




Faculty Profile on University Website

www.mjpru.ac.in

Title	Prof	First Name	PUSHPENDRA BAHADUR	Last Name	SINGH	Photograph 
Designation			PROFESSOR			
Department			BUSINESS ADMINISTRATION			
Address	Campus		MJP Rohilkhand University Pilibhit Bypass Road, Bareilly			
	Residence		193/32-B, Civil Lines, Bareilly			
Mobile No.			9458612146			
Email ID			Personal	pbsingh1967@gmail.com		
			University Domain	pbsingh@mjpru.ac.in		
Professional Networking ID, i.e. LinkedIn, Twitter etc			twitter @pbsingh1967 www.facebook.com/pushpendra.b.singh www.linkedin.com/in/pushpendra-bahadur-singh-1552168			
Educational Qualifications (Graduation Onwards)						
Course/Degree	Institution		Year	Details/Thesis Topic/Subjects		
BSc	Bareilly College, Bareilly		1986	PCM		
MSc	Bareilly College, Bareilly		1988	Physics		
MBA	MJP Rohilkhand University, Bareilly		1990	Marketing & HRM		
PhD	MJP Rohilkhand University, Bareilly		2000	Consumer Behaviour		
Career Profile						
Organization / Institution			Designation	Duration	Nature of Duties	
Caravan India Ltd, New Delhi			Marketing Executive	Aug 1990 – Nov 1990	Promotion of Schemes	
Bareilly College, Bareilly			Lecturer	Nov 1990 – Apr 1993	Teaching	
Department of Business Administration, MJP Rohilkhand University, Bareilly			Lecturer Sr. Lecturer	Apr 1993 – Nov 1999	Teaching	
Department of Business Administration, MJP Rohilkhand University, Bareilly			Reader/ Associate Professor	Nov 1999 – Nov 2007	Teaching	
Department of Business Administration, MJP			Professor	Nov 2007 – Till date	Teaching	

Rohilkhand University, Bareilly					
Faculty of Business & Economics Jimma University, Jimma, ETHIOPIA	Professor (on EOL)	Dec 2007 – Dec 2009	Teaching		
Department of Business Administration, MJP Rohilkhand University, Bareilly	Head	July 2017 – July 2020	Teaching and Administration		
Department of Business Administration, Faculty of Management MJP Rohilkhand University, Bareilly	Dean	Aug 2017 – Aug 2020	Teaching and Administration		
Research Interests / Specialization					
Marketing and HRM					
Research Experience in Years					
No of Research Scholars Successfully Guided					
Name of Programme	Awarded		Under Supervision		
Ph.D.	09		05		
M.Phil.	-		-		
(MBA)	More than 300				
Researcher/ Expert ID	Scopus	Orchid	Publons	Vidwan	Google Scholar
	pbsingh@mjpru.ac.in	0000-0002- 5466-0640	AAZ-6581-2020	165675	pbsingh1967@gmail.com
Teaching Experience (Subjects/Courses Taught)					
<ol style="list-style-type: none"> 1. Management Concepts & Skill Dev. 2. Organizational Behavior 3. Marketing Management 4. Consumer Behavior 5. Sales and Distribution Management 6. Retailing 7. Business Policy and Strategy 8. Human Resource Management 					
Honours / Awards & Fellowship FOR OUTSTANDING WORK					
Name of Award/ Fellowship	Awarded By				
	Name of Governmental Agency	Name of Government Supported	Name of International Recognized Body/		

		Organization/ Department	Institution
BEST PAPER award in an International Conference held at MUSCAT Sultanate of OMAN in the year 2006			Waljat College of Applied Sciences, Muscat and BITS, Pilani
BEST PAPER award in an International Conference held at BANGKOK, THAILAND in the year 2011.			International University of Commerce, Bangkok
BEST PAPER award in a National Conference held at GBU Noida in the year 2019			Gautam Buddha University, Noida
Global Hospitality Award- 2019			Subharti University, Meerut

Publications /Academic Activities (Numbers Only)

Books & Monographs (Single Author)	01	Research Papers Published in Internationa l Journals	06	Papers Presented in Seminars/ Conferences	33	Seminars/ Conferenc es Organized	07	Research Projects (Comple ted)	02
Books (Co- authored)	-	Research Papers Published in Other Journals	26	Seminar/ Conferences Attended	73	Workshops Organized	05	Research Projects (Ongoing)	01
Books (Edited)	03	Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers , Magazines etc.	06	Sessions Chaired in Seminars/ Conferences	19	Membershi p of Academic/ Profession al Bodies	06	Foreign Countries Visited for Academic Assignme nts	07
Chapters in Edited Books	18			Resource Lectures Delivered	31 +				

Details of Publications /Academic Activities (2010 Onwards)					
(a) Authored Books/ Monographs					
Name of Book/SLM	Year of Publication	Publisher	ISBN No		
Management Function and Behaviour (SLM)	2014	UPRTOU, Allahabad	978-93-83328-43-7		
(b) Edited Books					
Year of Publication	Title	Publisher	ISBN	DOI No.	Citations
2020	Research and Innovations During COVID- 19 : An Integrated Approach	Bharti Publications, New Delhi	978-93-89657-37-1		
2019	International Marketing	UPRTOU, Allahabad	978-93-83328-70-3		
2019	Marketing Management	UPRTOU, Allahabad	978-93-83328-52-9		
(c) Papers Published in UGC Care Listed /Indexed/ Peer Reviewed Journals (2010 onwards)					
Year of Publication	Title	Name of Journal	ISSN No	Citations	Impact Factor
2010	Marketing & Branding of higher Education: Issues and Challenges	Review of Business Research, an International Journal of IABE listed in Cabell's directories and Ulrich's International Periodicals Directory, Vol10, No 1, 2010	1546-2609		
2010	Role of Marketing Innovations in Rural Development	Indian Journal of Public Enterprise Vol 25, No. 48, June 2010.	0974-48		
2010	Human Development: Accounting for Human Capital	Journal Of Business Solutions, Vol. 3, No. 1& 2, June – Dec. 2010.	0148-2963		

2011	CEO Compensation: The Indian Dilemma	Asian Journal of Management, Vol. 2, Issue 1, Jan – March 2011.	0976-495X		
2011	Human Resource Information System: A Prominent Tool to Transform the Banking Industry for Developing Countries	Mumukshu Journal of Humanities (Reviewed/Referred Research Journal), Vol. 3, No. 3, June 2011.	0976-5085		
2011	Indian Tourism Industry- Futuristic Trends	Future Business Review, Vol. 1, No. 1, July 2011.	2229-5534		
2011	Comprehensive Study of Indian Rural Consumer Behaviour and Strategies for Rural Markets	Asia Pacific Journal of Research in Business Management (Internationally indexed & refereed e-journal), Vol. 2, Issue 9, September 2011.	2229-4104		
2012	Green Marketing: Policies and Practices for Sustainable Development	Integral Review – A Journal of Management, Vol. 5, No. 1, June 2012	0974-8032		
2012	Consumer Buying Behaviour towards Specialty Goods- a Case of Cellular Phone Handsets	Mumukshu Journal of Humanities (Reviewed/Referred Research Journal), Vol. 4, No. 1, June 2012.	0976-5085		

2012	Study of Factors Affecting Beer Consumption at Bareilly	Oorja – International Journal of Management & IT, Vol. 10, No. 3, Sept-Dec, 2012	0974-7869		
2012	Strategic Considerations for Work Life Balance	Vimarsh- refereed Journal, Vol. 3, issue 1&2, July-Dec 2012	0976-5174		
2013	Impact of Work Stress on Employees Performance	Candour Business Journal, Vol. 1, No. 1, April 2013.			
2013	Consumer Behaviour and Attitude Towards ITC Personal Care Products-A Case of Shampoo	Mumukshu Journal of Humanities (Reviewed/Referred Research Journal), Vol.5, No. 1, June 2013.	0976-5085		
2014	Role of Children in Family Purchasing Decisions – A Case Study of Bareilly	IBM International Journal of Business Management, Vol. 1, No. 1, Jan 2014.	2348-0629		
2014	An Empirical Study of Work-Life-Balance with special reference to Banking Sector	Viewpoint: An International Journal of Management and Technology, Vol. 5, No. 2, July-Dec 2014.	2229-3925		
2014	Consumer Buying Behaviour towards	Global Management Horizon (Annual Refereed Journal), Vol. III, Issue-1, Jan-Dec 2014	0976-5085		

	Shopping Goods: A case of Apparels				
2014	Workforce Diversity: Challenges and Strategies	Lohia Shodh Manch (Research Journal), Vol III, Issue-6, July-Dec 2014	2278-4519		
2019	Impact and Effectiveness of Celebrity Endorsement on Social Media towards Mobile purchase behavior among Generation- Y	Shodhmanthan – International Journal (Peer Reviewed & Refereed UGC approved Journal), Vol X, Special Issue- 5, 2019.	0976-5255		Impact Factor: 5.463
2020	To Study the Impact of Instafamous Celebrities on Consumer Buying Behaviour	Academy of Marketing Studies Journal, Vol 24, Issue 1, 2020	1528-2678-24-1-270		
2020	Examining the role of Celebrity on Social Media during COVID-19 Outbreak	Journal of XI'AN University of Architecture and Technology, (UGC Approved Journal) Vol IX, Issue VII, July 2020	1006-7930		Impact Factor: 3.7

Publication		Title of the Book	Title of the Chapter	Name & Address of Publisher	Year	ISBN	DOI	Citation Google/ web of science
National	International							
National		Tourism for Development – A Managerial Approach	Tourism Perspectives in South – Asia Region	Kanishka Publishers Distributors, New Delhi	2011	978-81-8457-312-1		
National		Tourism for Development – A Strategic Approach	Archeological Tourism Education: An Approach to build Recreational Learning Environment	Bharti Publishers Distributors, New Delhi	2012	978-93-81212-18-9		
National		Tourism for Development- A Strategic Approach	MICE Tourism Perspectives in India: Strategic Considerations	Bharti Publishers Distributors, New Delhi	2012	978-93-81212-18-9		
National		GST – A Road Map of Economic Development for New India	Developing Smart Entrepreneur in the facet of Skill India- An approach in the light of GST	Niharikanjali Publishers Kanpur	2018	978-93-82972-25,		
National		Indian Economy: Policy Interventions for Sustainable Growth	Social Entrepreneurship: A roadmap for Economic Development	Bharti Publications, New Delhi	2019	978-93-86608-88-8,		
National		Indian Economy: Policy Interventions for Sustainable Growth	Precision Farming in India: Issues, Challenges and Oppourtunities	Bharti Publications, New Delhi	2019	978-93-86608-88-8,		
National		Indian Economy: Policy Interventio	Globalization and its impact on Indian Economy	Bharti Publications, New Delhi	2019	978-93-86608-88-8		

		ns for Sustainable Growth						
Natio nal		Research and Innovations during COVID-19: An Integrated Approach	Tourism Potential in Rohilkhand Region, Uttar Pradesh	Bharti Publications, New Delhi	2020	978-93-89657-37-1		
Natio nal		Research and Innovations during COVID-19: An Integrated Approach	Green Consumer Behaviour: Emerging Oppourtunities and Challenges in India (In context of Meerut)	Bharti Publications, New Delhi	2020	978-93-89657-37-1		
Natio nal		Research and Innovations during COVID-19: An Integrated Approach	Human Resource Management in Digital Era	Bharti Publications, New Delhi	2020	978-93-89657-37-1		
Natio nal		Research and Innovations during COVID-19: An Integrated Approach	Social Entrepreneurship and Development of Rural Tourism in India	Bharti Publications, New Delhi	2020	978-93-89657-37-1		
Natio nal		Research and Innovations during COVID-19: An Integrated Approach	An Empirical Study on significance of Emotional Intelligence for better Work-Life Balance in Banking Sector	Bharti Publications, New Delhi	2020	978-93-89657-37-1		

(e) Invited as Resource Lectures Person/Examiner/Expert (2010 onwards)

Resource person	Detail of Event	Title of Lecture	Date	Institution
Keynote Speaker	International Seminar	Managerial Skills in the Era of Globalization	26-02-2011	SSPG College, Shahjahanpur
Expert Speaker	National Seminar	Changing Dimensions of Rural Markets	19-11-2011	SRMSCET, Bareilly
Keynote Speaker	International Seminar	Consumer Protection and Behaviour in Present Privatized Era	25-02-2012	SSPG college, Shahjahanpur
Moderator	ITC International Conference-Tashkent Convention	Archaeological Tourism Education	10-08-2011	Tashkent State University of Economics, Tashkent, Uzbekistan
Chairman Tech Session- III	XVII National Seminar	Organizational Effectiveness through Employee Engagement	23-11-2012	SRMSCET, Bareilly
Chairman Tech Session-II	National Seminar	Socio-Economic Implications of Retail Business	26-11-2012	KCMT, Bareilly
Co-Chairman Tech Session-II	National Seminar	Managing Service Quality	23-02-2013	RBMI, Bareilly
Keynote Speaker	International Seminar	Employment Generation in Developing Countries	24-02-2013	SSPG college, Shahjahanpur
Resource Person	National Seminar	Recent Innovations in General Management	08-09-2013	PT. RSS University, Raipur
Co-Chairman Tech Session-I	National Seminar	Contemporary Issues and Challenges in Management	07-02-2014	DAV Centenary College, Faridabad
Chairman Tech Session-II	XIX National Seminar	Redefining the Marketing Strategies in the Era of Globalization	13-11-2014	SRMSCET, Bareilly
Guest Speaker	PhD Course Work	Research Methodology	18-19 Nov, 2014	Bundelkhand University, Jhansi

External Expert	RDC in Business Administration	-	2015-16	Kumoun University, Bhimtal Campus, Bhimtal
Chairman Tech Session- III	National Seminar	Impact of Technological Changes in Banking & Insurance Sector	12-08-2015	Pt HSS College, Raipur
Expert Lecture	MBA Program	Marketing Research	12-08-2015	Institute of Management, Pt. RSS University, Raipur
Resource Person	National Seminar	Technological Innovation and Business: Study of few cases	13-08-2015	Pt. HSS College, Raipur
Keynote Speaker	International Seminar	Tourism, Mercantilism and Human Happiness	30-01-2016	SSPG College, Shahjahanpur
Keynote Speaker	National Seminar	Entrepreneurship: The Road Ahead	08-03-2016	SMS, Punjabi University, Patiala
Chairman Tech Session- II	National Seminar	Demonetization and its impact on Indian Economy	14-01-2017	RLS Govt Girls PG College, Pilibhit
Resource Person	National Seminar	Cash to Cashless Economy	15-02-2017	KCMT Bareilly
Keynote Speaker	International Conference	International Terrorism and its impact on Tourism	17-12-2017	SSPG College, Shahjahanpur
External Expert	BOS in Commerce	-	2017-19	KMC Language University, Lucknow
Chairman Tech Session- II	National Seminar	GST and Indian Business	01-02-2018	RLS Govt. Girls PG College, Pilibhit
Guest of Honor	National Seminar	Indian Tourism & Travel Management	18-02-2018	JS Hindu PG college, Amroha
Program Coordinator	National Conference	Indian Education for Global Welfare	29-01-2019	MJPRU, Bareilly
External Expert	BOS in Management	-	2019-21	KMC Language University, Lucknow
Chairman Tech Session- II	National Conference	Social Entrepreneurship	11-03-2019	GBU, Greater Noida
Chairman Tech Session- III	CALEM Training Program	Academic Leadership	28-04-2019	MJPRU, Bareilly
Keynote Speaker	National Webinar	Impact of Pandemic COVID-19 on Indian Trade and Industries	01-06-2020	Govt PG college, Bilaspur
Keynote Speaker	International Webinar	Challenges and opportunities for Business and	07-06-2020	Govt Raza PG college, Rampur

		Economies Worldwide post COVID-19		
Resource Person	National Workshop	Best Possible uses of online education & e-content Development.	17-06-2020	SSPG college, Shahjahanpur

(f) Seminars/Conferences/Workshops Organized

1. Organized National Seminar on focal theme “Manager- as a catalyst for change” from Oct. 12-14, 1993 under banner of Department Of Business Administration, Rohilkhand University, Bareilly.
2. Organized National Seminar on focal theme “Management Challenges & Strategies for 21st Century” from Sept.20-21, 1997 under the sponsorship of U.G.C. & A.I.C.T.E.
3. Organized National Seminar on focal theme “Effective Leadership in Dynamic Business Scenario” from Nov. 13-14, 2011 in collaboration with FIMT, Bareilly.
4. Organized Career Counseling Workshop for Commerce Stream students of intermediate schools in Feb 2017.
5. Organized two weeks Faculty Development Program on Entrepreneurship from 26 Dec 2017 to 08 Jan 2018 under the sponsorship of DST and in collaboration with ASL Startup Lab, Ghaziabad.
6. As Program Coordinator, organized 03 days Entrepreneurship Awareness Program for students sponsored by DST from 02 April to 04 April, 2018.
7. As Convenor in Webinar of Bhartiya Shikshan Mandal, Braj Prant jointly organized by MJPRU, Bareilly and Dr BRAU, Agra from 18-19 July, 2020.

(g) Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Year	Name of Project	Funding Agency	Amount	Duration	
				From	Till
1995	Minor Research Project	UGC	.15L	1995	1996
2003	Minor Research Project	UGC	.15L	2003	2004
2019	Major Research Project	UP Govt	6.0L	2019	Till date

(h) Administrative Positions/Assignments Held

Post	Organization	Duration	
		From	To
Proctor	MJPRU Bareilly	2005	2007
Asstt. DSW	MJPRU Bareilly	2005	2007
Additional Hostel Warden	MJPRU Bareilly	2005	2007
Executive Council Member	MJPRU Bareilly	03-04-1999	02-04-2000

Executive Council Member	MJPRU Bareilly	07-07-2019	19-07-2020
Academic Council Member	MJPRU Bareilly	01-06-2017	Till date
Head	Department of Business Administration, MJPRU Bareilly	05-07-2017	04-07-2020
Head	Department of Hotel Management & Catering Technology	05-07-2017	04-07-2020
Dean	Faculty of Management Studies, MJPRU Bareilly	24-08-2017	23-08-2020
Chairman, BOS	MBA and BHMCT programs	15-07-2017	15-07-2019
University Nodal Officer-Scholarship	MJPRU Bareilly	17-11-2015	Till Date
Finance Officer (Additional Responsibility)	MJPRU Bareilly	30-09-2019	30-05-2020
NAAC Peer Team Member	NAAC, Bangalore	2019	Till Date
Expert	Public Service Commission, Raipur (Chattisgarh)	2015	2016

(i) Seminar/Conference Presentations

1. "HRD Climate & System Implementation—A case study of Mathura Refinery" presented in the National Seminar Organized by Deptt. Of Business Administration, Rohilkhand University, Bareilly and published in the proceedings of the Seminar; Oct. 12-14,1993.
2. "Work Planning & Review System – HRD Intervention in LIC of India" presented in the National Seminar Organized by Deptt. Of Business Administration, Rohilkhand University, Bareilly and published in the proceedings of the Seminar; Oct.12-14, 1993.
3. "Understanding Human as an Asset" published in the souvenir released during the National Seminar Oct.12-14, 1993, organized by Deptt of Business Administration, Rohilkhand University, Bareilly.
4. "Commerce Education Perspective & Reforms" presented in the seminar organized by Bareilly College, Bareilly on Feb. 12, 1995 and published in University News.
5. "HRD – Vision 2000" published in souvenir – National Seminar, conducted by Faculty of Management, M.J.P Rohilkhand University, Bareilly on 20-21 Sept, 1997.
6. "Challenges to Indian Companies in 21st Century" published in souvenir – National Seminar, conducted by Faculty of Management, M.J.P Rohilkhand University, Bareilly on 20-21 Sept 1997.
7. "Life Insurance in India- vision 2000 strategic perspectives" published in souvenir – National Seminar, conducted by Faculty of Management, M.J.P Rohilkhand University, Bareilly on 20-21 Sept, 1997.
8. "I.T Challenges for Management in 21st Century" published in souvenir – National Seminar,

conducted by Rakshpal Bahadur Institute of Management, Bareilly on 6th March 1999.

9. "The concept of e-Banking" published in the souvenir – International Seminar, conducted by the Faculty of commerce, Bareilly College, Bareilly on 30-31 Jan 2001.
10. "Net banking – Problems And Prospects" published in the souvenir – International Seminar, conducted by the Faculty of commerce, Bareilly College, Bareilly on 30-31 Jan 2001.
11. "Relational Banking – Post Reform Strategy for Survival" published in the souvenir – National Seminar on second phase reforms, Bhupal Nobles PG College, Udaipur, 2-3 March 2001.
12. "Problems & Prospects of Management Education in University System" published in souvenir – National Seminar on challenges in Higher Education in India, guru Jambheshwar University, Hisar, 3-4 March 2001.
13. "Value Added Human Development – Reorienting & reengineering HR" published in souvenir-54 All India Commerce Conference, Amu Aligarh, Dec 22-24, 2001.
14. "Posing Threats to economic Development – Strategic Measures," published in souvenir National Seminar on Economic Development in era of uncertainty, RBMI, Bareilly, Jan 20-21, 2002.
15. "Tourism Development – Strategic Considerations" published in souvenir – National Seminar on Tourism & Development, JS Hindu PG College Amroha, Feb 3-4 2002.
16. "Globalization Challenges for Indian Education" published in the proceedings of National Seminar on WTO & Allied issues, IIFT, New Delhi, Feb 2002.
17. "E- commerce- Strategic Differentiator" published in souvenir – International Conference on Vedic Values & Corporate Excellence, Gurukul Kangri Univ. Haridwar, Feb 22-24, 2002.
18. "Knowledge Management- An approach to build learning organization" published in the proceedings of National Seminar, IIMS, Bareilly, March 2002.
19. "Lateral thinking – Unrealistic vision or attainable reality" published in the souvenir- National Seminar on Managerial Effectiveness & Human Values, SRMSCET, Bareilly, March 7-8, 2003.
20. "Restructuring Mental Maps" published in souvenir- National Conference, organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar Feb 20-21, 2004
21. "Positioning Brand India through Global Marketing Mix" published in souvenir National Seminar organized by, RBMI, Bareilly, March 11-12, 2005.
22. "India Inc. In The Asian Century" published in souvenir National Seminar on India's Promise in Asian Century: Vision & Action, RBMI, Bareilly, March 24-25, 2006
23. "Organised Retailing in India – Challenges & Strategies", presented in International Conference on Service Industry: Challenges & Opportunities, organized by Waljat Colleges of Applied Sciences, MUSCAT, SULTANATE OF OMAN, September 13-14, 2006. This paper received BEST PAPER AWARD in the technical session with a Certificate of Merit.

24. "Tourism Development in India – Issues & Prospects", presented in International Conference on Service Industry: Challenges & Opportunities, organized by Waljat Colleges of Applied Sciences, MUSCAT, SULTANATE OF OMAN, September 13-14, 2006.
25. "Emotional Marketing: The Mantra for Consumer Satisfaction", published in souvenir- 62nd All India Commerce Conference organized by ICA, October 10-12, 2009.
26. "Managerial Skills in the Era of Globalization", published in Souvenir-International Conference on Impact of Globalization on Managerial Skills, organized by SS (PG) College, Shahjahanpur, INDIA, February 26-27, 2011.
27. "Employment Generation – A Strategical Framework to Reduce Poverty Affliction", published in Souvenir- 5th International Seminar on Employment Generation in Developing Countries: Challenges and Opportunities, organized by SS (PG) College, Shahjahanpur, INDIA, February 23-24, 2013.
28. "Customer satisfaction and e-banking in Indian banks", published in souvenir- 66th All India Commerce Conference organized by ICA, at Bangalore on Dec 05-07, 2013.
29. "Marketing of Services – Problems and Challenges Ahead", published in souvenir- 67th All India Commerce Conference organized by ICA, at Bhubaneswar on Dec 27-29, 2014.
30. "Managing Cross-Cultural and Educational Diversity in Work Force", published in souvenir- 67th All India Commerce Conference organized by ICA, at Bhubaneswar on Dec 27-29, 2014.
31. "Women Empowerment-Realities and Challenges", published in souvenir- 69th All India Commerce Conference organized by ICA, at Lucknow on Nov 11-13, 2016.
32. "Socio-Economic implications of Cashless Society", published in souvenir- 70th All India Commerce Conference organized by ICA, at Jaipur on Oct 12-14, 2017.
33. "Digital Marketing – The Prospects and Practices in India", published in Souvenir- 71st All India Commerce Conference organized by ICA at Hyderabad on Dec 20-22, 2018.

(j) Memberships of Academic/Professional Bodies

1. Indian Commerce Association, India as member since 1992
2. North India Management Association, India as member since 2007
3. Indian Tourism Congress, India as member since 2012
4. Editorial Board member in Asian Journal of Management ISSN 0976-495X
5. Member Peer Review Committee for Journals of two Universities in India.

(k) Participation in Community Service / Exchange Programme / Consulting Activity

1. **Member Advisory Board**, Digital Business People Solution. Singapore (www.dbp.com.sg)
2. **Member Advisory Board**, EISSI Security Services, Bareilly
3. Tree Plantation/ Swatch Bharat Abhiyan etc.

(l) International Academic Exposure

1. Waljat Colleges of Applied Sciences, Muscat, (SULTANATE OF OMAN)- 2006
2. Bank of Baroda, Dubai, (U.A.E.) - 2006
3. British Petroleum, Abu Dhabi, (U.A.E.) - 2006

4. Jimma University, Jimma, (ETHIOPIA - AFRICA) – 2007-09
5. SLITHM & Colombo University, Colombo, (SRILANKA) – 2011
6. International University of Commerce, Bangkok, (THAILAND) - 2011
7. Tashkent State University of Economics, Tashkent (UZBEKISTAN) - 2012

(m) Any Other Details

Worked as **Professor** in Faculty of Business and Economics, Jimma University, Jimma, **Ethiopia (Africa)** for two years under a scheme of Ministry of Education, Ethiopia funded by World Bank during Dec 2007 to Dec 2009.

Signature of Faculty Member