

## CURRICULUM VITAE



**Dr. Ambrish Sharma ‘Professor’ (Management)  
Ph.D. (Management) & EPBM (IIM-L)**

Author, Poet, Karate Black Belt & A’ Graded Mountaineer.

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**Career objectives:** To obtain a challenging position with emphasis on Institutional Branding in a progressive organization which expects high performance and commitment levels in terms of cultural transformation within organization and society as whole.

**Present status:** **Professor & Associate Dean** ‘School of Commerce and Management, Lingaya’s Vidyapeeth, Faridabad, HR

**Experience :** (27 years):  
a) 16 years in Business schools at various Universities and colleges , b) 11 Years in CBSE Schools and c) 3 Years Martial Arts (Karate) Trainer of Indian Air Force

**A) Highlights of Professional Expertise, Honors and Awards:**

- Vice- President Alumni Executive committee IMT-CDL Ghaziabad
- Research Excellence Award 2021 from Institute of Scholars (InSc)
- Chairman, Board of Studies ,School of Commerce & Management, Lingaya’s Vidyapeeth (Deemed to be university ) Faridabad
- Chairman, Board of Studies ,School of management and Commerce, Sanskrit University Mathura
- Guest of Honor at 23rd National Conference on “Rebuilding Sustainable Economy Post COVID” Organized by Srusti Academy of Management Bhubaneswar (Odisha) held on 19-20, March 2-21
- Reviewer for Journal of Institute of Scholars InSc
- Panel speaker for Media conference with Lal Goel
- Panel speaker at National News channel Sudarshan TV

**B) Professional and Education qualifications : (Annexure –III)**

1. EPBM from IIM Lucknow in 2018-19
2. Ph.D. (Mgmt) from MP Bhoj University Bhopal (MP) in 2015
3. M. Phil (Mgmt) from Ch. Devi Lal University Sirsa (Haryana) in 2007
4. PGDBM/MBA (Mktg & IB) From IMT Ghaziabad Approved by Visva -Bharti University Shanti Niketan (WB) in 2004
5. M.Ed. M.D. University Rohtak (HR) in 1996
6. B.Ed. M.D. University Rohtak (HR) in 1994

**C) Experience (16 years in Business school/University)**

S.No	Position and Organization	Duration
1	Professor & Associate Dean School of Commerce and Management, Lingaya’s Vidyapeeth, Faridabad, HR	From: 12 July, 2021

2	Professor & Dean School of Management and Commerce, Sanskriti University, Mathura UP	From: 04 January 2021 to 10 July 2021
3	Associate Professor MBA (Marketing) Sinhgad Institute of Management, Pune, MH	From: 17 March 2017 to 28 December 2020
4	Associate professor and Domain Head MBA (Marketing), and Programme Officer (NSS) Mangalayatan University Aligarh.	25 November 2008 to 22 February 2017
5**	Senior Lecturer, Rajiv Academy of Technology and Management Mathura.	July 2008 to Nov 2008
6*	Senior Lecturer, INMANTEC Business School Ghaziabad.	July 2005 to August 2008
7**	Lecturer, Rajiv Academy Of Management Technology Mathura	January 2005 to June 2005
8*	Lecturer, INMANTEC Business School Ghaziabad.	July 2004 to December 2004
9.	Lecturer, Faiz -E- Aam Degree college Mathura	March 2003 to June 2004
10 (Industrial)	Instructor ; Martial arts (Karate) for Air force officers mess at Air Force Station Udampur J&K, from Dec 1999 to 2003.)	March 1999 to February 2003(4 years)
11	PGT & TGT at various CBSE schools including KV & APS	From Year 1993-2003

**D) Subjects Taught so far:**

- 1) Marketing Management, 2) Advertising Management, 3) Consumer Behavior  
4) Rural marketing 5) Services Marketing 6) International Marketing

**E) Research and Development (Annexure-1):** a) Books-2 with ISBN, b) Research papers-16, c) Research Project -1 in NCW Applied d) FDP, Workshops, Seminars, Conferences, presentations -

**F) Major responsibilities and Tasks (Annexure-2):** Major Roles and responsibilities during job at various institutes

**G) Professional and Education qualifications Details:** (Annexure –III)

**H) Memberships:**

1. Premium Member of Institute of Scholars (Id No.: InSc2019236F)
2. Member of Mountaineering club of Atal Bihari Vajpei Mountaineering and Allied sports Himachal Pradesh
3. Member of Technical Committee of MACFI (Martial Arts Coaches Federation of India) (H.Q. New Delhi).

**Personal Traits:** I love to take challenges and always work with full passion and enthusiasm.

**Hobbies:** Hindi poetry writing, Adventure sports and social service.

**Personal Memorandum:**

Fathers Name	: Mr. Ganga Dan Sharma
Date of Birth	: 15 <sup>th</sup> November 1970
Nationality	: Indian
Marital Status	: Married
Wife's Name & Occupation	: Ms. Sarita Trivedi 'Teacher' K. V. Mathura Cantt
Passport No	: M 2464410

**References:**

Prof. (Dr) Yogesh Upadhyay VC ITM University, Gwalior (MP) Mobile- +919425391291	Prof. (Dr) Pankaj Gupta E.D. INMANTEC Business School, Ghaziabad- UP. Ph.9811139396
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Place:

Date:

Signature

Annexure-1

**Research and Academic contributions and Professional development Related:**

**a) Research & Projects**

1. Research Project submitted to National commission for Women (NCW) with Estimated value of Rs 1830000.00 Titled : Gender Wage Gaps amongst Salaried Workers: A Comparative Study of Organized Sector and Unorganized Sectors of Economy in Selected North Indian States (Year 2020-21) (Acknowledgement Number NCW/1202112261682/RS/2021-2022/296)
2. Ph.D Research Topic: A Study of tourist profile and their satisfaction: A study of Madhya Pradesh ,
3. M.Phil Dissertation research topic: "Marketing behavior of livestock and its effect on agriculture (Aligarh) 2007.
4. PGDBM/MBA Dissertation Topic: "Export potential of SSI of India (Agra) 2003.

**b) Value added courses:**

1. Career Edge - Knockdown the Lockdown online course offered by TCS iON from 18/4/2020 to 14/5/2020 (Successfully completed)
2. LGHE ('Leadership and Governance in Higher Education') (Duration 16 week) February 2020 at Swayam (refresher course).
3. EdX online Course in Marketing Management MK 102x from IIM Bangalore in August 2017

**(c) Publications:**

**i. Book Published: 02**

1. Industry 4.0 Innovations in Management from Success Publications ISBN : 978-93-88441-85-8, Proceeding book of International conference -2019 SIOM Pune dated 27th and 28th February 2019.
2. 'Services: Trends and Insight', an edited book, from Wisdom Publication Delhi, India Year 2012 ISBN NO.9788289547936.

**ii. Paper Published: 16**

1. Published paper titled; *ROLE AND EFFECTIVENESS OF DELHI MOHALLA CLINIC: AN EMPIRICAL STUDY in ANVESAK an UGC Care Group 1 Journal* ISSN : 0378 – 4568 Vol. 51, No.2(VI) July – December 2021 69
2. Published paper titled; Cross Country Analysis of Women Entrepreneurs in Context To Setting Up A Women Entrepreneurship Platform (WEP) By Government of India in *UGC care Journal Purakala* ISSN:0971-2143 Vol-31-Issue-40-May -2020 Pg. 156-164.
3. Published paper titled; Empirical study of Hotel Industry in the era of E- commerce in *UGC care Journal Studies in Indian Place Names* with ISSN no. 2394-3114 Vol:40 issue: 27 Month: February Year: 2020.
4. Published paper titled; Statue of Unity: As a reflection of strategic leadership of Honorable PM Shri Narendra Modi for remodeling of culture in *International journal 2019 JETIR May 2019, Volume 6, Issue 5 www.jetir.org (ISSN-2349-5162 UGC approval No 63975 Pg. 570-574.*
5. Published paper titled; *Tourist satisfaction and its relationship with their profile (Satisfaction survey on Madhya Pradesh Tourism destinations) in International journal CASS(ISSN-25816403 ) UGC approval No 411030*

6. Published paper titled; 'Effects of Globalization on Indian women' in Conference *Proceedings on GLOBALIZATION AND ITS IMPACT ON INDIAN CULTURE AND SOCIAL VALUE*: pg.280-287, (ISBN: 978-93-80216-17-1) 2018.
  7. Published paper titled Passenger Service Quality Gap and Computerization in Indian Railway: A Live Project Study After Railway Budget 2016. In *IJCA Proceedings on National Conference on Advances in Computing Applications* NCACA 2016(2):30-33, (ISBN: 973-93-80892-82-7) September 2016.
  8. Published paper titled 'Rural tourism as a supportive mechanism for sustainable development of Indian tourism industry" in PSSH (an international Multidisciplinary Refereed research journal) Vol-2//No3/June ,2014 ,ISSN 2322-0317
  9. Published paper titled 'A critical Analysis of tourism industry and tourist perception(With special reference to Madhya Pradesh)" in Anukriti (an international Refereed research journal) Vol-4//No1/Jan-Mar ,2014 ,ISSN 2250-1193
  10. Published Research paper titled 'Business opportunities in Automobile sector (cars) after Copenhagen summit' in 'Transformation and survival of business organization' an international conference proceeding, organized by Prestige institute of management, Gwalior, in December 2011. pp. 349-357, New Delhi: Macmillan Publishers India Ltd. [ISBN: 978-935-059-061-4]
  11. Published paper titled 'FDI in Retail Business-A Boon or Bane" in VSRD International Journal of Business and Management vol.1(8),2011,1-5 ISSN No -2231-248X
  12. Published paper titled 'Strategic Framework for the Enhancement of Quality to Develop Education-Industry Linkages" in Gyanodaya Vol-1//No2/July-Dec 2008 ,ISSN 0974-1801 and same was Presented in National seminar at TATA assembly hall in Brihan Maharashtra college of commerce Pune on 19/02/08
  13. Published case study on 'The Ethical Dilemma' in European case clearing house ([www.ecch.com](http://www.ecch.com)) printed in UK and USA, Reference No -790-002-1
  14. Published Research Article on "Talent retention –A challenge in Digital Era; Trends and Strategies'." In KAIM Journal of Management and Research Vol.3 No.1 issue October 2010,
  15. Published Research Article on "FDI in retailing." In JIM Quest :Journal of Management and technology ,vol-06 issue 2010,
  16. Published research Article on 'Human capital management' Knowledge Hub volume-2 No-1 (Jan -June 2006) which was presented in 2<sup>nd</sup> IC of RATM Mathura on 15 Feb, 2006
- d) Professional Development Related Activities (FDP/QIP/ SDP)**
1. 5 days FDP on " PROJECT THRIVE-Leadership Excellence" from 09/08/2021 to 13/08/2021 at IIM (Indian Institute of Management) Amritsar.( No: ATAL/2021/1625810205)
  2. 5 Days AICTE (ATAL) FDP on Indian Heritage Management" from 2021-07-05 to 2021-07-09 at Amity University, Haryana ( No:ATAL/2021/1624442452)
  3. 14 Days AICTE sponsored FDP on case methods of teaching and case writing in Management Education from 11-23 December 2017 at Sinhgad Institute of Management Pune (Maharashtra)
  4. 7 Days Short Term Training Program on Qualitative Research Methods from 18-24 October 2016 at School of Management Studies in Motilal Nehru National Institute of Technology (MNNIT) Allahabad UP
  5. 7 Days National Workshop on Research methodology for Management and statistical analysis using IBM SPSS Statistics 22.0 from 26 May to 01 june 2014 ITM University Gwalior

6. 12 Days Mountaineering and High Altitude Tracking Course with 'A' Grade from Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports Manali (HP) from 18-27 December 2013
7. Seven days NSS Training of Programme Officers accredited by The Min.of Youth Affairs and Sports from Empanelled Training Institute Agra UP in August 2013
8. Participated in 13 days FDP on Entrepreneurship at BIT Misra Noida campus under DST Sponsorship from 07 January to 19 January 2013
9. Participated in 2 days AAKASH for Education workshop held on 10-11 Nov 2012 by IIT-Bombay
10. Participated in 1 Day FDP On Best Practices for Enhancement of Institutional Quality and excellence at IBMER (Mangalayatan university) on 06 October 2012
11. Participated in Workshop on Effective Doctoral Research in commerce and Management on 12 March 2011 at ITM Universe Gwalior
12. Participated in 04 days National Workshop on Research Methodology for Management and Statistical Analysis Using-PASW 18.0 between 18-21 August 2010 at ITM Universe Gwalior in association with SPSS south Asia Pvt. Ltd.
13. Presented Research paper titled 'Strategic Framework for the Enhancement of Quality to Develop Education-Industry Linkages in National seminar on Education -Industry linkages (focus on Business education) Sponsored by University Of Pune at TATA assembly hall in Brihan Maharashtra college of commerce (BMCC) Pune on 17-19/02/08
14. Participated in 03days National Workshop on Case Writing from 8-10 february 2008 at PIM Gwalior .
15. Presented Research paper on "The New Strategies of Talent Retention in Global Arena." in IC on Talent management- Challenges & Opportunities in global arena of GL ITM Mathura in, on 19/11/07
16. Participated as organizer in 03 days International conference on BRICS: agenda for cooperation by INMANTEC Ghaziabad in collaboration with UPTU & PhD chamber of commerce on 05-07 December 2007
17. Participated in 10 days SDP On cross functional Updates for developing multi skills in Teaching and Research under AICTE Sponsored at INMANTEC Ghaziabad from 22 June to 01 July 2007.
18. Presented research paper on "FDI in retailing –A Boon or Bane" in 3<sup>rd</sup> IC Global trends in retailing at RATM Mathura on 26-28 Feb, 2007
19. Participated in 14 days QIP On organizational behavior under AICTE Sponsored at HIMCS Mathura, from 18 December to 31 December 2006.
20. Participated as organizer in 03 days International conference on Business Excellence Through Technology: global Issues by INMANTEC Business school Ghaziabad in collaboration with UPTU & PhD chamber of commerce on 06-08 November 2006.
21. Participated in 13 days SDP on management practices in Indian Organizations: trends and Issues under AICTE Sponsored at GGIP University, New Delhi from 05 June to 17 June 2006.
22. Attended National Seminar on Services Marketing, Organized by GLAITM Mathura UP in 2006.
23. Presented a research paper on 'Human capital management' was presented in 2<sup>nd</sup> IC on Human Resource management in Developing National Talents for Global Achievement at RATM Mathura on 14-16 Feb, 2006

24. Participated as organizer in 03 days International conference on Business Transitions: The Road Ahead by INMANTEC Business school Ghaziabad in collaboration with UPTU & PhD chamber of commerce on 21-23 November 2005.
25. Participated 3 days International Conference, from 07 January to 10 January 2005 organized by Integrated Academy of Management Technology. Ghaziabad at India International center (IIC). New Delhi.
26. Presented research Article on “Qualities of teacher ” in National conference on a blue print of education for emerging child by Sri Aurobindo society ,Mathura with collaboration of All India Association for Education research (UP chapter ) at Amarnath Vidya Ashram Mathura on 25-26 December 2004
27. Participated in 15 days FDP under AWES Sponsored at Army Public School Udhampur J&K, from 01 May to 15 May 2001.

**e) Paper Presented:**

- 1 Presented Research article titled ‘**Covid-19: Challenges and opportunities in the tourism sector in India**’ on 5-6 May 2020 in ONLINE INTERNATIONAL CONFERENCE-2020 “COVID-19: LIVES AND LIVELIHOOD” (Organized by School of Commerce and Economics, KIIT-DU, Bhubaneswar)
- 2 Presented Research article titled ‘**Empirical study of Hotel Industry in the era of E-commerce**’ on 17-18 February 2020 in a national conference ‘Confluence-2020 on Transformative role of business in social responsibility: An Indian Perspective” at SKN Sinhgad School of Business management Pune
- 3 Presented Research article titled ‘Organized sector as an engine to boost rural retailing on 30-31 January 2011 in a national conference on Retailing in India: Emerging Dimensions to Explore Rural potential at Institute if Information management and Technology, Aligarh
- 4 Presented Research article titled ‘Potential of Indian tourism industry and budgetary provisions with special reference to medical tourism in one day seminar on Budgetary implications for corporate India in financial year 2010-11’ on 31 March 2010 by Mangalayatan University Aligarh
- 5 Presented Research paper titled ‘Business opportunities in Automobile sector (cars) after Copenhagen summit’ in one day seminar on Contemporary Issues in Global Business on 15 january 2010’ by Mangalayatan University Aligarh
- 6 Presented Research article titled ‘Institutes-Industry interface: A review of literature’ on 15 November, 2009 under the aegis of SAS (A kind of FDP) at IBM MU Aligarh
- 7 Presented paper titled ‘Sustainable Development of 2 P’s (Personal and Professional) of Work Force to Retain talent as an Entrepreneur’ in 4<sup>th</sup> IC at RATM Mathura on 15/02/08
- 8 Presented Research Article on “Continuing Education for Teacher Educator” on 17 November 2003 Kendriya Hindi Sansthan (Ministry of HRD) Agra.

## **Annexure-2**

### **Major responsibilities and tasks undertaken**

#### **A- Administrative Assignments:**

##### **i) Assignments so far at Lingaya's University Faridabad HR**

- Dean SOCM (School of Commerce and Management)
- MOU with ICSI
- MOU with FMA
- Chairman, Board of Studies ,School of Commerce & Management ,
- Founder president of Center of excellence (Marketing)
- Restructuring of Business clubs and committees

##### **ii) Assignments so far at Sanskriti university Mathura UP**

- Dean SOMC (School of management and Commerce)
- Acting Director T&P
- NSS Programme Coordinator of University
- Chairman, Board of Studies ,School of management and Commerce,
- Head Industry-Academia Cell Sanskriti University
- Head NAAC criteria-5

##### **iii) Assignments so far at SIOM (Sinhgad Institute of Management) Pune**

- NAAC criteria -1 head
- Course Coordinator MBA (Marketing)
- Coordinator Management fest

##### **iv) Assignments so far at Mangalayatan University**

- Domain Head MBA Marketing and IB, at IBM
- Coordinator T&P for IBM
- Programme Manager Distance Education Centre for Management studies
- NSS Programme officer Trained from ETI Agra
- Programme Officer RRC (Red Ribbon Club)

##### **v) Assignments so far at INMAMTEC Business School Ghaziabad UP**

- **Spearheaded Marketing drive of INMANTEC Business School Ghaziabad** since July 2005- July 2008 to make it as a preferred brand in Bihar, Jharkhand and in Eastern UP.
- Programme coordinator (BBA) at INMANTEC Business School Ghaziabad
- Prepared Standard operating Procedures and Documentation Process for INMANTEC hostel towards **ISO 9001-2000 certification**
- Faculty In charge Sports at INMANTEC Business School Ghaziabad

#### **B- Extended Expert Services:**

- Guest professor for Online teaching of MBA online at Dy Patil University Pune
- Ph.D Thesis Examiner for Kalinga University Raipur (CG) Ref: KU/CRD/MAN/2014/T/2 on dated 13/5/2018
- Question paper setter for GLA university Mathura since 2013
- Question paper setter for RNB Global University Bikaner (Raj) since 2016
- Examiner SIP Viva-Voce for GLA university Mathura since 2016
- Guest/Visiting faculty for RNB Global University Bikaner (Raj)

#### **C- As Resource Person/Guest Lecture:**

1. Judge in Elocution 2015 at Institute of Chartered Accounts of India Aligarh Branch on 01/07/2015
2. Delivered a Lecture on “Rural marketing scope and challenges” at Jain College Gwalior for management faculty and students on 09 May 2011
3. Chaired Technical Session on the occasion of International Conference on Retail at RATM Mathura on 25<sup>th</sup> Feb’2007
4. Delivered a Lecture on “Class management skills” at GGIP University Delhi for management faculties in AICTE sponsored FDP on 23 July 2006
5. Lecture delivered at Shreejee Baba College of education Mathura on ‘Qualities of a Teacher’ for their faculty as well as trainee teachers on 16 March 2006.
6. Held the position of Judge in All India Martial Arts Championship in year 2000&2001.

**D- Extra Curricular Contributions:**

1. Successful participant of 32<sup>nd</sup> Pune International Marathon on 3<sup>rd</sup> December 2017
2. Four -7 Days and Night special camps under the aegis of NSS from 2012-2016.
3. One five days Peer Educators and sensitization workshop (24-28 march 15) under the aegis of RRC (Red Ribbon Club)
4. Organized plantation program under the aegis of Forest deptt Government of UP state on 31 july 2007
5. Served as a Care Giver to eye patients at night hours for one week as a part of social service at *Nishulk Naitra chikitsa sivr* at Faridabad in 1997.



## Annexure-III

**EDUCATIONAL QUALIFICATIONS: (updated)**

<b>. EDUCATIONAL QUALIFICATIONS : (updated)</b>							
Sr. No.	Exam	Year Passed	School / College	Board / University	Class /Marks Obtained (%)	Part Time/ Full Time/ Distance Mode	Main Subjects
1.	EPBM (One year)	2019	IIM Lucknow (Noida campus)	IIM Lucknow	A+	PT	Management
2.	Ph D	2015	MP Bhoj University Bhopal MP	MP Bhoj University Bhopal MP	Awarded	DM	Management
3.	M.Phil	2007	CDL university Sirsa HR	CDL university Sirsa HR	52	DM	Management
4.	MBA/ PGDBM	2005	IMT Ghaziabad	Viswa Bharti Shanti Niketan WB	63	DM	Marketing & IB
5.	M.Ed	1996	MDU Rohtak	MDU Rohtak	44.3	DM	Curriculum Development
	B.Ed	1994	MDU Rohtak	MDU Rohtak	48.4	DM	S.St & Eng
	MA Eco	1991	PC Bagla College Hathras	Agra University	45	PT	Eco
	BA	1989	PC Bagla College Hathras	Agra University	40	PT	Eco
	Intermedia te	1987	BIC Mathura	UP Board Allahabad	52	FT	Medical
	High school	1985	JJ HS Edalgarhi Mathura	UP Board Allahabad	49	FT	Science