

Contact Information

Residence - House No. 9 Type III, Duplex,

Maharshi Dayanand University, Residential Campus,

Rohtak -124001 HARYANA - INDIA

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E-mail : drgoldipuri@gmail.com



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,

Maharishi 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

ACADEMIC WORK EXPERIENCE

CURRENT EMPLOYER

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)

http://www.mdurohtak.ac.in/info/IHTM.html

UNIVERSITY WEBSITE: http://www.mdurohtak.ac.in/

PROFESSIONAL WORK EXPERIENCE

More than 3+ years of experience as part of Sales and Marketing team in three Multinational's Companies HDFC, HAIER, LG

HDFC STANDARD LIFE INSURACE COMPANY LTD.

(Sales & Marketing Team) Worked as a Sales Development Manager.

Job Profile including but not limited to:

- Handling the Sales operations and making a proper follow up activities.
- Channel development and management-channel includes Financial Consultants.
- ✓ Achievements
- Planned and executed Trade Marketing Programs.
- Regular Target Achiever.

HAIER APPLIANCES INDIA PVT LTD.

(Sales & Marketing Team)

- Launched Haier in Haryana State
- Responsible for developing & maintaining the Dealer Network in Rohtak, Hisar, Fathabad, Sirsa, Jind, Bhiwani, Kaithal, Bhadurgarh, districts of State of Haryana.
- Responsible for primary and secondary sales and monetary collections form dealers.
- Handling the Sales operations and making a proper follow up activities.
- Channel development and management-channel includes distributors and dealers.
- Rural Marketing & increased brand penetration in rural markets.
- ✓ <u>Achievements</u>
- Planned and executed Trade Marketing Programs.
- Regular Target Achiever.

LG ELECTRONICS INDIA PVT. LTD

(Sales & Marketing Team)

- Worked as a Sales Officer in LG Kundli Branch (HARYANA) Handled
 Dealer Network of central Belt in Haryana which includes <u>Rohtak</u>, <u>Sonepat</u>,
 <u>Bhadurgarh</u>, <u>Panipat</u> districts.Based at Rohtak
- → Handled Dealer Network in <u>Hisar</u>, <u>Fathabad</u>, <u>Sirsa</u>, <u>Jind</u>, <u>Bhiwani</u> districts of State of Haryana.Based at Hisar

- ✓ 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) http://www.westeastinstitute.com/journals/
- 2. Editorial Board member and Reviewer of the Journal of Business and Retail Management Research (JBRMR) London, United Kingdom ISSN 1751 8202 http://jbrmr.com/index.php?view=home
- 3. Editorial Board member and Reviewer of Caspian Journal of Applied Sciences Research Malaysia ISSN: 2251-9114 http://www.cjasr.com
- 4. Editorial Board member and Reviewer of Walia Journal (published by EWNH Society) Ethopia, South Afirca ISSN: 1026-3861 http://www.waliaj.com
- 5. Editorial Board member and Reviewer of The Academy of Business and Retail Management (ABRM) London, United Kingdom http://www.abrmr.com/index.php?view=home
- IJAAS International journal of Advanced and Applied Sciences, Kulalumpur, Malaysia EISSN: 2313-3724, Print ISSN:2313-626X http://www.science-gate.com/IJAAS/
- 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 http://www.iirmbss.com
- 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 http://www.biz-strategy.org
- 9. Member Scientific Committee and Reviewer of 2nd International Conference on Contemporary Marketing Issues (ICCMI), June 18-20, 2014, Athens, Greece http://www.mkt.teithe.gr/iccmi2014/
- 10. Member Organizing Committee and Reviewer 2nd International Conference on Business Economics and Management April 21-23, 2014 Dubai, UAE http://www.omicsgroup.com/management-conference-2014/cfa.php
- 11. Program Committee Member and Reviewer of 3rd Annual International Conference on Tourism and Hospitality Research 2014, July 21-22, 2014, Singapore http://www.tourism-conf.org/
- 12. Member and Reviewer of Global Science and Technology Forum (AMGSTF), Singapore http://www.globalstf.org/
- 13. Program Committee Member and Reviewer of 2nd Annual International Conference on Tourism and Hospitality Research 2013, July 22-23, 2013, held at Singapore http://www.tourism-conf.org/
- 14. Program Committee Member and Reviewer of 1st Annual International Conference on Tourism and Hospitality Research 2012, July 9-10, 2012, held at Singapore http://www.tourism-conf.org/

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
Appreciation Award	Global Science and Technology Forum, Singapore www.globalstf.org	International	July 10, 2012
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	Zenith International Journal of Multidisciplinary Research Vol.2 Issue 1, (January 2012), pp. 149-161.	Ùlrich's Periodicals	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 E- commerce Critical Success Factors - A Review	Pacific Business Review International 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 E-commerce -The Digital Opportunity	Pacific Business Review International 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	Pacific Business Review International 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	AJRBEM: Asian Journal of Research in Business Economics and Management 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	Pacific Business Review International Volume 6 Issue	Yes, Indexed and Referred (indexed/listed at Cabell's Directory of Publishing	International	ISSN: 0974-438X

		1(1)			
	Empirical Study	1(July, 2013),	Opportunities, Texas;		
		pp. 32-44.	Ulrich's Periodicals		
			Directory; Indian Citation Index		
7.	Factors	International	A refereed Journal	International	ISSN:
/.	affecting the	Journal of	A refereed Journal	IIILEITIALIOHAI	0976-7789
	adoption of	Hospitality			0370-7703
	Information and	Business and			
	Communication	Research			
	Technologies	Volume 4 Issue			
	(ICTs) in the	1 (August			
	Hospitality	2013), pp. 112-			
	Industry - A	136			
	Review				10011
8.	Problems in	Indian Journal	Yes, Indexed and	International	elSSN:
	Deployment of B2B e-	of Research in Management,	Referred (indexed/listed at		2321-9874 ISSN No. :
	commerce-An	Business and	(indexed/listed at Directory of Research		2319-6998
	Empirical	Social Sciences	Journals Indexing		2313-0330
	Evidence	(IJRMBSS)	(DRJI), Global Impact		
		Volume 2 Issue	Factor (GIF),		
		1 (January	International Society		
		2014), pp. 49-	for Research Activity		
		52	(ISRA)		
9.	Usage and	Indian Journal	Yes, Indexed and	International	elSSN:
	Benefits of B2B	of Research in	Referred		2321-9874
	e-commerce -	Management,	(indexed/listed at		ISSN No. :
	A Review	Business and Social Sciences	Directory of Research Journals Indexing		2319-6998
		(IJRMBSS)	(DRJI), Global Impact		
		Volume 2 Issue	Factor (GIF),		
		1 (January	International Society		
		2014), pp. 63-	for Research Activity		
		69	(ISRA)		
10.	Eco	EXCEL	Yes, Indexed and	International	ISSN
	Certification for	International	Referred		ONLINE:
	Hotels in India:	Journal of	(indexed/listed at		2249-8834
	Issues &	Multidisciplinary	Ulrich's Periodicals		
	Challenges	Management Studies	Directory, ProQuest, U.S.A.; EZB,		
		EIJMMS, Vol.4	Germany; Open J-		
		Issue 3, (March	gate, India; Cabell's		
		2014) pp. 166-	Directory of Publishing		
		178	Opportunities, Texas;		
			Bibliothekssystem		
			Universität -Hamburg;		
			Staatsbibliothek Zu		
			Berlin-Berlin State		
			Library; Wissenschaftszentrum		
			Berlin für		
			Sozialforschung,		
			Berlin; New Jour-		
			Electronic Journals &		
			Newsletter; Max		
			inewsietter; Max		

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			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	elSSN: 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

SR. No.	PROGRAMME	DURATION	ORGANISED BY
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, Sonepat
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.

SR. No.	TITLE OF THE PAPER PRESENTED	TITLE OF THE CONFERENCE/SEMINAR ETC & ORGANIZER	DATE (S) OF THE EVENT	ORGANIZER	INTERNATIONAL/ NATIONAL L/STATE/ REGIONAL/ UNIVERSITY OR COLLEGE LEVEL
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

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

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

21. B2B						
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21. B2B Commerce Contemporary Innovative The Digital						
Commerce The Digital Opportunity	21	DOD E	Cantananana	A		International
The Digital Opportunity Management In India Marketing - A Review Management In India Management In India Management India Managem	21.					international
Copportunity				14, 2012		
22 E-Commerce critical success factors - A Review						
22. E-Commerce critical success factors - A Review		Opportunity	Management			
22. E-Commerce critical success factors - A Review 23. Advertising Effectiveness-A case study of selected companies in India 24. Hospitality and Travel Marketing - A Review 25. Marketing for educational Institutions 26. Resource Person 27. Evaluating the discontinuation of Tourism 28. Resource Person 29. Resource Person 20. Contemporary Indioative April 13- Pacific Academy of Higher Education & Research (University, Udiapur, Rajsthan 29. Advertising Emerging Issues in Investment India 29. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. Marketing for educational Institutions 29. Marketing for educational Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 2012 Marketing for Emerging Issues in Investment India 2012 Marketing for Educational Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 2012 Marketing for Educational Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 2012 Marketing for Educational Institute of Management Studies and Research Institute of Management Institute of Management Institute Institute I						
22. E-Commerce critical success factors - A Review						
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factors - A Review	 .					International
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23 Advertising Effectiveness- A case study of selected companies in India 24 Hospitality and Travel Management in India 25 Marketing - A Review 26 Marketing for educational Institutions 27 Evaluating the use of web for Tourism 28 Advertising Effectiveness- In Investment Management in India 29 April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29 April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29 Marketing for educational Institutions 20 Marketing for educational Institutions 20 Marketing for educational Institutions 20 Marketing for educational Institutions 21 Marketing for educational Institutions 22 Marketing for educational Institutions 23 Marketing for educational Institutions 24 Mospitality April 25 Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 25 Marketing for educational Institutions 26 Resource Person 27 Evaluating the use of web for Tourism and Hospitality & Tourism Industry 28 Poptember Institute of National Institute of Hotel and Tourism						
23. Advertising Effectiveness- A case study of selected companies in India 24. Hospitality and Travel Management in India 25. Marketing - A Review 26. Marketing for educational Institutions 27. Evaluating the use of web for Tourism and Hospitality Research Selected Companies in India 28. April 21, Institute of Management Studies and Research, National Studies and Research, National University, Rohtak 29. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. Marketing for educational India 2012 2012 21. Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 2012 21. Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 22. Evaluating the use of web for Tourism Tourism Industry 23. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 24. Hospitality & Tourism Industry 25. Marketing for educational International Conference Tourism and Hospitality & Tourism Industry 26. Resource Person 27. Evaluating the use of web for Tourism Industry 28. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 26. Resource Person 27. Evaluating the use of web for Tourism Industry 28. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. April 21, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak 29. September Institute of International Conference Tourism Industry 29. Evaluating the Use of Web for Tourism Industry 29. Evaluating the Use of Web for Tourism Industry		I VEVIEW	Wanagement			
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	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	
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42.	Internet Food and Beverages Marketing Strategies in	National Seminar on Economic Reforms and Haryana	March 26th, 2014	Institute of Management Studies and Research,	National
	India	Economy: Emerging Issues, Challenges and		Maharshi Dayanand University,	
		Prospects		Rohtak	
	The Current and Future Trends, Challenges, Opportunities in the Industry	2 nd 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

Associate Editor - Global Journal on Business Review
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 Maharishi Dayanand University, Faculty Club
15. Member of various departmental committees, IHTM, Maharishi Dayanand University, Rohtak
16. Member of PG/UG courses viva-voice committee, IHTM, Maharishi 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

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

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