

CURRICULUM VITAE

NAME : Dr. JUGAL KISHOR
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CAREER OBJECTIVE

- To achieve high career growth through a continuous learning process and keep myself dynamic, visionary and competitive with the changing scenario of the world.

EMPLOYMENT EXPERIENCE: 5 Years

- Worked as Assistant Professor in Department of Management, Central University of Rajasthan, from January 2015 to January 2020.
- Worked as Lecturer at Department of Management Studies, Invertis University, from January 2011 to December 2011.

AREA OF INTEREST:

- Marketing Management, Integrated Marketing Communication, Marketing Research, Research Methodology, and Quantitative Techniques.

QUALIFICATION

- Ph.D. (full time) 'Marketing' from Gurukul Kangri University, Haridwar in 2015.
- UGC-JRF, December 2010 in Management.
- UGC-NET, December 2010 in Management.
- MBA (full time, 69.71%) 'Marketing' from Institute of Management Studies (IMS), Dehradun in 2008-2010.
- B.Sc. (full time, 60.07%) from Kumaun University, Nainital in 2004-2007.

ADDITIONAL QUALIFICATION

- Diploma in Software Technology session 2004-05 under "PROJECT SIKHER" Govt of Uttaranchal from ECIT.

ACADEMIC YIELD: SUMMARY

Journal publication- international (Scopus indexed, ABDC listed)	:	05
Journal publication-international (others)	:	06

Journal publication- national	:	04
Conference proceeding	:	04
Book chapter-international	:	01
Journal research paper under review (<i>Scopus</i>)	:	03
Working research paper	:	01
Conference paper presentation-international	:	03
Conference paper presentation- national	:	09
International/National conference attended	:	07
Professional training/workshop attended	:	18
Journal reviewer	:	03
Workshop conducted	:	02
Conference organised	:	03
International/National webinar attended	:	08

JOURNAL PUBLICATION-INTERNATIONAL (*Scopus indexed, ABDC Listed*) (N=05)

1. Kishor, J. (2020) "Digital marketing modelling: a sustainable competitive advantage for SMEs" *World Review of Entrepreneurship, Management and Sustainable Development*, ISSN: 1746-0581 (Accepted for publication, Scopus indexed, ABDC listed till December 2019)
2. Kishor, J. (2020) "Celebrity Entrepreneurship and Advertising Effectiveness: An Empirical Test" *International Journal of Business and Globalisation*, Vol. 25, No. 2, pp. 224-240. DOI: 10.1504/IJBG.2020.10030128, ISSN: 1753-3635 (Scopus indexed, ABDC listed till December 2019)
3. Kishor, J. (2019) "Cultivating society's environmental concern through green advertising: an empirical analysis among Jaipur citizens" *International Journal of Business Excellence*, ISSN:1756-0055 (Accepted for Publication, Scopus indexed, ABDC listed till December 2019)
4. Kishor, J. (2019) "Deriving hierarchy of measures of green advertising using AHP analysis for a sustainable environment" *International Journal of Business Excellence*, ISSN:1756-0055 (Accepted for Publication, Scopus indexed, ABDC listed till December 2019)
5. Kishor, J. (2019) "Moderating role of entrepreneurial marketing in enhancing society through social entrepreneurship: an Indian perspective" *International Journal of Business and Globalisation*, ISSN: 1753-3635 (Accepted for Publication, Scopus indexed, ABDC listed till December 2019)

JOURNAL PUBLICATION- INTERNATIONAL (N=06)

1. Singh, M.R.P. and Kishor, J. (2019) "Doctors and Administrative Staffs' Perception towards Healthcare Services of Specialty Hospitals in Rajasthan" *BHU Management Review*, Vol. 07, Issue 01, pp. 39-46, ISSN: 22310142.
2. Singh, M.R.P. and Kishor, J. (2018) "Impact of demographic variables on patients' perception towards Doctors and supportive staff of specialty hospitals in Rajasthan" *Voice of Research*, Vol.07, Issue:03, pp. 37-40, ISSN.:2277-7733.
3. Kishor, J. and Singh, V.K. (2014) "An Empirical Study on Shopping Tendency Through Social Networking Sites (SNSs)" *International Journal of Advance Research in Management and Social Sciences*, Vol. 03, Issue:8, pp. 49-62. ISSN:2278-6236, Latest Impact Factor 4.400.
4. Sharma, S., Singh, V.K., Kishor, J., and Sharma, N. (2014) "A Study on Customer Perception towards Service Quality and Delivery with Reference to E-Banking" *The International's Research Journal of Economics & Business Studies (RJEBS, Singapore)*, Vol. 03, Issue 04, pp. 27-35, ISSN:2251-1555, Latest Impact Factor 2.232.
5. Sharma, R., Kishor, J., and Sharma, N. (2014) "Management of Marketing, Banking, Business and Finance for Sustainable Economy" *International Journal of Management and International Business Studies*, Vol.4, Issue 2, pp. 129-134, ISSN: 2277-3177.
6. Sharma, N., Singh, V.K. and Kishor, J. (2013) "Demographic Differences Causes and Impact of Workplace Production Deviance on Organizations: An Empirical Study on Non-Punctuality of Employees in Service Cluster" in *Research Journal of Social Science & Management (RJSSM, Singapore)*, Vol, 03, Issue 08, pp. 99-106, ISSN:2251-1571, Latest Impact Factor 3.454.

JOURNAL PUBLICATION-NATIONAL (N=04)

1. Kishor, J., Singh, V.K., Sharma, N., and Sharma, S. (2013) "An Empirical Study on Use of Social Networking Sites (SNSs): A Case Way Dissection" *Business Vision*, Vol. 08, issue 01, pp. 33-42, ISSN: 0973-1369.
2. Sharma, S., Singh, V.K., Kishor, J., and Sharma, R. (2013) "CRM as an Imperative Approach for e-banking: Perception of Customers towards SBI, PNB ICICI & HDFC of Roorkee, Uttarakhand" *IMR Management Speak*, Vol. 06, Issue 02, pp. 32-39, ISSN: 2331-1467.
3. Kishor, J. and Arya, A. (2013) "Role of Green Marketing in Economic Development: A Sustainable Approach" *Lingaya's Lalita Devi Journal of Professional Studies*, Vol. 3, Issue-1, pp. 7-11, ISSN: 2230-987X.
4. Sharma, S., Sharma, R., and Kishor, J. (2013) "Emerging Trends in Corporate Social Responsibility in India- A Descriptive Study" *Global Journal of Commerce and management Perspective*, G.J.C.M.P., Vol. 2, Issue 2, pp.-58-62, ISSN: 2319-7285.

CONFERENCE PROCEEDINGS PUBLICATION (N=04)

1. Kishor, J., Singh, V.K., and Sharma, N. (2014) "Influence of Pricing on Sales: An Insight into Indian Car Market with Reference to Chevrolet, Ford, Hyundai and Maruti Suzuki" *Bloomsbury Publishing India Pvt. Ltd.*, Page no- 49-57, ISBN:978-93-84052-33-1.

2. Sharma, N., Kok, M., and Kishor, J. (2014) “Neuromarketing- A Step Ahead of Traditional Marketing Tools”, *McGraw Hill Education (India) Private Limited*, page no- 551-555, ISBN(13): 978-93-392-0324-5, ISBN (10): 93-392-0324-0.
3. Sharma, R., Sharma, S., and Kishor, J. (2014) “Role of Education in Indian Economy” *Indian Economy- Development, Prospects and perspectives*, *Bharat Publication*, page no. 510, ISBN:978-93-81212-77-6
4. Kishor, J., Sharma, S., and Sharma, R. (2012) “Service Sustainability, Benchmarking and Marketing Projection in Aviation Industry (AI)- A case Study with Reference to Indian Aviation Cluster” *Emerging Marketing Paradigms*, *Excel India Publisher*, page no- 404-414, ISBN: 978-93-82062-73-8.

CHAPTER IN BOOK-INTERNATIONAL (N=01)

1. Kishor, J., and Sharma, S. (2020) “SMEs and Digital Marketing Design” in book *Organising Entrepreneurship and MSMEs Across India*, by *World Scientific Publishing*, Singapore, ISBN:978-981-121-273-4, DOI:10.1142/11622.

WORKSHOP/CONFERENCE ORGANISED (N=02)

2. Member of organizing committee for International Conference on “*Management Innovations*” at FMS, Gurukul Kangri University, Haridwar, U.K., from 10th to 12th February 2014.
3. Member of organizing committee for MDP/FDP on “*DATA ANALYSIS USING SPSS*” at FMS, Gurukula Kangri University, Haridwar, from 23rd to 24th March 2013.

PROFESSIONAL TRAINNING/WORKSHOP/FDP ATTENDED (N=18)

1. Workshop on “*Basic Research Methodology*” organized by Western Regional Centre, ICSSR in association with Department of Commerce, University of Mumbai from 8th June 2020 to 13th June 2020.
2. Workshop on “*Emerging Dimensions of Qualitative Research*” organized by University Institute of Applied Management Sciences Panjab University, Chandigarh, from 8th June 2020 to 13th June 2020.
3. Workshop on “*E-Business Model for developing Economies*” organized by Central University of Rajasthan, from 5th August 2019 to 9th August 2019.
4. Workshop on “Multivariate Data Analysis” organized by IIT-Roorkee, from 28th May 2018 to 1st June 2018.
5. Workshop on “*Social Media Marketing*” organized by IIT-Roorkee, from 22nd May 2017 to 26th May 2017.
6. Workshop on “*Entrepreneurship Competency Development Program*” organized by IIT-Roorkee, from 13th June 2016 to 17th June 2016.
7. Workshop on “*Case Based Learning in Business & Management*” organized by IIT-Roorkee, from 15th June 2015 to 19th June 2015.

8. 2nd workshop on ***“Data Analytics”*** organized by the school in association with the Department of science and technology (GoI) at Guru Gobind Singh Indraprasth University, New Delhi, from 18th May 2015 to 22nd May 2015.
9. Faculty Development Program on ***“Analytical Technique For Research”*** at Guru Gobind Singh Indraprasth University, New Delhi, from 30th December 2013 to 5th January 2014.
10. 7 Days National Workshop on ***“Research Methodology For Management & Statistical Analysis Using Ibm Spss Statistics 22.0”*** at ITM University Gwalior, from 26th May to 1st June, 2014.
11. FDP on ***“Entrepreneurship Development”*** at Birla Institute of Technology, Noida Campus, from 7th to 19th January, 2013.
12. 7 Days National Workshop on ***“Research Methodology for Management & Statistical Analysis using IBM SPSS Statistics 20.0”*** at ITM University, Gwalior, from 27th May to June 2013.
13. 2nd one day workshop on ***“Patent and Intellectual Property Rights”*** jointly organized by Uttarakhand State Council of Science & Technology (UCOST) and IPR cell, Gurukul Kangri University, Haridwar at FMS, Gurukul Kangri University, on 7th February 2015.
14. Workshop on ***“Harnessing intellectual property & its Management for growth and prosperity”*** organized by Uttarakhand State Council of Science & Technology (UCOST) and Gurukul Kangri University, Haridwar in association with National Research Development Corporation, New Delhi (NRDC) on 17th May 2014.
15. ***“Entrepreneurship Awareness Camp”*** Sponsored by Entrepreneurship Institute of India, Gujrat, at FMS, Gurukula Kangri University, Haridwar. 22nd to 24th February 2014.
16. MDP/FDP on ***“Data Analysis Using SPSS”*** at FMS, Gurukula Kangri Vishwavidyalaya, Haridwar, from 23rd to 24th March 2013.
17. Workshop on ***“Entrepreneurship Awareness Camp”*** Sponsored by Entrepreneurship Institute of India, Gujrat, at FMS, Gurukula Kangri University, Haridwar. 16th to 18th March 2013.
18. MDP on ***“Leadership Competency for Star Performance”*** at Invertis University, Bareilly, from 14th May to 15th May 2011.

RESEARCH PAPER PRESENTED-INTERNATIONAL CONFERENCE (N=03)

- 1- International Conference on ***“Management Innovations”*** at FMS, Gurukul Kangri University, Haridwar, U.K., paper titled ***“Neuromarketing: A step ahead of traditional marketing tools”*** from 10th to 12th February 2014.
- 2- International Conference on ***“Innovative management Practices for Global competitiveness”*** at Lingaya’s Lalita Devi Institute of Management & Science, New Delhi. Paper titled ***“Role of Green Marketing In Economic Development: A Sustainable Approach”***, 2nd November 2012.
- 3- International Conference on ***“Marketing Paradigms in Emerging Economies”*** at FMS, Bnaras Hindu University, Varanasi. Paper titled ***“Benchmarking and Marketing Projection in Aviation Industry (AI)- A case Study with Reference to Indian Aviation Cluster”***, 4th to 5th December 2012.

RESEARCH PAPER PRESENTED - NATIONAL CONFERENCE (N=09)

- 1- National Seminar on ***“Role of Women In Unpaid Care Work Issues, Challenges, and Strategies”*** organised by Department of Management, Central University of Rajasthan, Paper titled ***“Unpaid Care Work: Critical Analysis of Issues and Challenges”*** on March 27th -28th, 2018.
- 2- National Conference on ***“Vision India: Empowering Youth”*** Organised by Methodist Girls’ P.G. College & Susana Girls’ B.Ed College, Roorkee, Paper titled ***“Make in India: Catalyst Indian Economy”*** on 18th to 19th March 2016.
- 3- National Conference on ***“Business and Social Science”*** Organised by F.M.S, Gurukul Kangri University, Haridwar (U.K.), Paper titled ***“Social Network Marketing in 21st Century”*** on 27th April 2014.
- 4- National Seminar Sponsored by Indian Council of Social Sciences Research, New Delhi on Rural Development Through MNREGA: New Challenges and Solutions at B.S.M.P.G. College, Roorkee (Haridwar, U.K.), Paper titled ***“Contribution of MNREGA in Rural Development”***, 4th to 5th October 2013.
- 5- National Seminar Sponsored by U.G.C New Delhi on Managerial Excellence and Human Rights at S.M.J.N.(P.G.) College, Haridwar, Paper titled ***“Role of Human Rights in Managerial Excellence”***. from 27th to 28th January 2013.
- 6- National Seminar on ***“Human Right Protection”*** at FMS, Gurukula Kangri Vishwavidyalaya, Haridwar, Paper titled ***“Mahila Shashaktikaran: Adhunik Yug”***, from 15th to 17th February 2013.
- 7- National Seminar on ***“Strategies for Sustainable Competitive Advantage in a Globalized Era”*** at ITM, University Gwalior, Paper titled ***“Moving from Corporate Social Responsibility towards Personal Social Responsibility”***, from 8th to 9th March 2013.
- 8- National Seminar on ***“Indian Economy in the Post Reform Era”*** at DHSS, NIT, Kurukshetra, Paper titled ***“Barriers to Entrepreneurship in Emerging Economies with Special Reference to India”***, from 19th to 20th April 2013.
- 9- UGC- National Seminar on ***“Public Private Partnership in Global Perspective”*** at Department of Commerce, Kirori Mal College, University of Delhi, Paper titled ***“PPP in Global Perspective”***, from 22nd to 23rd April 2013.

CONFERENCE/SEMINAR ATTENDED (N=07)

- 1- International Conference on ***“Optimization, Computing and Business Analysis for Sustainable Development”*** organized by Department of Management, central University of Rajasthan, on 20-22 February 2015.
- 2- World Intellectual Property Right Day Organized by Uttarakhand State Council for Science and Technology, Department of Science & Technology, (Govt. of Uttarakhand), on 26th April 2014.

- 3- National Seminar at Shri Ram College of Management, Muzaffarnagar (U.P.) on ***“Industrial Development In India: Relevance to Global Scenario & Challenges”***, on 23rd March 2014.
- 4- National Seminar at Department of commerce, Kurukshetra University, Kurukshetra on ***“Business Solution for Sustainable and Inclusive Growth”***, from 15th to 16th March 2013.
- 5- National Conference at Technological Institute of Textile and Sciences, Bhiwani on ***“Emerging Challenges in Technical Education”***, on 30th March 2013.
- 6- Industry Academia Summit at FMS, Gurukula kangri Vishwavidyalaya on ***“Designing of Management Course Curriculum”***, on 12th December 2012.
- 7- National Seminar at B.S.M. (P.G.) College, Roorkee, Uttarakhand on ***“Food security in India”***, from 8th to 9th October 2012.

I.T. EXPOSURE

- Practical knowledge of Statistical package SPSS.
- MS Office.

ACADEMIC PROJECTS / PRESENTATION

- Presentation on small scale industries.
- Presentation on summer training project report titled ***“Analysis of market share of HCL in Sidcul Rudrapur, Udham Singh Nagar U.K.”***

EXTRA CURRICULAR ACHIEVEMENTS

- Participation in ‘National Child Science Congress’.
- Participation in ‘National Service Scheme’.
- Participation in ‘Scout Guide’.
- Secured 2nd position in advertising and branding quiz held at IMS Dehradun on 25th February 2010.
- Participated in Career Edge Program at IMS Dehradun on 5th May 2010.

PERSONAL INFORMATION

Father’s Name	: Late Shri Hira Lal
Date of Birth	: 16-07-1986
Languages Known	: English & Hindi
Hobbies	: Cooking, Playing Cricket, Interaction with people.
Address	: Piplia 33KV Substation, Kashipur, Udham Singh Nagar, U.K. INDIA, Pin-244713

REFERENCES

- 1- Prof. M.R.P. Singh, Professor & Head at Department of Management, Central University of Rajasthan, Rajasthan. Mob- +919983633307, E.mail- mrpsingh@curaj.ac.in
- 2- Prof. V.K. Singh, Professor, Dean & Head at FMS, Gurukul Kangri University, Haridwar, U.K. Mob- +917500133344, E.Mail- drvksingh1969@gmail.com
- 3- Prof. Praveen Sahu, Professor, Dean & Head at Department of Commerce, Central University of Rajasthan, Kishangarh, Mob- +919425122298, E.mail- praveen@curaj.ac.in



Place : CURAJ, Rajasthan, INDIA

Signature