




## Faculty Details

Title	Professor	First Name	Sanjay K.	Last Name	Jain	Photograph
Designation		<b>Professor in Marketing and International Business</b>				
Address		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi – 110007.				
Phone No	Office	011-27667891				
	Residence	<b>011-25256583</b>				
	Mobile	-				
Email	skjaindse@hotmail.com					
Web-Page	www.du.ac.in					
<b>Educational Qualifications</b>						
Degree		Institution			Year	
Ph.D.		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.			1987	
M.Phil..		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.			1980	
PG		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.			1977	
UG		Shri Ram College of Commerce, University of Delhi, Delhi.			1975	
Any other qualification						
P. G. D. I. T. (Post Graduate Diploma in International Trade)		Indian Institute of Foreign Trade (IIFT), New Delhi.			1981	
D. L. I. I. (Diploma in Law of International Institutions)		Academy of International Law, Department of Political Science, University of Delhi, Delhi.			1979	
<b>Career Profile</b>						
- <b>Have been actively engaged with postgraduate teaching and researches in the areas of marketing and international business for more than last 30 years.</b>						
Department of Commerce, Delhi School of Economics, University of Delhi.		Professor of Marketing and International Business	Since July 27, 1998.	Engaged with postgraduate teaching and research in the areas of marketing and international business.		
Department of Commerce, Delhi School of Economics, University of Delhi.		Head and Professor of Marketing and International Business	January 1, 2007 to December 31, 2009.	Restructuring of M. Com. admission process, Development of student feedback mechanism for postgraduate courses in the Department and University of Delhi, Members of the Committees constituted for restructuring of M. Phil. Ph. D. and		

			short-term courses in the university, Acting as Coordinator – Commerce Stream at ILLI, University of Delhi. Advisor – Professional Programmes, Have also been Coordinator – MIB Programme.
Faculty of Commerce and Business, University of Delhi.	Dean	January 1, 2007 to May 18, 2008	Looking after the strategic and policy issues concerning the administration of the Department of Commerce and Department of Financial Studies.
School of Management Studies, G. G. S. Indraprastha University, Delhi.	Professor in Management and Dean (Training and Placement)	July 9, 1999 to March 7, 2000	Postgraduate teaching and research, Looking after activities relating to training and placement in the University.
Department of Commerce, Delhi School of Economics, University of Delhi.	Reader in International Marketing	April 14, 1988 to July 26, 1988.	Postgraduate teaching and research, Acted as Co-ordinator of M. Phil. (Marketing), Convenor – M. Phil. Programme, Coordinator – PGDIM Programme,
Indian Institute of Foreign Trade (IIFT), New Delhi.	Associate Professor	September 17, 1987 to April 6, 1988	Postgraduate teaching, research and administration.
Department of Commerce, South Delhi Campus, University of Delhi, Delhi.	Lecturer in Commerce	December 21, 1983 to April 1, 1985	Postgraduate teaching, research and administration.
Shri Ram College of Commerce, University of Delhi, Delhi.	Lecturer in Commerce and as Reader in Commerce (with effect from August 1987)	January 16, 1982 to April 14, 1988 ( <i>On leave during the periods Dec. 1983-March, 1985 and Sept. 1987 to April, 1988</i> )	Teaching to B. Com. (Hons.) students at the college and postgraduate students at the Department of Commerce, University of Delhi.
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.	Teacher Fellow (UGC Fellowship)	January 4, 1980 to January 13, 1982	Postgraduate teaching and research.
Satyawati Co-educational College, University of Delhi, Delhi.	Lecturer in Commerce	November 8, 1977 to January 16, 1982 ( <i>On leave during the period January, 1980 to January 1982</i> )	Undergraduate teaching at the college and postgraduate teaching in the Department of Commerce.

#### Administrative Assignments

**Have been coordinator of various programmes in the department: Coordinator - M. Phil. (Marketing), Coordinator – MIB, Convener** as well as **Member** of the various departmental and university committees.

Have earlier served as the Head, Department of Commerce (2007-09) and Dean, Faculty of Commerce and Business (2007-08), University of Delhi.

Have also served as University Nominee to **the governing bodies** of several colleges of the University of Delhi.

Have also served as Governor/ Chancellor nominee to the governing bodies/ faculties of different universities.

Have been member of the governing bodies/ advisory boards of various management institutes in and outside Delhi.

**Currently Coordinator – M. Phil. (Marketing) Programme, Currently Coordinator – Ph. D. Course Work (Advance Marketing). Also serving as a university nominated member of the Academic Council, University of Delhi.**

#### Areas of Interest / Specialization

Marketing, Marketing Research, International Marketing, Services Marketing, International Business, Business Ethics and Corporate Social Responsibility, and Research Methodology.

#### Subjects Taught

Marketing Management, Marketing Research, Consumer Behavior, Advertising, International Advertising, International Marketing, Services Marketing, International Marketing Research, International Business, Research Methodology.

#### Research Guidance

*List against each head (If applicable)*

1. Supervision of awarded Doctoral Thesis - **15**
2. Supervision of Doctoral Thesis, under progress - **8**
3. Supervision of awarded M. Phil dissertations - **30**
4. Supervision of M. Phil dissertations, under progress - **05**

#### Publications Profile

*List against each head (If applicable) (as Illustrated with examples)*

1. Books/Monographs (Authored/Edited)
2. Research papers published in Refereed/Peer Reviewed Journals
3. (a) Research papers published in Academic Journals other than Refereed/Peer Reviewed Journals  
(b) Research papers published in Refereed/Peer Reviewed Conferences  
(c) Research papers Published in Conferences/Seminar other than Refereed/Peer Reviewed Conferences
4. Other publications (Edited works, Book reviews, Festschrift volumes, etc.)

#### Books / Monographs

<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>Co-Author</u>
2016	"Sustainable Development through Consumer Well-being and Life Satisfaction: Preliminary Findings and Strategy Implications from Study in India" in John R. McIntyre, Silvester Ivanaj, Vera Ivanaj and Rabi N. Kar, <i>Emerging Dynamics of Sustainability in Multinational Enterprises</i> , Glos & Massachusetts: Edward Elgar Publishing Limited, pp. 164-183.	Glos & Massachusetts: Edward Elgar Publishing Limited.	One
2008	"Searching for Critical Success Factors: A Dimension-Specific Assessment of Service Quality and its Relationship with Customer Satisfaction and Behavioral Intentions in Fast Food Restaurants" in Vinnie Jauhari, ed., <i>Global Cases on Hospitality Industry</i> , pp. 79-116.	Haworth Press, New York, USA, Macmillan India Ltd.	-
2008	"Service Quality in Retail Banking: An Empirical Investigation" in R. K. Mittal, A. K. Saini and Sanjay Dhingra, ed., <i>Emerging Trends in the Banking Sector</i> ,	Macmillan India Ltd., New Delhi	One
2007	Business Studies	NCERT, New Delhi	Various contributors
2002	"Marketing-Research Services Marketing" in Ravi Shankar, ed., <i>Services Marketing: The Indian Perspective</i> , pp. 528-554.	Excel Books, New Delhi.	-
1992	<i>A Text book on Marketing and Salesmanship: Elements of Retailing</i> , Volume III.	Department of Vocationalisation of Education, NCERT, New Delhi,	One

1988	<i>Export Marketing Strategies and Performance: A Study of Indian Textiles</i>	Commonwealth Publishers, New Delhi,	One
------	--	-------------------------------------	-----

Research Papers in Indexed/ Peer Reviewed Journals

More than **100 papers** published in indexed/ peer reviewed national and international journals including *Journal of Global Marketing* (USA), *Malaysian Journal of Small and Medium Enterprises* (Malaysia), *Journal of International Consumer Marketing* (USA), *Global Business Review* (Sage Publications), *Foreign Trade Review (IIFT)*, *Economic and Political Weekly*, *India Quarterly*, *Business Analyst*, *Journal of Technology Management for Growing Economies*, *Review of Commerce Studies*, *The Orient Vision: A Quarterly Journal*, *Journal of Commerce and Business Studies*, *VISION – The Journal of Business Perspective* (Sage Publications), *Vikalpa* (IIM – Ahmedabad), *Decision* (IIM – Calcutta), and *Journal of Consumer Marketing* (USA), and *Asian Journal of Business Research* (New Zealand).

**Publications in Indexed/ Peer Reviewed Journals during Last 14 Years (2004-2018)**

<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>Co-Author</u>
2015	“Antecedents of Store Footfall and Loyalty: An Investigation from an Integrated Perspective”	<i>Journal of Commerce and Business Studies</i> , Vol 2, Issue1, July-December, 2015, pp. 1-18.	One
2015	“Service Quality, Customer Satisfaction and Mediating Role of Perceived Value in Banks: An Investigation based on Structural Equation Modeling Approach”	<i>Indraprastha Journal of Management</i> , Vol. 3 No.1, January-June, 2015, pp. 3-20. [ISSN: 2454-4175]	One
2015	“Does outcome quality matter? An investigation in the context of banking services in an emerging market”	<i>Journal of Consumer Marketing</i> (USA), Vol. : Issue 5, pp. 341-55 [ISSN: 0736-3761.	One
2015	“Service Quality Conceptualisation, Operationalisation and Consequences: Past Researches Revisited”	<i>Business Perspectives</i> , Vol. 14, No.1, Jan-June, 2015, pp. 1-18. [ISSN 0972 - 7612]	One
2014	“Consumer Sentiments towards Marketing and Their Linkages with Consumer Satisfaction, Perceptions of Business”	<i>Business Perspectives</i> , Vol. 13, No.1, Jan-June, 2014, pp. 39-58. [ISSN 0972 - 7612]	None
2014	“Customer Demographic Characteristics and Service Quality Perceptions in Public and Private Sector Banks: An assessment”	<i>Journal of Commerce and Business Studies</i> , Special Issue: Vol 2, No.1, July-December, 2013, pp. 1-14.	One
2013	“Consumer Ethnocentrism and Its Antecedents: An Exploratory Study of Consumers in India”.	<i>Asian Journal of Business Research</i> , Vol. 3, No. 1, 2013, pp. 1-18.	One
2012	“Consumer Attitudes towards Business Firms’ Marketing Philosophy, Consumerism and Government Regulations in India - A Cross-sectional Analysis”.	<i>Vision</i> , 2012, 16(4), pp. 253-271.	One
2012	“Consumer Response to Retail Stockouts and Antecedents Thereof: A Conceptual Framework”	<i>Business Analyst</i> , Volume 32, No. 1, April – September, 2012, pp. 23-53.	One
2011	“Exploring Impact of Consumer and Product Characteristics on E-Commerce Adoption: A Case Study of Consumers in India”.	<i>Journal of Technology Management for Growing Economies</i> , Volume 2, Number 2, October 2011, pp. 35-64.	One
2011	“Marketing Ethics: An Investigation of the Ethicality of Beliefs and Behaviours of Managers in India”.	<i>The Orient Vision: A Quarterly Journal</i> , Vol. VII, Issue 1, Jan-March, 2011, pp.	One

		122 – 148	
2010	“Consumerism and Consumer Attitudes towards Marketing: Insights from Past Studies and Direction for Future Research”.	<i>Journal of Business Thought</i> , vol.1, April 2010 - March 2011, pp. 112 – 140.	One
2010	“Consumer Ethnocentrism, Its Antecedents and Consequences to Consumer Attitudes towards Domestic and Foreign Made Products: A Theoretical Framework”.	<i>Business Analyst</i> , Vol. 31, No.1, April-September, 2010, pp. 23-46.	One
2007	“Market Orientation and Business Performance: The Case of Indian Manufacturing Firms”	<i>VISION – The Journal of Business Perspective</i> (IIM – A), Vol. 11, No. 1, January-March 2007, pp. 15-33.	One
2006	“Role of Socio-demographics in Segmenting and Profiling Green Consumers: A Study of Consumers in India”	<i>Journal of International Consumer Marketing</i> (USA), 18 (3), 2006, pp. 107-146.	One
2005	Review of book by Bridget Somekh and Cathy Lewin, eds., <i>Research Methods in the Social Sciences</i> , Vistaar Publications, A Division of Sage Publications Ltd., New Delhi, 2005,	<i>Vision: The Journal of Business Perspective</i> , Vol. 9, No. 4, October-December 2005, pp. 107-108.	-
2004	“Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers”	<i>Global Business Review</i> . 5(2), July-December 2004, pp. 187-205.	One
2004	“Green Marketing: An Indian Perspective”	<i>Decision</i> (IIM - Calcutta), 31(2), 2004 (July-December), pp. 168-209.	One
2004	“Market Orientation and Its Linkage with Firm Characteristics: A Study of Manufacturing Firms in India”	<i>Business Analyst</i> , 25 (1), 2004 (January-June), pp. 1-22.	One
2004	“Measuring Service Quality: SERVQUAL vs. SERVPERF Scales”	<i>Vikalpa: The Journal for Decision Makers</i> (IIM- A), Vol. 29(1), January-March, 2004.	One

#### **Other Articles (Last 13 Years)**

2012	“Identifying and Selecting Foreign Markets: A Strategic Perspective”.	Uday – <i>Journal of Master of International Business</i> , 2012, Vol. 4, Issue 1, pp. 17-21.	-
2012	“Investigating Service Quality Dimensions: Issues and Perspectives for Future Researches”.	<i>MAIMS Journal of Management</i> , 2012, 7(2), pp. 7-23.	One
2011	“Marketing Ethics: An Investigation of the Ethicality of Beliefs and Behaviours of Managers in India”.	<i>The Orient Vision: A Quarterly Journal</i> , Vol. VII, Issue 1, Jan-March, 2011, pp. 122 – 148.	One
2011	“Consumerism and Consumer Attitudes towards Marketing: Insights from Past Studies and Direction for Future Research”.	<i>Journal of Business Thought</i> , vol.1, April 2010 - March 2011, pp. 112 – 140.	One
2010	“Consumer Ethnocentrism, Its Antecedents and Consequences to Consumer Attitudes towards Domestic and Foreign Made Products: A Theoretical Framework”.	<i>Business Analyst</i> , Vol. 31, No.1, April-September, 2010, pp. 23-46.	One
2008	“Consumers’ Attitudes towards Marketing in India: An Exploratory Analysis”.	<i>MAIMS Journal of Management</i> , Vol. 3, No. 2, October 2008, pp. 4-11.	One
2006	“Health Care Services: An Assessment of Service Quality and Its Linkages with Customer Satisfaction and Behavioural Intentions”.	<i>MAIMS Journal of Management</i> , Vol. I, No. 2, 2006, pp. 13-24.	One
2005	“Green Marketing: Genesis, Nature and Its Emerging Role in India”	<i>GGU Journal of Business</i> , 1(1), January 2005, pp. 131-152.	One

Conference Organization/ Presentations (in the last eight years)

Conference Presentations

Presentations made / sessions chaired at various national and international conferences, including the following:

2018 A joint paper titled **“Measurement of E-service quality as a multidimensional hierarchical construct: A replication study using Collier and Bienstocks’ (2006) framework in Indian Context”** presented at the 6<sup>th</sup> All India Commerce Conference (AICC) on *Digital Outreach and Future of Marketing Practices* organized jointly by Department of Commerce, University of Delhi and Academy of Indian Marketing (AIM) at the Department of commerce, Delhi School of Economics, University of Delhi, Delhi on January 11-12, 2018.

A joint paper titled **“Antecedents of Consumer Attitudes towards Online Shopping: Insights from Investigation in Indian Context”** presented at the 6<sup>th</sup> All India Commerce Conference (AICC) on *Digital Outreach and Future of Marketing Practices* organized jointly by Department of Commerce, University of Delhi and Academy of Indian Marketing (AIM) at the Department of commerce, Delhi School of Economics, University of Delhi, Delhi on January 11-12, 2018

A joint paper titled **“Customer Attitudes towards Internet Banking Adoption: A Study of Select Factors in Indian Context”** presented at the 6<sup>th</sup> All India Commerce Conference (AICC) on *Digital Outreach and Future of Marketing Practices* organized jointly by Department of Commerce, University of Delhi and Academy of Indian Marketing (AIM) at the Department of commerce, Delhi School of Economics, University of Delhi, Delhi on January 11-12, 2018.

2017 A joint paper titled **“Consumer Expectations of CSR Actions and Willingness to Support Socially Responsible Companies: Insights from Investigation in Indian Context for Evolving Sustainable Development Corporate Strategies”** presented at the 5<sup>th</sup> Multinational Enterprises and Sustainable Development Conference (MESD) on *‘Sustainable Development Goals: What can MNEs Do?’* organised on December 7-9, 2017 by Center for International Business Education and Research (CIBER), Atlanta, US at Georgia Tech campus, Atlanta, Georgia, USA.

A joint paper titled **“Strategic Corporate Social Responsibility (CSR) as a Means to Attaining Sustainable Development: Insights from Experiences of MNCs and Other Corporations”** presented at the 5<sup>th</sup> Multinational Enterprises and Sustainable Development Conference (MESD) on *‘Sustainable Development Goals: What can MNEs Do?’* organised on December 7-9, 2017 by Center for International Business Education and Research (CIBER), Atlanta, US at Georgia Tech campus, Atlanta, Georgia, USA.

Made a presentation as a Key Note Speaker on **“Marketing Research”** at the **Faculty Development Programme on Marketing Research** organized by Shyam Lal College (Eve), University of Delhi on August 21, 2017.

Made two presentations on **“Scale development”** and **“Designing the research instrument”** at the workshop **‘Advances in Research Methodology’** organized by the Department of Commerce, University of Delhi, April 11-12, 2017.

Attended **International Conference on Theory and Practice of Electronic Governance (ICEGOV)** organized by National e-Governance Division (NeGD), Ministry of Electronics and Information Technology), Government of India and the United Nations University Operating Unit on Policy-Driven Electronic Governance (UNU-EGOV), in collaboration with UNESCO, held on March 7-9, 2017 at Ashok Hotel, New Delhi.

2016 Co-chaired two sessions at the **Annual Commerce Convention** organized by the Department of Commerce, University of Delhi.

2014 Presented a jointly written paper on **“Listening to the Voice of Customer: An Investigation of Consumer Sentiments towards Marketing in India”** at the Annual Conference of the Emerging Markets Conference Board on ‘Listening to Consumers of Emerging Markets’ organized by IIM-Lucknow at its Noida Campus, Noida on January 9-11, 2014.

Presented a jointly written paper on **“Serving Customers More Effectively: An Assessment of Role of Outcome Quality in Banks”** at the Annual Conference of the Emerging Markets Conference Board on ‘Listening to Consumers of Emerging Markets’ organized by IIM-Lucknow at its Noida Campus, Noida on January 9-11, 2014.

Presented a jointly written paper on **“Antecedents of Store Footfall and Loyalty: An Empirical Investigation in the Context of Select Apparel Retail Stores in Delhi”** at the Annual Conference of the Emerging Markets Conference Board on ‘Listening to Consumers of Emerging Markets’ organized by IIM-Lucknow at its Noida

	<p>Campus, Noida on January 9-11, 2014.</p> <p>Delivered Valedictory Address on the theme <b>“Corporate Social Responsibility: Expectations, Reality and Challenges” at the International Conference on Corporate Social Responsibility: Expectations, Reality &amp; Challenges</b>” organised by Shyam Lal College (Eve.), University of Delhi at India Habitat Centre, New Delhi on February 6-7, 2014.</p> <p>Presented a jointly written paper on <b>“Customer Demographic Characteristics and Service Quality Perceptions in Public and Private Sector Banks: An assessment”</b> in Track II: Emerging Issues in Retailing at the 3rd Annual Commerce Convention on Leveraging Business: Discovering New Horizons organised by the Department of Commerce, Delhi School of Economics, University of Delhi, Delhi on April 12-13, 2014.</p> <p>Presented a jointly written paper on <b>“Sustainability Reporting: A Preliminary Analysis of Adoption of GRI Framework by Indian Corporate Sector”</b> in Track III: Business Sustainability: Issues and Challenges of the 3rd Annual Commerce Convention on Leveraging Business: Discovering New Horizons organised by the Department of Commerce, Delhi School of Economics, University of Delhi, Delhi on April 12-13, 2014.</p>
2013	<p>Chaired a technical session at the <b>“National Marketing Conference on Innovative Trends in Marketing in the New Millennium”</b> organized by Lal Bahadur Shastri Institute of Management, Delhi on January 5, 2013.</p> <p>Attended and made a presentation as a key speaker at the closing session on <b>‘Managing Corporate Social Responsibility: A Strategic Perspective’</b> at the AP-EC Sustainability Summit held on March 12-13, 2013 at Singapore.</p>
2012	<p>Chaired the Plenary Session on <b>“MNE Strategies and Practices: Opportunities in Global Markets”</b> at the third international MESD Conference on “Managing MNE Dynamics and Sustainable Development: Best Strategies, Practices and Models” held at New Delhi on December 12-14, 2012.</p> <p>Presented a jointly written paper on <b>“Sustainable Development, Consumer Well Being and Life Satisfaction: Preliminary Findings and Strategy Implications from Survey in India”</b> at the 3rd International MESD Conference on “Managing MNE Dynamics and Sustainable Development: Best Strategies, Practices and Models” held at New Delhi in December 12-14, 2012.</p> <p>Made a presentation as a Panel Speaker on Marketing and Co-chaired the Technical Session at the National Seminar on <b>“Strategies for Sustainable Competitive Advantage in a Globalised Era”</b>, by ITM University, Gwalior on August 19, 2011.</p> <p>Co-chaired the Marketing Session at the Conference on <b>‘Global Uncertainties: Issues and Challenges’</b> organized by Apeejay School of Management, Dwarka, Delhi on September 23, 2011.</p> <p>Attended seminar on <b>‘FDI in Retail: Challenges for SMEs’</b> organized by WASME on October 1, 2011 at NOIDA.</p> <p>Delivered a key speaker presentation on <b>‘Commerce Education and Climate Change’ at the International Conference on Corporate and Business Response to Climate Change – From Awareness to Action (Transcending the Boundaries)’</b> organized by Periyar University, Salem, India on December 7, 2011.</p> <p>Chaired the Session and made a theme presentation on <b>“Green Products and Green Marketing’ at the International Conference on Corporate and Business Response to Climate Change – From Awareness to Action (Transcending the Boundaries)”</b> organized by Periyar University, Salem, India on December 8, 2011.</p> <p>Attended <b>Multi Stakeholder Dialogue on Framing of Next Generation of Sustainability GRI Guidelines</b> organized by German Technical Cooperation (GTZ) and Global Reporting Initiative (GRI) at New Delhi on January 19, 2012.</p> <p>Attended <b>‘Round Table on Corporate Social Responsibility’</b> organised by IGEP Foundation in association with the Business Social Compliance Initiative (BSCI) and PHD Chamber of Commerce and Industry on February 2012 at New Delhi.</p>
2011	<p><b>“Sentiments towards Marketing in a Big Emerging Market: An Empirical Investigation of Consumers in India”</b>, an invited paper presented at the 5th Indian Marketing Summit on Innovative Marketing Strategies for Big Emerging Markets held on January 22-23, 2011 at Noida, UP.</p> <p><b>“Exploring Impact of Consumer and Product Characteristics on E-Commerce Adoption: A Study of Consumers in India”</b>, a joint paper accepted for presentation at the 5th International Conference on Services Management being organised by Institute for International Management and Technology (India), Penn State School of Hospitality Management (USA) and Oxford Brookes University Business School (UK) on May 18-21,</p>

	2011, New Delhi. The paper was adjusted as the <b>Best Paper</b> at the conferences.
2010	<p><b>“Rural Demand: Untapped Market Potential”</b> at International conference on Beyond the Meltdown: Search for Options held at India Islamic Cultural Centre, New Delhi on February 3, 2010.</p> <p><b>“CSR: Issues and Perspectives”</b> at the Refresher Programme ‘Beyond 2010: Issues and Perspectives in Contemporary Business World’ organized by Department of Commerce and Business Management, Guru Nanak Dev University, Amritsar on February 25, 2010.</p> <p><b>“International Marketing: Issues and Challenges for Indian Business Firms”</b> at the Refresher Programme ‘Beyond 2010: Issues and Perspectives in Contemporary Business World’ organized by Department of Commerce and Business Management, Guru Nanak Dev University, Amritsar on February 25, 2010.</p> <p>Participated in the Workshop on <b>“CSR by Small and Medium Enterprises”</b> organized by Shri Ram centre for Industrial Relations and Human Resources and Haans Seidel Foundation (HSF) at New Delhi on June 18, 2010.</p> <p><b>“Code of Ethics among Indian Business Firms: A Cross-sectional Analysis of Its Incidence, Role and Compliance”</b>, a joint paper presented at International Conference on Business Ethics and Human Values organised by University Business School, Chandigarh on December 22-23, 2010.</p>
<b>Research Projects (Major Grants/Research Collaboration)</b>	
	- Research project on <b>“Development and Validation of Bank Service Quality Scale”</b> sanctioned by University of Delhi is in progress.
<b>Awards and Distinctions</b>	
<b>Awarded merit certificates, scholarships and prizes for academic excellence and distinguished achievements in several fields:</b>	
	<ul style="list-style-type: none"> <li>• Conferred <b>Distinguished Shri Ram College of Commerce Alumni Award</b> by Hon’ble Union Minister of Finance Mr <b>Chindambaram</b> at the Annual Convocation, Shri Ram College of Commerce on March 4, 2006.</li> <li>• Selected by Government of India for participation in the <b>Overseas Marketing Programme</b> held at <b>Malaysia</b> in under the auspices of UNCTAD/ITC, SIDA and IIFT 1981.</li> <li>• Awarded <b>Merit Scholarship</b> for obtaining meritorious position in <b>Post Graduate Diploma in International Trade (PGDIT)</b>, Indian Institute of Foreign Trade (IIFT), New Delhi during 1980-81.</li> <li>• Recipient of <b>Merit Scholarship</b> during M. Com. (1975-77) by the Delhi School of Economics, University of Delhi, Delhi.</li> <li>• <b>Awarded Merit certificate and scholarship for securing ninth merit position</b> in the Higher Secondary Examination, Central Board of Secondary Education in 1972.</li> </ul>
<b>Association With Professional Bodies</b>	
	<ol style="list-style-type: none"> <li>1. Member, Editorial Board, <b>Asian Journal of Business Research (New Zealand)</b>; Member, Editorial Board, <b>Journal of Service Research</b>.</li> <li>2. Member, Review Boards of several national and international journals including <i>Marketing Intelligence &amp; Planning</i> (USA), <i>Journal of Consumer Marketing</i> (USA), <i>Asian Journal of Business Ethics</i> (Springer), <i>South Asian Journal of Global Business Research</i>(Emerald Insight), <i>International Journal of Innovation and Business Research</i>, etc.</li> <li>3. Have served as a member, Advisory Committee of the Global Conference on “India’s Emergence in Global Scenario” organized by Gitarattan International Business School, Delhi held on 12-13th January 2012.</li> <li>4. Acted as Jury Member of the <b>International Judging Panel</b> for the 2012 <b>Asia Pacific Enterprise Leadership Award</b>, APRC, Singapore.</li> <li>5. Have served as adjunct and visiting faculty to many institutes, including <b>AIT School of Management, Vietnam</b>.</li> <li>6. Have been member of various academic bodies including <b>Academy of International Business (AIB)</b>, USA and <b>Market Research Society of India (MRSI)</b>, Bombay.</li> <li>7. Have served as <b>Convener – Commerce Stream, Institute of Lifelong Learning (ILLL), University of Delhi</b>, Delhi during 2007-2010.</li> <li>8. Have served as a member of <b>expert committee</b> appointed in 2008 by the <b>Vice Chancellor</b> to develop <b>feedback</b></li> </ol>



**mechanism and proforma** for the postgraduate courses in the university departments, University of Delhi, Delhi.

9. Jury Member of the International Judging Panel for the 2012 Asia Pacific Enterprise Leadership Award, APRC, Singapore; Member of the Governing Bodies of the two of the University of Delhi Colleges.
10. Have served as a member of **several expert/ course curriculum committees/ advisory committees**, including the ones set up by **University Grant Commission (UGC), Delhi; National Council of Education and Research and Training (NCERT), Delhi; Indira Gandhi Open University (IGNOU), Delhi, and Pandit Sunderlal Sharma Institute of Vocational Education (PSSIVE), Bhopal, Birla Institute of Management Technology (BIMTECH), Noida; and University School of Management Studies (USMS), Guru Gobind Singh Indraprastha University (GGSIU), Delhi; and Indian Institute of Foreign Trade (IIFT), Delhi** to develop course curricula and course materials in commerce and management streams, evaluate research proposals, evaluation of foreign travel grant proposals, etc.
11. Have served as a member of the Board of Studies, **School of Management Studies**, ITM University, Gurgaon.
12. Have served as a member of the Board of Studies, University School of Management Studies, **Guru Gobind Singh Indraprastha University (GGSIPU)**, Delhi during 2014-2016.
13. Served as Member, Examination Board, MIBS, UOM Trust, **University of Mauritius**, Port Louis, Mauritius during 2012-2015.
14. Have been a **resource person** for delivering lectures to the participants of the **Refresher and Orientation Programmes** of the University of Delhi as well as of other universities and management institutes.
15. Have served as **University Nominee** to the Governing Bodies of the colleges of University of Delhi, Delhi.
16. Have been the **governor nominee** to University Business School, Panjab University and Expert Member of the select committees of various universities.
17. Currently serving as a member of the Advisory Academic Council, **Jagan Institute of Management Studies (JIMS)**, Delhi.
18. Currently serving as university nominated member of the **Academic Council**, University of Delhi.

Other Activities