

# Dr. MANOJ KUMAR

**Professor and Head, Department of Management Studies**  
**Ex-Dean, Faculty of Management Studies**  
**Ex - Director, Center for Entrepreneurship and Small Business Management**  
Maharshi Dayanand Saraswati University, Ajmer, Rajasthan, INDIA  
Email: [mankum122@gmail.com](mailto:mankum122@gmail.com);  
<http://in.linkedin.com/pub/dr-manoj-kumar/39/89a/7b0/>

- 32 years of MBA Level teaching;
- **Best Research Paper awardee** at 3<sup>rd</sup> International Annual Conference on “Business Research and Management Practices in the Global Environment” being organized by California School of Management and Leadership, Alliant International University, San Diego, California, USA from May 22 to 24, 2017;
- Outspoken leader, researcher and guest speaker with 120+ publications and presentations including Guest faculty at Institutes of International reputation such as - **Shailesh J. Mehta School of Management, Indian Institute of Technology, Mumbai, Faculty Member at Nirma Institute of Management, Ahmedabad;** and
- Looked after the affairs of the University as Ex-Member, **Vice Chancellor’s Committee, MDS University, Ajmer, INDIA.**

## SENSITIVE ASSIGNMENTS UNDERTAKEN

1. Accreditation team member, MDS University, Ajmer, India
2. Member of regular high level Scrutiny Committee for the All India Council for Technical Education, New Delhi granting approvals to Management, Engineering, Pharmacy, Architecture and Polytechnic Programs; and
3. Doctoral (Ph.D.) Thesis Examiner for several leading Universities of National reputation in India such as Mumbai University, University of Pune, Devi Ahilya University, Indore, Kurukshetra University, Panjab University, Chandigarh, Expert Member of Research Progress Committee, Nirma University, Ahmedabad, Dr D.Y. Patil University, Pune in India.

## INTERNATIONAL EXPOSURE

**2003:** Traveled Italy, Belgium, Netherlands, Germany, Austria, France and Switzerland. Attended one Industrial Fair at Düsseldorf (Germany) in June, 2003;

**2004:** Traveled extensively to USA, Attended class sessions at Harvard Business School, Boston and at the Department of Marketing, University of Dayton, Ohio, USA. Studied the educational pattern at Massachusetts Institute of Technology (MIT), Boston, San Francisco State University, San Francisco, University of Tulsa, Oklahoma, Wright State University and Sinclair Community College, Dayton, Ohio, USA.;

**2016:** Traveled USA, visited Stanford University, Google Headquarters, Palo Alto; and

**2017:** Traveled to USA, visited University of Texas at Austin, California School of Management and Leadership, Alliant International University, San Diego, USA in May-June 2017.

## EDUCATION

- Ph.D. in “*Marketing Practices of Small Scale Industries in Rajasthan*”, Kurukshetra University, INDIA, 1992;
- M.B.A., Kurukshetra University, INDIA, 1986, First class;
- B.Sc. (Medical), Kurukshetra University, INDIA, 1984, First class (college topper);

- 4 months intensive Faculty Development Program Certification from **Indian Institute of Management (IIM) – Ahmedabad, INDIA, Program duration:** Nov 03, 2003 to Feb 29, 2004.

## **PROFESSIONAL EXPERIENCE**

**Professor of Management**, (about 12 years)

*Department of Management, M.D.S. University, Ajmer*

*May, 2007 - to date*

- Launched an academic Journal “Management Excelencia”
- Initiated student feedback program
- Launched major infrastructural development program reinforcing computer lab etc
- Undertook major restructuring of MBA and BBA Programs with new syllabi
- Launched a formal Internal Assessment Policy at the Department
- Conducted a case method workshop for development of Faculty Skills

**Head, Department of Management** during Aug 14, 2008 to date & earlier also for about two years (from March 10, 2003 to July 08, 2005). A total experience as Head of Department for about 12 years; (a major Alumni cum Silver Jubilee Program was conducted on Oct 06, 2018).

**Dean, Faculty of Management** during Aug 14, 2008 to Aug 13, 2010; March 31, 2011 to March 30, 2013; May 22, 2013 to May 21, 2015; May 22, 2015 to Jan 08, 2017; Jan 09, 2017 to Jan 08, 2019 (five terms of Deanship awarded in continuity with a total experience of more than nine and half years);

**Director, Center for Entrepreneurship & Small Business Management** *July 08, 2017 to May 22, 2018*

*April 25, 2012 to May 22, 2013*

**Professor of Management**, (on Lien, for 7 months)

*Sinhgad Institute of Business Administration & Research, Pune,*

*July, 2006 to Feb, 2007*

- Conducted a Case Method Workshop for Sinhgad Group Business Schools Faculty
- Organized a Seminar inviting key executives from Pune

**Assistant Professor of Management**, (equivalent to Reader, on Lien)

*Nirma Institute of Management, Ahmedabad*

*April, 2002 – January, 2003*

- Chairman, Nirma International Conference, NICOM 2003
- Warden of Nirma Hostel
- Designed Induction Program of 6 days; Member, PGP Committees

**Associate Professor of Management**,

*MDS University, Ajmer,*

*Nov, 1993 – May, 2007*

- Member of the founding team of Faculty of Management
- Acted as Head, Department of Management during 2003-2005
- Conducted three Case Method Workshops for the faculty members in Rajasthan province
- First Training and Placement Advisor of the Department

**Assistant Professor of Management**,

*M.L.S. University, Udaipur*

*June, 1990- Nov, 1993*

- Had the privilege of working with a new Institute
- Acted as Training and Placement Advisor
- Organized an International Conference in major capacity
- Worked on a Research Project of National Institute of Educational Planning & Administration, (Higher Education Unit) New Delhi

**Lecturer of Management**,

*Institute of Management Studies, Bikaner,*

*Sept., 1986- June, 1990*

- Had the privilege of working with a new Institute
- Acted as Training and Placement Advisor

## COURSES TAUGHT

Management Concepts, Marketing Management, Advertising Management, Global Marketing, Business Policy and Strategic Management to MBA Full-Time Students and for a few years to MBA (Executive) students. The teaching pedagogy also involves using cases for class discussion.

## OTHER KEY RESPONSIBILITIES

1. Member, MDS University, Ajmer, Internal Quality Assurance Cell (w.e.f. Sept 23, 2014 to date)
2. Member, Planning and Monitoring Board, (w.e.f. Sept 04, 2012 to date), MDS University, Ajmer, India
3. Vice Chancellor's Nominee for the Management Committee of Regional Institute of Education, (An Autonomous Organization under Ministry of Human Resource Development, Government of India), Ajmer, India
4. Member, Board of Governors, RUSA, MDS University, Ajmer

## PAST ADMINISTRATIVE RESPONSIBILITIES

1. **Chairman, University Affiliation Committee**, to supervise and control affiliation of private and government colleges with the University for over 250 colleges;
2. **Director, Center for Entrepreneurship and Small Business Management**, MDS University, Ajmer, INDIA (This had involved planning and organizing teaching and research at MBA (Regular), MBA (Executive Program) and BBA levels; Managing and Directing Entrepreneurship Skill Development Programs with the funding received from Ministry of Micro, Small and Medium Enterprises, Govt. of India. (Completed 20 such courses). The responsibilities also involved managing the Center as the Autonomous unit with wide ranging responsibilities in the role of "**Chief Executive Officer**" such as Recruitment of teaching and non teaching staff, payment of salaries, financial administration, auditing, curriculum design, conducting the Management Board Meeting and related tasks (Assignment duration 23 months);
3. **Director, College Development Council** (Additional charge), MDS University, Ajmer. The responsibilities included monitoring the disbursement of UGC Grants, conducting Teacher Fellow Interviews for Ph.D. Research Program etc for over 400 colleges in Rajasthan (Sept 06, 2010 to April 5, 2011);

Other similar responsibilities include things such as: **Center Superintendent University Exams, MDS University, Ajmer, Coordinator, University Grants Commission NET Exam June 2014, Faculty Advisor**, Training and Placement for about 9 Years at various Institutes. All the MBA Students need to undergo practical training of roughly two months after completion of the first year MBA Program. It was my responsibility to communicate with Industries and Businesses and arrange summer placements and final placements for students. Also to look after all aspects of training such as evaluation of students' training reports, student presentations etc. **Coordinator, BBA Program**, Faculty of Management Studies, MDS University, Ajmer, Member, Faculty Fund Committee, Faculty of Management Studies, MDS University, Ajmer, Member, Purchasing Committee, Faculty of Management Studies, MDS University, Ajmer, Member, Infrastructure Committee, Faculty of Management Studies, MDS University, Ajmer, **Convener**, Board of Studies, Faculty of Management Studies, MDS University, Ajmer, Member, Departmental Research Committee, Faculty of Management Studies, MDS University, Ajmer, **Coordinator**, Internal Assessment, Faculty of Management Studies, MDS University, Ajmer, Member, Flying Squad Committee, MDS University, Ajmer, Member, Examinations Committee, MDS University, Ajmer, Member, Documentation for University Profile, MDS University, Ajmer, Member, Prospectus Committee, MDS University, Ajmer, **Convener**, University Financial Rules Committee, MDS University, Ajmer, **Chairman**, University Affiliation Committee, MDS University, Ajmer, Member, Library Advisory Committee, MDS University, Ajmer, **Convener**, University Admission Board, MDS University, Ajmer, **Course Coordinator**, MBA (Services Management) at MDS University, Ajmer, **Convener**, MDS University Discipline Committee, Member, UGC Academic Staff College Advisory Committee, MDS University, Ajmer, Member, University Grants Commission Unassigned Grants Committee, At Nirma Institute of Management, Ahmedabad, was entrusted several major responsibilities such as **Hostel Warden ship, Member PGP Committee** and **organizing International Seminar as**

**Chairperson, Convener, Alumni Association, MDS University, Ajmer, Convener, Committee for formulating rules towards Faculty Selection in MDS University, Ajmer**

#### **ORGANIZER OF SEMINARS/TRAINING PROGRAMS/WORKSHOPS/ESDP'S**

1. **Directed an ever time record of 20 Entrepreneurship and Skill Development Programs** - “One on *Landscape Designing*”, “one on *Multimedia with Animation*”, “Two on *Desk Top Publishing*”, “Two on *Catering*”, “One on *Web Designing*” “One on *Bakery Products*”, “One on *Receptionist*”, “One on *Cosmetology and Beautician*”, “Two on *Computer Accounting with Tally*”, “Four on *Fashion Designing*”, at the Center for Entrepreneurship and Small Business Management, MDS University, Ajmer with all funding from the Indian Institute of Entrepreneurship, Regional Office, Dehradun. All these Programs were received very well and were aimed at creating self employment among the urban and rural youth in view of the severe unemployment problem in the society; All these programs were being organized during the year 2012-2013 under the leadership of Professor Manoj Kumar (The total Budget for these Programs was roughly of the tune of INR 27 Lacks);
2. Directed three Skills Development Programs funded by Govt. of Rajasthan on Beautician and Tailoring as community outreach and training programs;
3. Organized 18 special Lectures/seminars for MBA Students and Research Scholars in the session 2015-16 at the Department of Management Studies, MDS University Ajmer inviting outside resource persons of repute
4. Organized 12 special Lectures/seminars for MBA Students and Research Scholars in the session 2014-15 at the Department of Management Studies, MDS University Ajmer inviting outside resource persons of repute
5. Directed a 6 days Entrepreneurship Training Program delivered to Women and Child Development Department, Government of Rajasthan, being organized by the Center for Entrepreneurship and Small Business Management, M.D.S. University, Ajmer in 2012-2013;
6. Coordinator, 21 days University Grants Commission Sponsored Refresher Course for College Teachers on “*Entrepreneurship*”, July 11, 2012 to July 31, 2012 at MDS University Ajmer;
7. Coordinator, Entrepreneurship Skills Development Program on “*Computer Accounting and Tally*”, being organized by the Center for Entrepreneurship and Small Business Management, M.D.S. University, Ajmer (May-June 2012);
8. Coordinator, Entrepreneurship Skills Development Program on “*Multimedia and Animation*”, being organized by the Center for Entrepreneurship and Small Business Management, M.D.S. University, Ajmer (May-June 2012);
9. Coordinator, Entrepreneurship Skills Development Program on “*Cosmetology and Beautician*”, being organized by the Center for Entrepreneurship and Small Business Management, M.D.S. University, Ajmer (May-June 2012);
10. Coordinator, Entrepreneurship Skills Development Program on “*Receptionist and Guest Relations*”, being organized by the Center for Entrepreneurship and Small Business Management, M.D.S. University, Ajmer (May-June 2012);
11. Coordinator, Entrepreneurship Skills Development Program on “*Landscape Designing*”, being organized by the Center for Entrepreneurship and Small Business Management, M.D.S. University, Ajmer (May-June 2012);
12. Organized an Educational Seminar on “*Emerging Career Opportunities in Management*”, at MDS University, Ajmer on June 15, 2012;
13. Organized a Series of Extension Lectures on “*Emotional Intelligence and Management*” at M.D.S. University, Ajmer on April 26, 2012;
14. Organized a Seminar on “*How to Succeed in Job Interviews*” for the students of M.D.S. University, Ajmer and also acted as main resource person on May 04, 2012;
15. Organized a Seminar on “*How to Enter into Group Discussions*” for the Students of M.D.S. University, Ajmer and also acted as main resource person on May 05, 2012;
16. Organized a Seminar on “*Reading Skills for Academic Success*” for the Students of M.D.S. University, Ajmer and also acted as main resource person on May 07, 2012;

17. Organized a Case Method Workshop at MDS University, Ajmer, with the theme “*How to Handle a Case Class in Management Education*” as **Coordinator**, March 20, 21, 2009;
18. Conceptualized and conducted a two days’ Case Method Workshop titled “*Planning and Conducting A Case Class in Management Education*” in the capacity of **Coordinator** for the faculty members of Sinhgad Group of B-Schools at Sinhgad Institute of Business Administration & Research, Kondhwa, Pune, INDIA, September 16 & 17, 2006;
19. Organized “*Business Forum*” at Sinhgad Institute of Business Administration & Research, Pune, INDIA, in the capacity of **Coordinator**, inviting about 6 top executives from different Companies, Aug., 25-26, 2006;
20. Organized a Two Days Case Workshop titled “*Case Development in Management Education*” in the capacity of **Coordinator** for the faculty members of the province of Rajasthan, M.D.S. University, Ajmer, INDIA, March 19-20, 2005;
21. Organized Two Days Case Workshop titled “*Effective Handling of a Case Class*” in the capacity of **Coordinator** for the faculty members of the province of Rajasthan, MDS University, Ajmer, INDIA, March 5-6, 2005;
22. Organized an International Seminar with the theme “*Strategic Marketing in the Global Economy*” in the capacity of **Chairman** at the Nirma Institute of Management, Ahmedabad, INDIA, Jan 3-6, 2003 (This involved 20 Industry presentations and about 60 by Academics);
23. Organized a 4 days’ Training Program as **Coordinator** on “*Setting up an Industrial unit and Project Formulation*” in collaboration with District Small-Scale Industries Association, Ajmer, P.H.D. Chamber of Commerce and Industry, New Delhi and Konrad-Adeneaur-Foundation (Germany), at Ajmer, INDIA, April, 13 to 16, 1995;
24. Organized a three-days Training Program in the capacity of **Coordinator** for the newly recruited clerks at M.D.S. University, Ajmer, INDIA, Nov., 1994;
25. Organized a Training Program as the **Coordinator** for the field sales force of Samurai Electronics Pvt. Ltd., Ajmer, Feb., 1994; and
26. Organized an International Seminar in the capacity of **Assistant-Coordinator** on the theme “*Management in 2000 AD*”, Faculty of Management Studies, M.L. Sukhadia University, Udaipur, INDIA April, 12-14, 1992;

## **FUNDED RESEARCH**

1. Independently Completed a University Grants Commission Sponsored Research Project - “*Issues and Perspectives in Industry–Institute Interaction with special reference to Management Education in India*”.
2. **Assisted** in a Research Project “*Profiling Select Universities in India*”, a study sponsored by National Institute of Educational Planning and Administration (NIEPA), Higher Education Unit, New Delhi, 1991-92. (Represented the team from M.L. Sukhadia University, Udaipur).
3. Deputy Director, University Grants Commission sponsored study on “*Organization and Methods Study of University Administration*”

## **GUIDING RESEARCH**

1. **Ten students have been awarded Ph.D.** and nine others are currently enrolled under his guidance. One **University Grants Commission Post-Doctorate Research Fellow** is currently enrolled under his supervision on Micro Finance and Women Empowerment Area.
2. **Expert Member**, Research Progress Committee, Nirma University, Ahmedabad
3. Has provided guidance to several dozen MBA students towards their Dissertation Research program.

## MEMBERSHIP IN ADVISORY BOARDS

- **Honorary Member, Advisory Board**, Institute of Entrepreneurship, Mumbai, INDIA;
- **Member, Advisory Council**, Center for Entrepreneurship and Small Business Management, MDS University, Ajmer, INDIA;
- **Member, Board of Studies**, Institute of Rural Management, Jaipur, INDIA, School of Business & Commerce, Manipal University, Jaipur, Faculty of Management, Suresh Gyan Vihar University, Jaipur, Central University of Rajasthan, Dr Vishwanath Karad MIT World Peace University;
- **Member**, Advisory Committee, National Conference on “Digital India: Transforming India, organized by Smt. Hiraben Nanavati Institute of Management & Research for Women, Pune;
- **Member, General Body**, M.K. Saboo College of Commerce, Pilani, INDIA.

## KEY POSITIONS ON EDITORIAL BOARDS

1. Member Review Committee for the *International Journal of Management & Information Systems*, Clute Institute, Colorado, USA
2. Founder Managing Editor, *International Journal of Management Excelencia*, Department of Management Studies, MDS University, Ajmer
3. Ex-Chief Editor, *Entrepreneurship Business Review*, A Bi-Annual International Journal of Center for Entrepreneurship and Small Business Management, MDS University, Ajmer
4. Honorary Member, Editorial Advisory Board, *Journal of Management and Public Policy* (Listed in Ebsco International databases)
5. Honorary Executive Committee Member, *International Research Journal for Intellectual Science and Management*.
6. Honorary Member, Editorial Advisory Board, *Journal of Psychology and Behavioral Research*, SHAPES Society, New Delhi.
7. Member Review Team, *Journal of Tourism*
8. Member of Review Committee of International Conferences Abroad organized by The Clute Institute, 6901 S Pierce St., Suite 301, Littleton, Colorado 80128, U.S.A.
9. Member of Review team for Reading Book “*Exceeding the vision: Innovate, Integrate & Motivate*”, on 18<sup>th</sup> Annual International Conference at Dubai, UAE, Oct 16-20, 2016 published by Global Business & Technology Association, ISBN: 1-932917-12-8, ISSN: 2471-6006
10. Member of Review team Global Business & Technology Association’s 19<sup>th</sup> International Conference held at Vienna during July 11-15, 2017.
11. Editorial Board Member, *International Journal of Advanced Multidisciplinary Scientific Research*.

## BOOKS PUBLISHED

1. “*Marketing Management in Small-Scale Industries*”, Good Book Company, New Delhi, India, 1994; and
2. “*Strategic Marketing in the Global Economy*”, Excel Books, New Delhi, India, Jan., 2003.

**PAPERS PUBLISHED/ACCEPTED FOR PUBLICATION/CONFERENCE PAPERS/TALKS  
GIVEN/PARTICIPATION IN WORKSHOPS/SEMINARS/CONCLAVES/TRAINING PROGRAMS  
ATTENDED/SEMINAR SESSIONS CHAIRED**

1. Kumar Manoj and Jyoti N. "Customer satisfaction towards two wheelers with special reference to after sale services among college students", paper published in KAAV International Journal of Economics, Commerce & Business Management, vol 5, issue 03, 2018
2. Prasad Shiv and Kumar Manoj "*Tourists' Satisfaction with Hotel Facilities in Pushkar*", paper presented in 3<sup>rd</sup> International Annual Conference on "Business Research and Management Practices in the Global Environment" being organized by California School of Management and Leadership, Alliant International University, San Diego, California, USA from May 22 to 24, 2017;  
**(Received best research paper award);**
3. Kumar Manoj and Bareth Priyanka "*Organizational Socialization Applied to Faculty Induction- A Conceptual Framework*" Consulting Ahead, A Journal of Consultancy Development Center, New Delhi, Jan, 2017;
4. Kumar Manoj "*Building A Culture of Excellence in Higher Educational Institutions in India with special Reference to Management Education in the State University Sector*" paper published as a part of refereed conference proceedings at the International Academic Conference on Business held at Las Vegas, Oct. 2-5, 2016;
5. Kumar Manoj & Mishra Dhvani, "*Prospects of Ajmer as a Smart City*", Paper Published in refereed Conference Proceedings of Nirma International Conference, Jan., 2016, Ahmedabad;
6. Shweta Jha, Manoj Kumar "*Leader- Member as a predictor of employee turnover*", Review of HRM, vol 4, no. 1, Liberal Press, Oct 2015, ISSN: 2249-4650;
7. Kumar Manoj "*Emerging Challenges Confronting Management Education in India*" Paper published in Pacific Hospitality Review, Jan-July, 2015,
8. Kumar Manoj, Ms Chhaya Wadhwa "*Role of Work Family Conflict and Job Satisfaction in Turnover Intentions of Women Managers*", paper in Global Management Horizons, vol III, Jan-Dec 2014,
9. Kumar Manoj "*Elements of World Class Business Schools – An Indian Perspective*" paper published as a part of refereed conference proceedings at the Las Vegas International Academic Conference held at Las Vegas, Nevada, USA, October 15-17, 2012;
10. Kumar Manoj "*Social Media as the New Marketing Buzzword*" paper published as a part of refereed conference proceedings at the Las Vegas International Academic Conference held at Las Vegas, Nevada, USA, October 15-17, 2012;
11. Kumar Manoj & Sharma Renu "*Packaging Trends in Food Processing Industry*", Consulting Ahead, A Journal of Consultancy Development Center, New Delhi, July 2012, Volume 6 Issue 1;
12. Kumar Manoj & Shweta Jha "*Revitalizing Management Education in India: A Strategic Approach*", Journal of Management and Public Policy, June 2012;
13. Shweta & Kumar Manoj "*Management Education in India: Issues and Challenges*", Journal of Management and Public Policy, Dec 2011; **Paper listed on the top ten downloaded list of Social Science Research Network, USA**
14. Kumar Manoj "*Leveraging School Unity for Competitive Advantage in India*", paper published as a part of refereed conference proceedings at an International College Teaching & Learning Conference held at New Orleans, Louisiana, USA, March 14-16, 2011;
15. Kumar Manoj "*A Case Study on Issues and Perspectives of Academic Administration in leading private business Schools in Jaipur (INDIA)*", paper published as a part of refereed conference proceedings at an International College Teaching & Learning Conference held at New Orleans, Louisiana, USA, March 14-16, 2011;

16. Kumar Manoj “*Envisioning the Entry of Foreign Based Multi-brand Retail Chain Store Organizations in India- An Impact Audit*” paper published as a part of refereed conference proceedings at the Las Vegas International Business and Economics Research Conference held at Las Vegas, Nevada, USA, October 11-13, 2010;
17. Kumar Manoj “*Challenges of using Case Method in Private Business Schools in India*” paper published as a part of refereed conference proceedings at the International College Teaching & Learning Conference held at Las Vegas, Nevada, USA, October 11-13, 2010;
18. Kumar Manoj, P. Singhal “*Corporate Social Responsibility – New Perspectives*” paper accepted as part of refereed Conference proceedings at the International Business and Economics Research Conference held at Las Vegas, USA in Oct, 2007;
19. Kumar Manoj, R. Shikhare “*Managing Peace in 21<sup>st</sup> Century*” paper published as refereed conference proceedings at the International Economics and Business Research Conference held at Las Vegas, USA (Oct. 4-8, 2004);
20. Kumar Manoj, R. Shikhare “*Let’s Think Big for Small-Small vs. Large Scale*” paper published as refereed conference proceedings at the International Economics and Business Research Conference held at Las Vegas, USA (Oct. 4-8, 2004);
21. Kumar Manoj, R. Shikhare “*Small and Medium Enterprises in the Electronic Age*”, SEDME, Vol.31, No. 3, Sept 2004;
22. Agarwal R, Parashar S, Kumar M, Prakash M, “*Dynadrives at crossroads*” a case developed and published, PIMR Monograph series, Nov 2003;
23. Kumar Manoj, “*The Developing Country Consumer and Technology*” Paper published as refereed conference proceedings at the European Applied Business Research Conference, Venice, Italy (June 9- 13, 2003);
24. Kumar Manoj, “*Tryst With Developing World Consumers – A Case Study of India*”, ICFAI Journal of Marketing Management, November, 2002;
25. Kumar Manoj, “*Prospects of India as the Tiger Economy of 21<sup>st</sup> Century*”, Paradigm, Vol. 5. No. 1, Jan-June, 2001;
26. Kumar Manoj, “*Creating A Sustainable Competitive Advantage For The Small-Scale Industry In India*”, paper published on behalf of Centre for Entrepreneurship and Industrial Extension, NISIET, Hyderabad. (published by Tata Mc Graw Hill);
27. Kumar Manoj, “*Wait, Watch Before you go for the Senior Executive Positions*”, Prabandh, January 2000, pp.37-40;
28. Kumar Manoj, “*Catching them young – seeds of Entrepreneurship must be sown during Secondary Education*”, pp 9-10, The University News (A Journal of Higher Education of India), Association of Indian Universities, February 22, 1999, New Delhi;
29. Kumar Manoj, “*Management of Business Growth and Change in 2000 AD*”, Prabandh, 1993, pp. 87-92;
30. Kumar Manoj, “*New Industrial Policy and Small Scale Industry*”, Prabandh, 1991;
31. Kumar Manoj, “*Oh! For that elusive balance*”, The Economic Times, March 2, 1998;
32. Kumar Manoj, “*Take it easy is the Policy*”, The Economic Times, April 6, 1998;
33. Kumar Manoj, “*Let School be the building block of enterprise*”, The Financial Express, Sept 11, 1998;
34. Kumar Manoj “*Building A Culture of Excellence in Higher Educational Institutions in India with special Reference to Management Education in the State University Sector*” paper presented at the International Academic Conference on Business held at Las Vegas Oct. 2-6, 2016;



35. Presented a paper with the theme “*Revitalising Management Education in India- A Strategic Approach*” at the three day Conclave on “*Academic Quality in Higher Education*”, organized by Christ University, Bengaluru at Christ Institute of Management, Lavasa, India, Jan 29-31, 2016;
36. Invited by the TAPMI School of Business, Manipal University, Jaipur to participate in the “*Higher Education Leadership Meet 2015*” held on Dec. 19, 2015;
37. Participated in a National Seminar “*Marketing Summit*” at Institute of Rural Management, Jaipur, Jan 30, 2015;
38. Made a presentation as Guest of Honor on “*Emerging Career Opportunities in Management*” at the National Workshop held at University of Kota, Kota, Rajasthan, INDIA (July 3-4, 2014);
39. Made a presentation as Keynote speaker on “*Metamorphosis of Management Education in India*” at Janardhan Rai Nagar University, Udaipur, INDIA at a National Seminar (March 10, 2014);
40. Presented a paper on the theme “*Customer Satisfactions as the key for Competitiveness*” at the National Commerce Conference in Bangalore, Dec 5-7, 2013;
41. Paper presented “*Elements of World Class Business Schools – An Indian Perspective*” at the Las Vegas International Academic Conference held at Las Vegas, Nevada, USA, October 15-17, 2012;
42. Paper presented “*Social Media as the New Marketing Buzzword*” at the Las Vegas International Academic Conference slated to be held at Las Vegas, Nevada, USA, October 15-17, 2012;
43. Paper Accepted for presentation at the International Case Conference being organized by Institute of Management Technology, Nagpur at Goa, Nov 29, 2012;
44. Acted as session Chairperson (two sessions) at an International Conference being Organized by Pacific University, Udaipur on April 13-14, 2012;
45. Acted as session Chairperson for a National Seminar on “Promoting Innovation and Entrepreneurship, organized by Savitri Girls College, Ajmer, March 25, 2012;
46. Invited to act as Chairperson of a technical session in a National Seminar organized by Management Development Research Foundation, India International Center, New Delhi, April 08, 2012;
47. Invited to act as Chairperson of a technical session in a Annual National Conference on Business and Management organized by Haryana School of Business, Feb 09-10, 2012, Guru Jhambheshwar University, Hissar;
48. Paper presented at the National Seminar with the theme “Foreign Direct Investments in Indian Retail Industry: A Dual Impact Analysis, held at Government College Ajmer, March 01-02, 2012;
49. Paper presented at the 4<sup>th</sup> National Conference on Contemporary Management with the theme “*A Framework For Understanding Dispositional Factors*”, held by Apeejay School of Management, New Delhi, on May 13, 2011;
50. Paper presented at the 4<sup>th</sup> National Conference on Contemporary Management with the theme “*Work life Balance - A Literature Review*”, held by Apeejay School of Management, New Delhi, on May 13, 2011;
51. Paper presented at the International Teaching & Learning Conference with the theme “*Leveraging School Unity for Competitive Advantage in India*”, at the International College Teaching & Learning Conference, New Orleans, Louisiana, USA, March 14-16, 2011;
52. Paper presented at the International Teaching & Learning Conference with the theme “*A Case Study on the Issues and Perspectives of Academic Administration in leading private Business Schools in Jaipur (India)*” at the International College Teaching & Learning Conference, New Orleans, Louisiana, USA, March 14-16, 2011;

53. Paper presented at the National Research Conference with the theme “*Exploring the entry of foreign based retail chain companies in India*”, being organized by S.K.N. Sinhgad School of Business Management, Pune, March 11-12, 2011;
54. Paper presented at the International Conference “Elixir 2011” with the theme “*Competitiveness of Indian Small and Medium Enterprises*”, being organized by Datta Meghe Institute, Nagpur, Feb 18-19, 2011;
55. Paper presented at the International Conference “Elixir 2011” with the theme “*Indian Companies vs Multinational Companies-the Strategic Responses*”, being organized by Datta Meghe Institute, Nagpur, Feb 18-19, 2011;
56. Presented a paper at the International Conference organized by Center for Entrepreneurship, MDS University, Ajmer with the theme “*The E-Tourism: Impact of Globalization and Information Technology in Tourism Industry*”, Jan., 22-23, 2011;
57. Presented a paper at the International Conference organized by Center for Entrepreneurship, MDS University, Ajmer with the theme “*Marketing Challenges of Small Scale Industry in India*”, Jan., 22-23, 2011;
58. Presented a paper at the National Conference, Govt College, Ajmer with theme “*Higher Education in India-Sustaining Long Term Growth*”, Jan 08-09, 2011;
59. Participated at the All India Commerce Conference organized by the Faculty of Commerce Goa University, Goa, Oct 2010;
60. Presented a paper at the International Teaching & Learning Conference with the theme “*Challenges of using Case Method in Private Business Schools in India*”, held at Las Vegas, Nevada, USA, October, 2010;
61. Presented a paper at the Las Vegas International Business and Economics Research Conference with the theme “*Envisioning the Entry of Foreign Based Multi-brand Retail Chain Store Organizations in India- An Impact Audit*” held at Las Vegas, Nevada, USA, October, 2010;
62. Presented paper titled “*Competing for Global Markets under Recessionary Conditions*” at a National Seminar organized by Sinhgad Institute of Business Administration and Research, Pune, INDIA, Feb 20, 21, 2009;
63. Attended a Workshop titled “*Research Methods and Research Paper Writing*” organized by All India Management Association (CME) in New Delhi, January 15-16, 2009;
64. Paper accepted for presentation at the International Business and Economics Research Conference, titled “*Corporate Social Responsibility – New Perspectives*” held at Las Vegas (USA), in Oct 2007;
65. Invited by Harvard Business School, Boston for attending the International Conference titled “*Global Series: India – The Power of the Idea*” held at New Delhi March 25-26, 2006;
66. Presented a paper titled “*Managing Peace in 21<sup>st</sup> Century*” at the International Economics & Business Research Conference, Las Vegas (USA) held from Oct. 4-8, 2004;
67. Presented a paper titled “*Let’s Think Big for the Small-Small vs. Large Scale*” at the International Economics & Business Research Conference, Las Vegas (USA) held from Oct. 4-8, 2004;
68. Presented a paper “*Small and Medium Enterprises in the Electronic Age*”, at the European Applied Business Research Conference, Venice, (Italy) held from June 9-13, 2003;
69. Presented a paper “*The Developing Country Consumer and Technology*”, at the European Applied Business Research Conference, Venice, (Italy), June 9-13, 2003;
70. Attended a Case Development Workshop organized by Prestige Institute, Indore, April 29-May1, 2003;
71. Chaired a session for panel discussion titled “*Marketing Challenges before SME’s*” at the NICOM 2003 International Conference at the Nirma Institute of Management, Ahmedabad, Jan, 2003;

72. Presented a paper titled “*Competing in the 21<sup>st</sup> Century – Imperative for India*”, at Nirma International Conference on Management, Ahmedabad, January 3-6, 2001;
73. Presented a paper titled, “*Creating a Sustainable Competitive Advantage for the Small-Scale Industry in India*”, National Institute of Small Industry Extension Training, Hyderabad, INDIA, 8-9 Jan., 2001;
74. Participated in a Workshop titled – “*Training Methods for Management Educators*”, Nirma Institute of Management, Ahmedabad, INDIA Dec., 28-30, 2000;
75. Participated in the deliberations of the “*World Strategy Forum*”, Centre For Change Management, Mumbai, INDIA, from Oct., 14-17, 1999;
76. Participated in the Workshop on Entrepreneurship Development organized by Xavier Institute of Management and the Canadian Consortium of Management Schools, CANADA, Bhubeneshwar, INDIA, Feb., 13-16, 1995;
77. Paper accepted for the Second National Management Research Development Workshop held in June, 1994 at Management Development Institute, Gurgaon, organized under the joint collaboration of Association of Indian Management Schools and the Canadian Consortium of Management Schools, CANADA;
78. Participated in a Seminar on “*Emerging Career Opportunities for M.Com. and MBA Students*”, organized by the Institute of Chartered Financial Analysts of India, Hyderabad, INDIA, Sept., 1994;
79. Presented a paper on “*Management of Business Growth and Change*” at the International Seminar in April, 1992, held at M.L.S. University, Udaipur, INDIA; and
80. Participated in a Seminar on “*Accounting Education and Society*” in Sept., 1990, organized by M.L. Sukhadia University, Udaipur, INDIA and Institute of Chartered Accountants of India.

#### **RECENT EXTENSION/GUEST LECTURES/MAJOR RESOURCE PERSON**

1. Lecture at the Human Resource Development Center, MDS University Ajmer on “Communication Skills for Teachers” on Jan 03, 2019;
2. Lecture at the Human Resource Development Center, MDS University Ajmer on “Effective Reading Skills” on Jan 16, 2019;
3. Invited as Chief Guest at the Human Resource Development Center, MDS University, Ajmer in the Valedictory function of the Orientation Course for teachers and delivered the Valedictory speech.
4. Invited as resource person on “*Case Method of Teaching and Case Writing*” on July 6-7, 2018 by the Management Development Research Foundation, New Delhi;
5. Lecture at the Human Resource Development Center, MDS University Ajmer on “Liberalization Privatization and Globalization” on December 01, 2017;
6. Extension Lectures at Patni Govt College, Kishangarh on September 08, 2017 on personality development
7. Guest Lecture at Dr. D.Y. Patil University’s Global Business School Pune on How to face job interviews successfully, September 02, 2017
8. Guest Lecture at the UGC Human Resource Development Center of MDS University, Ajmer on the theme “*Communication for Teaching Effectiveness*” on Feb 18, 2017
9. Guest Lecture at Revenue Research Training Institute, Ajmer in Ist week of April, 2016
10. Guest Lecture at the UGC Human Resource Development Center of MDS University, Ajmer on the theme “*Communication Effectiveness for Teachers*” on December 01, 2015
11. Guest Lecture at the Pacific Institute of Hotel Management, PAHER, Pacific University, Udaipur on Sept 03, 2014 on “*How to be successful in Job Interviews*”;

12. Guest Lecture at the University Business School, Panjab University, Chandigarh on August 12, 2014, on *Effective Presentation Skills*;
13. Delivered an invited talk in the “National Workshop on Opportunities and Challenges of Life – A Roadmap towards successful career” at University of Kota, India from July 3-4, 2014
14. Guest Lectures at Apex Institute of Management, Jaipur, India on “*Corporate Social Responsibility*” and “*Social Entrepreneurship*” on Feb 7 & 8, 2014;
15. Guest Lecture at the University Grants Commission Academic Staff College at MDS University, Ajmer on “*Effective Teaching Methods in Higher Education*” on Dec 19, 2013;
16. Guest Lecture at SIBACA, Lonawala, India on “*Communication Skills for Teachers*” on March 04, 2013;
17. Guest Lecture at SIBACA, Lonawala, India on “*How to Handle a Case Class in Management Education*” on March 05, 2013;
18. Guest Lecture at SIBACA, Lonawala, India on “*Advanced Concepts in Media Buying*” on March 04, 2013;
19. Major Resource Person at the Academic Staff College, MDS University, Ajmer and delivered a lecture with the theme “*Communication Skills for Teachers*” on Jan 31, 2013;
20. Guest Lecture at Apex Institute of Management & Science, Jaipur, India on “*Teaching Methods on Research Methodology*”;
21. Guest Lecture “*Succeeding in Job interviews*” at the Haryana School of Business, Guru Jambheshwar University, Hissar, Haryana, Jan 15, 2011;
22. Major Resource Person at the Academic Staff College, MDS University, Ajmer and delivered a lecture with the theme “*Communication Skills for Teachers*” in Sept 2010;
23. Major Resource Person at the Academic Staff College, MDS University, Ajmer and delivered a lecture with the theme “*Liberalization, Privatization and Globalization*” in September, 2010;
24. Resource person at the Apex Institute of Management and Science, Jaipur (INDIA) on “*Case Method in Management Education*”, Aug 14, 2010;
25. Lecture at SIBACA , Lonawala on “*How to be successful in Job Interviews*” on Feb 13, 2010;
26. Major Resource Person at a National Workshop titled “Gateway to Ph.D.” organized by SIMCA, Vadgaon, Pune with the topic “*Case Method of Research*” for Ph.D. scholars on Feb 11, 2010;
27. Saboo College of Commerce, Pilani with the themes “*How to Appear for Personal Interview*”, Dec 14, 2009;
28. Institute of Management, Savitri College, Ajmer on “*How to be successful in job interviews*”, August, 2009;
29. Faculty of Management Studies, MLS University, Udaipur, on “*How to be successful in GD and personal interviews*”, July 2009;
30. Guest Lecture “*Liberalization, Privatization and Globalization*” at Sinhgad Institute of Business Administration and Research (SIBAR), Pune, Feb 19, 2009;
31. Guest Lecture “*Group Discussion and Case Method*” at Sinhgad Institute of Business Administration and Research (SIBAR), Pune, Feb 18, 2009;
32. Guest lecture “*Reading Skills*” at Sinhgad Institute of Business Administration and Research (SIBAR), Pune, Feb 17, 2009;
33. Guest lecture “*How to be Successful in Job interviews*” at Sinhgad Institute of Business Administration and Research (SIBAR) , Pune, Feb 16, 2009;

34. Major Resource Person at Centurian Business School, Jaipur (INDIA) under All India Council for Technical Education sponsored Staff Development Program with the theme "*Improving Teaching Efficiency in Management through Case writing & solutions*", March 26, 2009; and
35. Special lecture on "*Body Language and Communication Skills*" at S.S. Subodh Jain P.G. College, Jaipur on Nov 29, 2008.

## RADIO TALK

Delivered a Radio Talk at All India Radio, Udaipur Station on "*5 Year Plans in India*".

## REFERENCES

1. **Dr. Azhar Kazmi**, (Ex-Dean, Faculty of Management Studies, MDS University, Ajmer, INDIA; Email: azhar\_kazmi@yahoo.com; Ph. 00966569827565. Present communication address: Professor, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia (Prof Kazmi had been my teacher at the Department of Management, Kurukshetra University and colleague at MDS University, Ajmer as well);
2. **Professor M.K. Jain**, Director, University Institute of Management, Kurukshetra University, Kurukshetra, Haryana, INDIA; email: [mkjain2004@rediffmail.com](mailto:mkjain2004@rediffmail.com), (Professor Jain had been my teacher at Kurukshetra during MBA, he has now moved to Kenyatta University in October 2014).
3. **Professor A.K. Singh, Director General, Nirma University, Ahmedabad, INDIA, email: [aksingh1959@hotmail.com](mailto:aksingh1959@hotmail.com), cell no. 91-9825034700** (he was my Director at Nirma Institute of Management then)

## PERSONAL DETAILS

### Father – The Guiding Star in Life:

Late Dr. Dool Singh (Professor of Management, BITS Pilani, India, 1946 – 1971)  
 Ex-Head and Dean, Department of Commerce and Management, Kurukshetra University, Kurukshetra, India (1971-1985)  
 Ex-Member, Rajasthan Public Service Commission, Ajmer, Rajasthan, India;  
 Alumnus, International Teachers Program, Harvard Business School, Boston, USA, 1962-63,  
 .....

<b>Date and Place of Birth</b>	October 07, 1962; PILANI (Rajasthan)
<b>Sports</b>	Playing Volleyball and Cricket;
<b>Hobbies</b>	Reading, Listening and Singing old Hindi Songs, Yoga & Meditation;
<b>Club Memberships</b>	Member of Ajmer Metro Rotary Club and Member of Free Masons Lodge (47) of Ajmer;

**Membership in Professional Bodies:** Life Member, Indian Commerce Association and, Indian Yoga Association

<b>Passport details</b>	Indian Passport, Expiry date: January 20, 2026 USA multiple-entry Visitor visa valid till Sept 5, 2025 Canada multiple entry visa valid till Jan 19, 2026
<b>Linkedin presence:</b>	<a href="http://in.linkedin.com/pub/dr-manoj-kumar/39/89a/7b0/">http://in.linkedin.com/pub/dr-manoj-kumar/39/89a/7b0/</a>

**MY GUIDING PRINCIPLES IN LIFE HAVE BEEN:**

- *“As you grow in Age so must you grow in Grace”*
- *“Any problem is a problem only to the extent that you think it to be a problem else creative ways and means are always available to overcome the same”*
- *“Expect human differences, accept differences, respect and harness differences in a positive way and it will always pay you back both personally as well as in the organizational context”*
- *“Honesty, Integrity, Hard work, Discipline and Commitment are the hallmarks of success and there it has to be 100%”.*
- *“Purity of thought, purity of speech and purity of action is the crux of effective leadership”*
- *“Always see and appreciate good quality in others and try to figure out your own deficiencies”*
- *“Two things stand like stone in ones life - courage in facing ones own problem and compassion in others”*
- *“Disciplined Love is the greatest power on earth”*

**PHILOSOPHY OF INSTITUTIONAL LEADERSHIP:** The organization has to be managed like an orchestra, Building a strategy around a common thread and unifying the disparate Departments. This will unlock tremendous latent potentials of individual units and maximize the organizational effectiveness.

**Dr. MANOJ KUMAR**

Professor and Head, Department of Management Studies,  
MDS University, Ajmer  
INDIA