



Dr. Chaman Lal
Assistant Professor

Contact Details:

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

Official: Himachal Pradesh Kendriya Vishwavidyalya Business School, School of Commerce and Management Studies (SoC&MS), Central University of Himachal Pradesh, Dhauladhar Parisar-II, District Kangra (H.P.)-176215.

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Academic Qualification:

PhD, M.Phil , M.Com

Positions Held:

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

Specialisation:

Marketing

Research Interest:

Rural Marketing, Rural Retailing and Entrepreneurship

Publications:

10 (2-International Journal, 4-National Journal, & 04-edited books)

Research Projects Completed/Ongoing:

02

MPhil/PhD Supervised/Supervising:

04

Participation in Seminars/Conferences:

10 (International/ National: 08-Conference, 02-Seminars)

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

Life time member of The Indian Commerce Association

Awards & Honours Received:

NIL

Others:

NET: December, 2006

JRF: June, 2007