

# RESUME

## Dr. P. K. AGARWAL

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## PROFESSIONAL PROFILE SUMMARY

I am a result-oriented management Professional with the Specialization in marketing and general management **since 1989 (34 Years' experience)** and presently serving as Professor & Dean, Commerce & Business Studies at Motherhood University, Roorkee Since Feb 2019. Served at different positions in various academic institutions in **India and Abroad**. My job responsibilities included Guiding students for Research, Professing post graduate students ; Coordinating various activities & events for students for their 360° Personality & Professional Development; Promoting research among students & faculty members; Managing the human resource by team building; Developing professionalism in human resource; Developing a performance appraisal system for the employees; liasioning with the government controlling and regulating bodies and ensuring that organization achieve its objectives. **10 candidates** have been **awarded Ph. D** under my supervision and **8 candidates** are under process; Conducted the **Training & Development program** for Managerial & Non-managerial employees of various organisations; **Delivered Lectures** in Many Webinars/Conferences as resource person; **Organised National & International seminar & conferences** as well as **FDP's**; have **written 20 Books**, few with multiple editions; Get published **3 Book Chapters**; Get published **6 patents**, Get published **26 research papers in National Journals**; Get published **67 research papers in International Journals**; Presented **26 Research Papers in National & International Seminars & conferences**.

## RESEARCH PROFILES:

### Google Scholar:

[https://scholar.google.com/citations?hl=en&user=aMgigq8AAAAJ&scilu=&scisig=AA45KR8AAAAAZeBP5\\_G8XUroAh9NVF4snov\\_SQo&gmla=AILGF5Wu0iI7DEuT7I24wx0c3fISfiM-mrI23RDLViWMDYd\\_9CwWWqf2YjkwIpwAJ8Udj3pZ4Jye45x2BRJKUwjbjubRoCel5jWli3s&sciund=461814275188592734](https://scholar.google.com/citations?hl=en&user=aMgigq8AAAAJ&scilu=&scisig=AA45KR8AAAAAZeBP5_G8XUroAh9NVF4snov_SQo&gmla=AILGF5Wu0iI7DEuT7I24wx0c3fISfiM-mrI23RDLViWMDYd_9CwWWqf2YjkwIpwAJ8Udj3pZ4Jye45x2BRJKUwjbjubRoCel5jWli3s&sciund=461814275188592734)

### Research Gate:

<https://www.researchgate.net/profile/Pk-Agarwal-2/research>

## WORK EXPERIENCE (34 Years)

- Presently serving as **Professor & Dean**, Commerce & Business Studies as well as **Director Research** at Motherhood University, Roorkee from **Feb 2019 to till date**.
- Served as **Professor** (Visiting) at Institute of Technology and Science (ITS) Mohan Nagar Ghaziabad from **Nov 2018 to Dec 2018**.

- Served as **Professor in Deptt of Management at Wolaita Sodo University, Republic of Ethiopia** from **Nov 2014 to Aug 2018**.
- Served as **Professor & Director** at MIT College of Management, Moradabad from **November 2012 to Oct 2014**.
- Served as **Director** at Dewan Institute of Business Studies, Meerut from **Aug 2011 to October 2012**.
- Served as **Director** at IIMT Professional college, Meerut from **Feb 2009 to Aug 2011**.
- Served as **H.O.D.-Management Program** at IIMS, Meerut from **August 2002 to Jan 2009**.
- Served IMCVE as **Director** from **Aug 1997 to July 2002**.
- Served IPM Meerut from **Aug 1989 to Aug 1997**. Also worked as Centre In charge of IPM Ghaziabad from Jan 1996 – May 1996.
- Served as visiting faculty with Institute of Management, Commerce and Vocational Education (IMCVE), Meerut from **1992-1997**.
- Served as visiting faculty with Advance Institute of Management (AIM) Ghaziabad in the session **1997-98**.

## **RESEARCH & DEVELOPMENT**

- Member of Reviewer committee of Research Review Workshop of Wolaita Sodo University, Wolaita Sodo, Ethiopia
- Actively involved in Research advising and SPSS training for researchers in Wolaita Sodo University, Ethiopia.
- Seven Research Students have successfully completed Ph. D under my supervision up to date.
- Approved as Ph. D guide/supervisor of U. P. Technical University, Lucknow.
- Approved as Ph. D guide/supervisor of Uttarakhand Technical University, Dehradun and supervising one candidate.
- Approved as Ph. D guide/supervisor of Shri Jagdish Prasad Jhabarmal Tibrewala University, Rajeshthan (Registration No. JJT/2k9/CMG/0122) vide letter Ref no JJT/2K9/R&D/0122 and supervised one candidate. The Ph. D is awarded to one candidate in Jan 2012.
- Approved as Ph. D guide/supervisor of Mewar University, Rajeshthan and supervising One candidate. The Ph. D is awarded to Two candidates in Jan 2016, One candidate in 2020 and one candidate in 2021.
- Serving as Chairman of the Editorial Board of International Journal of Economics & Business Research.
- Conceptualized, Initiated and edited the maiden journal of IIMT Professional College “Professional Review” ISSN 2230-7400. The first issue was published in Jan 2011.

## **Ph.D. AWARDED UNDER SUPERVISION (10)**

- “An Analytical Study on Online Buying Behaviour of Consumer’s” by Avanish Kumar Tyagi (Registration No: JJT/4410385) – Awarded in 2012 by Shri Jagdish Prasad Jhabarmal Tibrewala University, Vidyanagari, Jhunjhunu, Rajasthan
- “Human Resource Practices in Sugar Industry of Uttar Pradesh - A Comparative Analysis of Public, Private & Co-operative Sectors” By Atul Mathur (Registration No: MUR 1002872) – Awarded in 2016 by Mewar University, Chittorgarh
- “A comparative study of Consumer Behaviour at Organised and Unorganised Retail Stores (With Special Reference to District Gautam Buddha Nagar) By Arun Kumar Singh (Registration No: MUR 1002866) - Awarded in 2016 by Mewar University, Chittorgarh

- “Understanding The Effect of Total Quality Management on Higher Education System of India, With Specific Reference to Dehradun” By Ankur Kukreti, (Reg. No.– Res/1502/Mgt/02) - Awarded in 2021 by Motherhood University, Roorkee
- “A Comparative Study of E-Banking in Public Sector Banks and Private Sector Banks (with specific Reference to SBI and HDFC Bank in Haridwar” By Sakshi Chauhan – (Reg. No. -Res/1502/Com/04) Awarded in 2021 by Motherhood University, Roorkee
- “Evaluation Of HRD Practices and Its impact on Performance of Employees (A Case Study of Shriram Pistons and Rings Ltd. (SPRL) Ghaziabad” By Harendra Singh Rawat (Registration No: MUR 1403205) - Awarded in 2022 by Mewar University, Chittorgarh
- “A Study of Service Quality of Private & Public Sector Companies in Indian Telecom Industry” By Aditya Singh, (Reg. No.–Res/1701/Mgt/03) - Awarded in 2021 by Motherhood University, Roorkee.
- “HR Practices in Tourism and Hotel Industry: In reference to Dehradun City.” By Kartik Naidu, (Reg. No.–Res/1701/Mgt/10) - Awarded in 2022 by Motherhood University, Roorkee.
- “An Empirical Study of Human Resource Practices in Recruiting and Selecting Engineering Graduates and Their Retention in The National Capital Region of India” By Mr. Vivek Sharma, (Reg. No.– Res/1901/Mgt/08) - Awarded in 2023 by Motherhood University, Roorkee.
- “Analysis of Financial Health Indicators’ Impact on Profitability of Selected Industrial Sector Companies Industrial Sector Companies Listed on NSE in India” By Ms. Najmus Shehar, Res/1901/Com/03) - Awarded in 2023 by Motherhood University, Roorkee.

#### **FACULTY / MANAGEMENT DEVELOPMENT PROGRAM ATTENDED**

- Successfully Completed the Faculty Development Program “Training for Trainers” from XLRI Jamsedpur in April-May 1997. It was one-month program sponsored by AICTE, Ministry of HRD, Govt. of India, New Delhi.
- Attended Faculty Development Program on 17, September 2005, sponsored by ICFAI, Hyderabad.
- Attended Faculty Development Program on 17, September 2007, sponsored by ICFAI, Hyderabad.
- Attended Faculty Development Program on 20th June 2009 at MLRSM, Lucknow.
- Attended Management Development Program on “Rural Business: Emerging Opportunities” on 4th Dec 2010 at VITD, Meerut.
- Participated Knowledge Sharing Program on “Experiential Learning: Modes, Methods and Practices” on 19<sup>th</sup> October 2019 at Motherhood University, Roorkee.
- Attended Faculty Development Program from 17, Jan to 30 Jan 2020 on Impact of Moral Values, Ethics & Behavioural Sciences on Attitudinal Development of the Professionals at Dewan Institute of Management Studies, Meerut; sponsored by AICTE.

#### **TRAINING & DEVELOPMENT**

- Conducted Development Program for Managerial employees for KRIBCO in 1995.
- Conducted, Training & Development Program for Managerial and Non-managerial employees for U.P. Steels, Muzaffarnagar in 1999.
- Conduct Training & Development for Managerial & workers for Triveni Glass Ltd. Mawana, Meerut in 2004 & 2005.
- Delivered lectures as part of Training Program organized for managerial cadre of Syndicate Bank at Meerut in 2006 & in 2008.

#### **SEMINAR/CONFERENCE/FDP ORGANISED**

- Organized National Seminar on “Managing Individuals at Work Place” at IIMT Professional College on 20th February, 2010 as Convener of the Seminar.

- Organized National Seminar on “Business Strategies in Post Recession Era” at IIMT Professional College on 23rd November, 2010 as Convener of the Seminar.
- Organized Faculty Development program named “MANTHAN-Proliferating Knowledge” at Dewan Institute of Management Studies, Meerut on 06 & 07 January, 2012 as Program Director.
- Organized International Conference on “Entrepreneurship & New Venture in Emerging Economies – Strategies for Sustainable Competitive Advantage” at MIT College of Management, Moradabad (U.P) on April 6-7, 2013 as Convener of the Conference.
- Chaired session in International Conference on “Artificial Intelligence – Reinventing Business, Media & Marketing” on 18th Jan, 2020 at KCC Institute of Legal & Higher Education, Greater Noida.

### **SEMINAR/CONFERENCE/CONVENTION/WORKSHOP ATTENDED**

- National convention on “Indian Higher Education- Vision for Quality, Autonomy & Accountability” organised by Education promotion Society of India on 24-25, March 2012
- Workshop on “Human Values and Professional Ethics” organised by Mahamaya Technical University on 6-8 April 2012 at G Noida.
- Workshop on “Baldrige Excellence in Education Journey” organised by Mahamaya Technical University on 13, Dec 2012 at G Noida.

### **PATENTS (PUBLISHED)**

- Machine Learning Based Patient Management System, Application no 202211072200A; Date of Publication: 30/12/2022
- System for Inventory Management using Artificial Intelligence; Application no 202211072201A; Date of Publication: 30/12/2022
- IOT Based Employee Management System; Application no 202211072205A; Date of Publication: 30/12/2022
- Analysis of Why Crypto Currency Bit Coin Fell Down After Covid Crisis; Application no 202311024433 A; Date of Publication: 19/05/2023
- Analysis of Human Resource Outsourcing and Performance for Selected Food and Beverage Industries; Application no .202311043538 A; Date of Publication: 21/07/2023
- Analysing of How E-Commerce Festival Offer Gives Massive Retail Sales in India, Application No. 202341078374 A; Date of Publication: 29/12/2023

### **PUBLICATIONS (BOOKS) - 20**

- Agarwal, P.K., (1996). *Marketing Management – An Indian perspective*. Pragati Prakashan, Meerut.
- Agarwal, P.K., (1998). *Advertising Management – An Indian perspective*, Pragati Prakashan, Meerut.
- Agarwal, P.K., (2001). *Industrial Engineering & Management*, Pragati Prakashan, Meerut.
- Agarwal, P.K., & Subramaniam, H., (2002). *Industrial Economics & Management Principles*, Pragati Prakashan, Meerut.
- Agarwal, P.K., (2003). *Organizational Behaviour*, Pragati Prakashan, Meerut.
- Agarwal, P.K., (2004). *Principles & Practice of Management*, Pragati Prakashan, Meerut.
- Agarwal, P.K., (2005). *Advertising, Sales Promotion & CRM*, Pragati Prakashan, Meerut.
- Agarwal, P.K., & Kumar, Manoj, (2006) *Consumer Behaviour*, Pragati Prakashan, Meerut.



- Agarwal, P.K., & Kumar, Manoj, (2006) *Sales & Distribution Management*, Pragati Prakashan, Meerut.
- Agarwal, P. K., Bansal, N C., Yadav, Rajan, M. & Kumar, Manoj (2007) *Retail Management*, Pragati Prakashan, Meerut.
- Agarwal, P.K., (2008). *Management Process & Organizational Behaviour*, Vrinda Publication (P) Ltd., New Delhi.
- Agarwal, P. K, Kumar, Manish, & Singh, Nidhi, (2012). *Principles & Practice of Management*, Savera Publishing House, New Delhi.
- Agarwal, P. K & Garg, Kapil (2021), *Glossary of Research Methodology*, VSRD Academic Publishing, Kanpur.
- Agarwal, P. K; Bindal, Sarika; Gupta, Vijay Prakash & Choudhary, Himani (2022), *Research Methodology – Concepts & Application*, Pragati Prakashan, Meerut.
- Agarwal, P. K & Garg, Kapil (2022), *Business Management*, Pragati Prakashan, Meerut.
- Agarwal, P. K; Garg, Kapil & Bindal, Sarika (2022), *व्यवसाय प्रबंधन*, Pragati Prakashan, Meerut.
- Sharma, Narendra; Agarwal, P. K (2022), *Covid 19 Menace on education sector in India- An analysis*, Pragati Prakashan, Meerut.
- Agarwal, P. K; Garg, Kapil and Goyal, Lalit (2022), *Research Methodology – Data Presentation and Analysis*, Pragati Prakashan, Meerut.
- Agarwal, P. K (2022), *Research Data Analysis (Using SPSS Environment)*, Pragati Prakashan, Meerut.
- Agarwal, P. K (2023), *A Handbook of Research Methodology (Concept, Application & Analysis)*, Pragati Prakashan, Meerut.

### **PUBLICATION (BOOK CHAPTERS) (3)**

- Agarwal, P. K (2022), *Green Marketing – A Step towards Sustainable Development in Management in IT Practices in the Era of Industry 4.0*, World Lab Publication, Ghaziabad, U. P.
- Agarwal, P. K (2022), *Impact of COVID-19 on Education System in India - Challenges and Remedies in Effect of COVID Pandemic: India and Its Future*, Himalayan Management and Development Resource Institute (HIMADRI), Geetanagar, Veerbhadra, Rishikesh.
- Agarwal, P. K (2023), *A Conceptual Paradigm of Models of Consumer Behaviour*, in M, Somasekharan T & Ajeev, Kiran, Recent Trends from Past Trends -III Commerce, Management & Economics, Nitya Publications Bhopal, Madhya Pradesh, India, ISBN: 978-81-19147-85-4.

### **PUBLICATION (RESEARCH PAPERS) NATIONAL (26)**

- Singh, Jas Vir., Agarwal Pankaj & Kumar Manoj., (July, 2006). Consumer Relationship Management (CRM) in Healthcare Sector, *Journal of Management Development and Information Technology*.
- Agarwal, P.K., & Kumar, Manoj, (April–Oct 2006), Indian Managers' Attitude Towards Business Ethics, *Journal of Commerce & Trade*, ISSN 0973-4503,
- Agarwal, P.K., & Sharma, Sharad, (March 2008), CRM Strategies for sports goods manufacturers, *Endeavour - A Journal of Meerut Management Association*.
- Agarwal, P. K., Kumar, Pradeep., & Gupta, Swati, (July 2010), Analysis of Consumer Preference towards various Brands of Chocolates, *Journal of Moti Lal Rastogi School of Management, Lucknow*, Vol 3, Issue 2, ISSN 0974-4037.  
DOI: 10.13140/RG.2.2.16032.30722
- Agarwal, P.K., Kumar, Pradeep, & Gupta, Swati, (July - Sept 2010), Appropriate Brand Positioning of Brand Ensures Market Gains, *MASTERSTROKE (The journal of Master School of Management)*, Vol 7, Number 3, ISSN 0972-9895.  
DOI: 10.13140/RG.2.2.16294.45122

- Agarwal, P.K., Kumar, Pradeep, & Gupta, Swati, (December 2010), Assessment of Customer Satisfaction and Delight among Central Air Conditioning Products in NCR, *IRJM (A journal of Integral University, Lucknow)*, Vol 3, Number 2, ISSN 0974-8032.
- Agarwal, P.K.,Kumar, Pradeep.,& Gupta, Swati., (Jan,2011), Study of Service Quality Satisfaction of Water Purifiers with Special Reference to Acquaguard, *Professional Review*, Vol 1, Issue 1,ISSN 2230-7400. DOI: 10.13140/RG.2.2.18968.32009
- Agarwal, P.K.,Kumar, Pradeep.,& Gupta, Swati., (April-2011), Brand Loyalty and Brand Awareness as Core Dimension of Brand Equity – a Conceptual analysis, *MERI- Journal of Management & IT*, Vol 4, Number 2,ISSN 0974-2093. DOI: 10.13140/RG.2.2.15612.87682
- Agarwal, P.K., Kumar, Pradeep, & Gupta, Swati, (April-2011), Analysis of Indian Retail Market Before & After Recession of Indian Economy, *Journal of Commerce & Trade*, Vol 6, Number 1, ISSN 0973-4503. DOI: 10.13140/RG.2.2.36741.68326
- Agarwal, P.K., Kansal, Mani.,Kumar, Manish., & Kumar, Pradeep.,( July - Sept 2011), Film Promotion in India, *MASTERSTROKE (The journal of Master School of Management)*, Vol 8, Number 3,ISSN 0972-9895. DOI: 10.13140/RG.2.2.29716.22403
- Agarwal, P.K.,Kumar, Pradeep.,Tyagi,A.K.,& Gupta, Swati., (July – Dec 2011), A Study of Indian Telecom Service Industry, *PJMTR(Presidency Journal of Management Thought & Research)*, Vol 1, Number 2,ISSN 2229-5275. DOI: 10.13140/RG.2.2.33386.24007
- Agarwal, P.K., Kansal, Mani., Kumar, Manish., & Kumar, Pradeep ( July – Dec 2011), Benchmarking: A Tool For Gaining Competitive Advantage (A Case Study of Xerox ), *Mangalmay Journal of Management & Technology*, G Noida, Vol 5, Number 2, ISSN 0973-7551.DOI: 10.13140/RG.2.2.21275.18721
- Agarwal, P.K., Kansal,Mani., Kumar, Pradeep.,& Kumar, Manish.,(Jan - Jun 2011), Celebrity Endorsement :A Strategic Tool for Market Communication and Promotion, *Allana Management Journal of Research ,Pune*, Vol 1, Issue 2,ISSN 2231-0290. DOI: 10.13140/RG.2.2.23791.76966
- Agarwal, P.K., Kumar, Manish, & Kumar, Pradeep., Singh, Nidhi (Nov 2011 - April 2012), An Analysis of Benefit Segmentation of Cigarette Market in Delhi, *MAIMT-Journal of IT & Management, Jagadhri*, Vol 5, No 2, ISSN 0974-066X. DOI: 10.13140/RG.2.2.17552.74249
- Agarwal, P. K., Kumar, Pradeep., & Kumar, Manish., (Jan - June 2012), Brand Placement on big & Small Screen in India, *IMR- Management Speak -Journal of Dr Gaur Hari Singhania Institute of Management & Research, Kanpur*, Vol 5, No 1, ISSN 2231-1467. DOI: 10.13140/RG.2.2.35168.81923
- Agarwal, P.K., Kumar, Pradeep. & Gupta, Swati., (June 2012), Analysis the Relationship between Brand Loyalty and Market Share: A comparative study of Durable & Non-Durable Products in Delhi, *Indian Journal of Marketing*, Vol 42, No 6, ISSN 0973-8703. DOI: 10.13140/RG.2.2.10212.71048
- Agarwal, P.K., Kumar, Pradeep & Gupta, Swati (April-2012), Changing Face of Movie Marketing in India: A Case Study, *Journal of Commerce & Trade*, Vol 7, Number 1, ISSN 0973-4503. DOI: 10.13140/RG.2.2.21327.61608
- Agarwal, P.K.,Kumar, Kansal,Mani.,Tyagi,A.K., (Jan - June 2012), An Empirical Study on People's Perception of Benefits of Cause Related Marketing to Commercial and non-Commercial Organisations, *SAMIKSHA – The Research Journal of United Institute of Management, Allahabad*, Vol III, No 1,ISSN 0975-7708. DOI: 10.13140/RG.2.2.31393.94563
- Mathur, Atul, & Agarwal, P.K., (Dec 2012), H.R. Practices for people development in private sector sugar mills, *ACCURATE BUSINESS REVIEW- the bi- annual journal of Accurate Group of Institutions, Greater Noida.*, ISSN-2319-6211. DOI: 10.13140/RG.2.2.17080.88329
- Gupta, Vijay Prakash., Agarwal,P.K.,& Tyagi,A.K., (Winter 2013-2014), A Descriptive Study of Service Quality and Customer Satisfaction- With special reference to

commercial banking industry in India, *NIET Journal of management*, Vol VI, No 2, pp 43-54, ISSN 0975-7643.

- Agarwal, P.K., & Tyagi, A.K., (July 2014), How Myopic Marketing Kills Brands – Case study of Indian Brands, *Pravish Rajnam Journal of Studies*, Vol 2, No 1, ISSN 2348-3652. DOI: 10.13140/RG.2.2.25469.49124
- Agarwal, P.K., (June 2015), Achieving Service Excellence in Today's Competitive Era- Case Study of Tata consultancy Services, Jet Airways, E-Seva, Fedex and HDFC, *Journal of Maharaja Agrasen College of Higher Education*, Volume-2, Issue-1, ISSN 2394 - 4390. DOI: 10.13140/RG.2.2.15403.16169
- Agarwal, P.K. & Josh, C.K., (June 2016), Impact of Service Quality Gap on Customer Satisfaction: A Study on Electronic Banking Service in Wolaita Sodo, Ethiopia, *Journal of Maharaja Agrasen College of Higher Education*, Volume-3, Issue-1, June 2016, ISSN 2394 - 4390. DOI: 10.13140/RG.2.2.11208.85768
- Agarwal, P.K. (Dec 2016), Determinants of Customer Satisfaction towards after sales service of Samsung Cell Phone in Addis Ababa City at Ethiopia, *Journal of Maharaja Agrasen College of Higher Education*, Volume-3, Issue-2, pp 1-13, ISSN 2394 - 4390. DOI: 10.13140/RG.2.2.24630.63048
- Sudhakar, G., Manaye, Alemayehu & Agarwal, P.K. (June 2017), Influence of Employee Turnover on their Performance and Organisational Effectiveness of National Tobacco Enterprise, Ethiopia, *Journal of Maharaja Agrasen College of Higher Education*, Volume-4, Issue-1, pp 1-15, ISSN 2394 - 4390. DOI: 10.13140/RG.2.2.31341.51684
- Agarwal, P.K. and Sudhakar, G. (Dec 2017), Determinants of Perceived Performance Appraisal System Effectiveness of Private Banks in Ethiopia Studied at Wolaita Sodo, *Journal of Maharaja Agrasen College of Higher Education*, Volume-4, Issue-2, pp 1-18, ISSN 2394 - 4390. DOI: 10.13140/RG.2.2.14564.30085

#### **PUBLICATION (RESEARCH PAPERS) INTERNATIONAL (67)**

- Agarwal, P.K., & Kumar, Manoj, (December 2007), Celebrity Endorsement-How far it is effective, *International Journal of Natural Sciences*.
- Agarwal, P.K., Kumar, Pradeep, Kumar, Sachindra & Gupta, Swati (Oct 2010-March 2011), Cause Related Marketing Campaigns and Consumer Purchase Intentions: Role of Brand Awareness and Corporate Image, *H.R. journal of Management (an international journal)*, Vol 3, Issue 2, ISSN 0974-7737. DOI: 10.13140/RG.2.2.11890.43208
- Agarwal, P.K., Kumar, Pradeep, Tyagi, A.K., & Gupta, Swati, (Dec-2010), Cause Related Marketing in India: A Conceptual Paradigm, *Advances in Management (an international journal)*, Vol 3, Issue 12, ISSN 0974-2611. DOI: 10.13140/RG.2.2.14931.30249
- Agarwal, P.K., Kumar, Pradeep., Tyagi, A.K., & Gupta, Swati., (April-2011), Implementing Total Quality Management in Professional Education Institutes in India, *Advances in Management (an international journal)*, Vol 4, Issue 4, ISSN 0974-2611. DOI: 10.13140/RG.2.2.28169.57440
- Agarwal, P.K.; Kumar, Pradeep., Gupta, Swati., (Spring 2011), Assessment of Impact of Effectiveness of Advertising In Telecom Service Sector In India, *International Journal of Management & Transformation*, Vol 5, Number 1, pp 35 -43, ISSN 0974-3502. DOI: 10.13140/RG.2.2.15796.37765
- Agarwal, P.K. Kumar, Manish., & Kumar, Pradeep, (2011), Impact of Celebrity Endorsement in Advertisement on Customer Buying Patterns, *International Journal of Research in Management, Economics & Commerce*, Vol 1, Issue 3, ISSN 2250-057X. DOI: 10.13140/RG.2.2.13070.08007
- Agarwal, P.K., Shankar, Tara K. & Kansal, Mani, (March 2012), Changing face of Management Education in India, *Global Journal of Management Science and technology (GJMST)*, Vol 1, Issue 2, ISSN 2277-5978. DOI: 10.13140/RG.2.2.16425.52326
- Agarwal, P.K., Kumar, Pradeep, Gupta, Swati, (March 2012), Exploration of Critical Success Factors and Consumer Buying Behaviour and Customer Acceptability for

- Detergent Brand Selection in NCR, *International Journal of Marketing and Technology (IJMRA)*, Vol 2, Issue 3, ISSN 2249-1058. DOI: 10.13140/RG.2.2.35929.03681
- Kumar, Avinash, Agarwal, P.K., (June 2012), A Study Online Behaviour in Indian Context, *International Journal of Management Research and Review*, Vol 2, Issue 6, , Article No-14/1013-1027,ISSN 2249-7196.
  - Singh, Arun Kumar Agarwal, P.K., (July 2012), Foreign Direct Investment: The Big Bang in Indian Retail, *VSRD International Journal of Business & Management Research*, Vol 2, Issue 7, PP 327-337, ISSN 2231-248X. DOI: 10.13140/RG.2.2.12021.50401
  - Agarwal, P.K.,Kumar, Pradeep.,Tyagi,A.K.,& Gupta, Swati., (Spring 2012), Impact of Brand Placement in Indian Films on Brand Recognition by Consumers, *International Journal of Management & Transformation*, Vol 6, Number 1,ISSN 0974-3502.
  - Kumar, Avinash, & Agarwal, P.K., (July 2012), A Study on Acceptance of E-Retailing by Indian Consumers, *International Journal of Management Research and Review*, Vol 2, Issue 7, Article No-15/1266-1279, ISSN 2249-7196. DOI: 10.13140/RG.2.2.17893.52966
  - Singh, Arun Kumar., & Agarwal, P.K., (October-November-December 2012), Study on Shifting Consumer Preferences from Un-Organised Retailing Vis-a-Vis to Organised Retailing in Noida, *Bookman International Journal of Accounts Economics & Business Management*, Vol. 1 No. 2, PP 69-79, ISSN 2319-426X. DOI: 10.13140/RG.2.2.34670.74564
  - Mathur, Atul, & Agarwal, P.K., (Jan 2013), A Study on Impact of Employee Retention in Private Sector Sugar Mill, *International Journal of Emerging Research in Management & Technology*, PP 43-45, ISSN 2278-9359. DOI: 10.13140/RG.2.2.32993.02404
  - Mathur, Atul & Agarwal, P.K., (Jan 2013), Measuring the Impact of Training and Development in Private Sector Sugar Mills, *International Journal of Management Research and Review*, Volume 3, Issue 1, Article No-13/2276-2283, PP 2276-2283, ISSN: 2249-7196. DOI: 10.13140/RG.2.2.29637.58088
  - Mathur, Atul., & Agarwal,P.K., (Jan-June 2013), Historic & Global Perspective of the Concept of HR Practices, *SRM-IMT journal of Business & Management Research - An International Bi- Annual Journal of Management*, SRM University, Modinagar, Vol-1,Issue-2, ISSN 2319-6203. DOI: 10.13140/RG.2.2.22926.69442
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## RESEARCH PAPER PRESENTATION (26)

- “Consumer Relationship Management (CRM) in Healthcare Sector” with special reference to Meerut (UP) organized by Hindustan Institute of Management and Computer Sciences on 18th Feb 2006 at Holiday Inn, Agra.
- “Rural Entrepreneurship – A Case Study” in National Seminar organized by Faculty of Management Studies V B S Purvanchal University Jaunpur (U.P) on 22 & 23 March 2006
- “Customer Relationship Management – A Case Study Of BPCL” National Seminar organized by IIMT management College Meerut on 22 March 2006
- “WTO Reforms Leading to Broader Choices for Indian Consumers “in National Seminar organized by Department of Commerce, AMU, Aligarh
- “A Study of Strategic Marketing in Educational Institutes of Meerut & Ghaziabad “in International Conference on Strategic Thought in the New Age Management” organized by Department of Business management, University of Jammu, on 4-5Nov, 2006.
- “Consumer Protection Act – Is it Really Successful “in National Seminar organized by Indian Institute of Public Administration –Bareilly Branch, on 11-12 Nov, 2006.
- “A Study of Corporate Governance with Special Reference to S.B.I “in National Seminar organized by M.A. I.M.T, Jagadhri on 10 Feb, 2007.
- “Impact of Price on Buying Behaviour in Alcoholic Drinks” in National Seminar organized by A.I.M.A – C.M.E, New Delhi on 22 May, 2007.
- “Rural marketing in India” lecture delivered as eminent speaker at national seminar organized by Kishan Institute of Information Technology, Meerut on 20th March, 2009.
- “E-Marketing in rural India-Scope & challenges” in International Seminar on “Role of information technology in shaping world economy” organized by Faculty of commerce

and research studies, Swami Sukhdevanand P.G. College, Shahjahanpur on 20-21 December, 2009.

- "Sales force Retention: A Big Challenge for Marketers Today" in National Seminar on "Managing Individuals at Workplace" organized by IIMT Professional College, Meerut on 20th February' 2010.
- "Analyzing the Impact of Business Strategies adopted by FMCG Companies in Rural Market in India" in International Conference on "Managing Turnarounds in the Global Economy" held on 6th August, 2010 at Mangalmay Institute of Management & Technology, Greater Noida.
- "Are Corporate Socially Responsible-A Case Study of Coca Cola & Pepsi co" in National Seminar on "Corporate Social Responsibility in Current Economic Scenario" held on 17-18 Sep, 2010 at Bharat Institute of Technology, Meerut
- "Cause Related Marketing as a Marketing Strategy in Post Recession Period in India" in National Seminar on "Business Strategies in Post Recession Era" organized by IIMT Professional College, Meerut on 23-11-2010.
- "Are Mergers & Acquisitions really profitable? A case study of Tata-Corus acquisition" in National Seminar on "Corporate restructuring in the globalized business environment" held on 15-16 Jan, 2011 at I.T.S –Management & I.T. Institute, Ghaziabad.
- "Transformation of Banking Sector after Globalization in India" in National Seminar on "Impact of Globalization on Indian Economy" held on 5-6 Feb, 2011 at D.N.College, Meerut.
- "Impact of Globalization on Training needs of Sales Personnel in India" in International Seminar on "Impact of Globalization on Managerial Skill" organized by Faculty of commerce and research studies, Swami Sukhdevanand P.G. College, Shahjahanpur on 26-27 Feb, 2011.
- "An Empirical Study About the Scope and Complexities and Implications: A study of Rural Tourism in Uttar Pradesh" An AICTE Sponsored seminar organized by MIET Meerut on 26 Nov, 2011
- "Developing SERVQUAL Model for Customer Service Quality Satisfaction in Health Care Sector In" National Seminar organized by Centre for Hospital Administration, Jiwagi Univerity, Gwalior on Feb 27-28, 2013
- "Model for Developing Entrepreneurial Education System for Fostering Entrepreneurial Instinct in India" at International Conference on "Entrepreneurship & New Venture in Emerging Economies – Strategies for Sustainable Competitive Advantage" organized by MIT College of Management, Moradabad (U.P) on April 6-7, 2013
- "Predictors of Retention Attitude of Nursing Staff at Referral Hospital, Wolaita Sodo, Ethiopia" at International Conference on "Globalisation & Governance: A Management Perspective" organised by Research & Development cell of Asian Business School, Noida on March 17, 2018
- "Celebrity Endorsement as a Tool of Enhancing Brand Equity and Brand Recall" at International Conference on "Emerging Business Interventions for Managing Technology and Innovation" organized by Research & Development cell of Asian Business School, Noida on Feb 6, 2021.
- "Green Marketing: Need of 21<sup>st</sup> Century" at International Conference on "Sustainable Innovation, Research & Emerging Trends in Entrepreneurship" organized by Pratap University, Jaipur, Rajasthan on April 3, 2021.
- "Reinventing Human Resources Development Practices with Technological Advancement during and Post Pandemic situation in India" at International Conference on "Resurgence of Economies Globally Post Pandemic: Issues & Challenges" organized by Maharaja Surajmal Institute, New Delhi on Oct,29-30, 2021.
- "Prospects of growth in Beauty & Saloon Industry of India @shock of Covid 19" at International Conference Organised by- School of Business Studies, Sharda University on 22-23 April, 2022.



- “Effect of Recruitment and Selection Policies on Employee Performance” at International Conference on “Advance Technology, Sustainability & Management (ICATSM 2022)” Organised by- Susant University, Gurugram on 28,29 July 2022.
- “Ratio Analysis as a Tool of Financial Well Being of Organizations.” at International Conference on “Atmanirbhar Bharat: Building Resilience, Sustainability and Global Competitiveness” Organised by- Central University of Jharkhand, Ranchi on November 11-12, 2022.

### **AREA OF SPECIALIZATION**

Marketing – Consumer Behaviour

### **QUALIFICATION**

- Ph.D. in Management (Consumer Behaviour) from B.R Ambedkar University, Agra, awarded in 2007
- MBA from Allahabad University. Batch 1986-88 (89) in first division with specialization in Marketing.
- B.Sc. from Kanpur University in 1984 with first division.

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