

Application for the post of Professor

Curriculum Vitae – Prof. Anil Sarin

(Post Doctorate DLitt and PhD – Business Administration)

Dr. ANIL SARIN

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Post Doctorate - DLitt and PhD

Completed Post Doctorate - DLitt after PhD in Business Administration and joined the world class gathering of few recognized professors of management in India who have attained post doctorate – DLitt in management.

Research

Possibly the first Indian professor of management based in India whose management theory - Anil Sarin's Contributory Theory of Existence has been accepted and published in the Journal of American Academy of Business Cambridge and also got cited in the articles of most reputed International Journals and books.

My theory - Anil Sarin's Contributory Theory of Existence has been cited in many PhD thesis and Post-Graduate research submitted to the renowned universities in the world like

- The University of Waikato, Hamilton, New Zealand
- Capella University, USA
- University of Phoenix, USA
- North Central University, USA
- Walden University, Washington Ave, USA
- British University in Dubai
- Universidade da Beira Interior, Covilhã, Portugal

My article about my theory got published in The Hindustan Times, Shine, 'Let the employees give too' has been appeared on the site with following link which has crossed

One Lac Twenty Thousand readership till date.

<http://www.isrworld.org/2009/05/contributory-theory-of-existence.html>

Developed NOSEDIVE strategy, on the basis of my research with Boeing company's development and investigations by American agencies, after the crash of its two 737

MAX planes, and grounding of around 350 such aircrafts by the airlines globally. The paper on my NOSEDIVE strategy research has been published in IJITEE, the Elsevier Scopus indexed journal.

Prepared model for resolving the issue of NPAs (Non-Performing Assets) in India which would be an integral part of my forthcoming book 'Corporate Money Gluttons'.

Teaching

After working with corporate and government sector, joined academics. I took various teaching assignments with universities including the Central Universities - Jamia Millia Islamia, Pondicherry University; Gurukul Kangri University, Hamdard University, International MERFS and the institutions of national repute like MANAGE Hyderabad, NIAM Jaipur (both Govt. of India institutes).

Because of keen interest in academic administration, teaching, and entrepreneurship, founded International MERFS and developed its collaboration with NIESBUD – A Government of India organization.

Delivery of special lectures

Delivered many special lectures in India and other countries to MBA students, faculty members, directors, principals of educational institutions, corporate executives from various forums including The Times of India, The Hindustan Times etc.

Administration and collaborations

As a Dean and Professor, I worked to develop various international and national collaborations and associations with my university resulting in exchange of students and faculty members as per the conditions of the academic agreements. It provided me an opportunity to visit and understand the higher education systems of other countries like New Zealand, Canada, Nepal, Kenya, UAE, Uganda and other countries. Actively involved for higher education administration and interaction with teams of UGC, AICTE, NAAC during their visits to our university campus.

Development of new programs

I also developed integrated programs with other universities in India for the promotion of entrepreneurship, innovation and academic upgradations on continuous basis.

Association with AICTE-CEP

Worked as one of the members of AICTE – CEP teams for conducting evaluation of institutions interested to start AICTE - CEP programs.

Publication of research work and books

Actively engaged in research work and got published articles in international and national journals of repute and two books. Reviewed many books of management of Tata McGraw.

Philosophy

My philosophy for developing institute of repute is to create an environment where all stakeholders perform on their own for achieving the objective of higher education, where focus should be on students. Students and faculty are soul and spirit of the institute

In order to create such environment, professor needs to carry vision for giving direction to the students through exemplary leadership, knowledge, motivation, effective communication, team work with focus on quality and efficiency embedded with ethics and values.

The most important approach of this philosophy is to engage students in a meaningful manner not only in academics but in research, sports, entrepreneurial, innovatory and overall development in other areas also.

The institute achieves and gains ranks when its faculty and students are engaged for the transformation of knowledge and its implementation for cause as well as career growth of students with industry, NGOs, government or for working on startups. The institute should keep its door open for dissemination of knowledge to the society and also make all efforts to incorporate the wisdom of society in its reservoir of knowledge.

Areas of Specialization

- Marketing Management
- Entrepreneurship
- Business Ethics
- Strategic Management

I. Personal Details

Name : **Prof. Dr. Anil Sarin**
(PhD - Business Administration, Post Doctorate - DLitt)

Designation : Professor Management
Also worked as Dean and Professor for five years, from 2009 to 2014.

University : Manav Rachna International Institute of Research and Studies
(Deemed to be University under section 3 of the UGC Act,1956)
Formerly, Manav Rachna International University
(Deemed to be University under section 3 of the UGC Act,1956)

Citizenship : Indian

Contact No : +91-9810595532

E-mail : dr.anilsarin@gmail.com

II. Overview

Possibly the first Indian professor of management based in India whose management theory - **Anil Sarin's Contributory Theory of Existence** has been accepted and published in the Journal of American Academy of Business Cambridge in its March 2009 issue.

Got developed Anil Sarin's Contributory Theory of Existence by identifying the two factors – Give Me (demanding) factors and Let Me Give (contributory) factors which are present in a unique mix among all individuals depending upon the overall perceptual stimulus of individual from various sources while looking for propitious events for self or society or for both in various combinations. Also in the process of writing a book CONTRINOMICS – The Management of Opportunities.

PGDM from International Management Institute (IMI), India in association with International Institute of Management, Lausanna and Faculty of Management, McGill University, Montreal – Canada, PhD in Business Administration and DLitt (Post Doctorate Degree – Business Administration) from Berhampur University, India.

Delivered many innovative lectures on corporate motivation, leadership skills, communication skills and corporate ethics in India and abroad.

After the stint with corporate and government sector, joined academics. Took various teaching assignments with universities including the Central Universities – Jamia Millia Islamia, Pondicherry University, Gurukul Kangri University, Hamdard University, International MERF and the institutions of national repute like MANAGE Hyderabad (Govt. of India institute), and NIAM Jaipur (Govt. of India institute) and Auckland Institute of Studies, Auckland, New Zealand.

Prof. Heinz Weihrich, Professor of Global Management and Behavioral Science Masagung Graduate School of Management University of San Francisco wrote, **"Prof. Sarin, Thank you very much for sharing your thoughts on – Strategic Recruitment and Sustainability of Corporate Leaders through CSR and SCM of Bill Gates. Perhaps he (Ratan Tata) will be motivated by your article to follow of the steps of Bill Gates. You also pointed out correctly the mismanagement of the New Orleans hurricane disaster – unfortunately, the mismanagement continues today. That a waste of money and human resources. You really are up to-date on global issues."**

Prof. Weihrich is Fellow of International Academy of Management, the highest honor conferred by the international management. He is also listed in Who's who in the west, who's who in America and who's who in the world.

III. Areas of Specialization

- Marketing Management
- Entrepreneurship
- Business Ethics
- Strategic Management

IV. Educational Qualifications

Qualification	University / Institution	Status
DLitt Post Doctorate (Management) 2015	Berhampur University (State Govt. University), Berhampur, India	Awarded
PhD (Business Administration) 2004	Berhampur University (State Govt. University), Berhampur, India	Awarded
Master's Degree of Commerce in Co-operative Management Topper of Delhi Region (all Northern States of India) Ist Division	Annamalai University	Awarded
PGDM (IMI) Ist Division 1990	IMI - International Management Institute, New Delhi (AICTE approved) In association with International Institute of Management Development, Lausanna and Faculty of Management, McGill University, Montreal – Canada	Awarded

V. Teaching Experience

S. No	Year	Position	University / Institution
1	2014-till date	Professor	Faculty of Management Studies (FMS), FBSS, FCBS, Manav Rachna International Institute of Research and Studies (Deemed to be University under section 3 of the UGC Act,1956) Formerly, Manav Rachna International University (Deemed to be University under section 3 of the UGC Act,1956).
2	2011-2014	Professor & Dean	Faculty of International Programs (FIP), Manav Rachna International University (Deemed to be University under section 3 of the UGC Act,1956) Present name is Manav Rachna International Institute of Research and Studies (Deemed to be University under section 3 of the UGC Act,1956).
3	2009 - 2011	Professor & Dean	FIT(Institution affiliated to Maharishi Dayanand University - MDU, Rohtak, State Govt. University).
4	1995-2009	Director	IMERFS - formerly approved Institution of AICTE-CEP. Being founder director looked after the overall management including faculty arrangements, affiliations and responsible for the overall establishment and growth of the foundation. IMERFS got established for promoting entrepreneurship in India. Introduced advanced entrepreneurial management certificate programs in marketing and management.

5	2002-2004	Visiting Professor	Faculty of Management Studies and Information Technology, Hamdard University, New Delhi.
6	2001-2004	Visiting Professor	MANAGE - Hyderabad, National Institute of Government of India.
7	2002-2004	Visiting Professor	NIAM-Jaipur, National Institute of Government of India.
8	2000-2002	Resource Person at Delhi	Pondicherry University.
9	1996-2005	Visiting Faculty	Department of Commerce and Business Studies, Jamia Millia Islamia (Central University) New Delhi.

VI. Corporate Experience

S. No	Year	Position	Organization
1	1995	Sales Manager	Indabrator Ltd. in association with Wheelabrator Co. USA
2		Manager Sales	Mekaster Tools Pvt Ltd
3		Manager Sales	New Allenberry Works
4		Deputy Manager Marketing	NSIC – A Govt. of India Enterprise
5		Deputy Manager Marketing	Bornemann India Ltd.
6		Assistant Sales Manager	EMTICI Engineering Ltd.
7	1982	Sales Service Engineer	Kelvinator of India Ltd.

VII. Applied for Patent

Title - Anil Sarin's Model of Human Universal Objectives

CBR Number - 3644

Application No - 201711003254

Dated - 30-01-2017

VIII. Research and Publications

Sarin, A. (2001, April - October). Development of Marketing Network for SSIs in India. *NIESBUD – The Apex Body of Government of India*, XV(I).

Sarin, A. (2002). Global Competitiveness and Development of Marketing Network for SSIs in India. *Vedic Values and Corporate Excellence* (pp. 222-230). Haridwar: Gurukul Kangri University.

Sarin, A. (2007). Contemporary Issues in Services Marketing. *Indian Journal of Marketing*, 37(10), 40-44.

Sarin, A. Sustainable Business: Strategic Approach Beyond Profits. *International Conference on Recent Trends in Business Management & IT. 2*, pp. 119-122. Pune: Poona College of Arts, Science & Commerce in association with Department of Commerce & Research Centre, University of Pune.

Sarin, A. (2009). Lehman: Premier Branded Talent Syndrome. *Prabandhan : Indian Journal of Management*, 2 (1), 29-32.

Sarin, A. (2009). Corporate Strategic Motivation: Evolution Continues- Henry. A. Murray's Manifest Needs to Maslow's Hierarchy of Needs to Anil Sarin's Contributory Theory of Existence. *The Journal of American Academy of Business, Cambridge*, 14 (2), 237-244.

Sarin, A. (2010). Global Recognition of Indian Corporate Sector and Entrepreneurship is a Marathon. In H. Weihrich, M. Cannice, & H. Koontz, *Management: A Global & Entrepreneurial Perspective* (12 ed.). United States of America - USA: McGraw Hill.

Sarin, A. (2010). Manage India - The Strategic Management of Corporate and Social Sector. *Prabandhan : Indian Journal of Management* , 3 (10), 47-51.

Pathak, S., & Sarin, A. (2011). Management of Stress Among Women Employees in BPO Industry in India : A Contemporary Issue. *International Journal of Management and Business Studies* , 1 (3), 65-70.

Sarin, A. Effective Marketing of Services. *Marketing of Services – Strategies for Success*. New Delhi: Jamia Millia Islamia (Central University).

Sarin, A. Science and Spiritualism. *Science and Spiritualism*. Kurukshetra: Department of Science & Technology (Government of Haryana).

Dhingra, N., Sarin, A., & Gill, B. S. (2015). Corporate Social Responsibility in Selected Central Public Sector Enterprises in India: A Closer Look. *International Journal of Business and Administration Research Review* , 1 (8), 247-252.

Dhingra, N., Sarin, A., & Gill, B. S. (2015). CSR Expenditure and Corporate Profitability in India. *International Journal of Business and Administration Research Review* , 3 (9), 70-77.

Jituri, V. V., & Sarin, A. (2015). LED Lighting in India: Analysis on Progress. *The International Journal of Business & Management* , 3 (3), 30-35.

Pathak, S., & Sarin, A. (2015). Differentials in Stressors and Stress Responses Among Males and Females Employees in BPOs in India - A Rational Review. *International Journal of Research* , 2 (4), 700-717.

Pathak, S., & Sarin, A. (2015). Assessing Stressors Responsible for Stress Generation among Women Employees in Indian BPO's. *American International Journal of Research in Humanities, Arts and Social Sciences* , 3 (10), 274-280.

Dhingra, N., Sarin, A., & Gill, B. S. (2015). CSR Performance of Central Public Sector Enterprises in India: An Analysis. *International Journal of Research in Management & Social Science* , 3 (2 (III)), 48-54.

Pathak, S., & Sarin, A. (2015). Gender Differences in Stress Outcomes: A Contemporary Issue For The BPO's In NCR, India. *International Journal of Management, IT and Engineering* , 5 (7), 85-100.

Jituri, V. V., & Sarin, A. (2015). Stakeholders and Influencers in LED Lighting in India. *Research Journal of Social Science & Management* , 5 (8), 193-201.

Ahuja, S. K., & Sarin, A. (2016). Five Must Have Ingredients For Success Full Family Business. *International Journal of Information Technology and Management* , X (XV).

Ahuja, S. K., & Sarin, A. (2016). Stress of Family Business. *International Journal of Information Technology and Management* , XI (XVII), 20-23.

Gupta, D., & Sarin, A. (2018). A Study on Assessing the Growth and Demand of Electronics (White Goods) in India. *International Journal of Research and Analytical Reviews* , 5 (3), 807-809.

Gupta, D., & Sarin, A. (2019). A Comparative Study on Differences in Consumer Buying Aspects Through Online and Offline Retailing. *Universal Review* , VIII (IV), 251-259.

Gupta, D., & Sarin, A. (2019). A Study on Factors Influencing Consumers to Purchase Apparel Online or Offline. *Universal Review* , VIII (IV), 260-266.

Sarin, A. (2019). Boeing Technological Issues and Challenges: Nosedive Strategy. *International Journal of Innovative Technology and Exploring Engineering* , 8 (11), 481-485.

Sarin, A. (2020). Strategic Consumer Approach Towards Boeing 737 Max Planes. *International Journal of Scientific & Technology Research*, 9 (1), 3709-3715.

IX. Book Reviews

Weihrich, Cannice and Koontz. (2008) *Management: A Global and Entrepreneurial Perspective*, 12th edition. McGraw Hill Publishing Company Limited.

Dogra, B. and Ghuman, K. (2008) *Rural Marketing Concepts and Practices*. McGraw Hill Publishing Company Limited.

Saxena, R. (2009) *Marketing Management*, 4th edition. McGraw Hill Publishing Company Limited.

Rudam, R. B. (2011) *Management and Organisational Behaviour*. McGraw Hill Higher Education.

Pandey Chandra, A. (2015) *Case Studies in Management 2nd edition*, I K International Publishing House Pvt. Ltd.

X. Books Published

Sarin, A., Gaur, S.P., Singh A. (2012). Principles of Management, Manav Rachna Publishing House Pvt. Ltd.

Sarin, A., Singh A., (2014). Business Organization, Manav Rachna Publishing House Pvt. Ltd.

Sarin, A., (2018). Strategic Role of Management Education for Efficient and Effective Functioning of Leading Medical Institutes Like AIIMS, New Delhi. Archers and Elevators Publishing House.

Chapter in book:

Sarin, A., Jituri. V. Vishwajeet, (2015). Sustainability: Issues and Perspectives, contributed Chapter – 17, Contribution of Waste Management (WM) Towards Sustainability in the Context of Global Drive of Switching to Energy Saving Lighting Products, Bharti Publications.

XI. Books Writing in - Process

- Contrinomics
- Corporate Money Gluttons

XII. Innovative Research

- Anil Sarin's Contributory Theory of Existence.
- Developed QQD – Quick Quality Decision Making Concept.
- Anil Sarin's Painless Pain Model.
- Developed Marketing Network SSI Model.
- Anil Sarin's Model of Human Universal Objectives.

XIII. Special Lectures

Topic	Date	Venue
Contemporary Management Issues - Painful Pain Model	31 Oct, 2009	FIT (Institution affiliated to Maharishi Dayanand University - MDU, Rohtak, State Govt. University)
Leadership and Team Work	09 Jan, 2010	Katha (NGO) at Indian Institute of Social Sciences
Corporate Decision Making	13 Feb, 2010	European Management Institute
Management & Organization	16 Jul, 2010	NALSAR University of Law, Hyderabad in collaboration with Institute of Applied Aviation Management (IAAM), Calicut
Communication Skills for Police - Commonwealth Games	27 Jul, 2010	MR International University
Creative Teaching in Higher Education	10 Feb, 2010	Dept. of Jarahiyat, Faculty of Medicine Jamia Hamdard, New Delhi
Creative leadership in Higher Education- Re-Orientation training programme for faculty members	16 - 18 Feb, 2010	Dept. of Jarahiyat, Faculty of Medicine Jamia Hamdard, New Delhi
Women in leadership at workplace: a new HRD Initiative Going Global: Leading changes through human potential	20 Nov, 2010	Aggarwal College, Ballabhgarh

Strategic Management	8 - 9 Dec, 2010	NALSAR University of Law, Hyderabad in collaboration with Institute of Applied Aviation Management (IAAM), Calicut
Motivation and Leadership	16 Mar, 2011	DAV Centenary College, Faridabad
Know yourself, do not be hesitant in making choices	14 June, 2011	St. Columba's School, The Hindustan Times, New Delhi
Corporate Sector - Marketing Issues	30 Nov, 2011	YMCA, Faridabad
New Paradigms in Tourism Industry- National Seminar	17 Mar, 2012	DAV Centenary College, Faridabad
Motivational Lecture to MBA students	3 Aug, 2012	NPTI, Ministry of Power, Government of India
Developing Transformational Leaders for Indian Higher Education - Education Promotion Society for India	14 - 15 Feb, 2013	EPSI: Indian International Center, New Delhi
Management Lecture	10 Mar, 2013	Manav Rachna Radio
1. Corporate Governance 2. Eastern and Western concepts of good governance	8 Apr, 2013	FMS, MRIU
1. TQM 2. Ethics and Individual Manager	16 Apr, 2013	FMS, MRIU

Management Education: Beyond DU	23 Jun, 2013	The Hindustan Times
Campus Calling	12 Jun, 2013	The Hindustan Times
Principals' Knowledge Meet: Increasing Pressure on Academic Excellence	30 Sept, 2013	NIE, The Times of India
Contents Development of Commerce and Research	16 Feb, 2014	Pt. J.L.N. Govt. College, Faridabad
Career aspects- The Times of India	17 June, 2014	VPCI – Delhi University, North Campus, New Delhi
New Age Career aspects- The Times of India	18 June, 2014	HSI IDC Vanijya Nikunj Complex, HSI IDC Industrial Estate Phase V, Gurgaon
Alternative Career aspects - The Times of India	19 June, 2014	Army Public School, Sector-37, Arun Vihar, Noida
Career Growth - The Times of India	20 June, 2014	PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi
Time & Stress Management	3 Sep, 2014	NPTI, Ministry of Power, Government of India
Changing Learning Environment	27 May, 2015	Pathways World School, Gurgaon

Foreign Programmes	29 May, 2015	Danik Jagran Education EXPO 2015
Leadership in Education	2015	MGD, Girls School Sawai Ram Singh Road, Jaipur
Intrinsic & Extrinsic Motivation	7 Aug, 2015	Officers and staff of the Ministry of Power, Nirman Bhawan, New Delhi
Motivating Students - Summit of Principals	8 Sep, 2015	Hotel Hindustan International, Kolkata
Business and Social Ethics	7 Feb, 2017	<div style="text-align: center;"> <div style="border-left: 1px solid black; border-right: 1px solid black; height: 100px; margin: 0 auto; width: 100px;"></div> <p>AIS Auckland New Zealand</p> </div>
Business Communication	8 Feb, 2017	
Marketing Principles	8 Feb, 2017	
Strategic Management	13 Feb, 2017	
Consumer Behavior	13 Feb, 2017	
Services Marketing	14 Feb, 2017	
Management through Mahatma Gandhi's Vision	14 Feb, 2017	
Management Principles	14 Feb, 2017	
Leadership	15 Feb, 2017	

How to Make the Teaching Learning Process Effective	25 – 29 June, 2018	Faculty Development Programme - Faculty of Media Studies and Humanities, Manav Rachna International Institute of Research and Studies- MRIIRS
Business Leadership	26 - 28 September, 2018	Entrepreneurship Awareness Camp Department of Science and Technology, Government of India
Entrepreneurship Session	24 - 26 October, 2018	Entrepreneurship Awareness Camp Department of Science and Technology, Government of India
Why Entrepreneurship : Entrepreneurship Concept	27 Nov, 2018	Manav Rachna International Institute of Research and Studies- MRIIRS
Achievement Motivation	1 Dec, 2018	Manav Rachna International Institute of Research and Studies- MRIIRS
Entrepreneurship Session	26 - 28 February, 2019	Government Polytechnic for Women, Faridabad in association with Department of Science and Technology, Government of India and Entrepreneurship Development Institute of India
Entrepreneurship Session	27 - 29 March, 2019	DAV Institute of Management, Faridabad in association with Department of Science and Technology, Government of India and Entrepreneurship Development Institute of India

XIV. Anil Sarin's Contributory Theory of Existence has been utilized in the following PhD Thesis, Dissertation and research papers published in International Journals in USA, New Zealand Universities and other countries

Title of Research	PhD Thesis / Dissertation / Research Paper	Year	Publication Details – University / Institution / Journal
Avaliasao de desempenho e Motivasao: Oimpecto das Recompensas na Motivasao e obtensao de Melhorias de Desempenho O Caso da Transcor SV, S.A.	Research Paper	2009	Universidade da Beira Interior Departamento de Gestao e Economia
A Quantitative Correlation Study of Job Satisfaction Among Critical Care Nurses in Hawaii	PhD Thesis	2010	University of Phoenix, Arizona USA
Experiencing and Learning from Entrepreneurial Failure	PhD Thesis	2011	The University of Waikato New Zealand
The Social Contributory Theory of Existence: problems and prospects for application by business executives in Nigeria Note: This paper is exclusive research on my theory	Research Paper	2011	International Journal of Social Entrepreneurship and Innovation Vol.1, 79-94
Conceptualizing the Human Nature in a Knowledge - Driven Economy: A Management History Perspective	Research Paper	2012	Management & Organizational History Journal (SAGE Journals)

Job Satisfaction among Registered Nurses working in UAE Ministry of Health Hospitals : Demographic Correlates	Dissertation	2012	The British University in Dubai
Abraham Maslow and Adult Education – A look at Abraham Maslow's Contributions to Adult Education	Research Paper	2012	Published
Impact of Employee Remuneration	Research Paper	2012	UK Essays
Are Salespeople only Motivated by Money?	Research Paper	2012	Marketing Notes
Social Responsibility, Quality of Work Life and Motivation to Contribute in the Nigerian Society	Research Paper	2015	Journal of Business Ethics
Transcendent Work Motivation: Biblical and Secular Ontologies Note: This paper is exclusive research on my theory	Research Paper	2016	Journal of Management, Spirituality & Religion
Motivación al personal de ventas a través de un esquema de compensación variable (Motivation to Sales Personnel Through a Variable Compensation Scheme)	Research Paper	2017	Especial de CIVITEC Universidad & Ciencia

Effect of Reward and Compensation on Employees Job Commitment	Dissertation	-	Available on Academia
Employee Remuneration Determinants and Performance of Microfinance Institutions in Kenya	PhD Thesis	2017	Jomo Kenyatta University of Agriculture and Technology
Solar Residential Rooftop Systems (SRRS) in South Delhi: A Strategic Study with Focus on Potential Consumers' Awareness	Research Paper	2018	International Journal of Renewable Energy Research
Solar Residential Rooftop Systems Business Models: SWOT Analysis	Research Paper	2019	Indian Journal of Environmental Protection

XV. PhD Guidance

Four research scholars completed PhD under my guidance. Two of them in senior position in corporate sector and one with the background of chartered accountancy.

XVI. Awards Received

Name of Award Ceremony: 3rd International Doctoral Research Awards 2017

Received Award for Outstanding Doctoral Researcher- Dr. Anil Sarin

Award Authority: Archers and Elevators Publishing House

XVII. References

1. Dr. Devi Singh
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