



**Dr. Chaman Lal**  
Assistant Professor

**Contact Details:**

**Permanent:** Vill. Kharota, P.O. Khaniara, Tehsil Dharamshala, District Kangra (H.P.)-176218

**Official:** Department of Marketing and Supply Chain Management (M&SCM), School of Business and Management Studies (SBMS), Central University of Himachal Pradesh, TAB-Shahpur, District Kangra (H.P.)-176206.

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**Academic Qualification:**

Ph.D. , M.Phil ., M.Com.

**Positions Held:**

- Assistant Professor , School of Management Studies (SOMS), Indira Gandhi National Open University (IGNOU), New Delhi-110068 (June, 2011 to December, 2012)
- Assistant Professor (Commerce), Department of Higher Education, Government of Himachal Pradesh (June, 2010 to June, 2011)

**Specialisation:**

Marketing Management, Rural Marketing, Rural Retailing & Entrepreneurship

**Research Interest:**

Rural Marketing , Rural Retailing, Entrepreneurship

**Publications:**

- Lal, Chaman (2016) Factors affecting entrepreneurship growth, e-PG Pathshala, National Mission on Education through ICT, Ministry of Human Resource Development. (Link: [http://epgp.inflibnet.ac.in/view\\_f.php?category=1403](http://epgp.inflibnet.ac.in/view_f.php?category=1403))
- Lal, Chaman (2016) Entrepreneurial Competencies, e-PG Pathshala, National Mission on Education through ICT, Ministry of Human Resource Development. (Link: [http://epgp.inflibnet.ac.in/view\\_f.php?category=1403](http://epgp.inflibnet.ac.in/view_f.php?category=1403))
- Lal, Chaman (2016) Entrepreneurial Development Programmes, e-PG Pathshala, National Mission on Education through ICT, Ministry of Human

Resource Development. (Link: [http://epgp.inflibnet.ac.in/view\\_f.php?category=1403](http://epgp.inflibnet.ac.in/view_f.php?category=1403))

- Lal, Chaman (2016) MSME Policy in India, e-PG Pathshala, National Mission on Education through ICT, Ministry of Human Resource Development. (Link: [http://epgp.inflibnet.ac.in/view\\_f.php?category=1403](http://epgp.inflibnet.ac.in/view_f.php?category=1403))
- Lal, Chaman (2016) Forms of Business Ownerships, e-PG Pathshala, National Mission on Education through ICT, Ministry of Human Resource Development. (Link: [http://epgp.inflibnet.ac.in/view\\_f.php?category=1403](http://epgp.inflibnet.ac.in/view_f.php?category=1403))
- Lal, Chaman and Kishor, Nawal (2015) Determining relationship between enterprises establishment and social development: Insights from rural areas of India, Australian Journal of Business and Management Research, 5(4):1-14.
- Lal, Chaman and Singh, Kamal (2015) National Food Security Act: Awareness, Issues and Strategies from Bottom of the Pyramid Perspective, The Journal of Institute of Public Enterprise, 38 (3-4): 136-150.
- Lal, Chaman, Singh, K S, and Pandey, A (2015) Retailing at Bottom of the Pyramid: An Empirical Research in Himachal Pradesh, The Indian Journal Of Commerce, 68 (3): 79-88.
- Lal, Chaman, Upadhyay, G and Sharma, S(2014) Direct Benefit Transfer Scheme: Issues and Challenges at Bottom of the Pyramid, The Indian Journal Of Commerce, 67 (2): 91-106.

### **Edited Books:**

- Customer Value Management (2012)", Indira Gandhi National Open University, New Delhi.
- IT application in Retailing (2012), Indira Gandhi National Open University, New Delhi.
- On the job training-Workbook-BBA 1<sup>st</sup> Year (2012), Indira Gandhi National Open University, New Delhi.
- On the job training-Workbook-BBA 2<sup>nd</sup> Year (2012), Indira Gandhi National Open University, New Delhi.

### **Participation/ Paper Presentation in Seminars/Conferences:**

- International Conferences: 05
- National Conferences: 07

**Membership of Learned Societies/  
Professional Bodies:**

- Life member, The Indian Commerce Association
- Member, Gurukul Business Review

**Awards & Honours Received:**

Best Research Paper Award from The Indian Commerce Association

**Others:**

- FDP Attended: 03
- Workshop Attended: 07
- Orientation Programme:01
- Refresher Course:01
- NET: December, 2006
- JRF: June, 2007