




Dr. Ashutosh Priya

Title	Dr.	First Name	ASHUTOSH	Last Name	PRIYA	Photograph
Designation		ASSOCIATE PROFESSOR & HEAD				
Department		ECONOMICS				
Address	Campus	Department of Economics , MJPRU Bareilly				
	Residence	431, "SAVITRI SADAN" Basant Vihar , Izatnagar , Bareilly- 243122				
Mobile No.		9897031328				
Email ID		Personal	ashutoshpriyamjpru@gmail.com			
		University Domain	ashutoshpriya@mjpru.ac.in			
Educational Qualifications (Graduation Onwards)						
Course/Degree		Institution	Year	Details/Thesis Topic/Subjects		
B.sc.		Rohilkhand University	1992	Physics , Maths , Electronics		
M.A (Economics)		„	1994	Economics		
Ph.D (Economics)		„	1997	Public Sector in India: Prospects & Retrospects		
OLDE		EDI Ahmedabad	2008	Entrepreneurship		
Career Profile						
Organization / Institution		Designation	Duration	Nature of Duties		
MJP Rohilkhand University Campus, Bareilly.		Associate Professor & Head	22/06/2018 onwards	Teaching , Research & Academic Admin. Academic		
Research Interests / Specialization						
Higher Education , Entrepreneurship / Micro Economics , Public Finance , International Trade , Indian Economics , Sprituality						
Research Experience in Years : 12 years						
No of Research Scholars Successfully Guided						
Name of Programme		Awarded	Under Supervision			
Ph.D.		3				

M.Phil.		6
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Details of Publications /Academic Activities (2010 Onwards)
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Dissertation MBA (M.Ed./M.A.)	60 +				
Researcher/ Expert ID	Scopus	Orchid	Publons	Vidwan	Google Scholar
	drpriyaashu@gm ail.com	-	AAZ-4996-2020	-	https://scholar.google.com/citations?user=UVNxxL0AAAAJ&hl=en

Teaching Experience (Subjects/Courses Taught)
--

Micro Economics, Macro Economics , Indian Economy , Public Economics, International Trade

Entrepreneurship, Research Methodology
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Honours / Awards & Fellowship FOR OUTSTANDING WORK

Distinguish Educator Award 2013 by Discovery Education Media Pvt. Ltd.

Publications /Academic Activities
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Books & Monographs (Single Author)	-	Research Papers Published in International Journals	2 1	Papers Presented in Seminars/ Conferences	55	Seminars/ Conferences Organized	7	Research Projects (Completed)	
Books (Co-authored)	2	Research Papers Published in Other Journals	3 1	Seminar/ Conferences Attended	62	Workshops Organized	10	Research Projects (Ongoing)	
Books (Edited)	12	Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.	2	Sessions Chaired in Seminars/ Conferences	21	Memberships of Academic/ Professional Bodies	2	Foreign Countries Visited for Academic Assignments	1
Chapters in Edited Books	21			Resource Lectures Delivered	35				

(a) Authored Books/ Monographs					
Name of Book	Year of Publication	Publisher	ISBN No		
Principles and Practices of Modern Management	2010	Global Vision Publishing House	978-81-8220-354-9		
स्व , योग और व्यक्तित्व	2020	OrangeBooks Publication	978-81-948038-7-4		
(b) Edited Books					
Year of Publication	Title	Publisher	ISBN	DOI No.	Citations
2006	Changing Paradigms in Professional Education Handbook of	AMAN Publications	81-8204-011-6	-	-
2010	Human Development & Management	Serials Publication	978-81-8387-370-3	-	-
2020	Covid-19 : Challenges & Opportunities (Economic & Social Issues)	International Educators Group , USA	978-1-953224-00-2	-	-
2020	Changing Landscape of Higher Education : Post Covid-19	OrangeBooks Publication	978-81-947079-2-9	-	-
2020	भारतीय शिक्षा में भारतीयता	Swaranjali Publications	978-93-90110-98-8	-	-
2020	Paradigm Shift in Managerial Practices	Walnutpublication.com , UK	978-195439921-1	-	-
2021	RE-INVENTING THE HR WHEEL	OrangeBooks Publications	978-93-90489-25-1	-	-
2021	Self – Reliant Bharat : Challenges & oportunities	Sohem Publications	978-81-949722-4-2	-	-
2021	Women Empowerment and Leadership	OrangeBooks Publications	978-93-90489-89-3	-	-
2021	Life Experiences	Sohem Publications	978-81-	-	-

	& Life Skills		949722-6-6		
2021	Roadmap to Atmnirbhar Bharat	Sohem Publications	978-81-949722-5-9		
2021	भारतीय शिक्षा की यात्रा	Swaranjali Publications	978-93-90573-31-8		

(b) Papers Published in UGC Care Listed /Scopus / Web of Science/Indexed/ Peer Reviewed Journals 52

Some of the Papers listed below

1. Published one Paper titled as “TQM: a Tool of Change Management” in the journal Effulgence, Vol.3 No1 (ISSN 0972-8058).
2. Published a paper titled as “Ethical Issues in marketing: A New Dimension and Challenges” in Indian Journal of Marketing, Vol. 34 Number 12 (ISSN 0973-8703).
3. Published one paper in the journal Biz- craft, titled “FDI in Retail-Can we survive onslaught” (ISSN 2231-0231).
4. Published one paper in the journal “Gurukul Business Review (GBR)” titled “Ethics at Work Place: A Case Study” in Volume-3, SPRING 2007 (ISSN 0973-1466).
5. Paper “Microfinance through SHG- Bank Linkage Programme & its impact on Uttaranchal” is published in MAIMT-Journal of IT & Management (ISSN. 0974-066X).
6. Paper titled “E-governance: fast Track Democratizing Tool” published in the Global Journal of Business Management (ISSN: 0973-8533) published by Global Vision Publishing House, Delhi.
7. Paper titled “Explicit & Embedded Economic Benefits of Education- Rationale for Investment in Education as Human Capital Component” published in ACME (ISSN: 0974-1763), Vol-7.
 8. Paper titled “Creating opportunities of infrastructure growth through dedicated infrastructure funds” has been published in BJMR journal Vol.1 of April 2009 (ISSN 0976-4739).
 9. Paper titled “Women Entrepreneurship: A Tool of Women Empowerment, Policy and Issues” has been published in International Journal of Management Research & Technology of June, 2009 (ISSN: 0974-3502).
10. Paper published in **Quest** titled as “Kumaon Ka Paryatan Udyog: Champawat Zile ke Vishesh Sandarbham” in 2009 (ISSN 0974-5041).
11. Paper titled “Knowledge Economy and Indian Higher Education-In Search of Effective Policy Notes” published in ACME, Vol.8 (ISSN: 0974-1763).
12. Paper titled “Higher Education and Employment-Understanding the Intermingled Social and Economic Dimensions in context of Tribes” published in **International journal** “Indian Journal of Millennium Development Studies” Vol.4, September 2009 (ISSN: 0973-3981).
13. Published review of book titled Global Business Environment, Understanding Multicultural Behaviour by Kamal Dean Parhizgar in the journal “Review of Professional Management, Vol-7, and December, 2009(ISSN: 0972-8686).
14. Paper titled “Management Education: Need for Quality Improvement” has been published in Journal Vedaang Vol.1, Number 2nd December 2010 (ISSN0975-7961).
15. Paper titled “Service Industry in India: Reference to Knowledge Process Outsourcing” has been

published in the journal "Convergence Asia" Vol.8 – No.3 April-Sept.2010 (ISSN 0973-9033).

16. Paper titled "University Industry Linkage: In search of Pragmatic Approach for Indian higher Education" has been published in International journal GUMBAD BUSINESS REVIEW Vol 6. No.1 , July 2010 – December 2010 (ISSN 0973-6158).
17. Paper Published titles as in "Role of ICT in Rural Empowerment" in the International Journal of Research Publication's, Research Journal Science & Management in Vol. 1, No 5 (2011): 01 Sep 2011. 2011.(ISSN 2251-1571)
18. Paper published titled as "Spiritual Quotient: An Entrepreneurial Hunt" in JS International Journal Of Social Science in Vol. 1(1) 2011 (ISSN 2249-1538).
19. Paper titled "European Higher Education Areas: A Brief Note on Proceedings" published in the journal ACME Vol 9, June 2011 (ISSN 0974-1763).
20. Paper titled "Innovative Financial Solution for Agriprenurs in India: A way Forward, International Journal of Business Derivative, Vol1 Issue, Page 165-184, 1 2011.
21. Article Titled: Faculty (without Ph.D and NET) in Private NBA Accredited MBA Institute has been published in IJMBS journal in 2015 Vol. 6-7 page 496-503 (ISSN 2278-5671)
22. Article Titled: "The Economic Implications of Modern biological Sciences (Genomics) has been published in OIJB journal in 2018 VOL.8 Issue 1 May 2018 page 512-518. (www.seeitix.org) (ISSN 2249-8745).
23. Published one Paper titled "Knowledge Process Outsourcing in India" in the journal "Jamshedpur Research Review" Vol. IV Issue XVII. (ISSN 2320-2750)
24. Article titled "Current Status and Problems of Agriprenurs in food processing industries" has been published in IJEDS journal in 2010 Vol. 1(1) page 100-105. (ISSN 2079-2549) (www.ijeds.org)
25. Published one paper in "International Journals of Advanced Science & Technology" Vol. 29 number 9s (2020) titled as "A study on factors affecting job satisfaction of employees in hotel industry: A study with reference to few hotels in Lucknow , Vol. 29, No.9,2020 (ISSN 2005-4238).
26. Published one paper in the "International Journal of Analytical and Experimental Model Analysis" Vol. XII , issue IX Sept, 2020 with title " Private Universities and Quality of Education in Uttar Pradesh" (ISSN 0886-9367)
27. Published one Paper titled "An Empirical Study on Management Education at Risk: Talent Crises" in Global Journal of Business Management Vol. 7, No 2 (ISSN 0973-8533).
28. Published one paper titled "Rural Urban Divide in Higher Education in India: Issues related to Access, Expenditure & Efficiency" in the Quarterly Journal of Management Development" Vol. 50 No 1 (ISSN 0048-6175).
29. Published one paper titled "Impact of New Economic Policy on Agricultural Development with special reference to Uttar Pradesh: A Review" in the Global Journal of Current Research, Vol. 6 No.4, 2018 (ISSN 2320-2920).
30. Published paper titled " Recent Trends in Indian Higher Education System" in the journal International Journal of Advance Science and Technology , Vol. 29.No, 6 , 2020 (ISSN 2005-4238).
31. Published paper titled "The Changing Face of HR Function: From Admin to a Business Partner" in PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 2020 (ISSN 1567-214x).
32. Published one paper titled "Green Technology and Consumer Behaviour: An Analysis" in the journal Solid State Technology Vol.63 Issue 6, 2020 (ISSN 0038-11x).
33. Paper titled "A Study of Role Efficacy Profiles of Doctors Serving In Private Sector Health Service Organization of Uttar Pradesh (India): An Organizational Development Intervention" published in the journal European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 7, Issue 10, 2020.
34. Published paper titled "Challenges & complexities in turnkey projects affecting employee's performance in a private Limited firm of repute in Uttar Pradesh (India)" in the journal Test Engineering and Management, May-June 2020 (ISSN: 0193-4120).

35. Published paper titled “Crafting the Way forward: Sustainability Model for Indian Rural Artisans” in International Journal of Management (IJM), Vol. 11, Issue 12, December 2020 (ISSN 0976-6502).
36. Published paper titled “Innopreneurship : A Case on Baking through Home Makers” in the journal Psychology and Education(2020) 57(9) (ISSN 0033-3077).
37. Paper published in The Journal of Oriental Research Madras titled “Food Safety : A Global Challenge” in April, 2021 Vol. XCII-XI (ISSN 0022-3301).
38. Published paper titled “Issues and Challenges of Zari-Zardozi Industry: An Analysis” in Indian Journal of Adult Education, Vol.82. No.1 (A) (ISSN 0019-5006).
39. Paper titled “Resilient Stability for Sustainability” published in journal SODH SANCHAR BULLETIN Vol.11, Issue 1, January–March, 2021 (ISSN 2229-3620).
40. Paper titled “University-Industry Linkage & Development of Higher Education : A Study about Faculty Perception” in Journal of Contemporary Issues in Business and Government , Vol. 27, No.3 , 2021 (ISSN 1323-6903).

(d) Chapter/Paper Published in Edited Books

Publication		Title of the Book	Title of the Chapter	Name & Address of Publisher	Year	ISBN	DOI	Citation Google/web of science
National	International							
National	-	Managerial Rainbow	Global World and Quality of Management Education in India	<u>KITAB MAHAL PRAKASHAN</u>	2005	978-81225-03814		
National	-	Corporate Governance and Restructuring of Industries	Globalization and India	<u>Wisdom Publications</u>	2004	-		
National	-	Changing Paradigms in Professional Education	Fuzzy Integrated Data Mining	<u>Aman Publications</u>	2006	81-8204-011-6		
National	-	Changing Paradigms in Professional Education	Higher Education: Road for Development (a Case Of Uttaranchal)	<u>Aman Publications</u>	2006	81-8204-011-6		
National	-	WTO, India and Emerging Areas of Trade	Cradle of Growth, or Mountain of Challenges? Indian Agriculture,	<u>Excel Books</u>	2008	978-81-7446-593-1		

National	-	Convergence of Corporate Governance Norms	Pharmaceutical and Textile Industry in the Wake of WTO Need for Developing Adaptive and Effective Corporate Governance Practices to Manage Global Pressure	<u>Cygnus</u>	2009	978-81-907741-2-3		
National	-	Rural Marketing	Agripreneurship : A solution for poverty alleviation through sustainable livelihood in rural areas of developing countries	<u>Saujanya Books</u>	2011	10-81-313-1265-8/8131312658		
National	-	Entrepreneurship in era of globalization	Comprehensive Solution model for poultry industry: A way Forward	<u>Sunmarg Publications</u>	2014	978-93-82606-09-3		
National	-	Entrepreneurship in era of globalization	Entrepreneurship in Changing Environment: Special Emphasis on barriers faced by SMEs	<u>Sunmarg Publications</u>	2014	978-93-82606-09-3		
National	-	Recent Trends in Sustainable Development	Innovative Financial Solutions for Agripreneurs in India: A Way Forward	<u>Himalaya Publishing House</u>	2018	978093-5299-478-6		
National	-	Enhancing Organizational Effectiveness and Sustainability: Issues and Concerns	Creating Entrepreneurial Mindset through Innovative Business Plans and Making Effective Organizations	<u>Excel India Publishers</u>	2019	978-81-943641-0-8		
National	-	New Global Economic Order Challenges & Opportunity	India: ASEAN Trade-Opportunity & Challenges in New Economic Scenario	<u>Research India Publications</u>	2009	-		

-	International	Proceedings of Business Management Conference	The New Economic Reality: Ideas for the New Century	<u>University of KWAZULU - NATAL, South Africa.</u>	2009	-		
-	International	Value Based Management	Values Inspiring Decisions: A Value Based Leadership	<u>AIMS, International</u>	2010	-		
National	-	Skill Development in India : Challenges & opportunities	Reinventing the HR Wheel : A paradigm shift to next-Gen HR	<u>Swaranjali Publications</u>	2019	978-93-88838-54-2		
National	-	<u>Covid - 19</u>	The Mental Health Consequences of Covid-19	<u>Insc</u>	2020	978-81-946370-2-8		
National	-	<u>Changing Landscape of Higher education : Post Covid-19</u>	Covid -19 : Challenges before Higher Education and way forward	<u>OrangeBooks Publication</u>	2020	978-81-947079-2-9		
National	-	Women Empowerment & Leadership	Sexual Harassment – Lethal Weapon at workplace	<u>OrangeBooks Publication</u>	2021	978-93-90489-89-3		
National	-	Reinventing the HR Wheel	HR Measures during and Post COVID-19	<u>OrangeBooks Publication</u>	2021	978-93-90489-25-1		
National	-	राष्ट्रीय शिक्षा नीति २०२०	भारतीय शिक्षा की यात्रा	<u>Swaranjali Publications</u>	2021	978-93-90573-31-8		
National	-	Impact Corona Virus on Indian Economy	कोविड -19 और लॉकडाउन: भारत पर आर्थिक प्रभाव का अनुमान	<u>NAVYUG</u>	2021	978-93-88873-08-6		

(f) Seminars/Conferences/Workshops Organized -

1. 7 National Level Conferences/Seminar organized as Convenor /Seminar Director
2. 10 FDP/EDP/Training Programmes conducted

(h) Administrative Positions/Assignments Held											
Post	Organization	Duration									
		From	To								
Principal	USMT , Bareilly	03-05-2012	21-06-2018								
Director	AIMCA , Haldwani	01-06-2009	14-03-2012								
<p>Seminar/Conference Presentations : Presented Papers in more than 50 National / International Conferences and Seminars and attended more than 60 conferences and Seminars , Webinars.</p>											
<p>(j) Memberships of Academic/Professional Bodies</p> <ol style="list-style-type: none"> 1. Indian Commerce Association 2. IDEAS 											
<p>(k) Participation in Community Service / Exchange Programme / Consulting Activity</p> <p>NSS Activities , Consulting in some Training and Academic Institutions as Advisor</p>											
<p>(l) International Academic Exposure</p> <table border="1"> <thead> <tr> <th>Invited Lecture</th> <th>BRICS Conference</th> <th>University of Campinas Brazil , Saopolo</th> <th></th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Invited Lecture	BRICS Conference	University of Campinas Brazil , Saopolo					
Invited Lecture	BRICS Conference	University of Campinas Brazil , Saopolo									
<p>(m) Workshops /FDP/Trainings : Attended more than 25 Training Programmes /FDP/Refresher /Workshops / Induction at various places like IIM , EDI, BHU, NSTEDB etc</p>											
<p>(n) Other Administrative and Academic Responsibilities :</p> <ol style="list-style-type: none"> 1. Worked as In-charge of Entrepreneurship club. 2. Worked as Hostel Warden.. 3. Supervised many projects at undergraduate & postgraduate level. 4. Paper setter & Evaluator & Examiner for different universities. 5. PhD examiner for different universities. 6. Participated in Seminars as Chair, Co-Chair, and Expert & Rapportuer of Technical Sessions. 7. Worked as Proctor. 8. Worked as Sr. Centre Supdt. (Examination). 9. Worked as EDITOR of UGC listed Journal for 7years. 10. Worked as Programme Officer of NSS. 11. Worked as Head, Department of Management Studies. 12. Member of governing body in two Management Institutes. 13. Worked as Dean (FD) & Dean Student Welfare. 14. Working as Reviewer for National & International Journals. 15. Part of advisory committee for seminars & conferences. 16. Conducted MDPs, FDPs, EDPs and student development programmes for government and non-government organizations. 17. Expert for selection committees in Schools, Banks, and other organizations. 18. Prepared unified syllabus of UP state for Economics. 19. Member of RTI Committee. 20. 2 times worked as Co-Coordinator Evaluation Centre MJPRU. 21. Worked as PhD Coursework Coordinator for Sociology and Military Science at MJPRU. 22. Was Member of IQAC Cell MJPRU? 23. Member of Flying Squad Team of MJPRU. 24. Member of NAAC Committee. 25. Observer of Examination Centers for NTA, MJPRU and Others. 											
