



University Faculty Details Page on DU Web-site

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Title	Dr.	First Name	ASHISH	Last Name	CHANDRA	Photograph
Designation	Associate Professor					
Department	Department of Commerce					
Address	(Campus)	Delhi School of Economics, University of Delhi, Delhi – 110007.				
	(Residence)	AB – 171, Shalimar Bagh, Delhi – 110088.				
Phone No	(Campus)	011 – 27667891				
	(Residence)optional					
Mobile	(+91) – 9899092300					
Fax	011 – 2766-6781					
Email	dr.ashishchandra@gmail.com					
Web-Page	http://www.commercedu.com/dr-ashish-chandra/					
Education						
Degree	Institution				Year	
Ph.D in Management (Marketing)	Institute of Management Studies, Bundelkhand University, Jhansi, U.P.				2005	
Master of International Business Management (M.I.B.M)	Institute of Management Studies, Bundelkhand University, Jhansi, U.P.				2003	
Bachelors in Tourism Studies (B.A. Tourism)	College of Vocational Studies, University of Delhi, Delhi.				2001	
Career Profile:						
Organisation / Institution			Designation	Years	Role	
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.			Associate Professor	2015 – Till Date	Teaching, Research and Educational Administration	
Vivekananda Institute of Professional Studies, Affiliated to Guru Gobind Singh Indraprastha University, Delhi.			Associate Professor	2013 – 2015	Teaching, Research and Educational Administration	
Amity University, Bharati Vidyapeeth University, Bhartiya Vidya Bhawan, Delhi Institute of Management Studies, ICFAI and Indian Institute of Financial Planning.			Visiting Professor	2012 – 2013	Teaching and Research and Consulting	
Asia-Pacific Institute of Management, 3 & 4 Institutional Area, Jasola, New Delhi.			Professor	2011 – 2012	Teaching, Research, MDPs, Consulting and Educational Administration	

Rukmini Devi Institute of Advance Studies, Rohini, Affiliated to Guru Gobind Singh Indraprastha University, Delhi.	Professor	2010 – 2011	Teaching, Research and Educational Administration
Rukmini Devi Institute of Advance Studies, Rohini, Affiliated to Guru Gobind Singh Indraprastha University, Delhi	Associate Professor	2009 – 2010	Teaching, Research and Educational Administration
Bharati Vidyapeeth University Institute of Management and Research, New Delhi	Associate Professor	2007 – 2009	Teaching, Research and Educational Administration
Amity International Business School, Amity University, Noida U.P.	Lecturer	2006 – 2007	Teaching, Research and Educational Administration
IBM (International Business Machine), Gurgoan, Haryana	Technical Support Specialist	2006	Training and Technical Support
Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi, U.P.	Reader	2005	Teaching, Research and Educational Administration
Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi, U.P.	Lecturer	2003 – 2005	Teaching, Research and Educational Administration

Administrative Assignments

Administrative Responsibilities at University of Delhi.

- **Selection Committee (2017)** – Member of duly constituted Selection Committee for Appointments of Assistant Professor (Ad-hoc) at Department of Computer Science, University of Delhi.
- **Screening Committee (2017)** – Member of Screening Committee for Department of Computer Science, University of Delhi.
- **Centre Observer** – At Bangaluru Centre for Central Entrance Test – 2016 of University of Delhi.

Administrative Responsibilities at Department of Commerce, University of Delhi.

- Nodal Officer – NAAC Committee, Department of Commerce
- Coordinator – U.G. Examinations
- Convener – Prevention of Caste Based Discrimination Committee

- Member – Courses of Committee
- Member – Anti Ragging Committee
- Member – Anti Smoking Committee

**Major Administrative Responsibilities at Institutions other than Department of Commerce,
University of Delhi.**

- **Co-Chairperson (MDPs)** – Liaison with Corporate / Industry, Content Development, Conducting MDPs.
- **Chairperson (Admissions)** – Prospectus Content Development, Quality Intake, Digital Media Marketing, Social Media Marketing, Seminars, Liaison with Channel Partners.
- **Chairperson (CIIE)** – Established and run the Centre for Idea, Innovation, Incubation & Entrepreneurship. Conduct of one month M.S.M.E funded Workshop, Guided students for Business Plan, Live Projects, etc.
- **Chairperson (Summer Trainings)** – Coordinated Summer Trainings for MBA Students. Handled all the activities right from liaison with the companies till the final summer training placements of students.
- **Chief Coordinator (IIPC)** – Managed Industry Institute Partnership Cell (IIPC) in association with AICTE in capacity of Head & Chief Coordinator.
- **Centre Observer (Entrance Test-2005)** – Conducted Bundelkhand University, Jhansi Entrance Test-2005 as Centre Observer in Delhi.
- **Centre Observer (Campus for Open Learning-2004)** – Conducted Annual Examinations of Bundelkhand University Campus for Open Learning – 2004 for various courses as Centre Observer in Delhi.

Research Interests / Specialization

Marketing, Branding, Consumer Behaviour, Entrepreneurship, Services Marketing, Customer Relationship Management, Digital Marketing.

Subjects Taught

Business Environment, Consumer Behaviour, Entrepreneurship, International Marketing, Management: Principles, Practices and Philosophies, Marketing Management, Sales and Distribution Management,

Services Marketing, Business Policy and Strategic Management.

Research Guidance

Supervision of Ph.D Research Work:
Doctoral Thesis submitted – 1
Doctoral Thesis under progress – 4

Supervision of M.Phil Research Work:
M.Phil Dissertation submitted – 2
M.Phil work under progress – 2

Total Publication Profile:

Books / Monographs

Title	ISBN	Publisher's Details	Authorship
Innovations in Marketing	978-1-68094-708-3	Arcler Press, New York, United States of America	Single Authored
Marketing for Entrepreneurs and SMEs	978-1-68094-707-6	Arcler Press, New York, United States of America	Single Authored
Business Rethinking in 21st Century (in set of 2 Vols.)	978-81-8329-670-0	Shree Publishers & Distributors, Delhi, India	Co-Authored
Travel Tourism & Hospitality	81-88658-75-8	Shree Publishers & Distributors, Delhi, India	Co-Authored
Hotel, Tourism & Catering Management	81-88658-44-8	Shree Publishers & Distributors, Delhi, India	Co-Authored
Pharmaceutical Industrial Management	978-81-8329-301-3	Shree Publishers & Distributors, Delhi, India	Co-Authored
Public Administration	81-8329-001-9	Shree Publishers & Distributors	Co-Authored
Tourism Environment and Ecology	81-8329-067-1	Shree Publishers & Distributors	Co-Authored
Public Finance	81-8329-000-0	Shree Publishers & Distributors	Co-Authored
Tourism Strategies for Rural Development	81-88658-45-6	Shree Publishers & Distributors	Co-Authored
Tourism, Biodiversity &			

Sustainable Development Vol. 6 (in 6 Vols.)	81-8205-039-1	Isha Books, Delhi, India	Co-Authored
Tourism, Biodiversity & Sustainable Development Vol. 5 (in 6 Vols.)	81-8205-038-3	Isha Books, Delhi, India	Co-Authored
Tourism, Biodiversity & Sustainable Development Vol. 4 (in 6 Vols.)	81-8205-037-5	Isha Books, Delhi, India	Co-Authored
Tourism, Biodiversity & Sustainable Development Vol. 3 (in 6 Vols.)	81-8205-036-7	Isha Books, Delhi, India	Co-Authored
Tourism, Biodiversity & Sustainable Development Vol. 2 (in 6 Vols.)	81-8205-035-9	Isha Books, Delhi, India	Co-Authored
Tourism, Biodiversity & Sustainable Development Vol. 1 (in 6 Vols.)	81-8205-034-0	Isha Books, Delhi, India	Co-Authored
Tourism Development: Principles and Practices	81-88658-42-1	Shree Publishers & Distributors	Co-Authored
Tourism : Sustainability and Growth	81-88658-43-X	Shree Publishers & Distributors	Co-Authored
Tourism and Hospitality Management	81-88658-46-4	Shree Publishers & Distributors	Co-Authored
Travel and Tourism Management	81-88658-73-1	Shree Publishers & Distributors	Co-Authored
Legal Perspectives in Indian Tourism	81-88683-24-8	Abhijeet Publications	Co-Authored
Modern Trends in Tourism and Hospitality—in 5 Vols.	81-88658-90-1	Shree Publishers & Distributors	Co-Authored
Eco-Tourism	81-88658-97-9	Shree Publishers & Distributors	Co-Authored
Hospitality, Leisure and Tourism Industries	81-88658-98-7	Shree Publishers & Distributors	Co-Authored

Tourism and Sustainable Development	81-88658-99-5	Shree Publishers & Distributors	Co-Authored
Managerial Economics	81-88658-92-8	Shree Publishers & Distributors	Co-Authored
Food Production and Hospitality Management	81-88658-95-2	Shree Publishers & Distributors	Co-Authored
Tourism in 21st Century	81-7141-720-5	Discovery Publishing House, Delhi, India	Co-Authored

In Indexed/ Peer Reviewed Journals :

DIGITAL PAYMENT USAGE, ACCEPTANCE AND ITS IMPACT ON CONSUMER BEHAVIOUR: A STUDY OF DELHI REGION

Ashish Chandra, Ruchi Shukla, Abhay Ku. Gupta

Published in Journal of Management Research & Insight (ISSN: 2456 1088), published from Banarsidas Chandiwala Institute of Professional Studies, Dwarka, Delhi.

OLA vs. UBER – The Battle of Dominance

Ruchi Shukla, Ashish Chandra and Himanshi Jain

Published in IOSR Journals (p-ISSN: 2319-7668) published by International Organization of Scientific Research, a unit of CSIR.

Do Merger and Acquisition Practices Connect to Non-Monetary Issues

Mukesh Jain, Ashish Chandra, Ravindra Kumar Gupta

Published in International Bi-annual Refereed Research Journal SAARANSH (ISSN: 0975-4601), published from RKG Institute of Technology, Ghaziabad, U.P.

Corporate Social Responsibility: A Study of Spending Pattern and Regional Imbalances in India

Satnam Singh, Ashish Chandra, Anu Vasudev

Published in International Bi-annual Refereed Research Journal, BVIMR Management Edge (ISSN 0976-0431), published by Bhartiya Vidyapeeth Institute of Management and Research, New Delhi.

Consumer Acceptability of Online Banking in India Market

Ashish Chandra

Published in International Journal - Disha Journal of Management (ISSN No.0976-2574), published by Disha Institute of Management and Technology, Raipur.

Green Marketing: A tool to Combat Environmental Challenges

Ashish Chandra, Mrs. Navneet Kaur and Anoop Pandey

Published in International Management Journal Effulgence in Vol.7 No.2, published by Rukmini Devi Institute of Advance Studies, Rohini, Delhi, Affiliated to Guru Gobind Singh Indraprastha University, Delhi in July, 2009.

Issues and Gray Areas in Tourism Education

Devesh Nigam and Ashish Chandra

Published in International Journal HOTELLINK INTERNATIONAL (ISSN 1451-5113), Belgrade, Yugoslavia in December 2004.

Articles/Book Chapters/Conference Proceedings:

Potential of Aromatic & Medicinal Plants in Garhwal Himalayas for the Development of Health Tourism
Devesh Nigam and Ashish Chandra

Published in the proceedings of International Geographic Union Conference "Recent Trends in Tourism: the Baltic and the World" Garfield, Germany in June 2004.

Indian Mints and their Utilization for Herbal Cure in Health Resorts

Devesh Nigam and Ashish Chandra

Published in National Journal SUNRISE NATURE AND HEALTH, New Delhi, India in October 2004.

Nature Conservation in Garhwal needs Wildlife based tourism

Devesh Nigam and Ashish Chandra

Published in the proceedings of the International Conference on "Ecotourism Planning and Management in Protected Areas" organized by Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, Srinagar, Uttranchal, Mussoorie, India during February 28 to March 03, 2005.

Impact of tourism on environment in Garhwal Himalaya: A Critical Assessment

Ashish Chandra and Devesh Nigam.

Published in Tourism Environment & Ecology – An International Book published by Indica Publishers & Distributors Pvt. Ltd, New Delhi, 2005.

Commodification of Tourism in Twenty-first Century: A Case of Garhwal

A.C. Shukla, Vandana Asthana, Ashish Chandra and Devesh Nigam

Published in Tourism Environment & Ecology – An International Book published by Indica Publishers & Distributors Pvt. Ltd, New Delhi, 2005.

Information Technology: Emerging Advancements in Retail Sector

Ashish Chandra, Vikas Dahiya and Anoop Pandey

Published in proceedings of "Modern Management Practices & Information Technology Trends" National Conference organized by DAV Institute of Engineering & Technology, Jalandhar during March 17 – 18, 2009.

Global Economic Slowdown and its impact on the Financial Services industry in India

Ashish Chandra and Rahul Kumar

Published in the National Conference on "Enterprise Management in a Traditional Economy", Organized by Banarsidas Chandiwala Institute of Professional Studies, Dwarka, Delhi, Affiliated to Guru Gobind Singh Indraprastha University, Delhi on November 28, 2009.

Knowledge Management: The Next Big Thing

Ashish Chandra, Rahul Kumar and Vikas Dahiya

Presented and published in the National Conference on "Information Management in Knowledge

Economy” organized by University School of Management Studies, Guru Gobind Singh Indraprastha University jointly with IETE, CSI and IEEE Delhi at New Delhi on March 20, 2010.

Be Well Prepared!

Ashish Chandra

Published in the daily national “The PIONEER” on May 01, 2012

Sachet Marketing: Combating competition and reaching bottom of pyramid – A study of Delhi NCR area
Ashish Chandra, Sachin Gupta and Anu Vasusdeva

Published in the proceedings of National Conference – 2014 on “Business Rethinking and Innovative Solutions Together for Reinventing Management” organized by Vivekananda Institute of Professional Studies, Pitampura, New Delhi during February 26 – 27, 2014.

Small Pockets – Big Target : Capturing Children Segment – A new mantra for widened market share

Published in the Book Volume of Convention papers; presented at 3rd Annual Commerce Convention, organized by Department of Commerce, Delhi School of Economics, University of Delhi, during April 12-13, 2014.

CSR as a measure for enhanced reputation – A review of world renowned select companies

Published in the souvenir of 4th Annual Commerce Convention on “Corporate Governance and CSR: Retrospect and Prospects” organized by Department of Commerce, Delhi School of Economics, University of Delhi, during December 18 – 19, 2015.

Consumer Awareness, Motivation and Attitude towards Eco-friendly Products – An empirical study of Delhi region.

Ruchi Shukla, Ashish Chandra and Manisha Jain

Published as Chapter in Book on New Age Business Strategies in Emerging Global Markets (ISBN: 978-93-84869-97-7). (2015).

Conference Presentations:

Sustainability Marketing through Social Media: An Empirical Study

Ashish Chandra, Ruchi Shukla, Nitish Bagri, Charu Sarin

Presented in Suscon VII: Community, Conversation and Co-Operation – 7th Annual International Conference on Sustainability organized by IIM-Shillong during 29th November to 1st December, 2018.

The Impact of Digital Collaboration on Consumer Behavior: A Study of Select E-tailors In Delhi–NCR

Ashish Chandra, Isha Chugh and Rishabh Gupta

Presented in International Conference, CODE – Conference on the Digital Economy organized by Indian School of Business, Hyderabad during December 22-23, 2017.

Achieving Social Welfare through CSR and Sustainability: A Case Study of Select Indian Companies

Ashish Chandra, Mukesh Kumar Jain, Swati Khanna

Presented in International Conference on Corporate Governance: Retrospect and Prospects organized by Institute of Management Studies, Ghaziabad, U.P., during February 12-13, 2017.

Corporate Social Responsibility: A Study of Spending Pattern and Regional Imbalances In India

Satnam Singh, Ashish Chanra, Anu Vasudev

Presented in International Conference on Corporate Governance: Retrospect and Prospects organized by Institute of Management Studies, Ghaziabad, U.P., during February 12-13, 2017.

CSR as a measure for Enhanced Reputation – A review of world renowned select companies

Presented in 4th Annual International Commerce Convention on *Corporate Governance and CSR: Retrospect and Prospects* organized by *Department of Commerce, Delhi School of Economics, University of Delhi* held during 18th – 19th December, 2015.

Corporate Research Projects and Consulting Activities

Consulting Project Title and Year	Consulting Amt.	Company/Firm	Duration
Distribution Network and Market Development – A Live Research and Consultancy Project for the expansion of Retail and Distribution Network in Delhi NCR region in the year 2014.	Rs. 2,00,000/-	Bodycare International Ltd., New Delhi	2 months
Market Research and Retail Market Development project conducted in Delhi NCR area for the expansion of business in the year 2014.	Rs. 3,65,000/-	Rishabh Sanitary Appliances Pvt. Ltd., New Delhi	

Projects (Major Grants / Collaborations)

Project Title and Year	Funding Amount	Funding Agency	Duration
Customers' Education and Consumers' Awareness with regard to their rights and protection against mal practices by manufacturers, distributors, retailers and sellers of various products and services: A Research-cum-implementation project to be conducted phase-wise in different urban and rural areas of India. (2017)	Rs. 12,50,000/- (Rupees Twelve Lakh and Fifty Thousand Only)	Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Government of India	One Year
one month Workshop on Business & Skills Development Programme (2011)	Rs. 60,000/- (Rupees Sixty Thousand Only)	Micro Small and Medium Enterprises, Ministry of Industries, Government of India	One Month

Awards & Honors

Honour of being awarded by 02 Gold Medals & 02 Merit Scholarship Certificates from the hands of First Citizen of India, His Excellency, The then, Hon'ble President of India, Late. Dr. A. P. J. Abdul Kalam ji.

1. Chancellors Gold Medal for being the topper of the M.I.B.M Examination.
2. Sri. Bhagwan Dass Gold Medal for achieving highest marks in M.I.B.M throughout the course.
3. Two Merit Scholarships for standing first class first in both the academic years of M.I.B.M.

Other Details

I. Contribution as Editors:

Associate Editor:

Journal of Hospitality and Tourism, Refereed International Journal published by Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi during 2003 to 2005.

Journal of Applied Economics, Refereed International Journal published by Department of Economics, Bundelkhand University, Jhansi during 2003 to 2005.

Co-Editor:

BVIMR Management Edge, Refereed International Journal published by Bharati Vidyapeeth University Institute of Management and Research, New Delhi during 2008 to 2009.

Editor:

Effulgence, Refereed International Journal published by Rukmini Devi Institute of Advance Studies, Rohini, Delhi, Affiliated to Guru Gobind Singh Indraprastha University, Delhi from 2009 to June, 2011.

II. Registered Copyright:

Got a copyright registered © 2013 "A's and IP's of Marketing-Mix", for original work on updation and conversion of Marketing-Mix from 7 P's to 9 IP's in today's too fierce globally competitive world.

III. Management Development Programme (MDP):

Conducted an M.D.P for Meddin Belle Health Care Pvt. Ltd. titled, "Sales and Selling – Mastering the Art" for their Sales Managers and Zonal Sales Managers.

(Signature of Faculty Member)

(Signature & Stamp of Head of the Department)