

CURRICULUM VITAE IN BRIEF



Dr. R. D. Sharma, Voce Chancellor, Noida International University, Greater Noida has wide ranging rich experience of teaching, research and extension in business education, and administrative experience at different levels. Dr. Sharma joined teaching profession in 1980, became Reader in Commerce in 1987 and Professor of Commerce in 1994. He has also worked as:

- 1. Fulbright Visiting Professor of Business Administration, URI, USA,**
- 2. Chairman, J&K Board of Professional Entrance Examinations,**
- 3. Dean Academic Affairs, University of Jammu,**
- 4. Rector, Kathua Campus, University of Jammu,**
- 5. Controller of Examinations, University of Jammu,**
- 6. Dean, Faculty of Business Studies, University of Jammu,**
- 7. Dean, Faculty of Commerce, University of Jammu,**
- 8. Convener, Board of Studies in Marketing Management, University of Jammu,**
- 9. Convener, Board of Studies in Commerce, University of Jammu,**
- 10. Head, Department of Commerce, University of Jammu,**
- 11. Dean Students Welfare, University of Jammu,**
- 12. Director Physical Education, University of Jammu, and**
- 13. Coordinator, SAP in Commerce, University of Jammu.**

Dr. Sharma has also worked as Vice Chancellor, University of Jammu October 30, 2014 – July 25, 2018. During his tenure the University of Jammu got A+ NAAC Grade in 2016 and stood 64th in 2016, 63rd in 2017 and 51st in 2018 as per NIRF ranking, besides Category I University

in terms of Graded Autonomy of UGC and thus got Rs. 100 crores for enhancing teaching and research. Besides active participation in the academic deliberations at different occasions in India, Nepal, Srilanka, Dubai, China, South Korea and Thailand, Dr. Sharma addressed the audience quite frequently in different academic meets at several US universities and completed a research project entitled “Marketing Effectiveness in American Consumer Banking” during his ten month stay as Visiting Professor at University of Rhode Island, Kingston [USA] under **Fulbright Fellowship Programme** 1992-1993 in Business Administration. He also visited a few Chinese Universities and Institutes of Higher Learning in Management and Information Technology. He has completed two major research projects funded by UGC and one funded by ICSSR. Prof. Sharma has been conferred as **Fellow of Indian Commerce Association**.

He got **12 books (authored: 5 and edited: 7) and 122 papers** published, with till dates total citations of **740**. His research work figured in the refereed journals being published by the reputed centres of excellence like:

1. Managing Service Quality, **UK**
2. Total Quality Management and Business Excellence, **USA**
3. Technovation, **USA,**
4. Research Institute for Business and Management, Manchester Metropolitan University Business School, Manchester, **UK**
5. Sage Publications, New Delhi, **Thosand Oaks, and London**
6. Indian Institute of Management, Ahmedabad,
7. Indian Institute of Management, Lucknow,
8. Indian Institute of Management, Banglore.
9. Indian Institute of Management, Kolkata.
10. National Institute of Bank Management, Pune,
11. Tata Institute of Social Sciences, Mumbai,

12. National Institute of Rural Development, Hyderabad.

Till-date 26 M. Phil. and 27 Ph. D. students have completed their research work under his supervision and **02** more candidates are working at different stages of their research for Ph. D. in Commerce.

Besides working on different administrative and academic bodies like University Council, Syndicate, Faculty of Business Studies, Faculty of Commerce, Boards of Studies, Academic Council, Board of Research Studies, Board of Inspection etc. of University of Jammu, Dr. Sharma remained associated with several other universities and institutions of the country like University of Delhi, BHU, M D University, Guru Nanak Dev University, Rajasthan University, M S University of Baroda, NEHU, ICSSR, University of Kashmir, IGNOU, SMVDU, BGBU, IUST, NAAC, Finance and Education Ministries of J&K State, J&K Public Service Commission, UGC, AICTE etc.

As HOD, Dr. Sharma got Department of Commerce, University of Jammu upgraded to the level of **DRS-I of UGC's Scheme of SAP** with the financial support of about Rs.38 lakh for five years during 2004–2009. Later SAP was extended up to March 2014 at the level of **DRS-II** with Rs. 55 lakh and subsequently up to March 2019 at **DRS-III** with additional grants of about Rs. 95 lakhs. Besides academic contribution, Dr. Sharma served the teaching community as Chairman, Campus Welfare Committee, and President; Vice President; and Treasurer of Jammu University Teachers Association. Similarly, Dr. Sharma also remained associated with Vichar Kranti Munch International, an NGO for the cause of moral and ethical values.

Dr. Sharma has organised several academic meets, workshops, seminars, extension lectures, conferences etc.

CURRICULUM VITAE IN DETAIL

A. Personal Background

Name, Address and Present Position: Dr. R. D. SHARMA, Vice Chancellor, Noida International University, Plot No. 1, Sector 17-A, Yamuna Expressway, Gautam Budh Nagar, Greater Noida-201308 (UP)

Present Residential Address:

AWHO Township, 1C 303, Gurjinder Vihar, Greater Noida (UP)

Permanent Address:

Videhi Kutir, 91/5, Channi Himmat, Jammu-180015

Phone: 0191-2467950 (R) Tele-fax: 2459241(O)

Mobile: 09419185530, 09086726914

E-mail: ramjirdsharma@rediffmail.com

Date of Birth: July 03, 1955.

Qualification: M. Com., Ph D and IAFP [URI, USA]

B. Professional Background

Teaching and Research Experience: More than Thirty-Six Years

Administrative Experience: More than Thirty Years

Research Supervision: **Ph. D.** **M. Phil.**

a. Degree awarded 27 26

b. Presently working 02

Publications: **Books: 12 Papers: 122 Total Citation: 740**

Membership: **National Bodies** **International Bodies**

a. Annual: One One

b. Life: Two One

Independent Research Projects: **Funded** **Non-funded**

Completed a. Local level: ---- Two

b. National level:	Three	One
c. International Level:	One	-----

Team Project: SAP Scheme of UGC during April 2004 - July 2012 with about Rs.93 Lakh

Conferences and Seminars: Actively participating in the deliberations of national and international conferences and seminars. Besides in India, Dr. Sharma has addressed the audience in Nepal, Srilanka, Dubai, China, South Korea, Thailand, and USA in several international academic meets.

Recognition:

Fulbright Fellowship, Membership on SAP panel of UGC, Association with several national and international bodies, frequently invited to the Deliberations for the Annual Budgetary Proposals of the J&K State, Visiting Assignments, and Best Business Academic of the Years **2005 and 2010 Gold Medal Awards.**

C. Educational Background

	Institutions	Programmes	Year
1	University of Rhode Island, USA	IAFP [Fulbright]	1993
2	University of Jammu	Ph. D.	1985
3	University of Jammu	M. Com.	1980
4	University of Jammu	B. Com.	1978
5	J&K Board	Matriculation	1974

D. Subjects Taught

Primarily concentrated on Marketing Management and related subjects and to meet the institutional requirements at several occasions, Prof. Sharma has invariably taught different subjects of Business Studies to M. B. A., M. Com., M Phil., Ph. D. Students.

E. Teaching Positions held

1. Professor of Commerce, University of Jammu w e f May 31, 1994 to July 31, 2017
2. Reader in Commerce, University of Jammu w e f April 18, 1987 to May 30, 1994
3. Lecturer in Commerce, University of Jammu w e f February 14, 1981 to April 18, 1987

F. Institutions Visited Abroad for Interaction

Dr Sharma has visited several universities and other institutions for academic deliberations from time to time (Annexure 1).

G. Administrative Experience [Twenty-Six Years]

1. Vice Chancellor, Noida International University, Greater Noida since September 05, 2018
2. Vice Chancellor, University of Jammu, Jammu during October 30, 2014 – July 25, 2018
3. Chairman, J&K Board of Professional Entrance Examinations, Jammu and Kashmir State during July 2012 – October 2014
4. Dean, Academic Affairs, University of Jammu during April 2010 – July 2012
5. Dean, Business Studies, University of Jammu during March 2011- March 2012
6. Rector, Kathua Campus, University of Jammu during May 2006 – March 2008
7. Controller of Examinations, University of Jammu during April 2009 – March 2010
8. Convener, Adhoc Board of Studies in Physical Education, University of Jammu during 2002 - 2003
9. Convener, Board of Studies in Commerce, University of Jammu during 2002 – 2006, and December 2007 – July 2012
10. Dean, Students Welfare, University of Jammu during August 2001 August 2003
11. Director, Physical Education, University of Jammu during August 2001 - August 2003
12. Dean, Faculty of Commerce, University of Jammu during November 2000 - January 2003
13. Convener, Board of Studies in Marketing Management, University of Jammu during 1989-2000
14. Head, Department of Commerce, University of Jammu for six and an half years during 2000-2003, 1998-99, and 1995-97
15. Branch Manager, Jammu Rural Bank for about six months

H. Research Work / Projects

1. SAP of UGC for eight years during April 2004 – July 2012 with the grants of about Rs. 93 lakh.
2. Measurement of Customer Delight in Indian Banking Services (2008) funded by UGC with a financial support of Rs.5,74,952 out of total grants of Rs.8,62,500
3. Strategy for Marketing Orientation in Indian Rural Banking with ICSSR financial support of Rs.1,04,985 out of total grants of Rs.1,23,600

4. MKTEFFECT - Multi Item Scale for Measuring Marketing Effectiveness in Indian Consumer Banking through Customer Judgement in 2002 with UGC grants of Rs.2,11,217 out of total grants of Rs.2,58,540
5. MKTEFFECT - A Multiple Item Scale for Measuring Marketing Effectiveness in American Consumer Banking through Customer Judgement in USA in 1992-93 with total US Fulbright Fellowship grants of about \$ 21,040 from US Government and about Rs.75,000 from Indian Government under Indo-American Cultural Exchange Programme 1992-1993

I. Research Supervision

So far 27 Ph. D. students and 26 M. Phil. students have completed their research work under the supervision of Prof Sharma (Annexure 2).

J. Publications

Dr Sharma has 12 books and 122 papers published with total citation of 740 (Annexure 3).

K. Papers Presented \ Accepted in International Conferences [Select List]

1. Strategy for Consumer Delight in Indian Urban Banking – A Study of New Delhi, International Conference on Strategic Thought in the new Age Management, November 4-5, 2006, Jammu.
2. Conference of Senior Fulbright Scholars on the American Democracy: Towards 21st Century organised by the Council of International Exchange of Scholars, Washington, D C., USA, 1993.
3. Seminar on Present Position of India organised by the Regional Chapter of World Affairs Council, Providence, USA, 1993.
4. Seminar on India towards 21st Century: Current Crisis and Economic Reforms on March 25, 1993, Brown University, USA.
5. Seminar on India in 21st Century on April 7, 1993, University of Rhode Island, Kingston, USA.
6. Advertising Effectiveness presented in the Third International Conference of International Society for Marketing and Development, January 4-7, 1991, New Delhi.
7. Place Managing Effectiveness in Distance Education, 1991, Annual Conference of Asian Association of Open Universities, Colombo.

8. Marketing of Distance Education, 1990, Annual Conference of Asian Association of Open Universities, Jakarta.
9. Honors Colloquium: Spring 1993, URI Kingston, USA.
10. Technology Demonstration 1993 by NYNEAX and RITIM, URI, Kingston, USA.
11. Annual Meeting of Regional Chapter of American Marketing Association 1993, Boston, USA.

L. Sessions Chaired \ Keynote Addresses and Extension Lectures

Prof. Sharma has been chairing technical sessions and delivering keynote addresses in different academic meets (Annexure 4.)

M. Papers Presented in National Conferences and Seminars (Select List)

1. Transformation of Higher Education: Perspectives of Faculty, Funding, and Freedom, All India Vice Chancellors Conference, Osmania University, April 27-28, 2017
2. Legal Norms and Ethical Values in Retail Marketing, 64th All India Commerce Conference, December 13-15, 2011, Puducherry (with Bodh Raj Sharma)
3. Talent Management, 63rd All India Commerce Conference, October 01-03, 2010, Goa University, Panji, Goa
4. Management of Rural Institutions: A Comparative Study of Marketing Orientation in JRB and SKGB, 61st All India Commerce Conference, December 27-29, 2008, Dhanwate National College, Congress Nagar, Nagpur (with Gurjeet Kaur)
5. Relationship of Customer Satisfaction and Brand Equity, 59th All India Commerce Conference, December 28-30, 2006, Andhra University, Visakhapatnam (with Gurjeet Kaur and Neetu Mahajan)
6. Switching Behaviour in Indian Consumer Banking, 59th All India Commerce Conference, December 28-30, 2006, Andhra University, Visakhapatnam (with Gurjeet Kaur and Neha Mahajan)
7. Strategy for Consumer Delight in Indian Urban Banking: – A Case Study of New Delhi, International Conference on Strategic Thought in The New Age Management, November 04-05, 2006, Jammu (with Jyoti Sharma)
8. Voyage of Marketing Thought from Self-Sufficiency to Service Centricity, Two Day National Seminar on Challenges and Opportunities in Service Marketing, March 6-7, 2006 University of Jammu (with Gurjeet Kaur)

9. An Evaluation of Customer Delight in Indian Banking Service, Two Day National Seminar on Challenges and Opportunities in Service Marketing, March 6-7, 2006, University of Jammu (with Jyoti Sharma)
10. A Holistic Approach to Conceptualise Intellectual Capital, Two Day International Conference on Accounting and Finance, Department of Commerce, University of Calcutta, Kolkata, March 25-26, 2006 (with Hardeep Chahal)
11. Measurement of Customer Delight in Indian Urban Consumer Banking, Three Day 58th All India Commerce Conference, Mahatma Gandhi Kashi Vidyapith, Varanasi, December 27-29, 2005 (with Jyoti Sharma)
12. Eco-Tourism Product Innovation, 58th Three Day All India Commerce Conference, Mahatma Gandhi Kashi Vidyapith, Varanasi, December 27-29, 2005, (with Sushma Mawa)
13. Paradigm Shift in Marketing Thought, 57th Three Day All India Commerce Conference, December 26-28, 2004, Devi Ahilaya Vishw Vidyalaya, Indore [with Gurjeet Koar]

N. Social / Community Service

1. President, Jammu University Teachers Association (JUTA) during September 2005 – October 2006
2. Chairman, Campus Welfare Committee, May 1999 - March 2001
3. Vice President, Jammu University Teachers Association (JUTA), 1988
4. Treasurer, Jammu University Teachers Association (JUTA), 1984

O. Membership of Professional and Academic Bodies

1. Indian Commerce Association
2. Indian Institute of Public Administration
3. American Research Centre
4. Indian Association for Canadian Studies

P. Statutory Positions held in Jammu University (Select List)

1. Member, Syndicate for the triennial period of 1999 – 2002 and 2012 -2015
2. Chairman, Standing Committee of Academic Council of Jammu University during April 2010 – August 2012
3. Member, University Council for the triennial period 2006-2009

4. Member, Competent Authority for the triennial period 2006-2009
5. Convener, Board of Studies in Commerce during May 2002 - August 2006 and December 2007 – July 2012
6. Member, Standing Committee of Academic Council for the triennial period of 1999-2002, University of Jammu
7. Member, Examination Supervision Committee for the triennial period of 1999-2002 and 2009 -2012
8. Member, Board of Inspection for the triennial period of 1999-2002
9. Member, College Development Council for the triennial period of 1999-2002 and since 2009 - 2012
10. Member, Academic Council during 1995-1997, 2001-2003, and April 2009-July 2012

Q. Other Activities of University's Corporate Life (Select List)

1. Chairman, Standing Committee of Academic Council April 2010 – July 2012
2. Chairman, Committee for Investment of Provident Fund Deposits 2011
3. Convenor, Food Committee, South Asian Universities Youth Festival, February 12-16, 2006
4. Convenor, Food Committee, North Zone Youth Inter University Festival, November 29, 2005- December 04, 2005, University of Jammu
5. Convenor, Special Inspection Committee, Private B Ed Colleges, University of Jammu, 2005 (constituted on the direction of J&K High Court)
6. Convenor, B Ed Monitoring Committee, Private Colleges, University of Jammu, 2005
7. Convenor, Special Screening Committee, New B Ed Colleges, Jammu Division of J&K State, 2004
8. Member, Central Admission Committee, University of Jammu, 2004
9. Member, NAAC Steering Committee, University of Jammu, 1999-2001
10. Member, Coordination Committee for Organising 83rd Conference of Indian Economic Association, 2000 at University of Jammu

R. Fellowship and Awards

1. HPCMA Life Time Achievement Award-2016 November 27, 2016 at Government College Bilaspur (HP)
2. Reliance Big 92.7 Duggar Award 2016 on March 27, 2016 at Abnav Theatre Jammu
3. **Best Business Academic of the Year (BBAY) 2010 Gold Medal** for the best paper entitled “Impact of Talent Management on Employee Effectiveness” presented jointly with Jeevan Jyoti and Jyoti Sharma in the 63rd All India Commerce Conference held at Goa University, Taligoa, Plateau, Goa on October 1-3, 2010.
4. **“Voyage of marketing thought from a barter system to a customer centric one”** published in Marketing Intelligence & Planning was chosen as a **Highly Commended Award Winner** at the Literati Network Awards for Excellence 2010. The award winning papers are chosen following consultation amongst the Journal’s Editorial Team, many of whom are eminent academics or managers. His paper was selected as one of the most impressive pieces of work the team saw throughout 2009.
5. **Best Business Academic of the Year (BBAY) 2005 Gold Medal** for the best paper entitled “Measurement of Customer Delight in Indian Urban Consumer Banking” presented in the 58th All India Commerce Conference held at Faculty of Commerce and Management Studies, Mahatma Gandhi Vidyapith, Varanasi on December 27-29, 2005.
6. Fellow of Indian Commerce Association in 2004 and 2011 for his contribution to Commerce and Management.
7. Visiting Fulbright Scholar, Indo-American Fellowship Programme 1992-1993, Department of Marketing Management, University of Rhode Island, Kingston, USA.

S. Recognition in Other Institutions

Expertise of Prof. Sharma recognised in several other institutions (Annexure 5).

T. Initiatives as HOD Commerce

Dr. R. D. Sharma worked as HOD Commerce for about six and a half years from January 1995 to December 1997, five months in 1999 and during January 2001 to December

2003. During all these years, the new culture of serious teaching and research was set up in the department. The academic calendar of the department was established, library was enriched, examinations always were conducted on time and research scholars became open and transparent by defending their work in the conferences and seminars. The research scholars also started getting their research work published in leading refereed journals of international repute like Vikalpa, Prajanan, and Decision etc. The public academic meets like seminars, workshops, special discussions and extension lectures etc. became the routine features of the department. Even the scholars very willingly and effectively started presenting departmental seminars at different stages of their research work. The new beginning of research projects sponsored by the agencies like ICSSR, UGC etc. became a reality and the infrastructure like computer systems to all the faculty members strengthened further the teaching and research. Above all the discipline among the students and teacher evaluation by the students came up as sound academic environment of the department during the tenure of Dr. Sharma as HOD Commerce.

U. Initiatives as Dean, Faculty of Commerce

Dr. R. D. Sharma worked as Dean, Faculty of Commerce for three years during 2000-2003. The statutes pertaining to different courses in Commerce viz. B. Com., M. Com, M. Phil., and Ph. D. were amended to make them objective and more meaningful in the context of globalisation of business practices and education. He actively participated in the capacity of Dean, Faculty of Commerce in different academic bodies like Syndicate, Academic Council, and Standing Committees of Academic Councils of the University of Jammu and University of Kashmir and contributed a lot in the improvement of the system. The new UGC curriculum in commerce in all the courses both at under graduate and post-graduate levels was implemented successfully. The quality of course structure in Commerce became one of the best in the country.

V. Initiatives as Convener Board of Studies in Commerce

As Convener Board of Studies in Commerce, Dr. Sharma got the course structure of all the programmes in Commerce on the campus of Jammu University and in its affiliated colleges updated and enriched as per fast changing scenario of business education

world over in accordance with university statutes and UGC norms. The quality and standard of examination and evaluation in the subject was improved. The courses of study and syllabi of B. Com., M. Com., and M. Phil. were restructured to make these one of the best compared with any top class university in the country. It is this richness of course contents, teaching and research that about 100 M. Com. students have qualified NET \ JRF & KAS examinations and several got responsible administrative and academic positions. B. Com. (Hons) was also introduced in 2011.

W. Initiatives as Convener Board of Studies in Marketing Management

Dr. R. D. Sharma remained Convener, Board of Studies in Marketing Management during 1989-2000. The courses of study and syllabi in Marketing Management both at under graduate and post-graduate levels got updated and improved vis-à-vis the quality of examination and evaluation work in the subject was effectively supervised and monitored. The courses of study thus remained quite competitive and relevant in the context of modern business education particularly keeping in view the ongoing process of globalisation of marketing practices in India. It was during his Convenership that one-year P. G. Diploma in Marketing and Sales Management could be started in the Department of Commerce on regular basis.

X. Initiatives as Dean Students Welfare

During 2001- 2003, Dr. R. D. Sharma worked as Dean Students Welfare during which the students support services on the campus like canteens, telephone & stationary kiosks, tour concessions, physical education, yoga classes & exercises, sports activities, cultural programmes, and other national and international competitions of the students were given better shape for wider acceptability with transparent and objective norms. The statutes regarding Student Cultural Council in the university were amended for the first time to bring in more rational and competitive spirit among the students of both P. G. Departments and the Affiliated Colleges. The security system on the campus was streamlined. As Dean Students Welfare, Dr. Sharma also looked after the Department of Physical Education and thus he was able to introduce one-year degree programme viz. B. P. Ed. under the Faculty of Behavioural Science in the University. Moreover, one-year Diploma Course in Yoga was also introduced in the Yoga Centre. The rules and

regulations for the use of different facilities on the campus like playgrounds, auditorium, seminar halls, gymnasium, etc. by university departments and outside agencies were made transparent, objective, and self-supporting. Such an overhauling exercise was widely appreciated.

Y. Initiatives as Coordinator SAP in Commerce.

The Department of Commerce, University of Jammu was upgraded to DRS level of SAP by the UGC in 2004 with the financial support of about Rs.38 lakh for strengthening the teaching, research, extension, and publication in the thrust area of services marketing for five years under the supervision of Dr. Sharma. The scheme got extended for another five years with additional grants of Rs.55 lakh in 2009 and subsequently up to March 2019 with additional grants of Rs.95 lakh. Besides setting up a computer lab well equipped with internet and the soft-wares like SPSS, Tally and AMOS, the library of the Department was strengthened with world-class journals and books. The academic meets like seminars, workshops, and conferences were organised very frequently. The research work of the Department was published in the refereed journals of international repute. The research work of the faculty members and the research scholars associated as members of research team under SAP at different levels of academic programmes figured in the reputed journals of the respective areas of specialisation like Technovation [USA], Viklapa, Prajanan, Decision, Indian Journal of Social Work, Health Management, Journal of Rural Development, Metamorphosis etc. In order to strengthen the academic culture in the department with hi-tech teaching and research aids, all faculty members were given IBM Lap Top, Desk Top and internet on their table.

Several faculty members of different universities visited the department as Visiting Fellows under SAP for interaction in the thrust area of service marketing. Their visits proved academically very productive. The Department organised several national seminars and workshops under the scheme. In order to have an exposure about need based courses and infrastructure developed in different centres of excellence, the faculty members and students were deputed to various institutes for interactions under SAP.

Z. Initiatives as President, Jammu University Teachers' Association.

Dr. R. D. Sharma was elected as President, Jammu University Teachers Association (JUTA) in September 2005 for one year. He took up all the pending demands with the University Authorities with the concept of Working Partnership in the System. Majority of JUTA demands stood accepted during the year because of very constructive approach of partnership with the University Administration.

AA. Initiatives as Rector, Kathua Campus of Jammu University

Dr. Sharma also worked as Rector, Kathua Campus, Jammu University during 2006 - 2008. The progress of Kathua Campus remained quite satisfactory during this period. It is as under in chronological order:

1. With very sincere and selfless efforts of Sh Charanjit Singh, the then Additional Deputy Commissioner, Kathua and thereafter an MLA in J&K, as many as 33 people joined together and gifted land in all measuring 60 kanals and 03 maralas at Janglot, Kathua in 2006. The land stands transferred in the name of the University. In fact, this is a rare achievement in the history of Jammu University that in this age people participated virtually in **Bhoodan** for the development of University Campus at Kathua.
2. Agreement between the University of Jammu and Dogra Cultural and Educational Trust, Kathua for setting up the Camp Office of Kathua Campus of the University and also for running MBA Programme in the complex of its Rajiv Gandhi Memorial College of Education, Kathua that too **free of rent**.
3. Arrangement of entire infrastructure including furniture and teaching aids, computer lab along with independent V-SAT for 24-hour internet connectivity.
4. All MBA students got good companies for Summer Training during May-June 2007 like ONGC, Escorts, India Bulls, Shoppers Stop, Bajaj Allianz, Airtel etc.
5. Approval of State Government for acquiring 303 kls and 5 Mls of land at Janglote for the development of South Campus of Jammu University in August 2007. Subsequently in 2010 this land was transferred to the University of Jammu.

AB. Initiatives as Controller of Examinations

Dr. R. D. Sharma worked as Controller of Examination, University of Jammu during 2009-2010. Several steps were taken to bring in reforms in the examination system for further qualitative improvement. The results of various examinations from the sessions 2009 onwards were widely seen as qualitatively fair and satisfactory. The System was evolved for better, objective and transparent solution to examination related problems of the students.

AC. Initiatives as Dean Academic Affairs

As Dean Academic Affairs, University of Jammu during April 2010 – July 2012, Dr. Sharma took several bold steps to bring in reforms in the system including innovative process of Entrance Tests for admission to M. Phil. and Ph. D. Programmes. The Entrance Test (JUET) for admission to P. G. Programmes brought spectacular improvement of far reaching academic significance. The contribution of Dr. Sharma very significantly affected all aspects of Jammu University System.

AD. Initiatives as Chairman J&K BOPEE

As Chairman, J & K Board of Professional Entrance Examinations during 2012 –14 on deputation basis, Dr. Sharma ensured admission to various professional programmes like M. D., M. S., M. D. S., M. B. B. S., B. D. S. etc. in the different universities and colleges in J&K on time. In order to make the system more transparent and objective, answer keys in all the entrance examinations were started to be displayed on the website of the Board for two days so that candidates could report discrepancy, if any, in the question paper and answer keys. All entrance examinations for admission to various professional programmes in the state of Jammu and Kashmir were conducted with satisfaction to all the stakeholders.

AE. Initiatives as Vice Chancellor of Jammu University

Dr. R. D. Sharma took over as Vice Chancellor of Jammu University on October 30, 2014. Besides main focus on academics and examinations system, within about three and a half years both new scheme of Choice Based Credit System introduced in P G Courses on the main campus and semester cum Choice Based Credit System in the under graduate courses in the affiliated colleges were streamlined. Discipline among the students was restored. Academic atmosphere on the campus is being strengthened along with IT enabled service on the main campus. Three (15th, 16th and 17th) convocations of the University were successfully

organised. Election to the student organisations viz. JURSEA and JUSU was successfully carried despite blackmail tactics of certain misguided elements. On an average a National or International Academic Meet is being organised on every 3rd day in the University. During the period, beside A+ grade by NAAC in 2016, University of Jammu got NIRF 64th Rank in 2016, 63rd in 2017 and 51st in 2018. Moreover, today University of Jammu is Category I University in the country as per Graded Autonomy of UGC and accordingly Government of India sanctioned financial support of Rs.100 crore under RUSA to University of Jammu.

AF. Initiatives as Vice Chancellor, Noida International University

Dr. R D. Sharma took over as Vice Chancellor of Noida International University on September 5, 2018. Several initiatives have been taken up for quality teaching, research, extension and collaboration. Various teams for academic and administrative reforms have been constituted to rigorously follow directions of regulating bodies including UGC, AICTE, NCTE, BCI, INC, ACI, ICAR.

AG. Justification for Candidature

Dr. R. D. Sharma is most suitable candidate for the position, as he has gained all kinds of experience and knowledge that a person occupying such a seat is expected. Besides being an established teacher and researcher, Dr. Sharma has proved as an able administrator and institution builder. In the capacity of Dean Academic Affairs, University of Jammu, Dr. Sharma controlled and monitored more than 200 courses within the framework of about 2600 examinations having about 4000 question papers a year in about 130 institutions affiliated to the University of Jammu. Subsequently during his tenure as Vice Chancellor the University of Jammu reached new heights as stated above.

AG. Vision Statement

Regularly effective and productive efforts for encouraging creation, up-gradation, maintenance, and monitoring of quality teaching, research, extension, and publication through integrated and organised team inputs of faculty, students, administrative as well as supportive personnel, other stakeholders, and members of civil society for all round socioeconomic development of the area with world class and need based academic programmes.

AH. Distinguished Individuals well acquainted with the work of Dr. R. D. Sharma

- 1. Professor R. R. Sharma, Former Vice Chancellor, University of Jammu, Jammu (Mobile: 09811444700)**
- 2. Professor Varun Sahni, Former Vice Chancellor, University of Jammu, Jammu. (Mobile: 09818440518) and at present Vice Chancellor, Goa University, Goa**
- 3. Professor Y. R. Malhotra, Former Vice Chancellor, University of Jammu, Jammu. (Mobile: 09419189260)**

Annexure 1 (Institutions Visited Abroad)

1. Bhutan National Museum, Paro on August 22, 2018
2. Chilmil Lhakhang, Lobesa on August 21, 2018
3. Khamsum Yulley Namgyal Chorten on August 20, 2018
4. Punakha Dzong, Mo Chhu and Po Chhu River on August 19, 2018
5. National Memorial Chorten, Thimphu on August 18, 2018
6. Asian Institute of Technology, Bangkok on November 16, 2016
7. Suranaree University, Bangkok, November 16, 2016
8. Bangkok Art and Culture Centre on November 15, 2016
9. Grand Palace, Bangkok on November 16, 2016
10. The Temples of Emerald Buddha, Bangkok on November 16, 2016
11. Chulalongkorn University, Bangkok on November 13, 2016
12. Siam University, Bangkok on November 14, 2016
13. Sungkyunkwan University, Seoul, South Korea, in July 2016
14. International Youth Fellowship, South Korea in July 2016
15. Reconciliation Resources (based in London) in its meeting on Cross LOC Linkages in Higher Education held at Dubai in June 2011
16. School of Management, Fudan University, Shanghai in 2007
17. School of Information Science and Engineering, Fudan University, Shanghai in 2007
18. Shanghai Pudong Software Park Training Centre in 2007
19. Shanghai Pudong Software Technology in 2007
20. China Europe International Business School (CEIBS), Shanghai in 2007
21. Asia Europe Business School, Liaoning University, Shenyang in 2007
22. Neusoft Park Hun Nan Industrial Area, Shenyang in 2007
23. School of Business Administration, North-eastern University, Shenyang in 2007
24. School of Information Science and Engineering, North-eastern University, Shenyang in 2007
25. Shenyang Education Bureau, Shenyang, in 2007
26. Chinese Academy of Science, Beijing in 2007
27. Department of Computer Science and Technology, Tsinghua University, Beijing in 2007
28. University of International Business and Economics, Beijing in 2007
29. Department of Marketing, College of Business Administration, University of Rhode Island, Kingston, USA during 1992–1993

30. Research Institute of Telecommunication and Information Marketing, URI, Kingston, USA during 1992–1993
31. Rhode Island College, Providence, USA several times during 1992–1993
32. Brown University, Providence, USA several times during 1992–1993
33. Harvard University, Boston, USA several times during 1992-1 993
34. World Affairs Council of Rhode Island, Providence, USA in 1993
35. University of Louisville in 1993
36. Council of International Exchange of Scholars (CIES), Washington in 1993
37. U S Federal Supreme Court, Washington in 1993

Annexure 2 (List of Ph. D. and M. Phil. Students and Topics of Research Supervised)

a. At Ph. D. Level. The following 27 candidates, whose present job status is also given, obtained degree on different research topics given against their names:

1. Rita Devi completed her Thesis on Employee and Customer Engagement for Competitive Offerings (2017).
2. Jyotishana completed her Thesis on Impact of Occupational Stress on Job Performance and Quality of Work Life: A case Study of J&K Police (2017).
3. Punkaj Gupta completed his Thesis on Strategy for Strengthening Consumerism in Retail Practices (2016). Dr. Punkaj Gupta is working at present as Auditor in Horticulture Department of J&K State.
4. Shiffu Abrol completed her Thesis on Impact of Internet Banking on Customer Satisfaction and Business Performance (2014).
5. Jyoti Sharma completed her Thesis on Impact of Total Quality Service (TQS) on Organisational Performance with Market Orientation as Mediating Variable (2013) (with Jeevan Jyoti). She is working as Assistant Director, Statistics and Planning, J & K State.
6. Bodh Raj completed his thesis on Nature and Extent of Ethical Values in Retailing Practices (2012). He is working as Assistant Professor of Commerce, University of Jammu, Jammu.
7. Sakshi Sharma completed her Thesis on Management of Occupational Stress among Army Personnel (2012) (with Gurjeet Kaur). She is working as Assistant Professor of Commerce, Govt. S P M R College of Commerce, Jammu.
8. Neetu Mahajan completed her Thesis on Customer Loyalty: The Role of Customer Satisfaction and Brand Equity (2012) (with Gurjeet Kaur). She is working as Assistant Director, Statistics and Planning, J & K State.
9. Nitasha Seli completed her Thesis on Impact of Market Orientation in Indian Consumer Banking (2010) (with Gurjeet Kaur).
10. Neha Mahajan completed her Thesis on Switching Behaviour in Indian Consumer Banking (2010), (with Gurjeet Kaur). She is working as Assistant Director, Statistics and Planning, J & K Government, Jammu.

11. Jeevan Jyoti completed her Thesis on Strategies for Job Satisfaction among University Teachers in Northern India (2010). She is working as Sr. Assistant Professor of Commerce, University of Jammu, Jammu.
12. Neetu Chopra completed her Thesis on Strategy for Entrepreneurship Development in Jammu Province (2009), (with Desh Bandhu Gupta). She is working as Marketing Inspector in Horticulture Department of Jammu and Kashmir.
13. Pooja completed her Thesis on Entrepreneurial Strategy for the Development of Small Scale Industries in Kathua District (2008), [with Neetu Andotra]. She is working as Lecturer in Commerce, Govt S P M R College of Commerce, Jammu.
14. Rashmi Sharma completed her Thesis on Marketing Strategy for Rural Banking in Jammu District (2008). She is working as Lecturer in Commerce, Govt Higher Secondary School Education, Jammu.
15. Jyoti Sadhu completed her Thesis on Human Resource Development in Rural Banks in Jammu Province (2006). She is working as Research Officer in J & K Institute of Public Administration and Management, Jammu.
16. Jyoti Sharma completed her Thesis on Competitive Marketing Strategy for Customer Satisfaction in Indian Consumer Banking (2005), (with Gurjeet Kaur). She is working as Sr. Assistant Professor of Management Studies at Kathua Campus, University of Jammu, Kathua, J&K.
17. Ekta Verma completed her Thesis on Effectiveness of Consumer Movement in Indian Consumer Banking (2005). She is working as Assistant Professor in Commerce and Business Administration, Allahabad University, Allahabad.
18. Sushma Mawa completed her Thesis on Marketing Strategy for Pilgrimage Tourism - A Case Study of Vaishno Devi Shrine (2002), (with Desh Bandhu). She is Lecturer in Commerce, Govt. Higher Secondary School, Rehari, Jammu [J&K].
19. Satinder Singh completed his Thesis on Marketing of Agricultural Produce in Jammu District (2002). He Principal, Govt. College for Women, Kathua.
20. Gurjeet Kaur completed her Thesis on Strategy for Marketing Orientation for Regional Rural Banks in Northern India - A Case Study of Jammu & Kashmir and Punjab States (2000), [with Desh Bandhu Gupta]. She is as Professor of Commerce, University of Jammu, Jammu.
21. Andrese Peter completed his Thesis on Role of DICs in Promotion of Small Scale Industries in Jammu & Kashmir (1997). He is Manager, DIC Jammu.

22. Sandeep Kour completed her Thesis on Morale and Organisational Effectiveness in J&K RTC (1997), [with N. S. Gupta]. She is Professor of Commerce, University of Jammu, Jammu.
23. Sansar Singh completed his Thesis on Materials Management in Power Development Department of Jammu Division (1996), [with N. S. Gupta]. After serving for about 25 years as Lecturer in Commerce in various Govt Colleges, unfortunately Dr. Sansar Singh unfortunately died on August 22, 2011.
24. Poonam Rasotra completed her Thesis on Consumer Satisfaction in LIC in Jammu Province [1995].
25. Hardeep Chahal completed her Thesis on Consumer Satisfaction in Public Health System, [1994]. She is Professor of Commerce and Rector, Udhanpur Campus, University of Jammu, Jammu.
26. Rakesh Gupta completed his Thesis on Income and Employment Effect of IRDP in Jammu District [1993]. He is Selection Grade Lecturer in Commerce, Govt. M. A. M. College, Jammu.
27. Sita Ram Sharma completed his Thesis on Role of Cooperative Banking in Financing Agriculture in Jammu Province (1992), [with N S Gupta]. He is Director, Mahadevi Institute of Technology (MIT), 10-New Road (Near Doon Hospital) Dehradun-248001.

Two candidates are likely to complete their research work shortly on the following topics:

1. Psychographic and Atmospheric Analysis of Youth Loyalty towards Food Retailing
2. Impact of Organisational Factors on Job Stress and its Consequences: A Study of Call Centres

b. At M. Phil. Level. 26 candidates completed their research work of M. Phil. dissertations on the following topics:

1. Punkaj Gupta completed his dissertation on Nature and Extent of Consumerism in Retailing Practices in Jammu (2011).
2. Jyoti Bahl completed her dissertation on Impact of HRD Climate on Competence Development of Teachers in Jammu University (2008).

3. Suman Tikoo completed her dissertation on Strategy for Training and Development of Teachers in Jammu University (2008).
4. Tsewang Gyalsen completed his dissertation on Marketing Strategy for Tourism in Ladakh (2008).
5. Dolly Karthol completed her dissertation on Relationship Marketing Effectiveness in LIC in Jammu City (2007).
6. Bhawna Bajaj completed her dissertation on Nature and Extent of Dissatisfaction among Passengers of Indian Railways, 2006 (with Gurjeet Kaur).
7. Nitasha Seli completed her dissertation on Internal Market Orientation in J&K Bank in Jammu City, 2006 (with Gurjeet Kaur).
8. Aaditya Mahajan completed his dissertation on Customer Behaviour towards Bank Deposit Schemes in Jammu City (2003).
9. Meenakshi Raina completed her dissertation on Customer Behaviour towards Consumer Banking Services in Jammu City.
10. Seema Khosla completed her dissertation on Strategy for Relationship Marketing in Consumer Banking in Jammu City.
11. Silvia Sharma completed her dissertation on Retail Marketing Strategy for Consumer Cooperative Stores - A Case Study of Jammu Super Bazar, 1998 [with Neetu Andotra].
12. Gurjeet Kaur completed her dissertation on Marketing Strategy to Bring Jammu Rural Bank out of Red [with Desh Bandhu].
13. Pawan Kumar Gupta completed his dissertation on Human Resource Development in Higher Level Teaching - A Case Study of Jammu University Teachers (1990).
14. Hardeep Chahal completed her dissertation on Consumer Satisfaction in Public Health System - A Case Study.
15. Poonam Rasotra completed her dissertation on Customer Satisfaction in Life Insurance - A Case Study.
16. Rajinder Uppal completed his dissertation on Lead Bank Scheme in District Gurdaspur [with N. S. Gupta]
17. Anil Baniyal completed his dissertation on Impact of IRDP in Marh Block of Jammu District.
18. Yash Paul completed his dissertation on Role of Jammu Rural Bank in Financing Agriculture in Poonch District.

19. Jeevan Jyoti Gupta completed her dissertation on Job Satisfaction among School Teachers - A Case Study.
20. Sita Ram Sharma completed his dissertation on Role of Jammu Central Cooperative Bank in Financing Agriculture - A Case Study.
21. Sunil Jain completed his dissertation on Marketing of Wheat in District Hoshiarpur [with Late Prof. L. C. Khullar].
22. Jyoti Sadhu completed her dissertation on Human Resource Development in Jammu Rural Bank.
23. Mamta Gupta completed her dissertation on Marketing Effectiveness in State Bank of India, Jammu.
24. completed her dissertation on Consumer Behaviour towards Refrigerator in Jammu City.
25. Nripender Sharma completed his dissertation on Milk Marketing Strategy and its Effectiveness - A Case Study.
26. Archana Kaisth completed her dissertation on Consumer Behaviour for the Purchase of Consumer Goods - A Case Study.

Annexure 3 (List of Publications), Total Citations: 740, h index; 12, i10 index: 14

a. Books Authored

1. Rural Bank Marketing (2008), National Publishing House, Jaipur, ISBN 81-8018-096-4, pp. 173
2. Marketing Effectiveness in Consumer Banking [2005], Wisdom Publications, Delhi, ISBN: 81-89547-09-7, pp. 166
3. Designing and Managing Marketing Research [1991], Deep and Deep, New Delhi, pp. 151
4. Quizzing in Commerce and Management [1991], Kitab Mahal, Allahabad, 94
5. Financial Working of Foreign Multinational Banks in India [1987], Mittal Publication, Delhi, pp. 244.

b. Books Edited

1. Strategic Service Management (2010), Excel Books, New Delhi (with Hardeep Chahal and Sandeep Tandon), pp 301, ISBN: 978-81-7446-891-8
2. Strategic Service Marketing (2008), Ed., Wisdom Publications, Delhi, (with Hardeep Chahal), pp. 217, ISBN: 81-89547-30-5.
3. Research Methodology in Commerce and Management [2004]. Ed., Anmol Publications, New Delhi, [with Hardeep Chahal], pp. 373, ISBN: 81-261-2054-1.
4. Marketing Effectiveness in Banking [2003]. Ed., Anmol Publications, New Delhi, [with Gurjeet Kour], pp. 175, ISBN: ISBN: 81-261-1401-0.
5. Politics of Autonomy in Jammu and Kashmir [1999], eds. Vinod Publishers and Distributors, Jammu, (with Hari Om, Rekha Chowdhary, late Jagmohan and Ashutosh Kumar), ISBN: 81-85599-48-3, pp. 232
6. International Banking [1992], ed., Himalaya Publishing House, Mumbai, pp. 112, ISBN: 81-7040-473-3.
7. Export Strategies of 90's [1989], ed. [with late **Rajbahak of Tribhuban University, Nepal**, N. S. Gupta and P. N. Abrol], Anmol Publications, New Delhi, pp. 287, ISBN: 81-7041-242-0.

c. Papers Published in Refereed Journals of World Class

1. Segmentation of Bank Customers by Loyalty and Switching Intentions (2014), Vikalpa: The Journal for decision Makers, IIM Ahmedabad, Vol. 39, No. 4, ISSN: 0256-0909, (October-December), pp. 75-89 (with Gurjeet Kaur and Neha Mahajan)
2. Exploring the Impact of Retailing Ethics on Customer satisfaction (2014), Metamorphosis: A Journal of Management Research, Indian Institute of Management, Lucknow, Vol. 13, No. 2, ISSN: 09726225, (July-December), pp 13-21 (with Bodh Raj Sharma)
3. Impact of Quality of Work Life on Job Related Attitude: Structural Modeling Approach (2013), Metamorphosis: A Journal of Management Research, Indian Institute of Management, Lucknow, Vol. 12, No. 2, ISSN: 09726225, (July-December), pp. 20-34 (with Jeevan Jyoti)
4. A Balanced Approach towards Market Orientation (2013), Vikalpa: The Journal for Decision Makers, Indian Institute of Management, Ahmedabad, Vol. 38, No. 3, pp. 51-65, ISSN: 0256-0909, (with Gurjeet Kaur and Nitasha Seli)
5. Exploring customer-switching intentions through relationship marketing paradigm (2012), International Journal of Bank Marketing, Vol. 30 Iss: 4, ISSN: 0265-2323, pp.280 – 302, UK (With Gurjeet Kaur, and Neha Mahajan)
6. Relationship between Brand Equity, Customer Satisfaction and Customer Loyalty – A Study in Passenger Car (2011), Nice Journal of Business, Vol. 6, No. 1, (January-June), ISSN: 0973-449X, pp. 63-74 (with Gurjeet Kaur and Neha Neetu Mahajan)
7. Improving the Weakest Link: A TOC – based framework for Small Businesses (2010), Total Quality Management and Business Excellence for Small Businesses, Vol. 21, No. 8, pp. 863-883, USA (with Mahesh Gupta, Hardeep Chahal, Gurjeet Kaur)
8. Internal market orientation in Indian banking: an empirical analysis (2009), Managing Service Quality (UK), Vol. 19, No. 05, pp. 595-627 (with Gurjeet Kour and Nitasha Seli)
9. Voyage of Marketing Thought from a Barter System to Customer Centric One (2009), Marketing Intelligence and Planning (Research Institute for Business and Management, Manchester Metropolitan University Business School, Manchester, UK), Vol. 27, Issue 5 (48), pp 567-614, ISSN: 02634503, (with Gurjeet Kaur)
10. Customers' Bank-Switching Behaviour (2009), NICE Journal of Business, Vol 04, No. 02 (July-December), pp. 27-37, ISSN: 0973-449X, (with Gurjeet Kaur and Neha Mahajan)

11. An Assessment of Internal Market Orientation in Jammu and Kashmir Bank through Internal Customers Perspective (2008), *Metamorphosis*, Vol. 7, No. 2, ISSN: 09726225, (July-December), pp. 149-176 (with Gurjeet Kaur and Nitasha Seli)
12. Customer Delight: A Road Map to Excellence for Banks (2007), *NICE Journal of Business*, Vol. 2, No. 2 (July-December), pp. 1-12, ISSN: 0973-449X, (with Jyoti Sharma)
13. Job Satisfaction among School Teachers (2006), *Management Review*, Vol. 18, No. 4 (December), pp. 349-363, ISSN: 09793896, (with Jeevan Jyoti Gupta)
14. Managing Health Care Service Quality in a Primary Health Care Centre [2004], *Metamorphosis – A Journal of Management Research*, Indian Institute of Management, Lucknow, Vol. 3, No. 2, pp.112-131, ISSN: 09726225, [with Hardeep Chahal]
15. Strategy for Customer Satisfaction in Rural Banks – A Case Study of Shivalik Kshetriya Gramin Bank, Hoshiarpur [2004], *Prajnan - Journal of Social and Management Sciences*, National Institute of Bank Management, Pune, vol. xxxiii, No. 1 [April-June], pp. 23-45, ISSN: 09708448, [with Gurjeet Kaur]
16. Patient Satisfaction in Public Outpatient Health Care Services [2004], *Journal of Health Management*, Vol. 6, No. 1 [January-June], Sage Publications, pp. 23-45, ISSN: 0972-0634, [with Hardeep Chahal and Mahesh Gupta]
17. Patient Satisfaction in Government Outpatient Services in India [2003], *Decision*, Vol.30, No.2 [July-December], Indian Institute of Management Calcutta, pp. 109-128, [with Hardeep Chahal], ISSN: 0304-0941
18. Rural Health Care Services and Patient Satisfaction [2003], *Journal of Rural Development* Vol. 22(3), NIRD, Hyderabad, pp.363-379, ISSN: 0970-3357, {with Hardeep Chahal}
19. Measurement of Marketing Orientation in Rural Banks through a Customer Judgement Multi-Item Scale -A Case Study of Jammu Rural Bank (2001), *Prajnan - Journal of Social and Management Sciences*, National Institute of Bank Management, vol. xxx, No. 1, (April-June), Pune, 31-58, (With Gurjeet Kaur and Mahesh C Gupta)
20. Operations strategies of banks --- using new technologies for competitive advantage (2001), *Technovation*, 21, 775-782, USA, (with Mahesh C. Gupta and Anthony Czernik)
21. A Study of Patient Satisfaction in Outdoor Services of Private Health Care Facilities [1999], *VIKALPA: The Journal for Decision Makers*, vol. 24, ISSN: 0256-0909, [October-December], pp. 69 – 76, [with Hardeep Chahal]

22. Marketing Orientation Strategy for Rural Banks - A Case Study [1998], PRAJNAN - Journal of Social and Management Sciences, National Institute of Bank Management, Pune, vol. xxvii, no. 1 [April-June], pp. 48-58, ISSN: 09708448, [with Desh Bandhu and Gurjeet Kaur]
23. MKTEFFECT - A Multiple Item Scale for Measuring Effectiveness in American Consumer Banking through Customer Judgment [1996], VIKALPA - The Journal for Decision Makers, Indian Institute of Management, Ahmedabad, pp. 57-68, ISSN: 0256-0909
24. Patient Satisfaction in Public Health System - A Case Study [1995], Indian Journal of Social Work, Tata Institute of Social Sciences, Vol. vi, No. 4 [October], ISSN: 0019-5634, pp. 445-456, ISSN: 00195634, [with Hardeep Chahal]
25. Marketing Effectiveness in American Banks [1995], PRANJAN - Journal of Social and Management Sciences, National Institute of Bank Management, Vol. xxiv, No. 2 [July-September], ISSN: 09708448, Pune, pp. 149-156.

d. Papers in other Refereed Journals and Edited Volumes

26. Impact of Occupational Stress on Job Performance of Police Personnel: A Case Study of J&K Police (2016), HSB Review, Vol. 9-10, No. 1-2, July 2015-June 2015), ISSN: 09761179, pp. 1-8 (Sandeep Tandaon and Jyotishana)
27. Status of Online Banking – An Empirical Evidence of State Bank of India (2016), Abhigyan, Vol. 33, No. 4 (January – March), ISSN: 0970-2385, pp. 39-52 (with Shifali Sehdev)
28. Role Effectiveness of Customers in Strengthening Consumerism (2015), ARASH A Journal of ISMDSR, Vol. 5, No. 1&2 (Jan-July), pp 31-41 (Pankaj Gupta) and also published in Business Vision, Vol. 10, No. I & II (January-December, 2014), ISSN: 2231-2072, pp. 1-10 (With Pankaj Gupta)
29. Impact of Internet Banking on Customer Satisfaction and Business Performance: A Study of Jammu and Kashmir Bank (2014) in Neelu Rohmitra, Bhanu Pratap Singh and Vishal Sharma (eds.), Sustainable Business Practices: Issues Revisited, Excel Books, New Delhi, pp. 53-76 (with Shiffu Abrol)
30. Role Effectiveness of Retailers in Strengthening Consumerism (2014) in Neelu Rohmitra, Bhanu Pratap Singh and Vishal Sharma (Eds.), Business Dynamics:

- Contemporary Issues and Challenges, Excel Books, New Delhi, pp. 101-118 (with Pankaj Gupta)
31. Exploring Retailer – Manufacturer Ethical Relationships (2013), Journal of Supply Chain Management Systems, Vol. 2, Issue 2, pp 26-31 (with Bodh Raj Sharma)
 32. Role of Demography and Experience in Online Banking (2013), SAARANSH – R K G Journal of Management, Vol. 4, No. 2 (January), ISSN 0975-4601, pp 1-7 (with Shiffu Abrol)
 33. Impact of Online Service on Customer Satisfaction and Commitment (2012), Business Vision, Vol. 8, Issue: July, ISSN: 0973-3846, pp. 1-14 (with Shiffu Abrol)
 34. Exploring Retailer – Manufacturer Ethical Relationships (2013), Journal of Supply Chain Management Systems, Vol. 2, Issue 2, pp 26-31 (with Bodh Raj Sharma)
 35. Legal and Ethical Orientation of Indian Retailers (2012), International Journal of Business Ethics in Developing Economies, Vol. 1, Issue 2, pp. 24-31 (with Bodh Raj Sharma)
 36. Ethical Retailing: Insights from Scriptures (2012), in Sunita Singh Sengupta and Acharya Balkrishan (eds), Vedic Foundations of Indian Management, ISOL Publications, New Delhi, pp 511-519 (with Both Raj)
 37. A Study of Occupational Stress in the Indian Army (2012), SARANSH: RKG Journal of Management, Vol. 3, No. 2 (January), ISSN: 09754601, pp 14-18 (with Gurjeet Kaur and Sakshi Sharma)
 38. Impact of Organisational Stressors on Occupational Stress in Indian Army (2012), IMS Manthan, Vol. 6, Issue 2 (Management), pp. 1-7 (with Gurjeet Kaur and Sakshi Sharma) ISSN: 0974-7141
 39. Impact of Talent Management on Employee Effectiveness (2011), The Indian Journal of Commerce, Vol. 64, No. 2 (April-June), ISSN: 0019512X, pp. 128-144 (with Jeevan Jyoti and Jyoti Sharma)
 40. TQS in relation to Performance of Service Sector (2011), SAARANSH: RKG Journal of Management, Vol. 3, No. 1 (July), ISSN: 09754601, PP. 15-17 (with Jeevan Jyoti and Jyoti Sharma)
 41. Concentration of Online Banking (2011), JBFSIR, Vol. 1, Issue I(April), pp 22-35 (with Shiffu Abrol), ISSN: 2231-4288

42. Legal Provisions and Ethical Values in Retail Sector: Study of Convenience Goods (2011), Arash – A Journal of Indian Society for Management development & Research, Vol. 1, No. 1 (January), ISSN: 22312072, pp. 1-9 (with Bodh Raj Sharma)
43. Organisational Excellence and Employee Well Being through Yoga (2011) in Sunita Singh Senguta (ed), Integrating a Spirituality and Organisational Leadership, Vol III, ISOL Publications, Delhi, pp. 669-675 (with Bodh Raj Sharma)
44. An Assessment of Internal Market Orientation in Jammu and Kashmir Bank through Internal Suppliers' Perspective (2010), Journal of Services Research, Vol. 10, No. 02, (Oct 2010-March 2011), ISSN: 09724702, pp. 117-141 (with Gurjeet Kaur and Nitasha Seli)
45. Buddhism in Kashmir (2010), The Journal of Kashmir Studies, Vol. IV, No. 1, ISSN: 0975-6612, (pp 99-102)
46. Job Satisfaction of University Teachers: An Empirical Study (2009-2010), Journal of Services Research, Vol. 9, No. 2 (October-March), ISSN: 09724702, pp. 51-80 (with Jeevan Jyoti)
47. Human Resource Development in University System: A Study of Jammu University (2010) in R. D. Sharma, Hardeep Chahal and Sandeep Tandon (eds.), Strategic Service Management, Excel Books, New Delhi, pp 3-14 (with Jyoti Bahl)
48. Ladakh Tourism Marketing Strategy (2009), Researcher: A Multidisciplinary Journal of the University of Jammu, Vol. 2, No. 1, pp. 139-149 (with Tsewang Gyalsen)
49. Ethics in Retailing: Perceptions of Consumers (2009), SARANSH: RKG Journal of Management, Vol. 01, No. 01(July), ISSN: 09754601, pp. 41-55 with Bodh Raj Sharma)
50. Relationship of Customer Satisfaction and Brand Equity with Customer Loyalty (2008), Researcher: A Multidisciplinary Journal of the University of Jammu, Vol. 1, No. 1, pp. 24-38 (with Gurjeet Kaur and Neetu Mahajan)
51. Strategy for Consumer Delight in Urban Cooperative Banking (2008), KAIM Journal of Management and Research, Vol. 1, No. 1 (May-October), ISSN: 09749462, pp 17-24 (with Jyoti Sharma)
52. Job Satisfaction among Academicians: Effect of Gender, Status and Age (2008), Optimization – Journal of Research in Management, Vo. 01, No. 01 (July-December), ISSN: 09740988, pp. 3-16 (with Jeevan Jyoti Gupta)

53. Strategic Marketing for Rural Banking – A Case Study of JRB (2008) in R D Sharma and Hardeep Chahal (eds), Strategic Service Marketing, Wisdom Publications, Delhi, pp. 1-19 (with Gurjeet Kaur)
54. Customer Delight Measured through Management Judgement (2008) in R. D. Sharma and Hardeep Chahal (eds), Strategic Service Marketing, Wisdom Publications, Delhi, pp. 20-32 (with Jyoti Sharma)
55. Marketing Strategy for Rural Banking (2008) in R. D. Sharma and Hardeep Chahal, Strategic Service Marketing, Wisdom Publications, Delhi, pp. 51-63 (with Rashmi Sharma)
56. Measurement of Consumer Delight in Indian Banking (2007), Gitam Journal of Management, Vol. 5, NO. 2 (April-June), pp. 130-142 (with Jyoti Sharma), ISSN: 0972-740X
57. Measurement of Customer Delight in Indian Urban Consumer Banking (2006), Indian Journal of Commerce, Vol. 59, NO. 3 (July-September), ISSN: 0019512X, pp. 61-76 (with Jyoti Sharma)
58. Does Job Satisfaction Influence Life Satisfaction or Is it the Other Way Round? (2006), NICE Journal of Business, Vol. 1, No. 1 (January-June), pp. 27-39, ISSN: 0973-449X, (with Jeevan Jyoti Gupta)
59. Implications of Corporate Social Responsibility on Marketing Performance: A Conceptual Framework (2006), Journal of Services Research, Vol. 6, No. (April-September), 09724702, pp. 205-216 (with Hardeep Chahal)
60. A Holistic Approach to Conceptualise Intellectual Capital (2006) in Bhabatosh Banerjee, Jita Bhattacharyya, and Arun Kumar Basu (eds.), International Finance and Accounting, University of Cacultta, pp. 43-62 (with Hardeep Chahal)
61. Customer Delight in Indian Banking Services: Agenda for Research (2006), GITAM Journal of Management, Vol. 4, No. 1 (January-June), pp. 156-163, ISSN: 0972-740X
62. Does Length of Employment Affect Job Satisfaction? (2005), International Journal of Management Sciences, Vol. 1, No. 2 (December), pp. 8-25, (with Jeevan Jyoti Gupta), ISSN: 0973-2101
63. A Paradigm Shift in Marketing Thought (2005), Indian Journal of Commerce, Vol. 58, No. 3 (July-September), ISSN: 0019512X, pp. 27-40 (with Gurjeet Kaur)
64. A Study of Managers Assessment Towards Orientation of Technology in SMEs of Jammu Industrial Clusters (2005), Proceedings of International Conference on Service

- Management held on March 11-12, 2005, New Delhi, organised jointly by Institute for International Management and Technology, Gurgaon and Institute for International Management and Technology, Raichak, Bengal, pp.497-506 {with Hardeep Chahal and Ruchi Kohli}
65. What Influences Job Satisfaction the Most? (2005), Business Vision, No. 1, Vol. 2 (July-December), pp. 1-26, (with Jeevan Jyoti Gupta), ISSN: 0973-1369
66. Does Age Really Make Job Satisfaction “U” Shaped? (2004), The Business Review, Vol. 11, No. 01 (September), pp. 31-39 (with Jeevan Jyoti)
67. Satisfaction and Loyalty Effect of Relationship Marketing in Indian Urban Consumer Banking [2004], in R. D. Sharma and Hardeep Chahal [eds.], Research Methodology in Commerce and Management, Anmol Publications, New Delhi, pp.30-59 [with Shweta Gupta]
68. Customer Satisfaction in Indian Consumer Banking [2004], in R D Sharma and Hardeep Chahal [ed.], Research Methodology in Commerce and Management, Anmol Publications, New Delhi, pp.184-208, [with Jyoti Sharma]
69. Throughput Management Using Theory of Constraints as an Alternate to Cost Management for Sustaining Competitive Advantage [2004] in Niranjana Swain, L V L N Sarma, and Golaka C Nath [eds.], Proceedings of the International Conference 2003 on Business & Finance, Vol. 1, ICFAI University Press, Hyderabad, pp.170-187 [with Hardeep Chahal]
70. Marketing Strategy for Rural Banking in Jammu District – A Case Study of Muthi Village [2004], in R. D. Sharma and Hardeep Chahal, [eds.], Research Methodology in Commerce and Management, Anmol Publications, New Delhi, pp. 265-310 [with Rashmi Sharma]
71. Globalisation of Indian Higher Education [2004], Apeejay Business Review, Vol. 5, No. 01 [January-June], pp. 73-78 [with Gurjeet Kaur]
72. Small Scale Industries in J&K: Present Status (2004), The Business Milieu, Vol. 2, No. 01, pp. 15-34 (with Neetu Chopra)
73. Strategy for Entrepreneurship Development in Jammu Province [2004], in R. D. Sharma and Hardeep Chahal, [eds.], Research Methodology in Commerce and Management, Anmol Publications, New Delhi, pp.332-347 [with Neetu Chopra]
74. Marketing Approach to Managing Change [2003], The Excellence: A Journal for Management and IT Professionals published by Academy of Business Administration,

- Balasore, Orissa, vol. 2, No. 1 [July], 2003, pp. 100-103. Its improved version also stands published in Business Milieu, Vol. No.1 (2003), pp. 25-31 [with Gujreet Kaur]
75. Measurement of Marketing Orientation in Rural Banks – A Case Study [2003], Indian Journal of Commerce, Vol. 56, no. 1 [January-March], ISSN: 0019512X, pp. 26-35 [with Desh Bandhu and Gurjeet Kaur]
76. Role Effectiveness of Rural Banks in Uplifting Marginal Communities: A Case Study of Jammu Rural Bank (2003), The Business Review, Vol. 9, No. 2 (March), pp. 53-62 [with Gurjeet Kaur]
77. Marketing Orientation in Indian Rural Banking (2003), in R. D. Sharma and Gurjeet Kaur (eds.), Marketing Effectiveness in Banking, Anmol Publications, New Delhi, pp.1-15 (with Gurjeet Kaur) ISBN: 81-261-1401-0
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Annexure 4 (Select Sessions Chaired, Key Notes, and Special/Extensions Lectures Delivered)

1. Consumer Dynamics to Students and Faculty Members of Institute of Professional Excellence and Managementpem, Ghaziabd on October 13, 2018
2. Role of Students and Faculty for Innovations in Higher Education, Govt. GDC Doda, J&K on May 28, 2018
3. Relevance of Moral and Ethical Values in Higher Education to the Faculty and Students of Govt. GDC Bhaderwah on May 29, 2018
4. Challenges before Higher Education to the Faculty and students, Govt. GDC Kishtwar, J&K
5. Lecture on People Analytics: Undergoing Seismic Shifts at IIM Jammu on November 11, 2017
6. Key Note on Smart India: Vision 2020 in the Context of Commerce and Management Education in a National Seminar in DDUGU, Gorakhpur, March 26-27, 2017
7. Key Note in an international conference on World Peace – Perceptions and Practices on February 28, 2015 in Sri Sai College of Education, Badhani - Pathankot
8. Lecture on Research for the Betterment of Mankind in North Zone Vice Chancellors' Meet on December 14-16, 2014 at AMU
9. Special lecture on Business Dynamics: Contemporary Issues and Challenges, National Conference, Organised by The Management School, Kathua Campus, University of Jammu on March 22, 2014
10. Extension Lecture on Trends in Marketing on December 18, 2012 to Faculty and BBA Students of Govt. M A M College, Jammu
11. Key Note on Impact of Advertisement on February 26, 2012 in a two day UGC Sponsored National Seminar organised by Shahzada Nand College, Amrisar
12. Chaired Marketing Session of Two Day National Seminar on Strategies for Sustainable Competitive Advantage in a Globalised Era (Suspire – 2011) on August 19-20, 2011 organised by ITM University, Gwalior
13. Dynamism of Consumer Behaviour to MBA Students and Faculty in the Institute of Management Studies of Manipur University, Imphal on December 22, 2009.
14. Globalisation of Indian Higher Education and Role of Teachers in Orientation Course organized by ASC of Manipur University, Imphal on December 23, 2009.

15. Extension lecture on Dynamism of Consumer Behaviour to M B A faculty and students of Kota University, Kota on November 20, 2008.
16. Acted as Resource Person in Two Day Workshop on Concepts and Techniques of Evaluation and Measurement on September 20-21, 2008 organised by International College for Girls, Jaipur
17. Session Chaired on Knowledge Management in two-day national seminar on Emergence of Service Led Growth: Myth or Reality, SMVDU, Kakrial, Udhampur on January 6-7, 2007.
18. Key Note Address on Business Environment in a seminar on Business Environment in 21 Century, SMVDU, Kakrial, Udhampur, November 25, 2006
19. Extension Lecture on Challenges Before Indian Financial Sector in the Department of Economic Administration and Financial Management, University of Rajasthan, Jaipur on July 18, 2005
20. Key Note Address in a technical session on Rural Sector Management of two-day National Seminar organised by the Department of Economic Administration and Financial Management, University of Rajasthan, Jaipur on January 10-11, 2005
21. Presidential Address in Two Day UGC National Seminar on Globalisation: Challenges before Indian Economic Sector on November 23-24, 2004 organised by Shri Khandelwal Vaish P G Girls College, Jaipur
22. Lecture on Globalisation of Business Education in India to the Faculty of Commerce and Management in Kashmir University on October 26, 2004
23. Key Note Address on "Emerging Scenario of Indian Business after Globalisation" in a Two Day National Seminar in Mohan Lal Sukhadia University, Udaipur, September 24-25, 2004
24. Chairman, Technical Session on Modern Organisation: Driving Human Wave, North Maharashtra University, Jalgaon, December 25-27, 2003
25. Co-chaired two Technical Sessions in a national UGC seminar on New Corporate Governance on November 9-10, 2000 organised by MSJ College, Bharatpur
26. Lecture on Globalisation of Indian Business Education to the Faculty of Business Studies, Kurukshetra University, March 18, 1998
27. Chaired a Technical Session on Globalisation of Business Education in India, 50th All India Commerce Conference, December 27-29, 1996, Hyderabad

28. Seminar on MKTEFFECT - A Multiple Item Scale for Measuring Marketing Effectiveness in American Consumer Banking Through Customer Judgment on July 19, 1996 at Xavier Labour Relations Institute [XLRI], Jamshedpur

Annexure 5 (Association with other Institutions: Select List)

1. Member, School Board, School of Management, IGNOU, New Delhi, 2018-2019
2. Chairman, NAAC Peer Team, Govt College Dhamadha, Durag, Chhattisgarh, 2017
3. Member, Executive Council, Himachal Pradesh National Law University, Shimla since November 2016
4. Member, Governing Council, Himachal Pradesh National Law University, Shimla since November 2016
5. Chairman, Kendriya Vidyalaya Sangathan Jammu Region Advisory Committee 2016
6. Member Academic Council, Institute of Management Studies, Ghaziabad, 2016-2017
7. Chairman, NAAC Peer Team, Raha College, Raha, Nagaon, Assam, October 8-10, 2015
8. Member, Executive Council, Islamic University of Science and Technology, Avantipura, J&K since October 2014
9. Member, Executive Council, Mata Vaishno Devi University, Katra, J&K since October 2014
10. Member, Executive Council, Baba Gulam Shah Badshah University, Rajouri, J&K since October 2014
11. Member, Board of Post Graduate Studies in Commerce, North-Eastern Hill University, Shilong during 2011-2014
12. Member, Board of Business Studies, IIS University, Jaipur during 2011-2013
13. National Executive Member, Indian Commerce Association 2011-2013, 2004-2006 and 1997-1999
14. Expert for Paper Review, Sports, Business, Management: An International Journal (Emerald), 2010
15. Member, Editorial Advisory Board, KAIM Journal of Management and Research, since 2008
16. Expert for Paper Review, Management Research News (Emerald Publishing), Graduate School of Management, Clark University, Worcester, MA 01610, 2008
17. Member, Board of Studies in Advertising, Sales Promotion and Sales Management, Kashmir University, Srinagar during 2008-2010

18. Member, Jury for Best Business Academic Award 2007 of Indian Commerce Association in 60th All India Commerce Conference, Hyderabad
19. Outside Expert, Faculty Board of Commerce, H N B Garhwal University, Srinagar (Garhwal), Utterakhand, 2006
20. Outside Expert, Board of Post Graduate Studies in Commerce, Punjabi University, Patiala during 2006–2008
21. Member, Expert Committee, Minor Research Projects, UGC Central Regional Office, Bhopal, December 12-13, 2004
22. External Expert, UG Board of Studies in Commerce, M D University, Rohtak during 2004-2006
23. External Expert, Research Degree Committee in Commerce, Guru Nanak Dev University, Amritsar during 2004-2006 and 2010-2012
24. Member, Expert Panel, SAP Induction and Final Review Committee of UGC, December 02-03, 2003 and May 28, 2015
25. Subject Expert, UGC Financial Assistance to Colleges of Northern Region for holding Seminar/Conferences at Regional/National/International levels, September 2002
26. Subject Expert, UGC Financial Assistance, Minor Research Projects to Permanent/Regular College Teachers, September 2002
27. External Member, Faculty of Commerce, Banaras Hindu University, Varanasi (2002-2004)
28. Member, Syndicate, Kashmir University, Srinagar (1999-2002 and in 2011)
29. Member, Academic Council, Kashmir University, Srinagar (1999-2002)
30. External Expert, Board of Studies in Commerce, M D University, Rohtak, 1998-2000
31. Member, UGC Visiting Team of Ninth Plan to Rajasthan University, Jaipur, (February 20-22, 1997) and MDS University, Ajmer, (March 11-13, 1997)
32. External Expert, Board of Studies in Commerce, Guru Nanak Dev University, Amritsar, (1997-1999)