

Name Designation Department	Dr Deepika Upadhyaya Associate Professor Department of Management Studies
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Academic Qualifications	<ul style="list-style-type: none"> • M.B. A. • Ph. D. • Trained at: <ul style="list-style-type: none"> ▪ FDP from Indian Institute of Management, Ahmedabad (IIMA) ▪ FDP from Entrepreneurship Development Institute of India (EDII), Ahmedabad
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Teaching Experience: more than 17 years as on February 2016.

	Designation	From	To
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	Sept. 02, 2015
4.	Associate Professor, Department of Management Studies, MDS University, Ajmer	Sept. 02, 2015	Till date

Administration Experience:

1.	Assistant Director, Center for Entrepreneurship and Small Business Management (CESBM), MDS University, Ajmer	Feb. 27, 2007	Till date
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Projects

Publications and Communicated Papers in Journals:

Papers published

• **In Journals with ISSN Number**

1. Tharaney V., Upadhyaya D., (2015), 'Motivational of Entrepreneurs for Venturing in Higher Education in Rajasthan', Research Journal of Management Sciences , ISSN 2319–1171, Vol. 4(7), 1-7, July 2015
2. Tharaney V., Upadhyaya D., (2015), ' Assessment of Individual's Motivational Factors and & Goals and Effect of Ecosystem on Entrepreneurship in Higher Education in Rajasthan', Oorja, , ISSN 0974–7869, Volume 13 , Number 1, January- April 2015.
3. Tharaney V., Upadhyaya D., (2014), 'Burgeoning Field of Edupreneurship: A Literature Review, Pacific Business Review, December 2014, (ISSN: 0974-438X).
4. Upadhyaya D., Badlani M., (2014), 'Financial Innovation and Advancing Information Technology

Values in Indian Banks’, Research Journal of Management Sciences , ISSN 2319–1171, Vol. 3(11), 1-7, November 2014

5. Upadhyaya D., Bhatnager S., (2013), ‘New Location Scheme in Mobile Ad Hic Network’, Journal of Management Value and Ethics, Volume 3 Number 3, pp 82-93, (ISSN 2249-9512).
6. Gandhi J. and Upadhyaya D., (2012), ‘Training and Developing the Workforce in Tourism SME’s in Rajasthan- The Need of the Hour”, Global Journal of Finance and Management, Volume 4 Number 5, pp 68-69, (ISSN 0975-6477).
7. Sharma P., Chowdhary N. and Upadhyaya D. (2011), ‘Corporate Responsibility Towards Society: SME Perspective’, Entrepreneurship Business Review (A Bi-annual Refereed Journal of Center for ESBM), Vol. 1, No. 2, July –December 2011, pp 48-55 (ISSN 2229-7294).
8. Upadhyaya D., Badlani M. and Paryani P. (2011), ‘Importance of Technology in Enhancing Customer Satisfaction in Retail Insurance Market’, Review of Business and Technology Research, Volume 4 Number 1, July 011, pp 877-889, (ISSN 1941-9414).
9. Upadhyaya D. and Dadich P. (2010), ‘The Constraints Faced by Women Entrepreneurs in Rajasthan’, Research Analysis and Evaluation, Volume I Issue 13, October 2010, pp 40-41., (ISSN 0975-3486).
10. Upadhyaya D. and Saraswat R.N. (2010), ‘Dimensions of Indian Culture, Values and Event Marketing Implications – An Analysis, South asian Journal of Tourism and Heritage., Volume 3 Number 1 January 2010, (ISSN 0974-5432).

• **In Edited Book with ISBN Number**

1. Gandhi J. and Upadhyaya D., (2012), ‘The Why and Wherefore of Faculty Attrition”, in Tak P. and Shekhawat H., Business Strategy and Economic Growth, New Delhi: Excel Books
2. Upadhyaya, D., Gandhi, J., (2012) ‘HR Issues of Small and Medium Tourism Enterprises: A Study of Ajmer Region’ in book titled Consumer Behaviour: Emerging Issues and Perspectives” (ISBN: 978-93-5104-481-9)
3. Upadhyaya D., Jain S., Savita A. and Merh N. (2009), ‘A Case of Bharat Exports Limited’, ‘Case Method in Management Education and Training – Text and Illustrations’, Volume II, Second Edition, Edited Book by Upinder Dhar and Santosh Dhar, Excel Books (ISBN: 81-7446-551-0)
4. Chowdhary, N., Mathur, P. and Upadhyaya, D. (2005), ‘Green activism: How far do we go?’ in Baxi, C.V. and Singh, A., Corporate Social Responsibility, New Delhi: Excel Books.

• **In Conference Proceedings with ISBN Number**

1. Bhargava S., Pareek A., Upadhyaya D., (2015) Conference Proceedings Fourth International Conference on Management and Economica, (Faculty of Management and Finance, University of Ruhuna, Matara, Sri Lanka), ISBN: 978-955-1507-39-8
2. Upadhyaya, D., Gandhi, J., (2014) Conference Proceedings International Conference on innovative Advances and Challenges in Management and Commerce, (Amity University, Utter Pradesh), ISBN: 978-93-272-4940-8

• **Contribution in Study Material with ISBN Number**

1. Upadhyaya, D. (2012), Entrepreneurship and Small Business Management,(Study Material of MBA, Course of Vardhaman Mahaveer Open University, Kota) unit Ten ‘ Institutional Support System’, published by Vardhaman Mahaveer Open University Kota (2012) (ISBN 978-81-8496-319).
2. Upadhyaya, D. (2012), Entrepreneurship and Small Business Management,(Study Material of MBA: MP 403, Course of Vardhaman Mahaveer Open University, Kota); Unit Nine ‘Institutional Support System, pp 117-130, published by Vardhaman Mahaveer Open University Kota (September) (ISBN 13/ 978-81-8496-354-0).
3. Upadhyaya, D. (2012), Entrepreneurship and Small Business Management,(Study Material of MBA: MP

403, Course of Vardhaman Mahaveer Open University, Kota); Unit Five 'Small Scale Industries, pp62-75, published by Vardhaman Mahaveer Open University Kota (September) (ISBN 13/ 978-81-8496-354-0).

4. Upadhyaya, D. (2012), Entrepreneurship and Small Business Management,(Study Material of BBA – 12, Course of Vardhaman Mahaveer Open University, Kota) Unit Nine 'Small Business', pp. 128- 138, published by Vardhaman Mahaveer Open University Kota (April 2012) (ISBN 978-81-8496-319-9).
5. Upadhyaya, D. (2011), Fundamentals of Business Statistics (Study Material of BBA – 05 Course of Vardhaman Mahaveer Open University, Kota) One Unit 'Analysis of Time Series (Secular Trend)' (Unit 13) pp. 207-216, published by Vardhaman Mahaveer Open University Kota (February 2011) (ISBN 13/978-81-8496-272-7).

- **Book Published**

Kumari Veena, Upadhyaya Deepika and Prasad Shiv; 'Women Empowerment and Development of Micro Finance: A Case study of Rajasthan (India)' (ISBN No. 978-3-659-20063-2) published in January 2012, by LAB Publishing House, Germany.

Papers presented in conferences/ seminars

- **International Level**

1. "Employer branding: Conceptualisation of an indispensable strategy" International conference on Emerging Paradigm in Business Education and Research organized by UCCMS & DBM, Mohanlal Sukhadia University, Udaipur , July 29-30, 2015.
2. "Employee Engagement: Conceptualization and its impact" International Conference on e- Business, Prospects, Challenges & Implications 2015 organized by Tapmi School of Business, Manipal University, Jaipur, March 27-28, 2015.
3. "Structuring Job Attitude through Employer branding efforts: An Empirical study of IT Industry" Global Conference on Managing in Recovering Markets organized by Management Development Institute(MDI), Gurgaon, March 11-13, 2015.
4. "Critical Success factor for small business in Ajmer: An Entrepreneurial Perspectives" 4th Biennial International Conference on Entrepreneurship, Tourism, Environment & Energy organized by the Center for Entrepreneurship and small business management, Maharshi Dayand Saraswati University, Ajmer, October 11-12, 2014.
5. Presented paper titled, 'Awareness of Rights Against Sexual Harassment at Workplace: A perspective of Employed Women', in International Conference on Emerging Trends in Business and Economy: Mapping the Way Ahead. Feb 14-15, 2014, organized by Department of Management Studies, Poornima Group of Colleges, Poornima University.
6. Presented paper titled , 'Marketing Management : The Achilles Heel of the Small and Medium Tourism Enterprises of Rajasthan', in 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
7. Presented paper titled , 'Entrepreneurship : The Need of The Hour for Reforming Quality Education in India', in Asia Pacific International Conference on Changing Business Practises in Current Environment, Dec 28-29, 2013, organized by SIMSREE, Mumbai.Presented paper titled 'Motives of Starting a Business: A Study of Women Entrepreneurs of Rajasthan', in absentia in International Conference on Managing Change in Business & Economy, organised by the Faculty of Management Studies, Pacific University, Udaipur April 6-7, 2013.

8. Presented paper titled 'Motives of Starting a Business: A Study of Women Entrepreneurs of Rajasthan', in International Conference on Challenges and Opportunities in Asian Economies: The Management Perspective, organised by the Department of Management Studies, Poornima Group of Colleges, Poornima University, 8-9, 2013.
9. Presented paper titled 'Women Entrepreneurship in Rajasthan: An Empirical Study', in absentia in International Conference on Managing Change in Business & Economy, organised by the Faculty of Management Studies, Pacific University, Udaipur April 6-7, 2013.
10. Presented paper titled 'Training and Developing the Workforce in Tourism SME's in Rajasthan- The Need of the Hour', in International Conference on Leadership in Business and Management for Sustainable Global Economy, organised by Department of Management Studies, IIT Delhi, from Oct 3-4, 2012.
11. Presented paper titled 'E-Service Processes Impact on Satisfaction of Online Bank Customers', in International Conference on Global Business Research (Special Reference to Human Resource, Banking and Accounting), organised by University College of Commerce & Management Studies, MLS University, Udaipur, from Sep 20-22, 2012.
12. Presented paper titled 'Attrition in Life Insurance Companies', in International Conference on Global Business Research (Special Reference to Human Resource, Banking and Accounting), organised by University College of Commerce & Management Studies, MLS University, Udaipur, from Sep 20-22, 2012.
13. Presented paper titled 'HR Issues of Small and Medium Tourism Enterprises: A Study of Ajmer Region', in International Conference on Contemporary Innovative Practices in Management, Sustainable Management Practices: Development and Dimensions', organised by Faculty of management Studies, Pacific Academy of Higher Education and Research University, Udaipur, from April 13-14, 2012.
14. Presented paper titled 'Impact of Relationship Equity on Customer Profitability in Service Sector', in International Conference on Sustainable Management Practices: Development and Dimensions', (ICSMP 2012), organised by Faculty of Management Studies, MLS University, Udaipur, from March 30-31, 2012.
15. Presented paper 'Impact of E Service Process on Online Customer Satisfaction', in absentia, in International Conference on Technology and Business Management (ICTBM 12), organised by the Association of Indian Management Scholars, at Dubai from March 26-28, 2012,
16. Presented paper titled 'Impact of Micro Finance: A Study of Self Help Groups of Rajasthan, in absentia, in International Conference on Technology and Business Management (ICTBM 12), organised by the Association of Indian Management Scholars, at Dubai from March 26-28, 2012,
17. Paper titled 'Importance of Technology in Enhancing Customer Satisfaction in Retail Insurance Market', presented in the International Conference on Managing Excellence for Emerging Global Paradigm in Business and Technology, organised by the CH Institute of Management and Commerce in association with Modern Technology and Management Institute Inc., USA, at Indore, July 15-16, 2011.
18. Paper titled 'Exploring the Motives of Starting of a Business by Women Entrepreneurs', presented in absentia, in the International Conference on Technology and Business Management (ICTBM 11), organised by the Association of Indian Management Scholars, at Dubai from March 28-30, 2011.
19. Paper titled 'Service Quality Perception and Customer Satisfaction in Life Insurance Companies', presented in absentia, in the International Conference on Technology and Business Management (ICTBM 11), organised by the Association of Indian Management Scholars, at Dubai from March 28-30, 2011.
20. Paper titled, ' A Study on the Strategies of Travel Agencies for Enhancing Air Ticket Distribution Channels', presented in the Third Biennial International Conference on Entrepreneurship, Entrepreneurship in growing Economies, organized by the Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer from January 22-23, 2011.
21. Paper titled, ' The Uncluttered Recon of Women Entrepreneurs in Maintaining the Work Life Balance', presented in the Third Biennial International Conference on Entrepreneurship, Entrepreneurship in growing

Economies, organized by the Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer from January 22-23, 2011.

22. Paper titled, ' Microfinance A roadmap to Women Entrepreneurship', presented in the Third Biennial International Conference on Entrepreneurship, Entrepreneurship in growing Economies, organized by the Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer from January 22-23, 2011.

23. Paper titled 'Microfinance: Prospects and Effects', presented in the International Conference on Global Financial Crisis Challenges and Opportunities, organized by Bhupal Nobles' P.G. College, Udaipur, Rajasthan from January 13-15, 2011.

24. Paper titled 'Rural Marketing and I.T. Leverages', presented in the International Seminar on Rural Marketing: The Changing Scenario, organized by the University Commerce College, University of Rajasthan, Jaipur, Rajasthan from February 17-18, 2010.

25. Paper titled 'Accounting Education and the Search for New Teaching Approaches', presented in 32nd All India Accounting Conference and International Seminar on Accounting Education and Research organised by Indian Accounting Association, and Institute of Commerce and Management, Jiwaji University, Gwalior, Madhya Pradesh, from November 14-15, 2009.

26. Paper titled 'Banking and Microfinance: Progress and Prospects (SHG Bank Linkage Programme)', presented in the Multidisciplinary International Conference on Emerging Issues and Global Economic Scenario, on theme Recent Advances in Commerce and Management, organized by Aishwarya College, Udaipur, Rajasthan from August 21-24, 2009.

27. Paper titled 'Entrepreneurship education: the search for new approaches in teaching' presented in the 'International Conference on Managing Global Business Competition: World's Best Practices', at the Department of Business Administration, Mohan Lal Sukhadia University, Udaipur, Rajasthan from Sep 22-24, 2008.

28. Paper titled , 'Entrepreneurial Learning: A Behavioral Aspect', presented in Second Biennial International Conference on Entrepreneurship, The Spirit of Entrepreneurship: Carrying Forward the Agenda, organized by the Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer from Oct 12-14, 2007.

29. Paper titled , 'Employment Pattern in Selected Small Scale Units in Ludhiana District, presented in First Biennial International Conference on Entrepreneurship, New Age Entrepreneurship: Vision and Vistas, organized by the Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer from Sep 11, 2005 to Sep 13, 2005.

30. Paper titled, 'Services : The IT Leverages', presented at 'Second International Conference on Business and Management', at Nirma Institute of Management, Ahmedabad from 3-6 Jan 2000.

31. Paper titled, 'Indian Software Exports : An Analysis' and ' Services : The IT Leverages', presented at 'Second International Conference on Business and Management', at Nirma Institute of Management, Ahmedabad from 3-6 Jan 2000.

- **National Level**

1. Presented paper titled 'Role of Tourism Entrepreneurs in Enhancing Destination Competitiveness', in Consumer Behaviour in Hospitality and Tourism Industry, organised by of Hotel Management, Pacific Institute of Hotel Management in association ICSSR from August 7-8, 2015 Presented paper titled 'New Paradigm in Higher Education in India: Entrepreneurship', in National Conference on Emerging Trends

and Challenges in Management, organised by Department of Management Studies, Jai Narayan Vyas University, Jodhpur from February 27-28, 2015.

2. Presented paper titled, 'Light Pollution : An Overview', in 'National Seminar on Environmental Conservation and Sustainable Development: Issues and Challenges', organised by Indira Gandhi Centre for Human Ecology, Environmental and Population Studies, University of Rajasthan, Jaipur, June 05, 2014
3. Presented paper in National Conference on Ecological Sustainable Development and Limitations of Growth: Future Prospects and Challenges, organised by BBD Govt PG College, Chimanpura, Shapura, Jaipur, April 22-23, 2014
4. Presented paper titled, 'Analyzing the Human Resource management Framework and the unmolded practices in Small Scale Industries', in National Conference on 'Emerging Issues in Commerce and Management' on November 28, 2013 at Central University of Rajasthan (CURaj), Bandarsindri, Kishangarh, District Ajmer.
5. Presented paper titled, 'Women Empowerment through Micro Finance initiatives', organized by Department of Population Studies, Maharshi Dayanand Saraswati University, Ajmer during March 22-23, 2013.
6. Presented paper titled ' Factors Affecting the Sustainability of Tourism SME's of Rajasthan', in UGC sponsored National Seminar on Educational Reforms and Economic Development in 21st Century, organised by the Shri Pragya Mahavidhyalaya, Bijainagar, Ajmer, from January 24-25, 2013 Presented paper titled 'Faculty Attrition Strategies in the Competitive Millieu: The talk of the Town ', in National Conference on Human Resource Management – Challenges, Opportunities and Their Relevance in Indian Society, organised by Faculty of Commerce, SS Jain Subodh PG College, Jaipur, from Jan 22-23, 2013.
7. Presented paper titled, 'Entrepreneurial Issues in Small and Medium Tourism Enterprises of Rajasthan', in UGC sponsored National Conference on Tourism and Cultural Heritage of Rajasthan: Issues and Challenges, organised by Centre for Tourism and Heritage Research, Dayanand College, Ajmer, from Dec 8-9, 2012.
8. Presented a paper titled 'Foreign Direct Investment in Multibrand Retailing: Progressive or Regressive?', at 65th All India Commerce Conference of Indian Commerce Association, organized by KPB Hinduja College of Commerce, University of Mumbai, Mumbai, from Nov 9-11, 2012.
9. Presented paper titled, 'The Entrepreneurial Characteristics of The SME's Owner Managers: The Indian Perspective', UGC sponsored National Seminar on Promoting Innovation and Entrepreneurship, organised by Career orientation Counseling Cell, Savitri Girl's College, Ajmer, on March 25, 2012.
10. Presented paper titled, 'The Role of SME's in Tourism Development in the Globalised Era', UGC sponsored National Seminar on Impact of Globalization on Economic, Political and Socio Cultural Domains in India, organised by Vijay Singh Pathik Shramjeevi College, Ajmer, from March 23-25, 2012 Presented paper titled, 'Rural Entrepreneurship: The Mantra for Sustainable Development', UGC sponsored National Seminar on Sustainable Rural Development in India, organised by Government College, Ajmer, from March 10-11, 2012.
11. Presented paper titled, 'A Strategic Approach to Retail Management', UGC sponsored National Seminar on Multi Brand Retailing in India', organised by Government College, Ajmer, from March 1-2, 2012.
12. Presented paper titled, 'Managing People at Work in the Globalised Era', National Seminar on Youth, Globalisation and Changing Paradigm, organised by PG Department of Sociology, Dayanand College, Ajmer, from Feb 27-28, 2012.
13. Presented paper titled 'The Why and Wherefore of Faculty Attrition', in Second National Conference on Business Strategies and Economic Growth: The Way Forward, organised by the Department of Management Studies, Poornima Group of Colleges, Jaipur, from February 17-18, 2012,

14. Presented paper titled, 'Eco Tourism and Sustainable Development', UGC sponsored National Conference on Environmental Accounting, Sustainable Development & Environmental Protection, organised by Center for Tourism and Heritage Research, Dayanand College, Ajmer, from Jan 9-11, 2012.
15. Presented paper titled, 'Role of Rajasthan Tourism and the Intricacy of the Entrepreneurs of Small and Medium Enterprises', First National Conference on Tourism, Culture and Travel Literature, organised by the Foundation for Art, Culture, Environment and Tourism, Ajmer, from September 27-28, 2011.
16. Presented paper titled, 'Self help Groups: A Roadmap to Social Security and Empowerment for Women', National Conference on Developing to Developed Nations, organised by Ashwarya institute of Management and IT, Udaipur, from Aug 21-22, 2011.
17. Presented a paper titled 'Entrepreneurship: Transition Strategy from Jobless Growth to Inclusive Growth', at 63rd All India Commerce Conference of Indian Commerce Association, organized by Faculty of Commerce, Goa University, Goa, from October 1-3, 2010.
18. Presented a paper titled 'Eco Tourism: The Need of the Hour' at state level seminar on 'Tourism, Bio Diversity and Sustainability: Issues and Challenges, organized by the Center for Tourism and Heritage Research, Department of Commerce, Dayanand College, Ajmer, Rajasthan on September 27, 2010.
19. Presented a paper titled 'Entrepreneurship: The Missing Element in Management Education', in UGC sponsored National Seminar on 'New Horizons for Management Education', organized by Department of Management Studies, JNV University, Jodhpur, Rajasthan from March 13-15, 2010.
20. Presented a paper titled 'Corporate Social Responsibility: A Roadmap for Inclusive Growth and Sustainable Development', in UGC sponsored National Seminar on 'Business Ethics: Emerging Paradigm', organized by Vidya Bhawan Rural Institute, Udaipur, Rajasthan from March 5-6, 2010.
21. Presented a paper titled, in 7th National Seminar on 'Values and Ethics in Corporate World: Managing Challenges and Realities in HR', organized by University College of Commerce and Management Studies, MLS University, Udaipur, Rajasthan from Feb 26-27, 2010.
22. Presented a paper titled 'Event management: Opportunities for Rajasthan', in 1st National Conference on Marketing 'What's Next...??', organized by the Amity Business School, Amity University Rajasthan from Jan 22-23, 2010.
23. Presented a paper titled 'Entrepreneurship: Transition Strategy from Jobless Growth to Inclusive Growth', at 62nd All India Commerce Conference of Indian Commerce Association, organized by Maharshi Dayanand Saraswati University, Ajmer, Rajasthan, from Oct 10-12, 2009.
24. Presented a paper titled 'Corporate Governance Scenario in India- Issues and Challenges', at 61st All India Commerce Conference of Indian Commerce Association, organized by Dhanwate National College Nagpur, Maharashtra from Dec 27-29, 2008.
25. Presented a paper titled 'MICE Tourism: A Case Study of Pushkar Region' at national conference on 'Tourism Destination Competitiveness and Sustainability, sponsored by UGC, New Delhi and organized by the Department of Commerce, Dayanand College, Ajmer, Rajasthan from Nov 21- 22, 2008.
26. Presented a paper titled 'Role of NGO's and Microfinance in Rural Development with Special Reference to Rajasthan', at two days AICTE, New Delhi, sponsored National seminar on 'Sustainable Rural Development: Strategic Roadmap for Economic excellence', organized by the Department of Management Studies, North Maharashtra University, Jalgaon, Maharashtra from Sep 25-26, 2008.

Dissertation Supervised:**Research Scholars (Ph D) under my supervision**

	Name of scholar	Title of project	Date of Registration	Date of Submission	Date of Award
1.	Ms Veena Kumari	Women Empowerment and Development Through Microfinance in India (A Case study of SHG's in Ajmer District)	Sep 2007	24 December, 2010	26 March, 2011
2.	Manish Badlani	Insurance Customer's assessment of Service Quality: An Empirical Study	19 February, 2008	20 December, 2010	4 May, 2011
3.	Priya Dadhich	SWOT Analysis of Women Entrepreneurs in Rajasthan	17 March 2008	6 September, 2010	4 May 2011
4.	Ms Shaily Goyal	Microfinance Outreach, Prospects and Challenges (A Case Study of SHG's of Ajmer District)	13 June 2008	9 May 2011	29 September, 2011
5.	Raj Nischal Saraswat,	Marketing Management of Event Management Companies: A Case Study of Rajasthan,	02 August, 2008.	31 July 2010	21September, 2010
6.	Jagpreet Gandhi	Entrepreneurship Perspectives in Small and Medium Tourism Enterprises	Dec 2010	On going	
7.	Vivek Tharaney	A Study of Educational Entrepreneurship in the field of Higher Technical Education in the state of Rajasthan	Dec 2010	On going	
8.	Divyaa Sarswat	Impact of employer branding on job attitude of the employees': An empirical study"	April 2015	On going	
9.	Priyanka Gupta	Role of small and medium tourism entrepreneurs in	April 2015	On going	

		developing Destination competitiveness and service quality			
10.	Arpana Sharma	Undergoing course work	Oct 2015	Undergoing course work	
11.	Irfan Khan	Undergoing course work	Oct 2015	Undergoing course work	

M Phil students under my supervision:

S No	Title	Name	Year
1.	Challenges Faced by Women Entrepreneurs: Study of Entrepreneur in Ajmer and Alwar	POONAM BHARGAVA	2006-07
2.	सिलाई उद्योग में महिला उद्यमियों के अभिप्रेरकों का अध्ययन	GOLDY GAUTAM	2007-08
3.	Marketing Strategies in Small Scale Garments business in Ajmer	SHIKHA BIJAWAT	2007-08
4.	A Study of Customer Satisfaction for Small Restaurants of Ajmer	DEEPTI RAIPURIA	2007-08
5.	Small Scale Industries and Corporate Social responsibility	SONIYA VIJAYVERGIYA	2007-08
6.	A Study of Attitude of Students of Professional Education Regarding Entrepreneurship	PRIYA KHANDELWAL	2007-08
7.	A Study of Consumer Opinion about Survey of E-Mitra (A Case Study of Hadoti)	MAYANK MANTRI	2007-08
8.	पेन्टिंग उद्योग एवं ग्रामीण विकास ,किशनगढ़ के सन्दर्भ में	BHAVNA SAMAWAAR	2007-08
9.	औद्योगिक सम्बन्धों में सुधार की आवश्यकता का अध्ययन	DEEPA JASWANI	2009-10
10.	P.N.B. का प्रबंध संगठन एवं वित्तीय विश्लेषण	MADHU BAGHU	2009-10
11.	बुटीक एवं ब्यूटी पार्लर उद्योग में महिला उद्यमियों की समस्याएं एवं चुनौतियाँ – अजमेर के सदर्भ में	AARTI TRIPATHI	2009-10
12.	Study of Consumer Behavior affected by Advertisement	DEEPA HARWANI	2009-10
13.	R.K.MARBLES PVT.LTD. KISHANGARH में श्रम कल्याण व्यवस्थाएँ	UTPREKSHA SHARMA	2009-10

Visits and Talks (Series of Lectures)

1. Resource Person for four sessions in the centralized teaching for the Ph.D. Coursework of Paper I - "Research Methodology and Computer Application", students, held in M.D.S. University, Ajmer during January 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. Resource Person for six sessions in the centralized teaching for the Ph.D. Coursework of Paper I - "Research Methodology and Computer Application", for science students, held in M.D.S. University, Ajmer during December 2015
4. Resource Person for a session on Data Collection on January 7, 2015, in the Research methodology workshop organised by Government College Beawer, during January 6-7, 2015.
5. Resource Person for six sessions in the centralized teaching for the Ph.D. Coursework of Paper I - "Research Methodology and Computer Application", held in M.D.S. University, Ajmer during 12th to 30th September 2014.
6. Resource Person for three sessions during May 12-13, 2014, in the ICSSR Sponsored Training Course on Research Methodology for M. Phil./ Ph.D. Students in Social Science organised by Faculty of Education, MLS University, Udaipur, during May 5- May 14, 2014.
7. Delivered lecture on "Patents in Biofuel Production: Current Status and Future Prospects", in the Workshop on Algae Cultivation and Biofuel Production organised by Algae Biofuel and Biomolecules Centre, Maharshi Dayanand Saraswati University, Ajmer on July 29, 2013.
8. Resource person in Case Writing Workshop at Jagran Institute of Communication and Management, Bhopal, February 17, 2013
9. Resource person in Refresher course in Commerce held from December 3, 2012 to December 23, 2012, organized by the Academic Staff College, M.D.S. University and delivered two lectures on: Measurement and Scaling Techniques and Conducting Survey:
10. Delivered lecture on "Career Opportunities in Commerce", as a resource person in a One Day seminar, organised by Faculty of Commerce, Dayanand College, Ajmer on September 10, 2012.

Other information

- **Assistant Director**, Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer (An autonomous Center established with the support of Ministry of Small Scale Industries (SSI), Government of India, New Delhi) since Feb 2007.
- **Co coordinator** for M Phil (Business Administration), Department of Commerce, Maharshi Dayanand Saraswati University, Ajmer, year 2009-10.
- **Programme Officer NSS**: Programme Officer of NSS Unit II of Maharshi Dayanand Saraswati University, Ajmer, 2009-13.
- **Member NSS Advisory Committee**, Maharshi Dayanand Saraswati University, Ajmer, since Sep 2005-13.
- **Member Library Advisory Committee**, Maharshi Dayanand Saraswati University, Ajmer, from Sep 2006-April 2009.
- **Member, Grievance Committee**, Maharshi Dayanand Saraswati University, Ajmer, since April, 2009

- **Member, Placement Cell**, Maharshi Dayanand Saraswati University, Ajmer, since Oct 2009.
- **Member, Admission Committee** of the following departments of Maharshi Dayanand Saraswati University, Ajmer;
 - Department of Management Studies
 - Department of Commerce
 - Department of Journalism and Mass Communication
 - Department of Population Studies
- **Member Board of Studies of:**
 - Department of Management Studies,
- **Member Committee of Courses:**
 - Center for Entrepreneurship and Small Business Management, at Maharshi Dayanand Saraswati University, Ajmer
- **Faculty In charge**, in the Department of Management Studies for Alumni Association, Computer Lab, Internal Assessment, Time table and attendance.
- **Warden, Gargi Girls Hostel**, 2010-11

Seminars, conferences, symposia organized

1. Conference Secretary of 4th 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. Coordinator of 250 hours Entrepreneurship and Skill Development Programme – Computer Accounting with Tally, (ESDP-CA &T) Batch size 30, from April 24, 2012 to June 30, 2012. organized by Center for ESBM in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun
3. Coordinator of 300 hours Entrepreneurship and Skill Development Programme – Web Designing (ESDP-WPD), Batch size 25, from April 24, 2012 to June 30, 2012. organized by Center for ESBM in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun
4. Coordinator of 125 hours Entrepreneurship and Skill Development Programme – Fashion Designing (ESDP-FD), Batch size 25, at Center for ESBM, MDS University, Ajmer during September 24 to November 2, 2012. organized by Center for ESBM in collaboration with Indian Institute of Entrepreneurship Regional Office, Dehradun
5. Co coordinator of 150 hours (1.5 months) Entrepreneurship and Skill Development Programme – Cosmetology & Beautician (ESDP- C&B) at Center for ESBM, MDS University, Ajmer during February 28, 2012 to March 31, 2012.
6. Coordinator of 150 hours (1.5 months) Entrepreneurship and Skill Development Programme – Cosmetology & Beautician (ESDP- C&B) at Center for ESBM, MDS University, Ajmer during January 16, 2012 to February 29, 2012
7. Co- Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – Fashion Designing (ESDP-FD) for SC participants at Center for ESBM, MDS University, Ajmer during August 8, 2011 to October 14, 2011
8. Coordinator of 200 hours (2 months) Entrepreneurship and Skill Development Programme – ESDP on Fashion Designing (ESDP- FD) at Center for ESBM, MDS University, Ajmer during November 25, 2010 to January 17, 2011
9. Conference Secretary of 3rd Biennial Center for ESBM International Conference on Entrepreneurship in Growing Economies, at Center for Entrepreneurship and Small Business Management (Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer during January 22-23, 2011
10. 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 during September 1, 2010 to October 23, 2010

11. Co-Coordinator of Entrepreneurship Development Programme for Management Stream (Scheduled Tribe) Post Graduate and Graduate Students jointly organized by Center for ESBM), Maharshi Dayanand Saraswati University, Ajmer and Micro, Small and Medium Enterprises – Development Institute, Jaipur during March-April, 2009
12. .Co-Coordinator of 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 ESBM, Maharshi Dayanand Saraswati University, Ajmer during March 5 to April 15, 2008.
13. Conference Secretary of 2nd Biennial CESBM International Conference on The Spirit of Entrepreneurship: Carrying forward the agenda, at Center for ESBM, Maharshi Dayanand Saraswati University, Ajmer during October 12-14, 2007.
14. Co coordinator of three week Rural Entrepreneurship Development Programme at Gagwana, Ajmer, Rajasthan, jointly organized by Department of Industries (Government of Rajasthan, Jaipur) , Department of Science and Technology (Government of India) and Center for ESBM, from February 20- March 12, 2006.
15. Co coordinator of four week Entrepreneurship Development Programme for Science and Technology graduates jointly organized by Department of Industries (Government of Rajasthan, Jaipur) , Department of Science and Technology (Government of India) and Center for ESBM at Government Engineering College, Ajmer from February 22-March 20, 2006.
16. Conference Secretary of 1st Biennial CESBM International Conference on New Age Entrepreneurship: Vision and Vistas, at Center for ESBM, Maharshi Dayanand Saraswati University, Ajmer September 09-11, 2005.

Editorship in 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

Foreign Academic Visits

	Date and Year	Place	Purpose
1.	August 24 – August 30 2016	University of Ruhanan, Matara, Sri Lanka	To attend, participate and present paper in 04 th International Conference on Management and Economics “Insights for Sustainable Development in Emerging Economies” Faculty of Management and Finance, University of Ruhana, Matara, Sri Lanka Presented paper