

Curriculum Vitae

Dr. Krishna Kumar Verma

Associate Professor
Department of Commerce
Central University of Himachal Pradesh, Dharamshala
176215



Personal Information	:	Father's Name	Late Shri Shubhash Chandra Verma
		Date of Birth	01-06-1979
		Mobile No.	9335581254, 9026581254
		E-Mail –Id	kkpvan@gmail.com dr.kkv2023@hpcu.ac.in
		Correspondence Address	Department of Commerce, Dhauladhar Parisar –II Central University of Himachal Pradesh ,Dharamshala, Himachal Pradesh-176215
		Permanent Address	Roshan Ganj, Near Laxmi Rice Mill Shahjahanpur Uttar Pradesh-242001

Teaching Experience : Approx.12 years

Specialization : Financial Accounting, Financial Management, Business Law

- Educational Qualification**
- 1] **PGDFM** from IGNOU, New Delhi in 2022 with **1st Division**
 2. **MBA-Tourism Management** from Algappa University, Tamilnadu in 2017 with **1st Division**
 3. **L.L.B** from M.J.P. Rohilkhand University, Bareilly in 2010 with **2nd Division**
 4. **M.Com** from M.J.P. Rohilkhand University, Bareilly in 2002 with **1st Division**
 5. **B.Com** from M.J.P. Rohilkhand University, Bareilly in 2000 with **2nd Division**

Additional Educational Qualification

1. **Ph.D.** from M.J.P. Rohilkhand University, Bareilly in 2005 on the topic of “ *Effectiveness of Marketing Strategies of LIC of India- With Special Reference to District Shahjahanpur*”.
2. **UGC-NET** from UGC, New Delhi in December 2015.

Academic Positions

1. **Associate Professor** in Department of Commerce, Central University of Himachal Pradesh from **27th Feb 2023 to till date**
2. **Assistant Professor** in Department of Commerce, Swami Shukdevanand (PG) College, Shahjahanpur, UP from **31st October 2011 to 25th Feb 2023.**
3. **Assistant Professor (Guest Faculty)** in Department of Commerce, Swami Shukdevanand (PG) College, Shahjahanpur, UP from **1st July 2006 to 30th October 2011.**

Administrative Positions

Member, Departmental Research Committee, Department of Commerce, School of Commerce and Management, Central University of Himachal Pradesh, Dharamshala, **(From 03 Nov, 2023 to 03 Nov 2026)**

Member, Departmental Standing Committee, Department of Commerce, School of Commerce and Management, Central University of Himachal Pradesh, Dharamshala, **(From 03 Nov, 2023 to 03 Nov 2026)**

Member, School Board , Department of Commerce, School of Commerce and Management, Central University of Himachal Pradesh, Dharamshala**(From 27 Oct, 2023 to 27 Oct, 2026)**

Member, Board of Studies, Department of Commerce, School of Commerce and Management, Central University of Himachal Pradesh, Dharamshala**(From 27 Oct, 2023 to 27 Oct, 2026)**

In charge “ UG DIPLOMA IN E-COMMERCE “ S.S. College, Shahjahanpur ” Since 2012 to February 2023

Editor ,Mumukshu Journal of Humanities, S.S.(PG)College, Shahjahanpur, Since June 2018 to June 2022.

Associate Editor ,Mumukshu Journal of Humanities, S.S.(PG)College, Shahjahanpur, Since June 2018 to June 2022.

Publications

❖ Research Paper in International Journals	=	17
❖ Research Paper in National Journals	=	20
❖ Chapter in Edited Books	=	22
❖ No. of Edited Books	=	07
❖ No. of Text Books	=	05
❖ No. of E-Books	=	01
❖ No. of Patent Publication	=	07

- International Journals**
1. **“Effectiveness of Marketing Strategies of LIC of India in District Shahjahanpur,”** Knowledge News (The Half-Yearly International Journal of Ideas) Knowledge news publication, Agra (U.P.) India January 2003 Vol-3 (Part-II) ISSN 2231-0150.
 2. **“Role of Information Technology in Marketing System”** Remarking (An Multidisciplinary International Journal) Kanpur (UP) India June 2014, Vol.1, No.1, ISSN : 2394-0344 UGC list No. 48558 (Old) p.p. 91-94
 3. **“Impact of FDI on Agriculture Sectors in India ”** Shrinkhala (A Multidisciplinary- Monthly International Journal) Kanpur (UP) INDIA, September 2014, vol.2. No.1. ISSN : 2321-290X UGC list No. 48880 (Old) p.p. 29-32
 4. **“Economic Thoughts of Gandhi Ji”** Brajnandini (A multidisciplinary Quarterly Referred International Journal) Mathura,(UP),INDIA, June 2016, Vol 1, ISSN :2279-0519 p.p. 44-47
 5. **“Opportunities and Challenges of Rural Retail Marketing in India”** Vidyawarta (Peer reviewed international refereed research journal), Maharashtra, India, July to Sept. 2019, Vol 1, issue 31, ISSN : 2319 9318, Impact factor 6.021, P.P. 55-61
 6. **“An Analysis of Impact of Artificial Intelligence system in Accounting in India”** Printing Area(Peer reviewed international refereed research journal) Maharashtra, India, February 2020, Vol 1, issue 62, ISSN : 2394 5303 , Impact factor 7.387, P.P. 83-85
 7. **“Effect of COVID-19 on tourism Industry in India”**Vidyawarta (Peer reviewed international refereed research journal) Maharashtra, India, April to May. 2020, Vol 6, issue 34, ISSN : 2319 9318, Impact factor 7.041 , P.P.52-54
 8. **“Marketing Strategies of LIC of India in the present Era”**International Journal of Trend in Scientific research development, India, Jan-Feb 2022, Vol-6 Issue 2 ISSN 2456-6470 (Online), Impact Factor 6.410, P.P. 566-572
 9. **Reducing Unemployment through Co-operative Movement”**

- International Journal of Multidisciplinary Research in Science, Engineering, Technology and Management, India, July 2022, Vol-9 Issue 7 ISSN 2395-7639 (Online), Impact Factor 7.580, P.P. 1648-1652
10. **“Economic Liberalization in India”** Central Asian Journal of Innovations on Tourism Management and Finance India, July 2022, Vol-3 Issue 8 ISSN 2660-454X (Online), Impact Factor 5.405, P.P. 18-24
 11. **“Digital Marketing – Approach, Awareness and Strategies”** International Journal of Trend in Scientific research development, India, Sep-Oct 2022, Vol-6 Issue 6 ISSN 2456-6470 (Online), Impact Factor 7.251, P.P. 1614-1628
 12. **“Green Marketing - Basic Prospective”**International Journal for Modern Trends in Science and technology, India, Oct 2022, Vol-8 Issue 10 ISSN 2455-3778 (Online), UGC CARE-43137 P.P. 149-154
 13. **“Foreign Trade of India”** International Journal for Modern Trends in Science and technology, India, Oct 2022, Vol-8 Issue 10 ISSN 2455-3778 (Online), UGC CARE-43137 P.P. 155-165
 14. **“Risk Management”** International Journal of innovative Research in Science, Engineering and Technology , India, Dec 2022, Vol-11 Issue 12 ISSN 2319-8753 (Online), Impact Factor 8.118 P.P. 14315-14321
 15. **“Integrated Business Planning and Business Intelligence”** International Journal of Advance Research in Art, Science, Engineering and Managemmeyt , India, May 2023, Vol-10 Issue 3 ISSN 2395-7852 (Online), Impact Factor 6.551 P.P. 1728-1733
 16. **Quantifying the impact of successful village growth on the tourism Industry** (Main Author)World Journal of Management and Economics,Vol-16 issue-8, I, Oct 2023 ISSN 1819-8643
ABDC- C category
 - 17 **Role of Strategic Marketing on competitive advantages for E-Commerce Business in India**(Main Author) Journal of Informatics Education and Research Vol-4 Issue (1) 2024, ISBN-1526-4726,
<https://doi.org/10.52783/jier.v4i1.637> ABDC-C Category

National Journals

1. **Micro Finance in India - Need of Present”** Mumukshu Journal of Humanities (A Biannual Referred Journal) shahjahanpur (UP) INDIA June, 2011, vol.3. No.3. ISSN : 0976-5085. p.p. 73-75
2. ****Recent Trend in Marketing Strategy of LIC of India”** Mumukshu Journal of Humanities (A Biannual Referred Journal) Shahjahanpur (UP) INDIA June, 2012, vol.4. No.1. ISSN : 0976-5085. **p.p. 128-129**
- 3 **Problems and prospects of FDI in rural retail market.** Mumukshu Journal of Humanities (A Biannual Referred Journal)

- Shahjahanpur (UP) INDIA June, 2013, vol.5. No.1. ISSN : 0976-5085.
p.p. 361-362
4. **“FDI in Indian Retail Sector- A SWOT Analysis”** Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Referred Journal) Shahjahanpur (UP) INDIA June, 2014, vol.6. No.1. ISSN : 0976-5085. **p.p. 118-120**
 5. **“Role of E-Commerce in Supply Chain Management”** Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Referred Journal) Shahjahanpur (UP) INDIA June, 2015, vol.7. No.1. ISSN : 0976-5085 **p.p. 177-179**
 6. **“Effectiveness of Marketing Strategies of LIC of India in District Shahjahanpur ”** INSPIRA, Journal of Commerce, Economics and Computer Science (A Double Blind Peer Reviewed Referred Journal) Jaipur, (Rajasthan) INDIA June, 2016, vol.2. No.2. ISSN : 2395-7069, Impact Factor 1.7122 **p.p. 194-196**
 7. **Problems and prospects of domestic tourism in india : with special reference to district shahjaanpur**
Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June, 2016, vol.8. No.1. ISSN : 0976-5085 **p.p. 243-245**
 8. **“Achievement and Economic, Social and Political Thoughts of Indira Gandhi”** Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June, 2016, vol.8. No.1(I). ISSN : 0976-5085 **p.p. 28-35**
 9. **“Prospects of Medical Tourism in India “** Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June, 2017, vol.9. No.1. ISSN : 0976-5085 **UGC list No. 48510 (Old) p.p. 209-212**
 10. **“Analysis of Prime Minister MUDRA Yojna “** Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA Dec, 2017, vol.9. No.2. ISSN : 0976-5085 **UGC list No. 48510 (Old) p.p. 228-232**
 11. **“Challenges and opportunities of Social Entrepreneurship in India “**
Mumukshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June, 2018, vol.10. No.1. ISSN : 0976-5085 **p.p. 7-9**
 12. **“A Study of relationship of consumer life style and buying behaviour**

“Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA Dec, 2018, vol.10. No.2. ISSN : 0976-5085 **p.p. 14-16**

13. **“Disinvestment of Public Sector in India”** Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June, 2019, vol.11. No.1. ISSN : 0976-5085 **P.P. 20-23**
14. **“Risk Management in Banking Industry and Impact of Basel II Implementation”**Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA Dec, 2019, vol.11. No.2. ISSN : 0976-5085 **P.P. 20-23**
15. **An analysis of Factors affecting employees attitude towards organization**“Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June 2020, vol.12. No.1. ISSN : 0976-5085 P.P. 18-21
16. **Trends and Patterns of FDI in India** “Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA Dec, 2020, vol.12. No.2. ISSN : 0976-5085 **P.P. 16-20**
17. **A study of Working mechanism of unit Linked insurance Plans (ULIPs)** Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June, 2021, vol.13. No.1. ISSN : 0976-5085 **P.P. 12-15**
18. **Role of ICT in Higher Education”** Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA Dec, 2021, vol.13. No.2. ISSN : 0976-5085 **P.P. 100-103**
19. **A Comparative Study of Digital Marketing Vs Traditional Marketing** Mumkshu Publication of Humanities, Mumukshu Journal of Humanities (A Biannual Peer reviewed Referred Journal) Shahjahanpur (UP) INDIA June , 2022, vol.14. No.1. ISSN : 0976-5085 **P.P. 55-59**
20. **A study of comparative analysis of new v/s old tax regime**
Journal of management and entrepreneurship, ISBN-2229-5348
UGC-CARE Group-1, P.P-181-187

Chapter in Edited Books

1. **Role of Educational Institution in Consumer Awareness”** Consumer Protection and Behaviour in Present Era, Mumukshu Publication of

Humanities ,S.S.(PG)College, Shahjahanpur (UP). India
ISBN : 978-81-910666-1-6 , November 2012 P.P.56-58

2. **Role of FDI in employment Generation** , Employment Generation in Developing Countries : Challenges and Opportunities, Mumukshu Publication of Humanities ,S.S.(PG)College, Shahjahanpur (UP). India , ISBN : 978-81-910666-3-0 , February 2013 P.P.586-589
3. **Awareness of Rural Consumer in India**, Role of Rural Consumer Awareness in Development of Rural Marketing Strategies”, Manglam Publishers and Distributors, Delhi, , 2013. ISBN : 978-81-89972-86-8 P.P. 211-217
4. **Globalisation, Society and Inequalities** , Economic Development with Devaluation of Non Economic Values : Problems & Remedies, Mumukshu Publication of Humanities ,S.S.(PG)College, Shahjahanpur (UP). India, ISBN : 978-81-910666-3-0 , February 2014 P.P.52-57
5. **Role of Human Capital in Attracting FDI** , Human Development in Developing Nations , Mumukshu Publication of Humanities ,S.S.(PG)College, Shahjahanpur (UP). India, ISBN : 978-81-910666-6-1 , February 2015, P.P.286-290
6. **Economic Effect of Tourism in India”** , Innovations and Challenges – In the age of M- Commerce, Bharti Publications, New Delhi – 110002 (India), ISBN : 978-93-85000-35-5 p.p. 132-137
7. **Development of Pilgrimage Tourism in India (With Special Reference of Utrakhnad State”** Emerging Trends In Hospitality & Tourism Sector, Bharti Publications, Delhi,India, ISBN 978-93-85000-40-9, November 2015 P.P.276-278
8. **Tourism and Happiness** , Tourism , Mercantile and Human Happiness , Mumukshu Publication of Humanities ,S.S.(PG)College, Shahjahanpur (UP). India, ISBN : 978-81-910666-7-8 , February 2015 P.P.340-344
9. **Sources and Effect of Stress on Human Life**, mpact of Stress Management in Business organizations , Mumukshu Publication of Humanities ,S.S.(PG)College, Shahjahanpur (UP). India, ISBN : 978-81-910666-7- , February 2016 P.P 64-66
10. **Prospects of trade in tourism sector**, Sahitya and Sambedna,Lokwani Sansthan, Delhi ISBN 978-93-81487-89-1 P.P.68-73
11. **Impact of Terrorism on Foreign Direct Investment in India**, International Terrorism, tourism and economic health of the world.

Mumukshu Publication of Humanities ,S.S.(PG)College, Shahjahanpur (UP). India, ISBN : 978-81-910666-8-5 , December 2017 P.P.80-87

12. **Benefit of GST for Indian Economy**, GST- A Road map ,Niharikanjali Publication, Kanpur,(UP) India , ISBN 978-93-82972- 25-9, P.P.121-122
13. **“Women Entrepreneurship in India : Challenges and Remedies”**
New dimensions of Entrepreneurship in India, Navyug Publication, Agra, India, ISBN 978-93-87970-97-7 , Jan 2021, P.No. 111-115
14. **MSMEs – A Pillars of Local and National Economic Development**,
Agriculture and Industry :Important Pillars of Economic and Social Development, Navyug Publication, Agra, India, 978-93-88873-11-6, February,2021 P.No.18- 22
15. **Role of Financial Planner in Capital Market** , Changing Role of Financial Markets in Indian Economy, Research Cultural society and Publication, Gujrat, ISBN- 978-81-9532-68-2-2, May 2021, P.P. 60-63
16. **Advantage and Disadvantage of Online Education in India** National Education Policy-A step towards self reliant India, Swaranjali Publication,Ghaziabad, UP, India,ISBN 978-93-5470-038-5, July 2021, P. No. 42-50
17. **“Innovation in Modern Indian Banking”** Changing Approach of Banking Industries, Swaranjali Publication,Ghaziabad, UP, India,ISBN 978-93-5470-817-6, September 2021, P.P. 90-98
18. **“Role of Innovation in Intellectual Property Rights”** Changing Role of IPR’s in India, Swaranjali Publication,Ghaziabad, UP, India,ISBN 978-93-5470-571-7, August 2022, P.P.119-125
19. **Role of Sustainable technology in Business Innovation”** Future Science for Sustainable Development,Maya Global Education Society, Prayagraj, UP, India, ISBN 978-93-83006-21-2, 2022, P.P. 313-322
20. **One District One Product: Agricultural Handicraft in Uttar Pradesh”**
Vocal for Local – Need of Present, Navyug Publication, Agra, UP, ISBN : 978-93-90899-53-7, P.P. 61-64
21. **Effects of Population Growth in India”** Population Control – A boon for Indian Society, Akhand Publishing House, New Delhi, India, ISBN 978-81-19098-00-2, 2023, P.P. 420-42
22. **Problems and Opportunities of Women Entrepreneurship in Uttrakhand”** (Co- Author), New Facets of Women Entrepreneurship in India, Current Publication, Agra, India, ISBN 978-93-90253-90-6, 2023, p.p. 155-170

- No. of Edited Books Published**
1. **New dimensions of Entrepreneurship in India** : Navyug Publication , Agra , ISBN : 968-93-87970-97-7 , January, 2021
 2. **Agriculture and Economy : Important Pillars of Economic and Social Development “** : Navyug Publication , Agra, ISBN 978-93-88873-09-3, February,2021
 3. **Make in India and Atma Nirbhar Bharat Abhiyan : An Initiative to Make India Self-Reliant”** : Vani Publication , Agra, ISBN 978-93-90899-26-5, Year 2022
 4. **Intellectual Property Rights : Emerging issues & Practices in India,** Navyug Publication , Agra, ISBN 978-93-93575-34-2 August,2023
 5. **G-20 Nations : Global Partnership for Economic and Social Inclusion** Navyug Publication , Agra, ISBN 978-93-93575-35-8 October-2023
 6. **Economic Growth in India after Pandemic period”** Manish Publication, New Delhi, ISBN-978-93-91515-54-6, January- 2024
 7. **Agriprenurship : Challenges and Opportunities in Developing Countries”** : in press

- No. of Text Books Published**
1. **Financial Accounting (Hons)** (English) Co-Author Kedarnath Ramnath, Meerut
 2. **Book Keeping and Accounting, (BBA & B,Com Finance)** Co-Author , ARK Publication, Shahjahanpiur
 3. **Financial Accounting (BBA)** , Co-Author , ARK Publication, Shahjahanpiur, (ISBN 978-81-9321-38-0-3)
 4. **Inventory Management,** English , Navyug Publication, Agra (ISBN 978-93-87970-98-4)
 5. **Inventory Management,** Hindi , Navyug Publication, Agra (in Press)

- No. of E- Book** 1. **Accounting Theory and Disclosure Practice in India** , Blue Hill Publication (2021) E-ISBN : 978-93-91539-28-3
- No. of Patent Publication**
- 1 **Integrated Platform for E-commerce and Retail Marketing**
National , Inventor, Patent office Government of India
202121037424A (03/09/2021)
 - 2 **The Effective advanced promotional tool for Marketing old/New Product**, National Inventor, Patent office Government of India
202111040502 (7/9/2021)
 - 3 **Intelligent Sales promotion strategies and sales promotion of telecommunication firms in India**
National Inventor, Patent office ,Government of India
202121046131 (10/10/2021)
 - 4 **Artificial Intelligent & Internet of things based digital marketing strategies approaches and result**,
National Inventor, Patent office Government of India
202121049750, (29/10/2021)
 - 5 **An analysis of the factors that influence electronic customer relationship management (E-CRM) in the banking sector using analytical techniques**
National , Inventor, Patent office , Government of India,
202241030302 (26/5/2022)
 - 6 **A system for evaluating the impact of microfinance in alleviating poverty and boosting economic growth in India**
National, Inventor, Patent office, Government of India
202221067218, (23/11/2022)
 - 7 **A system for evaluating impact of integration of banks and crypto currency in a demonetized world.**
National , Inventor, Patent office, Government of India
202211067774, (24/11/2022)

Research Experience :

- **Research Project** : **01**
- **Research Guidance** : **04**
- **PG Dissertation** : **12**

Research Project : UGC Sponsored **Major Research Project** entitled “ Problems and prospects of FDI in Rural retail market” **5-300/2013(HRP)**, **Amount 335000/-**

Research Guidance (Ph.D) 1. **Ketan Pandey** (2020-21)2004101006 (Co-Guide)
Analytical study of Financing women entrepreneurs by nationalized bank, Sanskriti University, Mathura

2. **Abhishek Singh**(2020-21) 2004101001
An analytical study on CSR programs of Indian Companies in Post Mandate Period, Sanskriti University, Mathura
3. **Km. Ranjna (2023) CUHP23RDCOM07)**
4. **Km. Tanvi Ranta (2023) CUHP23RDCOM14)**

PG Dissertation
(M.Com &
M.B.A)

1. **Sonika Jaiswal** , A Study of Telecommunication Services in India – Challenges & Opportunities **(2016-17)**
2. **Soumya Srivastava**, A Study of Customer Relationship Management in Public and Private Insurance Sector Institutions **(2016-17)**
3. **Lovely Jaiswal**, Role of Financial Institution in Development of Women Entrepreneurship**(2017-18)**
4. **Tushar Agarwal**, Opportunities and Challenges of Rural retail Marketing in India, **(2017-18)**
5. **Akshat Agarwal**, Comparative Analysis of various Financial Institutions in the Market, **(2017-18)**
6. **Mitali Kapoor**, Study of the Effectiveness of Online marketing on Integrated Marketing Communication , **(2018-19)**
7. **Shubham Goel**, Impact of Social Media Marketing on Performance of Micro and Small Business, **(2019-20)**
8. **Arti Kashyap**, Challenges and opportunities faced by Women Entrepreneurs (With Special Reference of District Shahjahanpur) **(2019-20)**
9. **Himanshu Sagar**, Factors Affecting Green Marketing in India : A Study of Matro Customers, **(2019-20)**

**Paper Presented in Seminar / Workshop /Faculty Development Program
Attended/ Training/ Invited Lectures :**

- **International** : **26**
- **National** : **81**

- **Workshop** : 12
- **Faculty Development Program** : 04
- **Training** : 03
- **Invited Lecture** : 10

International Seminar (Paper presented) (26)	1	20-21 Dec. 2008	Competitiveness of MNC's and Consumer Protection S.S.(PG)College, Shahjahanpur (Sponsored by IIPA)
	2.	20-21 Dec. 2009	Information technology and Cyber Law, S.S.(PG)College, Shahjahanpur
	3	26-27 Feb 2011	Effect of Globalisation on Education, S.S.(PG)College, Shahjahanpur
	4	25-26 Feb 2012	Marketing Strategy of LIC of India S.S.(PG)College, Shahjahanpur
	5	26-27 Feb 2013	Role of FDI in Employment Generation, S.S.(PG)College, Shahjahanpur,(Sponsored by UGC)
	6	22-23 Mar. 2013	Entrepreneurship and Sustainable Development, Teerathanker Mahaveer university, Moradabad
	7	01-08 June 2013	E-Governance In India, International Multidisciplinary Research foundation, Vijaywada, Andhra Pradesh
	8	02-03 Mar 2014	Globalisation, Society and Inequalities S.S.(PG)College, Shahjahanpur (Sponsored by UGC)
	9	20-21 Jan 2015	Economic Thought of Gandhi Ji Ismail National (PG) College For Women, Meerut (Sponsored by UGC)
	10	26-27 Feb 2015	Human Capital in Attracting FDI, S.S.(PG)College, Shahjahanpur (Sponsored by Ministry of Home Affairs, Govt of India)
	11	21-22 Nov 2015	Development of Pilgrimage Tourism In India ,(With Special Reference to Uttrakhand State) Subharti university, Meerut
	12	5-6 Dec 2015	Emerging Trends in Accounting System University Business School, Punjab University Punjab (Indian Accounting Association)
	13	30-31 Jan 2016	Tourism and Happiness S.S.(PG)College, Shahjahanpur (Sponsored by Ministry of Home Affairs, Govt of India)
	14	11-13 Nov 2016	Department of Commerce Lucknow University Lucknow (Indian Commerce Association)
	15	16-17 Dec 2016	GST and its implication in India Department of Commerce Banglore University

- 16 18-19 Nov. 2017 Bangalore (**Indian Accounting Association**)
Effect of demonetization in India,
Department of Commerce
MohanLal Sukhadia University, Udaipur
- 17 16-17 Dec 2017 (**Indian Accounting Association**)
Impact of Terrorism on FDI in India
S.S.(PG)College, Shahjahanpur
(**Sponsored by Ministry of Home Affairs, Govt of India**)
- 18 27-28 Jan 2018 **Opportunities & Prospects of Manufacturing Sector in India**
Department of Commerce
Lucknow University , Lucknow
- 19 5-6 Jan 2019 **Benefits and Problems of Computerised Auditing System,**
Department of Commerce
Manipal University , Jaipur- Rajasthan,
(**Indian Accounting Association**)
- 20 22-24 Dec 2019 **Skill Development- Government Initiative and Challenges, KIIT University, Bhubaneswar**
(**Indian Commerce Association**)
- 21 28-29 Dec 2019 Analysis of Role of Artificial intelligence system in accounting in India (With Special reference of Bareilly Region)
Jai Narain Vyas University, Jodhpur, Rajasthan
(**Indian Accounting Association**)
- 22 30/12/2020 **UN Sustainable Goals : Peace, Justice , Innovation and Infrastructure,**
IMRF, Institute of Higher Education and Research, India
- 23 26/01/2021 **New Education Policies- Quality & the Future,**
Center for Professional Advancement –United Kingdom, Indian Branch : Andhra Pradesh
- 24 Jiva Ji University, Gwalior
(**Indian Accounting Association**)
- 25 13-15, May,2023 **G20 in India : Rule maker from rule follower ,**
S.S.(PG)College, Shahjahanpur
26. 13-15 Dec 2023 **Transforming India from Industry 4.to Industry 5**
Delhi School of Economics
University of Delhi, Indian Commerce Association

National Seminar Paper presented)

26th Dec 2002

Consumer Awareness and Marketing Strategies of Insurance Companies,

27th Feb 2003

S.S.(PG)College, Shahjahanpur
Marketing Strategy of Banks
S.S.(PG)College, Shahjahanpur

(81)	30-31 Aug 2008	Protection on Natural Resources Sahu jain college, Najibabad
	10 Feb 2009	Women Empowerment through Entrepreneurship Govt (PG) College for Women, Rampur
	28-1 Mar 2009	Liberalisation Effect on Social Sector Allahabad Degree college. Allahabad
	30-31 Jan 2010	Globalisation and Income Inequality in India D.N(PG)College, (Sponsored by UGC)
	30-31 Jan 2010	Challenges in E-Marketing D.N(PG)College, Meerut
	2 nd May 2010	Use of Statics in Economic research S.S.(PG) College, Shahjanapur
	13-14 Nov 2010	Shri Ram Murti Smarak College of Engineering & Technology, Bareilly
	15-16 Nov 2010	Women's Human Right and democracy S.S.(PG)College, Shahjahanpur,(Sponsored by UGC)
	20 th Dec 2010	Role of Small Scale Industries in Indian Economy S.S.(PG)College, Shahjahanpur, (Sponsored by Ministry of Corporate Affairs)
	20-21 Dec 2010	Awareness of Human right in India Sahu Ram Swaroop Mahila Mahavidhlaya, Bareilly (Sponsored by UGC)
	12-13 Feb 2011	Problems of Women in India Bareilly College, Bareilly ,(Sponsored by UGC)
	19 Feb 2011	S.S.(PG)College, Shahjahanpur, (Sponsored by UGC)
	15 Oct 2011	Effectiveness of Communal and Targated Violence Bill 2011 S.S. Law college, Shahjahanpur, (Sponsored by UGC)
	19-20 Nov 2011	Role of IT in Rural Market Shri Ram Murti Smarak College of Engineering & Technology, Bareilly
	10 Dec 2011	Investment redressal Macanism S.S.(PG)College, Shahjahanpur. (Sponsored by Ministry of Corporate Affairs)
	18-19 Feb 2012	Impact of Education on Minority Society K.A.(PG)College, Kasganj , Shahjahanpur (Sponsored by UGC)
	3 Nov 2012	Business Ethics in Banking Services Mata Gujri College, Punjab University, Patiala
	24-25 Nov 2012	Important Constitution and Legal provisions for Women in India S.S.(Law)College, Shahjahanpur (Sponsored by UGC)
	29-30 Nov 2012	Awareness of Rural Consumer in India

8-9 Oct 2012	Arya Kanya (PG) College, Hapur (Sponsored by UGC) Food problem in India BSM (PG)College, Roorkee (Sponsored by UGC)
15-16 Jan 2013	Role of Manrega in Employment Generation K.A.(PG)College, Kasganj (Sponsored by UGC)
19-20 Mar 2013	Impact of Globalisation & privatization on Quality Standard Management DAV PG College,Muzaffarnagar, Karori Mal College, New Delhi
22-23 April 2013	
9 Nov 2013	Consumerism in India S.S.(PG)College, Shahjahanpur
15-16 Feb 2014	FDI in Indian Retail Sector KN I, Sultanpur UP
1 Mar 2014	Human Rights and Advertisement S.S.Law College, Shahjahanpur, (Sponsored by UGC)
18 May 2014	Effectiveness of new Dimensions of Communication, m S.S.(PG)College, Shahjahanpur
24-25 Jan 2015	Democracy in India Jagdish Saran Hindu(PG) College,
22 nd Mar. 2015	Internal Quality Assessment for NAAC S.S.(PG)College, Shahjahanpur
3 rd May 2015	Smart Cities and Internal Transportation System UPRTOU, Allahabad
24-25 July 2015	Role of Youth in Development of India S.S.(PG)College, Shahjahanpur
27-28 Nov 2015	Global Warming – Causes and Prevent BSM(PG)College, Roorkee, Uttrakhand (Sponsored by UGC)
8-9 Nov 2015	UPRTOU, Allahabad
17 Dec 2015	DAV College, Kanpur
19-20 Dec 2015	Corporate Social Responsibility in India Mahatma Gandhi Kashi Vidyapeeth, Varanasi,
31-1 Feb 2016	Sources and Effect of Stress on Human life, S.S.(PG)College, Shahjahanpur
19-20 Feb 2016	Future of Agriculture Industry in India Govt. Degree College,Hardoi, UP
26-27 Feb 2016	Economic Thoughts of Indira Gandhi S.S.(PG)College, Shahjahanpur (Sponsored by UGC)

4-5 March 2016	Role of Rural Marketing in India C.S.J.M University, Kanpur
29 March 2016	Corporate Social responsibility and Human Welfare , D.A.V(PG)College, Muzaffarnagar, UP
11-13, Nov 2016	Participated in National Seminar Department of Commerce Lucknow University, Lucknow (Indian Commerce Association)
12 Nov 2016	Prospects of Tourism in India C.S.J.M University, Kanpur
10 Dec 2016	Economic Reform in India Firoz Gandhi College, Rai Bareilly
18-19 Dec 2016	Role of Manrega in Rural development Govt (PG)College, Bisalpur
08-09 Jan 2017	Smart Cities –A Quality of Life V.R.A.L.Rajkiya Mahila Mahavidyalaya Bareilly (UP)
14-15 Jan 2017	Cash Less Digital India R.L.S Govt. Mahila PG College, Pilibhit –UP
18-19 March 2017	Benefits of GST on Indian Economy KMCUAF University, Lucknow
22-23 March 2017	Role of Indira Gandhi in Nationalisation of Banks S.S.(PG)College, Shahjahanpur
26-27 March 2017	Challenges and Issues of generation of Employment in India Govt. Degree College, Bahet, Saharanpur
9-10 April 2017	Prospects and Problems of GST in India S.S.(PG)College, Shahjahanpur (Indian Commerce Association-UP Chapter)
12-14 Oct 2017	GST : Implications for Indian Economy IIS University, Jaipur, (Indian Commerce Association)
9-10 Dec, 2017	Secularism in India S.S.Law college, Shahjahanpur
20-21 Jan, 2018	Role of Science in Socio Cultural Changes in Modern India , Govt. (PG) College, Pilibhit
1-2 Feb, 2018	Benefit of GST For Indian Economy Ram Lubhai Sahani Govt Mahila PG college, Pilibhit
11 Feb, 2018	Vision-2022 (A Direction for Youth) Lotus Institute of Management, Bareilly
15-16 Feb, 2018	Impact of GST on Indian Economy(With Special reference of Tourism Industry) S.S.(PG)College, Shahjahanpur
18-19 March, 2018	Impact of Policy of Indira Gandhi on development of Banking Sector , S.S.(PG)College, Shahjahanpur
25-26 March, 2018	Contribution of Pt. Deen Dayal Upadhyaya on Social Development , Arya Mahila (PG) College,

10 Oct, 2018	Shahjahanpur Role of Higher Education in Society National (PG)College, Lucknow
8-9 Dec 2018	Role of Voter's Education in democratic India Ram Lubhai Sahani Govt Mahila PG college, Pilibhit Sponsored by UP Higher Education)
20-22 Dec 2018	Effect of Digital Marketing in India Department of Commerce, Osmania University Hydrabad-Telangana, (Indian Commerce Association)
15-16 Jan 2019	Role of Skill Dvelopment programe in employment generation S.S.(PG)College, Shahjahanpur
2-3 Feb 2019	Role of Entrepreneur in Economic development of India, Vardhman College, Bijnor – UP
15-17 March 2019	Role of Women entrepreneurship in economic development of India S.S.(PG)College, Shahjahanpur
24-26 May 2019	Effect of consumer buying behavior on retail trade in India. S.S.(PG)College, Shahjahanpur
10-11 Dec 2019	Challenges and Opportunities of development of New business in present era of Indian Economy S.S.(PG)College, Shahjahanpur
07-08 March 2020	Effects of Merger of Nationalized banks on employment in India Indira Gandhi Study Centre S.S.(PG)College, Shahjahanpur (Sponsored by UGC)
08-09 March 2020	Role of Women education on entrepreneurship in India , Indira Gandhi Study Centre S.S.(PG)College, Shahjahanpur (Sponsored by UGC)
18-19 Feb 2021	Rural Entrepreneurship in India Department of Commerce, Lucknow University, Lucknow
05-06 March 2021	Prospects of Digital Entrepreneurship in India Department of Commerce R.R. PG College, Amethi (Sponsored by UGC)
26-27 Feb, 2022	Prospects and Opportunities of Economic development in present central budget Department of Commerce S.S.(PG)College, Shahjahanpur
26-27 June 2022	Current issues of IPR's in India Department of Commerce

		29-30 June 2022	S.S.(PG)College, Shahjahanpur Legal Issues of Trademark in India Department of Commerce S.S.(PG)College, Shahjahanpur
		20-22, September 2022	Trademark protection Law in India Department of Commerce, S.S.(PG)College, Shahjahanpur
		10-12 December 2022	One District One Product :- A right movement towards employment generation Department of Commerce & Department of Business Administration, S.S.(PG)College, Shahjahanpur
		22-24 December, 2022	Digital India: A new way of digitally developed India , Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (Indian Commerce Association)
		25-26 February 2023	Challenges of IPR's Practices in India Department of Commerce & Department of Business Administration S.S.(PG)College, Shahjahanpur (Sponsored by Directorate of Higher Education, Govt. of U.P)
		19-21 August, 2023	Role of Digital marketing in Present Scenario PG Department of Commerce & Research Studies S.S.(PG)College, Shahjahanpur (Sponsored by Directorate of Higher Education, Govt. of U.P)
		22-23 rd September, 2023	Financial Inclusion & Sustainability Development School of Commerce and Management Studies, Central University of Himachal Pradesh
		13-15 December, 2023	Transforming India from Industry 4.0 to Industry 5.0 , Department of Commerce, University of Delhi, Delhi (74th Indian Commerce Association)
Workshops	1	14 September 2008	One day workshop on Research Methodology M.J.P.R University , Bareilly
	2	7-9 Dec ember 2011	Three Days workshop on Evaluation and Investor Awareness in Investment Decision in India S.S.(PG)College, Sponsored by Ministry of Corporate Affairs, Govt of India
	3	07 July 2013	One day workshop on E-Commerce and Learning S.S.(PG)College, Shahjahanpur
	4	5-6 May 2015	Two Days workshop on Application of Research Methodology in Commerce and Management S.S.(PG)College, Shahjahanpur
	5	11-12 January 2016	Two Days workshop on Research Methodology

	6	3-5 April 2016	S.S.(PG)College, Shahjahanpur Three Days workshop on Career and Job Opportunities S.S.(PG)College, Shahjahanpur
	7	1-7 July 2018	Seven Days workshop on Research Methodology S.S.(PG)College, Shahjahanpur
	8	6-7 April 2019	Two Days workshop on Entrepreneurship and Start-ups , Karori Mal college, Delhi
	9.	11-12 November, 2021	Two Days workshop on Prime Minister Employment Generation Program , S.S.(PG)College, Shahjahanpur
	10	07-12 February, 2022	One Week workshop on “Research Publication” S.S.(PG)College, Shahjahanpur, UP
	11	31 st Oct- 30 th Nov 2022	Thirty Days workshop on SPSS – Statistical Package EssGee Digiskills, Mumbai
	12	15-21 st March 2023	One Week workshop on MOOCs : Design, Development and Delivery , HPKV Business School, Central University of Himachal Pradesh (Sponsored by UGC-CEC)
Faculty Development Program (04)	1	20-25 November, 2017	One Week faculty development program “A Teaching prospective on E-content Development met organised by S.S.(PG)College, Shahjahanpur, UP
	2	17-22 December, 2018	One Week faculty development program “Assessment and Accreditation process of NAAC organised by S.S.(PG)College, Shahjahanpur, UP
	3	11-16 February, 2019	One Week faculty development program “Research and Research Methodology in humanities, Commerce and Science” organised by S.S.(PG)College, Shahjahanpur, UP
	4	15-20 November, 2021	One Week faculty development program “Research make it easy with your PC organised by S.S.(PG)College, Shahjahanpur, UP
Training Program (03)	1.	26-27 Sep, 2016	Entrepreneur Development for Ripening Chambers , S.S.(PG)College, Sha hjanpur (Sponsored by NCCD, NewDelhi)
	2.	6-9 April, 2017	SEBI Financial Education Training Program National Institute of Securities Market (An educational initiative of SEBI)
	3.	27-08 Feb, 2021	Excellence in Research

Avinashilingam Institute for Home Science and Higher Education for Women
(Sponsored By UGC-STRIDE)

Invited Lecture ()	1.	7-9 Dec 2011	Evaluation of Investor Awareness Keynote speaker in 3 days National workshop organized by S.S.(PG)College(ICWAI Centre) All 3 days
	2.	6 March 2021	Innovation and Entrepreneurship Frame Work for the Growth of Indian Economy in the era of Digitalization Competitiveness , Co-Chair person in National Seminar organized by R.R. PG College, Amethi (Sponsored by ICSSR)
	3.	10 th July, 2021	Start-UP Funding , Resource Person in National Workshop organized by Institution's innovative council (IIC), Gurukul Kangri University. Haridwar
	4.	8-9 June 2023	Challenges in implementation of NEP-2020 Technical Session -2 , Co- Chair Person in National Seminar (Technical Session -2) organized by Awasthi College of Education, Dharamshala
	5.	7-9 July 2023	Project Report Writing , Resource person in 3 days workshop organized by S.S.(PG)College, Shahjahanpur
	6.	19 July 2023	Agri startups and problems faced by Agripreneurs Resource Person in 5 days Training program Organized by SAMETI, Mashobra, Himachal Pradesh & MANAGE- Hyderabad
	7.	22-24 July , 2023	Social Entrepreneurship : Challenges and Opportunities , Resource Person in 3days National Seminar organised by S.S.(PG)College, Shahjahanpur
	8.	8-9 Sep, 2023	How to prepare Project Report & Use of AI in preparation of Project Report Resource Person in 2 days Guest Lecture Series organised by S.S.(PG)College, Shahjahanpur
	9.	18 th Oct, 2023	Intellectual Honesty & Research integrity Resource Person in guest lecture series organized by Institution's innovative council (IIC), Gurukul Kangri University. Haridwar
	10.	23-24 Nov, 2023	Research Design & How to develop cases Resource person in 2days guest lecture series organized by Sun Institute of Management and technology, Shahjahanpur
	11.	13-19, January 2024	Preparation of research Proposal , Resource Person in 7 days National Workshop organised by S.S.(PG)College, Shahjahanpur
	12.	15-16 April, 2024	Preparation of Project Report for UG students

		Keynote speaker in 2 days workshop organized by department of business administration, s.s. college, shahjahanpur
	13	18 April, 2024
		How to prepare project report
		Resource person in workshop organized by Sun Institute of Management and technology, Shahjahanpur
	14	19 April, 2024
		Preparation of Project Report
		Keynote speaker in 2 days workshop organized by department of Commerce, s.s. college, shahjahanpur
No. of Award (8)	1.	Best Teacher Award (2013-14) ,,Department of Commerce, S.S. College, Shahjahanpur, U.P.
	2.	Indo- Asian, George Oliver Distinguished Innovative researcher Award in Accounting and Business Law (2020) By International multidisciplinary Research Foundation (Registered under Planning Commission & Andhra Pradesh Govt.) Vijayawada, Andhra Pradesh.
	3.	International Education Excellence Award in Accounting & Finance (2021) Center for Professional Advancement, West Midlands, United Kingdom
	4.	Best teacher Award , Uttar Pradesh Government. (5 th September 2021)
	5.	Nation Builder Award ,Rotary India Literacy Mission ,Rotary Club, Shahjahaanpur, , (5 th September, 2021)
	6.	Shishak Ratna Samman 2022 ” Guru Foundation, Rohtak, Haryana, (5 th October 2022)
	7.	100 Powerful Personalities Award 2022 “ Glantor X News, India,
	8.	3rd Prize winner in Hindi Pakhwara , CUHP, 2023
	9.	Bharat Sewa Purushkar 2024 , Veyil foundation
Membership	1	Life Member of Indian Commerce Association (UP-125)
	2	Life Member of Indian Accounting Association (LCT -01)
	3	Resource Person of SEBI , Financial literacy program 2017 to 2020 .
	4.	Editorial Member , Edwin group of Journal, Since February 2024
Seminar/ workshop organized	1.	Co-Organizing Secretary National Seminar on “Evaluation and Investor Awareness in Investment Decision in India” at S.S.(PG)College, Shahjahanpur, Sponsored by Ministry of Corporate Affairs , Govt of India, (2010)

2. **Convener** **Two days Workshop** on “Research Methodology” Held in S.S.(PG)College, Shahjahanpur , 12. January 2016
3. **Convener** **Three days Workshop** on “Career and Job Opportunities ” Held in S.S.(PG)College, Shahjahanpur dated 03-05. April 2016
4. **Organizing Secretary:** **Two days National Seminar** on “ Financial Impact of GST in india” Held in S.S.(PG)College, Shahjahnapur dated 15-16 ,Feb, 2018
5. **Organizing Secretary:** **Two days National Seminar** on “ Impact of Policies on Indira Gandhi on National development ” Held in S.S.(PG)College, Shahjahnapur **UGC sponsored** dated 18-19 March, 2018
6. **Organizing Secretary:** Seven days Workshop on “Research Methodology” Held in S..S.(PG)College, Shahjahanpur dated 01-07.July, 2018
7. **Organizing Secretary:** **Two days National Seminar** on “ Prospects & Challalanges of Skill Development Program in Emerging India” Held in S.S.(PG)College, Shahjahnapur dated 15-16 January,2019
8. **Organizing Secretary:** **Three days National Seminar** on “Role of Women Entrepreneur in Economic development in India” Held in S.S.(PG)College, Shahjahnapur dated 15-17th March,2019
9. **Organizing Secretary:** **Three days National Seminar** on “ Effect of new Demission’s of consumer buying behavior on retail market in India ” Held in S.S.(PG)College, Shahjahnapur dated 24-26th May,2019
10. **Organizing Secretary:** **Two days National Seminar** on “ Present Scenario of Indian Economy- Challenges and Opportunities ” Held in S.S.(PG)College, Shahjahnapur dated 10-11th Dec,2019
11. **Organizing Secretary:** **National Seminar** on “Judicial Delineation of Scientific Evidence ” Held at Indira Gandhi Study Centre, S.S.(PG)College, Shahjahnapur dated 19th Dec 2019
12. **Organizing Secretary:** **Two days National Seminar** on “ Effects of Merger of Nationalized Banks on Indian Economy ” Held at Indira Gandhi Study Centre, S.S.(PG)College, Shahjahnapur dated 07-08th March,2020
13. **Organizing Secretary:** **Two days National Seminar** on “ Role of Women education on entrepreneurship in India ” Held at Indira Gandhi Study Centre ,S.S.(PG)College, Shahjahnapur

dated 8-9th March,2020

- 14 Organizing Secretary:** **Two days Workshop** on “Prime Minister Employment Generation Programme, Held at Department of Commerce ,S.S.(PG)College, Shahjahnapur dated 11-12 November, 2021
- 15 Organizing Secretary:** **Two days National Seminar** on “ Prospects and Opportunities of Economic Development of Present Central Budget ” Held in faculty of Commerce, S.S.(PG)College, Shahjahnapur , dated 26-27th February,2022
- 16 Organizing Secretary:** **Two days National Seminar** on “ Current Issues of intellectual Property Rights In India ” Held in faculty of Commerce, S.S.(PG)College, Shahjahnapur dated 26-27th June,2022
- 17 Organizing Secretary:** **Two days National Seminar** on “ Legal Aspects of intellectual Property Rights In India ” Held in faculty of Commerce, S.S.(PG)College, Shahjahnapur dated 29-30th June,2022
- 18 Organizing Secretary:** **Three days National Seminar** on “ Career Opportunities to intellectual Property Rights In India ” Held in faculty of Commerce, S.S.(PG)College, Shahjahnapur dated 20-22th September,2022
- 19 Organizing Secretary:** **Three days National Seminar** on “Vocal for Local : Need of Present” ” Held in faculty of Commerce, S.S.(PG)College, Shahjahnapur dated 10-12th December,2022
- 20 Organizing Secretary:** **Two days National Seminar** on “Emerging Issues of IPR Law and Practice in India” Held in faculty of Commerce, S.S.(PG)College, Shahjahnapur (Sponsored by department of Higher Education, Government of Uttar Pradesh) dated 25-26th February,2023
- 21 Organizing Secretary:** **Two days National Seminar** on “ Achieving Sustainable Development Goals in North- Western Region” HPKV Business School , CUHP, Sponsored by ICSSR, Dated 22-23 September 2023