

Name	Dr Ashish Pareek
Designation	Associate Professor
Department	Department of Management Studies
Academic Qualifications	<ul style="list-style-type: none"> <li>• B. A. (Hons.) Economics</li> <li>• M. A. (Economics)</li> <li>• M.B. A.</li> <li>• Ph. D.</li> <li>• Trained at: <ul style="list-style-type: none"> <li>○ Indian Institute of Management, Ahmedabad (IIMA) (FDP)</li> <li>○ Indian School of Business (ISB), Hyderabad</li> <li>○ Entrepreneurship Development Institute of India (EDII), Ahmedabad</li> <li>○ Tata Institute of Social Science, Mumbai</li> </ul> </li> </ul>

Teaching Experience: 17 plus years

	<b>Designation</b>	<b>From</b>	<b>To</b>
1.	Assistant Professor, Department of Management Studies, MDS University, Ajmer	Nov 10, 1998	Nov. 09, 2004
2.	Assistant Professor (Senior Scale), Department of Management Studies, MDS University, Ajmer	Nov. 10, 2004	Nov. 09, 2009
3.	Assistant Professor (Selection Scale), Department of Management Studies, MDS University, Ajmer	Nov. 10, 2009	April 02, 2012
4.	Associate Professor Department of Marketing & Supply Chain Management, Central University of Himachal Pradesh, Dharamshala	April 03, 2012	Dec. 20, 2012
5.	Assistant Professor (Selection Scale), Department of Management Studies, MDS University, Ajmer	Dec. 21, 2012	Sept. 01, 2015
6.	Associate Professor, Department of Management Studies, MDS University, Ajmer	Sept. 02, 2015	Till date

Administration Experience:

1.	Deputy Director, Center for Entrepreneurship and Small Business Management (CESBM), MDS University, Ajmer	Feb. 27, 2007	April 02, 2012
2.	Head Department of Marketing & Supply Chain Management, Central University of Himachal Pradesh, Dharamshala	April 19, 2012	Dec. 20, 2012
3.	Deputy Director, Center for Entrepreneurship and Small Business Management (CESBM), MDS University, Ajmer	June 08, 2013	Dec. 20, 2015

Projects

S No	Title of the Project	Duration	Agency	Year	Remarks
1.	<b>Evaluating Service Quality</b>	3 years	UGC, New Delhi	2001-2004	Major Research Project Budget Rs. 3,94,500/- As Co-investigator
2.	<b>Determinant factors of Luxury Brand Consumption: A study of urban shoppers of North Western region of India</b>	3 Years	UGC, New Delhi	July 01, 2015 June 30, 2018	Major Research Project Budget Rs. 10,83,000/- As Principal Investigator

Publications and Communicated Papers in Journals:

**Papers published**

**In Journals**

**International**

1. Suman, N., Gupta, V., Goktan, A. B., Cheung, Y. H., Gunay, G., **Pareek, A.** (2013), "Cultural Value Orientation: Measurement Invariance in a Multi-country Sample", Journal of Managerial Issues, Volume XXV No. 3 Fall 2013, pp 264-283 (Quarterly Publication of Pittsburg State University) **(ISSN 1045-3695)** H Index: 14
2. Gupta, V. K., Turban, D., **Pareek, A.** (2012), "Differences between men and women in opportunity evaluation as a function of gender stereotypes and stereotype activation", Entrepreneurship Theory and Practice, Vol. 37, Issue 4, pp 771-788, Impact Factor: 2.242 Article first published online: 21 May 2012, DOI: 10.1111/j.1540-6520.2012.00512.x ISI Journal Citation Reports © Ranking: 2012: 24/116 (Business) (Online ISSN **1540-6520**).
3. Kim, Jung-Ha, **Pareek, A.** (2011), 'The Indian Outbound Market with Insight into South-Korea as Destination', Northeast Asia Tourism Research by Tourism Institute of Northeast Asia, Vol 7, No. 1, February pp. 1-21 **(ISSN 1738 -8929)**.

**National**

1. Kaur, J., **Pareek, A.** (2016), 'Corporate Governance Practices of Indian Public Sector and Private Sector Banks: A Comparative Study', Journal of General Management Research (A Biannual Journal of Symbiosis Centre for Management Studies, NOIDA constituent of Symbiosis International University, Pune) Vol. 3, No. 1, pp. 10-17 January 2016 **(ISSN 2348-2869)**
2. Kaur, J., Upadhaya, G., **Pareek, A.** (2014), 'Corporate Governance: An Indian Perspective on Disclosures and Transparency Issues', Journal of Contemporary Research in Management (A Quarterly Journal of Contemporary Issues) Vol. 9, No. 2 April – June 2014, pp. **(ISSN 0973-9785)** Listed in EBSCO, ProQuest and Ulrich International Databases
3. Bhargava, S., **Pareek, A.** (2013), 'Service quality and its effect on Customer Satisfaction in Unorganised Retailing', International Journal of Research in Management and Social Science, Vol. 1, Issue 1 (July-September 2013), pp 89-98 **(ISSN 2322-0899)**.
4. **Pareek, A.**, Tak, P. (2013), 'Role of Entertainment on Shopping Behaviour in Malls of Jaipur', Anveshak- International Journal of Management, Vol. 2, No.2, pp 201-209 **(ISSN 2278-8913)**.
5. Raina, A. K., Saraswat, B.P., Upadhaya, D., **Pareek, A.** (2012), 'Entrepreneurial orientation in Tourism Industry and Local Community Empowerment – An Analysis', Entrepreneurship Business Review, Vol. 2, No. 2, pp 53-63. **(ISSN 2229-7294)**.
6. **Pareek, A.**, Shivnani, T., Goel, V., Bhargava, S. (2011), 'Role of Innovation in Entrepreneurship: An analysis of small and medium enterprises in Ajmer' Entrepreneurship Business Review, Vol. 1, No. 2, pp 24-37. **(ISSN 2229-7294)**.
7. Nair, Bindu, **Pareek, A.** (2011), 'A study of the various Performance Management Systems adopted by select Indian Private Sector Organisations', International Journal of Research in

Commerce & Management (IJRCM) On-line, Volume No. 2 (2011), Issue No. 6 (June) **(ISSN 0976-2183)**.

8. Goel, V., **Pareek, A.**, (2010), 'A basic understanding of the concept of volatility spillover', Aishwarya Research Communication edited by Seema Singh, Archana Golwalker, Aishwarya College of Education Sansthan Publication, Vol. No. 1 Part 2 pp 311-320 **(ISSN 0975-3613)**.
9. **Pareek, A.** (2006), 'Entrepreneurial motivators for professionals', *Amity Business Review*, pp. 16-23 **(ISSN 0972-2343)**
10. **Pareek, A.** (2006), 'Rural Entrepreneurship: A roadmap to Sustainable Rural Marketing', *Management Trends*, Vol. 3 No. 1, pp. 18-22
11. Chowdhary, N. and **Pareek, A.** (2000) 'Services a new look: The IT advantage', *Indore Manager*, Vol.9, No. 3-4 pp. 15-21.
12. Chowdhary, N. and **Pareek, A.** (2000) 'Services marketing: The technology leverage', *Udyog Pragati*, Vol. 24, No.3, pp. 62-67 **(ISSN 0970-3365)**.

Paper presented and Communicated in Conference/ Seminar/ Workshop

**Full Paper Published in Conference Proceedings (in print)**

**International**

1. Bhargava, S., **Pareek, A.**, Upadhyaya, D., (2015), "A study on Unorganised Retail Shopping Experience in India" Conference Proceedings of 04<sup>th</sup> International Conference on Management and Economics "Insights for Sustainable Development in Emerging Economies" Faculty of Management and Finance, University of Ruhana, Matara, Sri Lanka, pp. 407-420 (Organised during 27-28 August, 2015) **(ISBN 978-955-1507-39-8)**
2. **Pareek, A.**, Tak, P., Saraswat, B. P., (2015), "Impact of Consumer Need for Uniqueness and Fashion Conciousness on Attitude towards Luxury Brands" Conference Proceedings of 04<sup>th</sup> International Conference on Management and Economics "Insights for Sustainable Development in Emerging Economies" Faculty of Management and Finance, University of Ruhana, Matara, Sri Lanka, pp. 439-448 (Organised during 27-28 August, 2015) **(ISBN 978-955-1507-39-8)**

**National**

1. **Pareek, A.**, Shekhawat, H., Tak, P. (2012), "Consumption dreams and wish lists: Impact of demographic and psychographic factors" Conference proceedings of National Conference on "New Age Marketing: Changing Paradigms", IMS Publishing House, pp 12-19. (Organized on January 28, 2012) **(ISBN 978-81-921148-1-1)**
2. Shivnani, T., **Pareek, A.**, Mathur, R., (2012), "Mobile Number Portability: A Case Study of Ajmer", in Conference proceedings titled **Transformation and Survival of Business Organizations: Challenges and Opportunities** edited by S S Bhakar, Tarka Singh, Krishan Kant Yadav, Aashish Mehra and published by MacMillan Advance Research Series, pp. 271-283. (Organized during December 28-30, 2011) **(ISBN 935-059-061-1)**.
3. Sharma, A., **Pareek, A.**, Bhati, N. (2011), 'Efficiency and Transparency of e-Governance in Rajasthan Tourism – A case study of Rajasthan' Conference proceedings of International Conference on e-Governance (ICEG – 2011) in conference proceedings titled '**E-Governance – Policies and Practices**' edited by Nityesh Bhatt, Akashi Aggarwal and published by Excel India Publishers, pp 260-268. (Organized during October 17-18, 2011) **(ISBN 978-93-81361-42-8)**.
4. **Pareek, A.**, Bhargava, S., Tak, P. (2011), 'Survival Strategy for Traditional Retailers in the Era of Modern Retailing' Conference proceedings of Fifth (5<sup>th</sup>) International Conference on Services Management 2011 pp. 99-105. (Organized during May 19-21, 2011) **(ISBN 978-81-309-1812-9)**
5. **Pareek, A.**, Tak, P., Bhargava, S. (2011), 'Customer Perception of Retail Formats: A Study of Ajmer City', Conference proceedings of Fifth (5<sup>th</sup>) International Conference on Services Management 2011, pp 269-275. (Organized during May 19-21, 2011) **(ISBN 978-81-309-1812-9)**
6. **Pareek, A.**, (2007), "Motives of Doctor entrepreneurs: A case study of India", Conference proceedings of 2nd International conference on Service Management Themed Entrepreneurship and innovation in Service Industry, pp. 53-59. (organized during June 1-2, 2007)

## Full Paper Published in Conference Proceeding (on CD ROM)

### International

1. Rishi, B., **Pareek, A.**, Tak, P. (2014), "Social Comparison, Media habits and Ostentation of Luxury Fashion Brands Consumption", Conference Proceedings on CD ROM of the 2014 Annual Conference of the Emerging Markets Conference Board "Listening to Consumers of Emerging Markets" held at Centre for Marketing in Emerging Economies, Indian Institute of Management Lucknow, Noida Campus during January 9-11, 2014, pp 11-16 (**ISBN 978-81-928560-0-1**)

*The paper was adjudged the Third Best Research Paper of the conference and bagged certificate, citation and cash prize of Rs 10,000/-.*

2. **Pareek, A.** Tak, P. (2014), "Impact of Consumers' Need for Uniqueness Dimensions on Purchase Intentions of Luxury Brands", Conference Proceedings on CD ROM of International Conference on Research in Marketing (A Refereed International Conference) (ICRM 2013) being organized jointly by Department of Management Studies, IIT Delhi, Curtin University, Perth, Australia, XLRI Business School, Jamshedpur at Indian Institute of Technology, New Delhi during December 21-22, 2013 pp. (**ISBN No. 978-1-63041-998-1**)
3. **Pareek, A.**, Khangarot, L., Pareek, A. (2010), 'Succession Planning: Practices of Small Business Family Owned Firms in India', Conference Proceedings on CD ROM of 11<sup>th</sup> International Conference "Global Economy: Challenges and Perspectives" held at Faculty of Economics and Management at Slovak University of Agriculture, Nitra, Slovak Republic during May 26-28, 2010 (**ISBN 978-80-552-0385-0**)
4. Qineti, A., **Pareek, A.**, Matejkova, E., Svabova, J.,(2010), 'Selected aspects of Agriculture developments: A comparative study for V4 countries and India', Conference Proceedings on CD ROM of 11<sup>th</sup> International Conference "Global Economy: Challenges and Perspectives" held at Faculty of Economics and Management at Slovak University of Agriculture, Nitra, Slovak Republic during May 26-28, 2010 (**ISBN 978-80-552-0385-0**)
5. Gupta, V., Goktan A. B., **Pareek, A.**, Cheung, Yu-Ha, Gunay, G. (2009), 'The relationship between culture and entrepreneurial orientation at the individual level', Conference Proceedings on CD ROM of 4<sup>th</sup> SMU Edge 2009 International Conference "Bridging the Gap IV: Entrepreneurship in Theory and Practice" held at Singapore Management University, Singapore during July 8-10, 2009 (**ISBN 978-981-08-3407-4**).

### National

1. Nair, B., **Pareek, A.** (2011), 'Balanced Score Card: Boon or Bane?', Conference Proceedings on CD ROM of IC2011- International Conference on "India Emerging: Opportunities and Challenges" held at Indus Business Academy, New Delhi during February 25-26, 2011.
2. Verma, N., **Pareek, A.**, Saraswat, B. P. (2011), 'Small and Medium Enterprise (SME) Artisan Clusters: Opportunities and Challenges' Conference Proceedings on CD ROM of Ninth Biennial Conference on Entrepreneurship at Entrepreneurship Development Institute of India, Ahmedabad during February 16-18, 2011.

## Papers, Case studies presented in conferences/ seminars

### International Level

1. **A study on Unorganised Retail Shopping Experience in India**  
August 27-28, 2015, Paper presented at 04<sup>th</sup> International Conference on Management and Economics "Insights for Sustainable Development in Emerging Economies" Faculty of Management and Finance, University of Ruhana, Matara, Sri Lanka  
Co-author: Bhargava, S., Upadhyaya, D.
2. **Impact of Consumer Need for Uniqueness and Fashion Consciousness on Attitude towards Luxury Brands**  
August 27-28, 2015, Paper presented at 04<sup>th</sup> International Conference on Management and Economics "Insights for Sustainable Development in Emerging Economies" Faculty of

Management and Finance, University of Ruhana, Matara, Sri Lanka

Co-author: Tak, P., Saraswat, B. P.

3. **Employer Branding: Conceptualization of an indispensable strategy**

July 29-30, 2015, Paper presented at International Conference on Emerging Paradigm in Business Education and Research (Special reference to HRM, Accounting and banking) under joint auspices of University College of Commerce and Management Studies and Master of HRM Programme, Department of Business Administration, Mohan Lal Sukhadia University, Udaipur.

4. **Impact of Entrepreneurship Education and Personality Traits on the Entrepreneurial Inclination: A Literature Review**

October 11 -12, 2014, Paper presented at 4<sup>th</sup> Biennial International Conference on Entrepreneurship, Tourism, Environment and Energy organized by Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer

Co-author: Tak, P.

5. **Corporate Governance and Internal Stake Holder's Value**

January 17-18, 2014, Paper presented at International Conference on Contemporary Issues in Leadership and Management being organized by PG Department of Commerce and Management, Hans Raj Mahila Maha Vidyalaya, Jalandhar

Co-author: Sohal, J.

6. **Social Comparison, Media habits and Ostentation of Luxury Fashion Brands Consumption**

January 9-11, 2014, Paper presented at 2014 Annual Conference of the Emerging Markets Conference Board "Listening to Consumers of Emerging Markets" held at Centre for Marketing in Emerging Economies, Indian Institute of Management Lucknow, Noida Campus, Delhi NCR

Co-author: Rishi, B., Tak, P. (2014)

*The paper was adjudged the Third Best Research Paper of the conference and bagged certificate, citation and cash prize of Rs 10,000/-.*

7. **Impact of Consumers' Need for Uniqueness Dimensions on Purchase Intentions of Luxury Brands**

December 21-22, 2013, Paper presented at International Conference on Research in Marketing (A Refereed International Conference) (ICRM 2013) being organized jointly by Department of Management Studies, IIT Delhi, Curtin University, Perth, Australia, XLRI Business School, Jamshedpur at Indian Institute of Technology, New Delhi

Co-author: Tak, P.

8. **E-services processes impact on satisfaction of online bank customers**

September 20 – 22, 2012, Paper presented at International Conference on Global Business Research (Special reference to Human Resource, Banking and Accounting) being organized by Master of Human Resource Management & Master of Banking & Insurance, University College of Commerce & Management Studies, Mohan Lal Sukhadia University, Udaipur, Rajasthan

Co-author: Upadhyaya, D., Gupta, S., Bhargava, S.

9. **Attrition in Life Insurance Companies**

September 20 – 22, 2012, Paper presented at International Conference on Global Business Research (Special reference to Human Resource, Banking and Accounting) being organized by Master of Human Resource Management & Master of Banking & Insurance, University College of Commerce & Management Studies, Mohan Lal Sukhadia University, Udaipur, Rajasthan

Co-author: Upadhyaya, D., Shukla, G.

10. **Mobile Number Portability: A case study of Ajmer**

December 28-30, 2011, Paper presented at 3<sup>rd</sup> PIMG International Conference on

- Transformation & Survival of Business Organizations: Challenges & Opportunities**  
organized by Prestige Institute of Management, Gwalior, Madhya Pradesh  
Co-author: Shivnani, T., Mathur, R.
11. **Efficiency and Transparency of E governance in Rajasthan Tourism- A case study of Rajasthan**  
October 17-18, 2011, Paper presented at 8th International Conference on E-Governance-2011 (ICEG-2011) at Institute of Management, Nirma University, Ahmedabad.  
Co-author: Sharma, A., Bhati, N.
  12. **Survival Strategy for Traditional Retailers in the Era of Modern Retailing**  
May 19-21, 2011, Paper presented at Fifth (5<sup>th</sup>) International Conference on Services Management themed Technology, Internationalization & Customer Experiences at Institute for International Management and Technology (IIMT), Gurgaon, New Delhi  
Co-author: Bhargava, S., Tak, P.
  13. **Customer Perception of Retail Formats: A Study of Ajmer City**  
May 19-21, 2011, Paper presented at Fifth (5<sup>th</sup>) International Conference on Services Management themed Technology, Internationalization & Customer Experiences at Institute for International Management and Technology (IIMT), Gurgaon, New Delhi  
Co-author: Tak, P., Bhargava, S.
  14. **Balanced Score Card: Boon or Bane**  
February 25-26, 2011, Paper presented at IC2011- International Conference on "India Emerging: Opportunities and Challenges" at Indus Business Academy, New Delhi  
Co-author: Nair, B.
  15. **Small and Medium Enterprise (SME) Artisan Clusters: Opportunities and Challenges**  
February 16-18, 2011, Paper presented at Ninth Biennial Conference on Entrepreneurship at Entrepreneurship Development Institute of India, Ahmedabad  
Co-author: Verma, N., Saraswat, B. P.
  16. **Role of Innovation in Entrepreneurship: An Analysis of SMEs in India**  
January 22 -23, 2011, Paper presented at 3rd International Conference "Entrepreneurship in Growing Economies" organized by Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer  
Co-author: Shivnani T., Bhargava, T., Goel, V.
  17. **A study of exploring human resource management practices in small scale hospitals of Rajasthan**  
January 22 -23, 2011, Paper presented at 3<sup>rd</sup> International Conference "Entrepreneurship in Growing Economies" organized by Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer  
Co-author: Kumar, S.
  18. **The effect of gender stereotype activation on opportunity evaluation**  
October 27-28, 2010, Paper presented at Southern Management Association Conference, Florida (Presented by Prof Vishal K Gupta) (Out of India)  
Co-author: Gupta, V. K., Turban, D.
  19. **Destination Management with Sustainable Tourism: Options for Pushkar**  
September 10-13, 2010, Paper presented at **India Tourism Congress Second (2<sup>nd</sup>) International Conference 2010 Dubai convention** organized by Indian Tourism Congress in Academic partnership with Emirates Academy of Hospitality Management (EAHM), Dubai and Skyline University College, Sharjah. (International – Out of India)  
Co-author: Saraswat B. P., Pareek A.
  20. **Testing for Measurement Invariance in Cultural Value Orientation: A Multi Country Comparison**  
August 6-10, 2010, Paper presented at the Academy of Management Annual Conference 2010, Montreal, Canada during (Presented by Prof Vishal K Gupta) (Out of India)

- Co-author: Gupta, V. K., Goktan, A. B., Niranjana, S., Cheung, Y. H., & Gunay, G.
21. **Succession planning: Practices of small business family owned firms in India**  
May 26-28, 2010, Eleventh (11<sup>th</sup>) International Conference 'Global Economy: Challenges and perspectives' organized by Faculty of Economic and Management, Slovak University of Agriculture, Nitra, Slovak Republic (Out of India)  
Co-author: Leha Khangarot, Anita Pareek
  22. **A comparison of the Economic Performance since Economic Reforms: India v/s China**  
March 12-13, 2010, Paper presented in International Conference on Business and Finance (ICBF) 2010 organized by IBS, Hyderabad in collaboration with Indian Institute of Capital Markets, Mumbai (Paper presented By Ms Vrinda Goel)  
Co-author: Vrinda Goel
  23. **Management of rural hospitals – Exploring success**  
February 17-18, 2010, International Seminar on Rural Marketing: The changing scenario organized by University Commerce College, University of Rajasthan, Jaipur  
Co-author: Kumar S.
  24. **Branding in Small and medium Entrepreneurial Ventures**  
January 8-9, 2010, **ICBM 2010 2<sup>nd</sup> International Conference on Brand Management** organized by Institute of Management (IMT), Ghaziabad in association with The University of Greenwich.  
Co-author: Ms. Nandita Verma, Prof B P Saraswat
  25. **Accounting education: The search for new avenues**  
November 14-15, 2009, **32<sup>nd</sup> All India Accounting Conference & International Seminar on Accounting Education and Research** organized by Indian Accounting Association (Gwalior branch) & Institute of Commerce and Management, Jiwaji University, Gwalior.
  26. **Recent advances in Commerce and Management Education**  
August 21-24, 2009, **Multidisciplinary International Conference on Emerging issues and Global Economic Scenario** organized by Aishwarya College, Udaipur in association with North England Administration Association, USA, Laxpra Foundation, Udaipur, Academy of Well Being Society, Udaipur and Udaipur Chamber of Commerce & Industry, Udaipur.
  27. **The relationship between culture and entrepreneurial orientation at the individual level**  
July 8-10, 2009, **SMU Edge Conference 2009** organized by Lee Kong Chian School of Business, Singapore Management University, Singapore.  
Co-author: Gupta V., Goktan A. B., Cheung Yu Ha, Gunay G.
  28. **Life is uncertain** (Case study)  
February 6-8, 2009, **The Second (2<sup>nd</sup>) Asian Invitational Conference on Family Business** organized by Indian School of Business, Hyderabad.
  29. **Entrepreneurship Education: The search for new approaches in teaching**  
September 22-24, 2008, **International Conference on Theme "Managing Global Business Competition: World's Best Practices"**, at Mohanlal Sukhadia University, Udaipur.  
Co-author: Upadhyaya D., Saraswat B. P., and Saraswat, R. N.
  30. **Succession planning in small family firms in Ajmer**  
October 12-14, 2007, **2<sup>nd</sup> Biennial CESBM International Conference: The Spirit of Entrepreneurship: Carrying forward the agenda**, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer  
Co-author: Khangarot L.
  31. **Learning process of entrepreneurs: a life-long journey**  
October 12-14, 2007, **2<sup>nd</sup> Biennial CESBM International Conference: The Spirit of Entrepreneurship: Carrying forward the agenda**, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer  
Co-author: Maharshi N.
  32. **Motives of Doctor entrepreneurs: A case study of India**

June 1-2, 2007, **2<sup>nd</sup> International conference on Service management (Theme: Entrepreneurship and innovation in Service Industry)** organized by Institute for International Management and Technology, Gurgaon New Delhi.

33. **Study of startup motives among doctor entrepreneurs**

September 09-11, 2005, **1<sup>st</sup> Biennial CESBM International Conference: New Age Entrepreneurship- Vision and Vistas**, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer  
Co-author: Prakash M.

34. **India in the new economy**

January 03-06, 2002, **Nirma International Conference of Management (NICOM)** at Nirma Institute of Management, Ahmedabad.  
Co-author: Saraswat. B.P., Awasthi R.

**National Level**

1. **Motivations for luxury brand consumption: An Empirical Study**

March 20, 2015, Paper presented at National Marketing Conference 2015 on “Marketing in a changing and connected World” organised by University School of Management Studies, Guru Gobind Singh Indraprastha University, New Delhi  
Co-author: Tak, P.

2. **Corporate Governance Disclosure Practice: A study of Selected Indian Banks**

December 13 – 14, 2013, Paper presented at National Seminar on “Corporate Social Responsibility for Sustainable & Inclusive Growth” organised by Maharaja Agrasen University & Himachal Pradesh Commerce and Management Association at Maharaja Agrasen University, Barotiwala, Solan  
Co-author: Sohal, J.

3. **Customer Relationship Management: A Conceptual Framework for CRM**

December 5-7, 2013, Paper presented at 66<sup>th</sup> All India Commerce Conference of the Indian Commerce Association organized by Department of Commerce, Bangalore University, Bangalore  
Co-author: Rathore, N.

4. **Governance and Ethical Dilemmas**

October 5, 2013, Paper presented at PCMA - National Conference on “Strategies for Sustainable Business Growth in India” organised by Punjab Institute of Management & Technology and Punjab Commerce and Management Association held at Punjab Institute of Management and Technology, Mandi Gobindgarh, Punjab  
Co-author: Sohal, J.

5. **New Mass Media: Challenges and Opportunities**

March 28, 2013, Paper presented at UGC sponsored National Seminar on “Changing face of Media and its relevance to society” organized by Kaptan Durga Prasad Choudhary Department of Journalism and Mass Communication, Maharshi Dayanand Saraswati University, Ajmer

6. **Sanitation Entrepreneurship: Challenges and Opportunities**

March 5-7, 2013, Paper presented at UGC sponsored National Seminar on “Waste and Sewage Management” organized by Department of Environmental Science, Maharshi Dayanand Saraswati University, Ajmer  
Co-author: Pareek, A., Upadhyaya, D.

7. **Foreign Direct Investment in Multi-brand Retailing: Progressive or Regressive?**

November 9-11, 2012, Paper presented at 65<sup>th</sup> All India Commerce Conference of Indian Commerce Association held at K P B Hinduja College of Commerce, Mumbai  
Co-author: Upadhyaya, D., Bhargava, S.

8. **Ethics, Economic philosophy and state craft: Lessons from Kautilya’s Arthshastra**

June 30 – July 1, 2012, Paper presented at **UGC sponsored National Conference on “Governance in Neo-Liberal Era”** being organized by Department of Commerce at Rajkiya Kanya Maha Vidhyalaya Shimla, H P



Co-author: Gupta, S.

9. **Consumption dreams and wish lists: Impact of demographic and psychographic factors**  
January 29, 2012, Paper presented at **National Conference on New Age Marketing: Changing Paradigms** at Institute of Management Studies, Noida  
Co-author: Shekhawat, H., Tak, P. (Paper was adjudged best paper and won cash prize of Rs 2000/-)
10. **Fashion Apparel: Consumer involvement and Bollywood**  
December 13-15, 2011, Paper presented at **64<sup>th</sup> All India Commerce Conference** of Indian Commerce Association organized by Pondicherry University, Puducherry.  
Co-author: Saraswat, B.P., Bhargava, S.
11. **Event Management: Challenges & future issues**  
September 27 – 28, 2011, Paper presented at 1<sup>st</sup> National Conference on Tourism, Culture and Travel Literature supported by Department of Tourism, Government of Rajasthan Co hosted by Centre for Tourism and Heritage Research, Dayanand College, Ajmer
12. **Influence of Green Marketing in gaining competitive advantage through customer satisfaction**  
March 26, 2011, Paper contributed in the National Conference on Paradigm Shift in Business Practices: Challenges and perspectives at Department of Management Studies, Poornima Group of Colleges, Jaipur  
Co-author: Bhargava, S.
13. **A study of E-commerce related practices in selected small scale wooden handicraft enterprises**  
March 29-30, 2010, Paper presented at National seminar on **Quantitative Management Research in the Globalized regime – Trends and Opportunities** organized by the Department of Management, University of North Bengal, Siliguri (Paper presented by Moturam Giyar)  
Co-author: Moturam Giyar
14. **Cross Cultural Management Education: Need of Hour**  
March 13-15, 2010, Paper presented at „**Coalesce 2010**” **National Conference on The New Horizons of the Management Education** at Department of Management Studies, Faculty of Commerce and Management, Jai Narayan Vyas University, Jodhpur
15. **ICT: Relevance for learner centered environment for management education**  
March 13-15, 2010, Paper presented at „**Coalesce 2010**” **National Conference on The New Horizons of the Management Education** at Department of Management Studies, Faculty of Commerce and Management, Jai Narayan Vyas University, Jodhpur
16. **Permission Marketing: Opportunities and Challenges**  
January 22-23, 2010, **1<sup>st</sup> National Conference on Marketing** organized by Amity Business School, Amity University (Rajasthan), Jaipur.
17. **Credit Default Swaps and Credit Crisis**  
October 10-12, 2009, **62<sup>nd</sup> All India Commerce Conference** of Indian Commerce Association organized by Maharshi Dayanand Saraswati University, Ajmer.  
Co-author: Ms. Vrinda Goyal
18. **Corporate Governance scenario in India – Issues and challenges**  
December 27 -29, 2008, **61<sup>st</sup> All India Commerce Conference** of Indian Commerce Association organized by Dhanwate National College, Nagpur.  
Co-author: Upadhyaya D., Saraswat B. P.
19. **Eco-tourism and development of peripheral area: the case of Pushkar**  
November 21-22, 2008 UGC sponsored **National conference on Tourism Destination competitiveness and sustainability** at Dayanand College, Ajmer.
20. **Rural Banking in Rajasthan: Present Scenario**  
September 25-26, 2008, AICTE sponsored **National Seminar on “Sustainable Rural Development: A strategic Roadmap for Economic Excellence”**, at Department of Management Studies, North Maharashtra University, Jalgaon.  
Co-author: Ms Teena Shivnani

21. **Authentic Ethnicity: Recruitment at Chokhi Dhani- A case Study**  
 March 16-17, 2002, **National conference on Human resource in Services** at Mohan Lal Sukhadia University, Udaipur

22. **Infrastructure funding: Some new Paradigms**  
 May 21-22, 2000, Paper presented in XXIII – Indian Accounting Association Conference and National Seminar of Indian Accounting Association organized at Maharshi Dayanand Saraswati University, Ajmer

**State Level**

1. **Eco Tourism: Options for Pushkar**

September 27, 2010, Paper presented at **State Level Seminar on Tourism, Bio-diversity and sustainability: Issues and challenges** at Centre for Tourism and Heritage Research, Post Graduate Department of Commerce, Dayanand College, Ajmer.

Dissertation Supervised

Research Scholars (Ph D) under my supervision

S No	Name of the Research Scholar	Title of the Research	Date of Commencement/ Status
1.	Mr Rakesh Premi	Matching and managing brands and brand ambassador, SALSA	Awarded March 2, 2010
2.	Ms Leha Khagarot	Succession planning practices in small business family firms in Rajasthan	Awarded August 4, 2010
3.	Ms Niharika Maharshi	Learning process of entrepreneurs in small and medium sized enterprises in Rajasthan	Awarded October 9, 2010
4.	Mr Surendra Kumar	Study of Human Resource Practices in Small Hospitals	Awarded December 15, 2010
5.	Ms Bindu Nair	A study of the Performance Management Systems in Selective Indian Private Sector Organizations and its comparison to the Balanced Scorecard	Awarded July 20, 2011
6.	Ms Vrinda Goel	A study of volatility spillovers of foreign exchange market and the stock markets among developed and developing countries	September 12, 2009 Awarded January 2015
7.	Ms Swati Bhargava	Effect of Service Quality on Customer Satisfaction: A Study of Selected Retail Stores in Unorganized Sector	January 22, 2013 Awarded
8.	Ms Jatinder Sohal	Evaluation of Financial and Non-Financial parameters as Corporate Governance Indicators – A comparative study of Public and Private Sector Banks	Awarded November 17, 2015 Co-Guide: Dr Geetanjali Upadhyaya
9.	Ms Preeti Tak	Luxury Brand Consumption & its Determinant Factors: A Study of Urban Shoppers of Rajasthan	January 22, 2013 Submitted

Research Scholars (M Phil) under my supervision

S No	Title	Name	Year
1.	The Analysis and Interpretation of Financial Statements of Tata Motors Ltd.	Raghvendra Bochaliya	2006-07
2.	महिला उद्यमियों के अभिप्रेरकों का एक अध्ययन (अजमेर क्षेत्र के आरी-तारी	दीपिका सुराना	2006-07

	उद्योग के सन्दर्भ में )		
3.	श्रमिकों की कार्यदशाओं का अध्ययन (लोढ़ा ब्रदर्स प्रा. लिमिटेड इण्डस्ट्री, अजमेर)	सीमा गोटवाल	2007-08
4.	राष्ट्रीय कृषि और ग्रामीण विकास बैंक (नाबार्ड : उद्देश्यात्मक मूल्यांकन)	संजय कुमार छीपा	2007-08
5.	कुशल कारीगर एवं उद्यमिता समस्याएँ व सम्भावनाएँ (अजमेर शहर के विशेष सन्दर्भ में )	विपिन खण्डेलवाल	2007-08
6.	हनुमानगढ़ जिले में खनिज आधारित उद्योगों की समस्याएँ एवं सम्भावनाएँ (प्लास्टर ऑफ पैरिस उद्योग के सन्दर्भ में)	बालकृष्ण बबलानी	2007-08
7.	उद्यमिता विकास में जिला उद्योग केन्द्र द्वारा चयनित उद्यमियों की समस्याएँ (झुंझनू जिले के विशेष संदर्भ में )	मनोज कुमार	2007-08
8.	Margin Money Financial Scheme with Reference to study of Entrepreneurship Program	दीपा ओझा	2007-08
9.	उद्यमिता व्यवसाय में काशीदाकारी हस्तकला व्यवसाय समस्याएँ व चुनौतियाँ (अजमेर शहर के विशेष सन्दर्भ में )	लता गुरबक्षानी	2007-08
10.	An Analysis of Mutual Fund & Awareness Among Investors (With Special Reference to Karvy)	विकास कुमार	2009-10
11.	A Study of "Fund Flow Statement" of L.K. Singhania Education Centre, Gotan, (Nagour)	Yagya Prakash Somani	2009-10
12.	पर्यटन गतिविधियों का राजस्थान अर्थव्यवस्था में योगदान, (पुष्कर के सन्दर्भ में )	ललिता प्रजापति	2009-10

#### Visits and Talks (Series of Lectures)

##### Participation as Chairperson/ Resource Person

1. Delivered a Keynote address in inaugural session of National Conference "Entrepreneurship, Global Economy and Sustainable Development for Developing Nations" organised by Faculty of Commerce, Dayanand College, Ajmer during January 15-16, 2016.
2. Chaired One Technical Session in Two Day National Conference "Entrepreneurship, Global Economy and Sustainable Development for Developing Nations" organised by Faculty of Commerce, Dayanand College, Ajmer during January 15-16, 2016.
3. Women Engineering College, Ajmer October 14, 2015
4. Delivered a Keynote address in inaugural session of 1<sup>st</sup> National Seminar on Marketing organized on September 12, 2015 at Prestige Institute of Management, Gwalior.
5. Co-Chaired a Technical Session "Emerging trends and Challenges in Marketing" on February 27, 2015 in Two days UGC sponsored National Conference on "Emerging Trends & Challenges in Management" during 27 - 28 February 2015 organized by Department of Management Studies, Faculty of Commerce & Management Studies, Jai Narain Vyas University, Jodhpur
6. Resource Person for the ICSSR Sponsored Ten days Research Methodology Programme for Ph D Students in Social Sciences organised by Faculty of Education, Mohan Lal Sukhadia University, Udaipur during May 5-14, 2014. I engaged three sessions during May 12-13, 2014.
7. Chaired a Technical session on World Trade Organization (WTO)/ International Monetary Fund (IMF)/ World Bank (March 29, 2014) in ICSSR sponsored International Conference on "Global Business: Opportunities & Challenges" organized by Department of Commerce, Osmania University, Hyderabad in collaboration with APSCH during March 27-29, 2014.
8. Resource Person for the ICSSR Sponsored Two Weeks National Workshop on Capacity Building Program for Faculty (CBPF) organised by Department of Marketing and Supply Chain Management, School of Business and Management Studies, Central University of Himachal Pradesh, Shahpur, Dharamshala, Kangra during December 9 – 22, 2013. I engaged three sessions during December 17-18, 2013.
9. Resource Person for the ICSSR Sponsored Training Course on Research Methodology for M. Phil./ Ph.D. Students in Social Science organised by Department of Political Science, Jai Narayan Vyas

University, Jodhpur during September 28 – October 7, 2013. I engaged three sessions during October 3-4, 2013.

10. Delivered lecture on “Patents in Algae Cultivation: A review” to the participants of Workshop on Algae Cultivation and Biofuel Production organised by Algae Biofuel and Biomolecules Centre, Maharshi Dayanand Saraswati University, Ajmer on July 29, 2013.
11. Resource person for the conduct of a Case Writing Workshop at Jagran Institute of Communication and Management, Bhopal, February 17, 2013
12. Resource Person for the National Seminar on “Educational Reforms and Economic Development in 21st Century” being organized by Department of Economics, Shri Pragya Mahavidyalaya, Bijainagar during January 24-25, 2013.
13. Delivered lecture on “Behavioural Finance” to the participants of Refresher Course of Commerce at Academic Staff College, Maharshi Dayanand Saraswati University, Ajmer (in the capacity of Assistant Professor, Department of Management Studies, Maharshi Dayanand Saraswati University, Ajmer) on December 21, 2012.
14. Delivered lectures to the students of M Phil (E. A. F. M.) and M Com (Previous) during September 17 to 19, 2012 at Department of Commerce, Maharshi Dayanand Saraswati University, Ajmer (in the capacity of Associate Professor from Central University of Himachal Pradesh).
15. Delivered lectures on “Entrepreneurial Development” and “Role of Educator in Entrepreneurship Education” to the participants of Refresher Course of Entrepreneurship at Academic Staff College, Maharshi Dayanand Saraswati University, Ajmer (in the capacity of Associate Professor from Central University of Himachal Pradesh) on July 17, 2012.
16. Delivered a series of lectures to participants of Entrepreneurship cum Skill Development Programme (ESDP) on Multimedia and Animation and Computer and Tally during April 30 to May 02, 2012 at Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer (in the capacity of Associate Professor from Central University of Himachal Pradesh).
17. Contributed as resource person in Director’s Conclave-2011 on “Tourism and Global Peace: Setting Agenda for future” organized by Indian Institute of Tourism and Travel Management, Gwalior in association with Kuoni Academy during December 24-25, 2011
18. Chaired a technical session “Emerging issues in Entrepreneurship” of the National Conference themed “Paradigm shift in Business Practices: Challenges and Perspectives” held at Department of Management Studies, Poornima Group of Colleges, Jaipur on March 26, 2011.
19. Delivered keynote address on ‘Business Opportunity Scanning’ at AICTE sponsored National Seminar on “Emerging Business Trends in India” organised during October 25-27, 2010 at Department of Management Studies, Swami Keahvanand Institute of Technology, Jaipur.

#### Awards

1. Conferred “**Fellow of Indian Commerce Association**” in 65th All India Commerce Conference (November 2012) for the outstanding contribution in the field of Commerce and Management
2. The paper mentioned below was *adjudged the Third Best Research Paper of the conference and bagged certificate, citation and cash prize of Rs 10,000/-*.  
Rishi, B., **Pareek, A.**, Tak, P. (2014), "Social Comparison, Media habits and Ostentation of Luxury Fashion Brands Consumption", Conference Proceedings on CD ROM of the 2014 Annual Conference of the Emerging Markets Conference Board “Listening to Consumers of Emerging Markets” held at Centre for Marketing in Emerging Economies, Indian Institute of Management Lucknow, Noida Campus during January 9-11, 2014, pp 11-16 (**ISBN 978-81-928560-0-1**)
3. The paper mentioned below was adjudged best paper and won cash prize of Rs 2000/-  
**Consumption dreams and wish lists: Impact of demographic and psychographic factors**  
January 29, 2012, Paper presented at **National Conference on New Age Marketing: Changing Paradigms** at Institute of Management Studies, Noida Co-author: Shekhawat, H., Tak, P.

#### Teaching Qualifications/ Trainings

- Attended Ivey IIMC Case Method Workshop. Participated in the Case Writing, Teaching and Research

Workshop organized by Ivey Business School and Indian Institute of Management Calcutta Case Research Center (IIMCCRC) held during November 25-28, 2014 at Finance Laboratory, New Academic Block, Indian Institute of Management Calcutta.

- ❑ Attended **Pre-Conference Workshop on Metaphor Analysis and Ethnography Research** organized by Indian Institute of Management Lucknow (IIML) Noida Campus, Delhi NCR during January 8-9, 2014.
- ❑ Attended **Workshop on Algae Cultivation and Biofuel Production** organized by Algae Biofuel & Biomolecules Centre and UGC-Academic Staff College, Maharshi Dayanand Saraswati University, Ajmer during July 26-31, 2013.
- ❑ Attended three days **Case Method Teaching Seminar** organized by Harvard Business Publishing in collaboration with Case Research Society of India and hosted by Hindustan Unilever Limited at Unilever Indian Limited Headquarters at Mumbai during May 30 – June 01, 2013.
- ❑ Attended National Workshop on **Promoting Excellence in Research (PER 2008)** organized by Maharshi Dayanand Saraswati University, Ajmer during November 5-7, 2008 at Ajmer.
- ❑ Attended **Refresher Course in Commerce and Management** organized by Academic Staff College, University of Mysore, Mysore during July 25 to August 14, 2008 at Mysore.
- ❑ Attended *6 phase Entrepreneurship Educator Development Course (EEDC)* at **Indian School of Business (ISB), Hyderabad** during December 16-20, 2007 and March 17-20, 2008.
- ❑ Attended **Faculty Development Programme in Entrepreneurship** organized by *Entrepreneurship Development Institute of India (EDII) and supported by National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India* during December 18 – 29, 2006 at EDII, Ahmedabad Campus.
- ❑ Attended **Refresher Course in Entrepreneurship** organized by Center for Entrepreneurship and Small Business Management at Academic Staff College, Maharshi Dayanand Saraswati University, Ajmer during March 26 to April 15, 2006 at Ajmer.
- ❑ Attended 26<sup>th</sup> Faculty Development Programme (FDP) organized by **Indian Institute of Management, Ahmedabad**, during October 4, 2004 - January 29, 2005.
- ❑ Attended **Refresher Course in Indian Economy and Banking** at UGC Refresher Course Centre of Institute of Public Enterprise (IPE) at Osmania University during March 24 –April 17, 2004, at Osmania University, Hyderabad.
- ❑ Attended **Orientation Programme for University and College Teachers** at Academic Staff College, Maharshi Dayanand Saraswati University, Ajmer during July 25 – August 21, 2001 at Ajmer.
- ❑ Qualified National Eligibility Test for Lectureship (632/L), June 1993.

#### Other information

1. **Worked as Secretary, Sports Board, MDS University, Ajmer from May 26, to November 05, 2011.**
2. **Member**, Syllabus Committee for MBA Entrepreneurship of Central University of Rajasthan.
3. **Member**, Prospectus Committee 2009-10, 2010-11, 2011-12 (Latest Office Order No. F.14(Prospectus)Acad.II/MDSU/2011/16473-80 dated 06/04/2011).
4. **Member**, Board of Studies for Department of Management Studies, MDS University, Ajmer since 2005 till date. (Latest: Office order No. F-13( ) Acad. III/MDSU/2009/3691-4090 dated 27/01/2009).
5. **Member**, Committee of Courses in Entrepreneurship, MDS University, Ajmer since 2005 till date. (Latest: Office order No. F-13( ) Acad. III/MDSU/2009/4109-4365 dated 27/01/2009).
6. **Member**, Committee of Course for MBA (Business Economics), Department of Economics, MDS University, Ajmer vide order No. F-13( )/Acad. III/MDSU/35788-95 dated 18/07/2009.
7. **Deputy Director**, Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer since February 27, 2007.
8. **Member**, University Annual Report Preparation Committee 2008-09.
9. **Member of Coordination Committee**, Pre Teachers Entrance Test (PTET) 2005 (State level Teacher Entrance Test)
10. **Member of Coordination Committee**, Pre Teachers Entrance Test (PTET) 2006 (State level Teacher

Entrance Test)

11. **Member of Coordination Committee**, Pre Teachers Entrance Test (PTET) 2007 (State level Teacher Entrance Test)
12. **Member of Coordination Committee**, Pre Teachers Entrance Test (PTET) 2015 (State level Teacher Entrance Test)
13. **Member**, Admission Committee of Department of Management Studies (From 2006 till date).
14. **Member**, Admission Committee of Center for ESBM (From 2005).
15. **In-Charge**, Departmental Stores Purchase Committee since 2008.
16. **In-Charge**, Departmental Students Activities since 2008.
17. **In-Charge**, Departmental Library since 2008.
18. **Member**, Committee for preparation of Self Study Report/ Re-Accreditation Report for NAAC Accreditation vide office order No. F 13 ( ) NAAC/Acad. I / MDSU / 2009 / 33473-78 dated 29/06/2009.
19. **Co-Coordinator**, Master of Philosophy (ABST), Department of Commerce, MDS University, Ajmer for Session 2009-10.
20. **Member**, Unfair Means Committee of Session 2008-09 vide order No. F-(UM- 01) Secrecy. II/MDSU/2009/3024-3034 dated 05/02/2009.
21. **Member**, Unfair Means Committee of Session 2009-10 vide order No. F-(UM-01) Secrecy. II/MDSU/2009/9237-9247 dated 08/03/2010.
22. **Member**, Unfair Means Committee of Session 2010-11.
23. **Additional Centre Superintendent**, Examination of Maharshi Dayanand Saraswati University Campus for session 2009-10 vide order No. F.11(01)/Exam./MDSU/2009/25740-74 dated 28/05/2009.
24. **Member**, Committee of Courses & Studies in Management for a period of Three years w.e.f. 13.08.2009 at **Jai Narain Vyas University**, Jodhpur vide office order No. JNVU/Aca/CCS/09/13068 dated 05/09/2009.
25. **Member**, Committee for the revision of Proposals of XI Five Year Plan for Final approval of University Grants Commission (UGC)
26. **Member**, Committee for preparation of draft of International Youth festival Bani Thani vide order No. F.1( )Estt./MDSU/2008/52597-623 dated 13/12/2008
27. **Member**, Food Committee for the V (Fifth) Convocation Function of MDS University vide order No. F.20(5)/Convocation/MDSU/08/882-89 dated 06/01/2009
28. **Member**, Committee for preparation of Annual Report of the University vide order No. F.2 ( ) /GAD/MDSU/09/21033-38 dated 01/05/2009
29. **Member**, Advisory Committee of NSS 2003-04.
30. **Member**, University Employees Cricket Team since 2000 till date.

### **Seminars, conferences, symposia organized**

1. **Conference Secretary of 4<sup>th</sup> Biennial Center for ESBM International Conference on *Entrepreneurship, Tourism, Environment and Energy (ICETEE)***, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer during October 11-12, 2014.
2. **Co-Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Multimedia and Web Page Designing (ESDP-MWPD) for Scheduled Caste (SC) students** at Center for ESBM, MDS University, Ajmer in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during March 28 – May 20, 2011.
3. **Conference Secretary of 3<sup>rd</sup> Biennial Center for ESBM International Conference on *Entrepreneurship in Growing Economies***, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer during January 22-23, 2011.
4. **Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Multimedia and Web Page Designing (ESDP-MWPD)** at Aryan College, Ajmer in collaboration with Indian Institute of

- Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during November 25, 2010 to January 17, 2011.
5. **Co-Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Multimedia and Web Page Designing (ESDP-MWPD)** at Center for ESBM, MDS University, Ajmer in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during November 22, 2010 to January 17, 2011.
  6. **Co-Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Fashion Designing (ESDP-FD)** at Center for ESBM, MDS University, Ajmer in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during November 22, 2010 to January 17, 2011.
  7. **Co-Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Interior Designing (ESDP-FD)** at Center for ESBM, MDS University, Ajmer in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during November 22, 2010 to January 17, 2011.
  8. **Co-Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Fashion Designing (ESDP-FD)** at Center for ESBM, MDS University, Ajmer in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during September 1 to October 23, 2010.
  9. **Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Multimedia and Web Page Designing (ESDP-MWPD)** at Center for ESBM, MDS University, Ajmer in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun with financial assistance from Ministry of Micro, Small and Medium Enterprise, Government of India, New Delhi during September 1 to October 23, 2010.
  10. Co-coordinator and Member of the Examination Committee of **First All India Commerce and Management Talent Search Examination – 2010** (AICMTSE 2010) conducted on August 8, 2010.
  11. Member of Organizing Committee of **62<sup>nd</sup> All India Commerce Association Conference** during October 10-12, 2009.
  12. Member of Organizing Committee of **Bani Thani 2009 (Inter University Youth Festival)**, organized by Maharshi Dayanand Saraswati University, Ajmer during February 2-3, 2009.
  13. Member of Organizing Committee of **Inter College Cultural Competition (ICCC)**, organized by Maharshi Dayanand Saraswati University, Ajmer on January 17, 2009.
  14. Member of Organizing Committee of **University Innovation Awards (UIA 2009)** organized by Maharshi Dayanand Saraswati University, Ajmer on January 12, 2009.
  15. **Entrepreneurship Development Programme for Management Stream (Scheduled Tribe) Post Graduate and Graduate Students** jointly organized by Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer and Micro, Small and Medium Enterprises – Development Institute, Jaipur during March-April, 2009.
  16. Workshop Secretary of **Two Day Case Method Workshop for Faculty Members engaged in Management Education** organized by Department of Management Studies, Maharshi Dayanand Saraswati University, Ajmer during March 20-21, 2009.
  17. **Entrepreneurship Development Programme for Science and Technology Students at Ajmer, Rajasthan** jointly organized by Department of Science and Technology, Government of Rajasthan and Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer during March 5 to April 15, 2008.
  18. **Conference Secretary of 2<sup>nd</sup> Biennial CESBM International Conference on *The Spirit of Entrepreneurship: Carrying forward the agenda***, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer during October 12-14, 2007.
  19. Coordinator of **Case Writing Workshop 2007** jointly organized by Department of Commerce and Center for

Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer during January – October 2007.

20. **Rural Entrepreneurship Development Programme at Sojat, Rajasthan**, jointly organized by Department of Industries, Government of Rajasthan, Jaipur and Center for Entrepreneurship and Small Business Management (Center for ESBM), February 26- March 21, 2006.
21. **Rural Entrepreneurship Development Programme at Jalor, Rajasthan**, jointly organized by Department of Industries, Government of Rajasthan, Jaipur and Center for Entrepreneurship and Small Business Management (Center for ESBM), February 20- March 12, 2006.
22. **Two day Conference on “Global convergence of Commerce education”** at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer with the support from **Institute of Chartered Accountants of India, New Delhi**, February 4-5, 2006.
23. **Co-coordinator** of State Level Pre Teachers Entrance Test (PTET) 2005, 2006 and 2007.
24. **Conference Secretary of 1<sup>st</sup> Biennial CESBM International Conference on New Age Entrepreneurship: Vision and Vistas**, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer September 09-11, 2005.
25. **Entrepreneurship Development Programme for Doctors**, jointly organized by Department of Industries, Government of Rajasthan, Jaipur and Center for Entrepreneurship and Small Business Management (Center for ESBM), March 21- April 09, 2005.
26. **Entrepreneurship Development Programme**, jointly organized by Department of Industries, Government of Rajasthan, Jaipur and Center for Entrepreneurship and Small Business Management (Center for ESBM), March 14 - April 09, 2005.
27. **Entrepreneurship Awareness Programme**, jointly organized by Department of Science and Technology, Government of Rajasthan, Jaipur and Center for Entrepreneurship and Small Business Management (Center for ESBM), March 04, 2005.
28. **Sports in Ajmer**, One day Seminar, February 19, 2005.
29. **Workshop on Managerial Challenges for 21<sup>st</sup> Century**, jointly organized by **Department of Management Studies** and **Ajmer Engineers Institute**, June 28-29, 2003
30. **Winter School in Marketing**, under the aegis of **Department of Management Studies**, March 8-9, 2003

## Editorship

### Journals

- Member, Editorial Board, **Entrepreneurship Business Review**, A bi-annual Journal of Center for Entrepreneurship and Small Business Management, MDS University, Ajmer
- Member, Editorial Board, **Journal of Management Excellencia**, A Journal of Department of Management Studies, Maharshi Dayanand Saraswati University, Ajmer
- Member, Editorial Board, **South Asian Journal of Tourism and Heritage (SAJTH)** (International Referred Research Journal), Centre for Tourism and Heritage Research, Dayanand College, Ajmer.

### Reviewer

- Reviewer for United States Association for Small Business and Entrepreneurship conference 2011 (USASBE 2011) organized at Hilton Head Island, South Carolina during January 13-16, 2011.
- Reviewer for International Conference for Small Business (ICSB) 2009 World Conference Organized at COEX, Seoul, Korea during June 21-24, 2009.

## Foreign Academic Visits



	<b>Date and Year</b>	<b>Place</b>	<b>Purpose</b>
1.	August 24 – August 30 2016	University of Ruhanan, <b>Matara, Sri Lanka</b>	To attend, participate and present paper in 04 <sup>th</sup> International Conference on Management and Economics “Insights for Sustainable Development in Emerging Economies” Faculty of Management and Finance, University of Ruhana, Matara, Sri Lanka <b>Presented paper</b>
2.	September 10 –13, 2010	Emirates Academy of Hospitality Management, <b>Dubai</b> and Skyline University College, <b>Sharjah</b>	To attend, participate and present paper in Indian Tourism Congress Second (2 <sup>nd</sup> ) International Conference 2010 Dubai Convention <b>Presented paper</b>
3.	May 30 – 31, 2010	Szent Istvan University <b>Godollo, Hungary</b>	Interaction with faculty and students
4.	May 23 – 29, 2010	Faculty of Economics and Management, Slovak University of Agriculture, <b>Nitra, Slovak Republic</b>	To attend, participate and present paper in Eleventh (11 <sup>th</sup> ) International Conference during May 26-28, 2010 <b>Presented paper</b>
5.	July 7 – 14, 2009	Singapore Management University (SMU), <b>Singapore</b>	To attend, participate and present paper in Fourth (4 <sup>th</sup> ) SMU Edge International Conference on Entrepreneurship <b>Presented Paper</b>