/UG Board of studies, IHTM, M.D. University , Rohtak
18. Joint Organizing Secretary and Member of the various Conferences and National Seminars IHTM, M.D. University , Rohtak

**DETAILS PARTICIPATION IN EXTRACURRICULAR ACTIVITIES**

<b>PROGRAMME NAME/ POSITION</b>	<b>DATES</b>	<b>HELD UNDER THE AUSPICES OF</b>
1. As an member of organizing committee in Technical Zone, Youth Festival	6 <sup>th</sup> Oct. to 8 <sup>th</sup> Oct. 2009	Maharshi Dayanand University, Rohtak
2. As an member of organizing committee in Internal Zonal, Youth Festival	10 <sup>th</sup> Nov. to 12 <sup>th</sup> Nov. 2009	Maharshi Dayanand University, Rohtak
3. Member of Organizing	12 <sup>th</sup> Feb. to 06 <sup>th</sup> Feb. 2010	Maharshi Dayanand

Committee to make Rajat Utsav -25 <sup>th</sup> Inter University National Youth Festival - 2010		University, Rohtak
4. Member of Organizing Committee, Inter Zonal Youth Festival	11 <sup>th</sup> Nov. to 13 <sup>th</sup> Nov. 2010	Maharshi Dayanand University, Rohtak
5. Member of Organizing Committee, Inter Zonal Youth Festival	15 <sup>th</sup> Nov. to 17 <sup>th</sup> Nov. 2011	Maharshi Dayanand University, Rohtak
6. Member of Organizing Committee, Inter Zonal Youth Festival	30 <sup>th</sup> Oct. to 1 <sup>st</sup> Nov. 2012	Maharshi Dayanand University, Rohtak
7. Member of Organizing Committee, Inter Zonal Youth Festival	8 <sup>th</sup> Nov. to 10 <sup>th</sup> Nov. 2013	Maharshi Dayanand University, Rohtak
8. Counselor, Youth Red Cross, Committee	University Teaching Departments (UTD), Counselor	Maharshi Dayanand University, Rohtak