

# Dr Sanjeev Kumar



## PERSONAL INFORMATION

Date of Birth                Feb 25, 1981  
Father's Name              Sh. Om Parkash

## RESIDENTIAL ADDRESS

H.N. 3, Duplex, Type-III  
Maharshi Dayanand University Campus,  
Rohtak-124001  
Ph: 9812544449, 01262-393375

## ACADEMIC CREDENTIALS

Doctor of Philosophy (PhD)	PhD from Faculty of Management Sciences, M.D. University, Rohtak (Haryana), awarded 2012
Doctoral thesis topic	“Customer Satisfaction and Loyalty in Indian Hospitality Industry”
Master of Hotel Management (M.H.M.)	M.H.M. from Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra (Haryana), 2002-2004 (Gold Medalist)
Bachelor of Commerce (B.com)	B.Com from M.L.N. College (affiliated to K.U.K.), 1999-2002
B.A. (Int. Hospitality Administration)	B.A (International Hospitality Administration) from Global Open University, Nagaland.

## TEACHING EXPERIENCE

May 2007 till date	Assistant Professor, Institute of Hotel & Tourism Management, M.D. University, Rohtak
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July 2005- May 2007

Assistant Professor, M.M. Institute of Hotel Management & Catering Technology, M.M. University, Mullana (Ambala)-Haryana

July 2004-July 2005

Jr. Executive-Front office at Mansingh Palace, Agra

## **RESEARCH PAPERS PUBLISHED**

1. Malik S., Kumar S. & Kumar M. (2010), "Hotel guest satisfaction: An empirical study of selected hotels of Haryana state, India" International Journal of Hospitality Business & Research, Vol. 1, No.1, 42-68. **0976-7789**
2. Malik S. & Kumar S. (2011), "Barriers to complete loyalty in hospitality industry – A study of guest satisfaction and loyalty relationship" International Journal of Hospitality Business & Research, Vol. 2, No.1. 74-91 **0976-7789**
3. Kumar S. & Malik S. (2012), "Impact of Gender and Occupation of Guest Satisfaction in Indian Hotel Industry" International Journal of Hospitality Business & Research, Volume 3, Number 1, , 59-70. **0976-7789**
4. Malik S. & Kumar S (2012), "Factors Influencing Purchasing Raw Materials for Food and Beverage Operations in Hotels: A Comparative Study" International Journal of Hospitality Business & Research, Volume 3, Number 1, 71-88 **0976-7789**
5. Malik S. & Kumar S. (2012), "Relationship of Guest Satisfaction, Corporate Image and Guest Loyalty in Indian Hotel Industry: A Confirmatory Factor Analysis", SS International Journal of Business and Management Research, Volume 2, Issue 6, 69-77. . **2231-4970**
6. Kumar S & Malik S. (2012), "Initial Selection of Hotels: An Exploratory Analysis of Factors Affecting", Asian Journal of Research in Marketing. Volume 1, Issue 6, 42-53 **2277-6621**
7. Malik S. & Kumar S. (2012), "Management of Hotel Wastes: A Case Study of Small Hotels of Haryana State", Arth Prabandh: A journal of Economics and Management. Volume 1, Issue 9, 43-55 **2278-0629**
8. Malik S. & Kumar S. (2012), "Factors Affecting Menu Planning in Hotels: A Study of North India", Innovative Journal of Business and Management. Volume 1, Issue 6, 97-101. **2277-4947**
9. Kumar S & Malik S (2013), "An exploratory analysis of factors affecting purchasing for hotels: A study of North India", SS International Journal of Business and Management Research. Volume 3, Issue 1, pp. 1-11.
10. Kumar S & Malik S (2013), "How Much Satisfied your Guests Are? – A Comparative Analysis of Five Star Chain Hotels", Zenith International Journal of Multidisciplinary Research. Vol.3 (2), 201-209. **2231-5780**

11. Malik S. & Kumar S., (2013), "Satisfaction from Food & Beverage Department: An Empirical Study of Indian Hotel Industry", *SS International Journal of Business and Management Research*. Vol. 3, Issue 2, 49-56.
12. Kumar S & Malik S (2013), "An Empirical Study of Factors Affecting Hotel Guests' Satisfaction from Front office services and Facilities in Indian hospitality Industry", *Arth Prabandh: A journal of Economics and Management*. Vol. 2, issue 3, 1-8. **2278-0629**
13. Kumar S & Malik S (2013), "Factors Influencing Guests' Loyalty Behaviour: A Case Study of Selected Hotels", *International Journal of Management*. Vol. 4, Issue 2, 132-137. **0976-6502**
14. Kumar S (2013, "Do other facilities matter in Guests' satisfaction? A study of hotel Industry", *SS International Journal of Business Economics and Management Research*. Volume 3, issue 4, 31-37.
15. Kumar S & Malik S (2013), "Employee Satisfaction in budget Hotels: A Case study of small towns in Haryana", *International Journal of Hospitality Business & Research*, Volume 4, Number 1, 250-261.
16. Kumar S & Malik S (2013), "Relationship of Purpose of Visit and Guests' Satisfaction: A Study of Selected Indian Chain Hotels" *International Journal of Innovative Research & Studies*, Volume 2, Issue 10, pp. 411-421. **2319-9725**
17. Kumar S., Kumar M. & Sumegh (2013), "Factors Influencing Job Satisfaction: A Case Study of Employees of Hotel Industry in India", *Asian Journal of Research in Business Economics and Management*, Volume 3, Issue 11, PP. 79-86. 2249-7307
18. Malik S. & Kumar S. (2014), "A study of purchasing practices of Food & Beverage Raw Materials in Hotels of Haryana", *International Journal of Hospitality Business and Research*, Volume 5, Number 1, pp.165-180.
19. Malik S. & Kumar S. (2014), "An exploratory analysis of dimensions affecting purchasing of food & beverage raw materials for small hotels in himanchal Pradesh, *Asian Journal of Research in Business Economics and Management*, Volume 4 No. 12, 188-194
20. Kumar S. & Malik S. (2014), "Importance of Customer Satisfaction in Indian Hotels on account of Personal, Social and Organizational Aspects", *International Journal of Management*, Volume 5, Issue 11.

## **Books**

1. Rajan A., Kumar S., & Malik S., "Talent Management in Hospitality & Tourism Industry: Issues & Challenges", *Intellectual Foundation (India)*.
2. Rajan A., Kumar S., & Malik S., "Paradigm Shifts in Hospitality Industry", *Intellectual Foundation (India)*.
3. Malik S & Kumar S.(2015), "Refreshing Raita" Partridge Publication, UK

## **Book Chapters:**

1. Kumar S. & Malik S. (2014), "Managing Talent in Indian hospitality Industry- Understanding the Underlying dimensions" *Talent Management in Hospitality & Tourism Industry: Issues & Challenges*, Intellectual Foundation (India), pp. 105-115
2. Malik S & Kumar S. (2015), "A Study of Paradigm Shifts in World Hospitality Industry" *Intellectual Foundation (India)*.

3. Kumar S., Gunjan & Jyoti, “Customer Relationship Management in Hospitality Industry- A Review” *Bharti Publications, New Delhi*

## **Workshops Attended**

1. 7 days Workshop on – “Analytical Techniques for Research” organized by Indian Commerce Association, June 21 – 27, 2010.
2. Workshop on – “Research Methodology workshop in Tourism (Level – I)” organized by Indian Institute of Tourism & Travel Management, Gwalior, July 12 – 16, 2010.
3. Workshop on – “Enhancing Employability Skills: Communication and Personality Development” organized by Department of Commerce, Maharshi Dayanand University, Rohtak , November 13 – 15, 2010
4. Workshop on – “Application of SPSS software in Research” organized by Institute of Hotel & Tourism Management, Maharshi Dayanand University, Rohtak, April 19 – 20, 2011
5. Workshop on – “Research Methodology” organized by Guru Nanak Dev University Regional Campus, Gurdaspur, June 6 – 12, 2011
6. Workshop on – “International Food – The Cuisine of China. organized by Institute of Hotel & Tourism Management, Maharshi Dayanand University, Rohtak, February 28, 2012
7. Faculty Development Programme – “Learning to do Academic Research in Hospitality & Tourism” organized by Institute of Hotel & Tourism Management, Maharshi Dayanand University, Rohtak, April 02 – 08, 2012
8. Workshop on – “Application of e-techniques/tools in Research” organized by Institute of Hotel & Tourism Management, Maharshi Dayanand University, April 19 – 20, 2012
9. Workshop on – “Beverage Production & Service Techniques” organized by Institute of Hotel & Tourism Management, Maharshi Dayanand University, Rohtak, September 22, 2012
10. Orientation Course organized by Academic Staff College, BPS Women University, Khanpur Kalan (Sonapat), November 21 to December 18, 2012 (4 – weeks).
11. Refresher Course organized by Academic Staff College, Kurukshetra University (Kurukshetra), January 2 - 22, 2013 (3 – weeks)
12. Workshop on – “Teaching Negotiation Skills” organized by CMTH, HNB Garhwal University, Srinagar & Graphic Era University, Dehradun, May 12, 2013
13. Refresher Course organized by Academic Staff College, BPS Women University, Khanpur Kalan (Sonapat), November 18, 2013 to December 09, 2013 (3 – weeks).

## **Papers Presented in Conferences/Seminars**

1. Paper Presented titled “ Guest satisfaction: An empirical study of Resorts of Haryana Tourism”, in National Conference on Hospitality Industry in India – Development & Challenges organized by Maharishi Markandeshwar University, Mullana, Ambala, November 6 -7, 2009
2. Paper Presented titled “ Barriers to complete loyalty in Hospitality Industry- A Study of Guest Satisfaction and Loyalty Relationship” in National Conference on Tourism Development in India-Problems & Prospects organized by Govt. Lohia PG College, Churu (Rajsthan), October 23-24, 2010
3. Paper Presented titled “Job satisfaction level of employees in hospitality industry – A study of selected Indian hotels” in National Conference on Emerging Trends in Hospitality & Tourism organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak April 09 – 10, 2011,
4. Paper Presented titled “Satisfaction to Loyalty: A Conceptual Framework for Hotel Industry” in National Conference on Emerging Trends in Hospitality & Tourism organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak April 09 – 10, 2011,
5. Paper Presented titled “Cultural impacts of hospitality industry on local society: A study of towns of Haryana”, in National Seminar on Tourism linking cultures, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak , September 27, 2011
6. Paper Presented titled “affecting gastronomy tourism in India: A study of selected tourist centres” in National Seminar on Culinary Services & Hospitality, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak , October 20, 2011
7. Paper Presented titled “Importance of Ancient Indian Values in Career Enhancement” in National Seminar on Indian Values & Culture- Role in Career Enhancement, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak , February 20, 2012.
8. Paper Presented titled “Front Office Practices in 21<sup>st</sup> Century: A Case study of Indian Hotel Industry” in National Seminar on Indian Tourism: Meeting challenges for future, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak , February 25, 2012.
9. Paper Presented titled “Factors affecting corporate image: A study of Indian Hospitality Industry”, in International Conference on Nourishing the Balance of the Universe: Through Tourism & Culture organized by Dev Sanskriti University, Haridwar and Indian Hospitality Congress, March 3-5, 2012.
10. Paper Presented titled “Heritage Hotels in India: A selected study of undertakings in International Conference on Heritage and Tourism: Public, Potential and Problems Dr. B.R. Ambedkar University Agra, April 16-18, 2012.

11. Paper Presented titled “Factors affecting Training Effectiveness: An empirical study on Indian Hotel Industry”, in National Seminar on Shaping Youth for Hospitality & Tourism Industry, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak, September 01, 2012
12. Paper Presented titled “A Framework for Developing Sustainability in Hotel Industry-A Study of Selected hotels in India” in National Seminar on Managing Sustainable Tourism Development, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak, October 01, 2012.
13. Paper Presented titled “Measuring Effectiveness of Various Environmental Practices of Star Category Hotels in National Seminar on Environmental Practices in Hotel & Tourism Business, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak, February 12, 2013.
14. Paper Presented titled “Growing Demand of Human Resources in Tourism & Hospitality Industry: How do we fetch it?- An Institutional Perspective” in National Seminar on One Billion Tourists, One Billion Opportunities organized by UIHMT, Punjab University, Chandigarh, February 15-16, 2013
15. Paper Presented titled “How Effective the Hospitality Curriculum are in Providing Quality Workforce in National Seminar on Industry-Academia Interface: Challenges Before Tourism Education organized by Dept. of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, February 23, 2013
16. Paper Presented titled “Indian Hospitality Education System: Prevailing Issue & challenges in National Seminar on Hospitality & Tourism Education in India: Issues & Challenges, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak, April 22, 2013.
17. Paper Presented titled “Problems and Prospects of Tourism and Hospitality Industry in India” in International Seminar on Tourism & Hospitality Industry: Modern State, Problems & Perspectives organized by CMTH, HNB Garhwal University, Srinagar & Graphic Era University, Dehradun, May 11-12, 2013
18. Paper Presented titled “ Status of hospitality education in Haryana State” in National Seminar on Employment, Education and Entrepreneurship in Tourism & Hospitality, organized by Inst. of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak, Sept. 02, 2013
19. Paper Presented titled “Legal Aspects in Hospitality Industry: A Case Study of Front Office Operations” in National Seminar on Environmental and Business Issues in Hospitality & Tourism Industry, organized by Inst. Of Hotel & Tourism Mgt., Maharshi Dayanand University, Rohtak, Sept. 04, 2013
20. Paper Presented titled “Role of Innovations in Guest Satisfaction: A Case Study of Hotel Industry” in National Seminar on Innovations & Inventions in Hospitality Concepts & Practices organized by Amity University, Noida (U.P) on October 04, 2013.

21. Paper Presented titled “Role of Gastronomy in Tourism Promotion: A Case Study of Northern India”, in International Conference on Food, Tourism & Culture organized by Dev Sanskriti University, Haridwar and Indian Hospitality Congress, October 11-12, 2013.
22. Paper Presented titled “An Evaluative Study of Existing Training & Development Programmes with special reference to Indian Hospitality Industry”, in National Conference organized by Maharishi Markandeshwar University, Mullana, Ambala on Nvember 15-16, 2013.
23. Paper Presented on “Significance of Guests’ Satisfaction in Hotel Industry on account of Personal, Social and Organizational Aspects” in National Seminar on Emerging Trend in Management organized by IMSAR, M.D. University, Rohtak on February 28, 2014.
24. Paper Presented on “Talent Management in Hotel Industry: A study of Important dimensions” in National Seminar on Talent Management in Hospitality & Tourism Industry: Issues & Challenges organized by IHTM, M.D., University, Rohtak on March 21, 2014.
25. Paper Presented on “ Job Satisfaction and Organizational Commitment in Indian Hospitality Industry” in International Conference on Paradigm Shifts in Global Hospitality & Tourism Industry organized by IHTM, M.D., University, Rohtak on March 25-26, 2014.
26. Paper Presented on “Managing Hospitality Organizations through Entrepreneurship” in National Seminar on Entrepreneurial Issues in Indian Tourism & Hospitality industry organized by Dept. of Tourism & Hotel Management, Kurukshetra University, Kurukshetra on March 14, 2015.
27. Paper Presented on “Hospitality & Tourism Education in India: Critical Issues” in National Seminar on Hospitality & Tourism Education in India: Current Status and Future Perspectives” by IHTM, M.D., University, Rohtak on
28. Paper Presented on “Consumption pattern of Alcoholic Beverages among youth: A Case Study of Indian Universities” in International Conference on Contemporary Issues in International Business, Tourism and Sustainability: Opportunities and Challenges organized by Maharaja Agrasen University Baddi (H.P) on April 18-19, 2015.
29. Paper Presented on “Impact of Make in India campaign in the development of Indian Hospitality Industry” in National Seminar on Make in India: Opportunities and Challenges organized by IMSAR, M.D. University, Rohtak on April 25, 2015.

### **Sessions Chaired/Lecture Delivered**

1. Resource person in Conference on Industry-Academia Interface: Challenges before Tourism Education organized by Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, February 23, 2013.
2. Resource person in National Seminar on Make in India: Opportunities and Challenges organized by IMSAR, M.D. University, Rohtak on April 25, 2015.

3. Delivered Extension Lecture on “Emerging Trends in Hospitality and Tourism Industry” on September 28, 2015 at Dept of Hotel Management, D.A.V. College for women, Yamuna Nagar (Haryana).

4.

#### **Conference/Workshop/seminar Organized**

1. Organizing Secretary- Seven day workshop on Personality Development from Feb 10, 2014-Feb 16, 2014 at IHTM, M.D. University, Rohtak
2. Organizing Secretary- Seven day workshop on Personality Development from Feb 20, 2014 to Feb 26, 2014 at IHTM, M.D. University, Rohtak
3. Organizing Secretary- one week workshop on Skill Development in Hospitality & Tourism Industry” from March 01, 2014 to March 07, 2014 at IHTM, M.D. University, Rohtak
4. Organizing Secretary- One day National Seminar on “Talent Management in Hospitality & Tourism Industry” on March 21, 2014 at IHTM, M.D. University, Rohtak
5. Co-Convener, Two day International Conference on “ Paradigm Shifts in Global Hospitality & Tourism Industry” on March 25-26, 2014 at IHTM, M.D. University, Rohtak.

(Sanjeev Kumar)