

PROF(DR.) CHAMAN LAL

Professor, Department of Commerce
School of Commerce and Management Studies
Central University of Himachal Pradesh



CONTACT DETAILS

Department of Commerce
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Central University of H.P.
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EDUCATIONAL DETAILS

- **PhD Degree**, IGNOU, New Delhi (2017)
- **M.Phil. Degree** HPU, Shimla (2008)
- **Master's Degree** HPU, Shimla (2006)
- **UGC-JRF (2007)**
- **UGC-NET (2006)**

SKILLS & CONSULTANCY

- Digital & Social Media Marketing
- Business Plan Development & Business Incubation
- Samarth & SWAYAM Portal Management
- Online Degree Management
- Resource Person-MMTTP
- Subject Matter Expert- TCS, MPPSC- M.P., DoTE, Govt. of Tamil Nadu

ACHIEVEMENTS

- Best Teacher Award, CUHP (2022)
- Concept Paper on Internationalisation of Indian Higher Education
- Policy Document on Khelo India Scheme, MoE
- Research Projects funded by ICSSR & NITI Aayog
- Bursary Award by Elsevier

SUMMARY

Dedicated teacher, researcher, and academic administrator with over 16 years of teaching, research, and administration experience in Marketing, Entrepreneurship, Extension & Outreach activities and ODL & Online Education. Expertise in curriculum development, research project management, entrepreneurship promotion, online education, and academic administration. Recipient of prestigious research grants from ICSSR, UGC, and NITI Aayog, with publications in leading Scopus-indexed quality research journals.

PROFESSIONAL EXPERIENCE

- **Professor**, Central University of Himachal Pradesh (June 2026)
- **Associate Professor**, Central University of H.P. (2023-2026)
- **Assistant Professor**, Central University of H.P. (2012- 2023)
- **Assistant Professor**, IGNOU, New Delhi (2011–2012)
- **Assistant Professor**, Department of Higher Education (College Cadre), Government of Himachal Pradesh (2010–2011)

ACADEMIC ADMINISTRATION EXPERIENCE

- **Head of the Department**-Department of Commerce(2026–Present)
- **Honorary Director** – Centre for Entrepreneurship & Innovation (2020–Present)
- **Deputy Director**– CDOE, CUHP (2025–Present)
- **Associate Director**– IQAC, CUHP (2023–2025)

RESEARCH & PUBLICATIONS

Books & Modules

- Four Edited and Transformed Modules for BBA-Retailing Programme (IGNOU, New Delhi)
- Module Developed for UGC E-PG Pathshala & CDOE, CUHP

Research Publications

- **Research papers** published in reputed Scopus-indexed, Web of Science, UGC-CARE and peer-reviewed journals including:
 - Journal of Cleaner Production (Elsevier)
 - Food Quality and Preference (Elsevier)
 - British Food Journal (Emerald)
 - Journal of Agribusiness in Developing and Emerging Economies (Emerald)
 - Indian Journal of Ecology (IES)
 - Indian Journal of Commerce (ICA)
 - IPEs Journals

Research Guidance

- 01 ICSSR-PDF-Successfully Completed
- 02 Ph.D. Supervised and Awarded
- 05 Research Scholars currently under supervision

Research & Publication

Books and e-Content

- **Editing and Transformation of Learning Material:**
 - “Customer Value Management” a course of BBA (Retailing), Indira Gandhi National Open University, New Delhi.
 - “IT application in Retailing” a course of BBA (Retailing), Indira Gandhi National Open University, New Delhi.
 - “On the job training-Workbook” for BBA (Retailing 3rd Year student) Indira Gandhi National Open University, New Delhi.
 - “On the job training-Workbook” for BBA (Retailing 2nd Year student) Indira Gandhi National Open University, New Delhi.
- **Development of e-content (E-Modules):**
 - 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)
 - 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)
 - 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)
 - 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)
 - 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)

Research Projects and Papers

- **Research Projects:**

Sl. No.	Title of the Project	Duration	Funding Agency	Total Grant Sanctioned
1.	Marketing strategies for organic products: An empirical study of producers and consumers	24 Months	ICSSR, New Delhi	10,90,000/-
2.	Enumeration and Valuation of the Economic Impact of Female Labour in the Hills: A Study of Indian Himalayan Region	12 Months	UGC & NITI Aayog	3,03,750/-

- **Consultancy Projects:**

Sl. No.	Title of the Project	Agency
1.	Development of E-modules for E-PG Pathshala Project	UGC, New Delhi
2.	Subject Matter Expert	Tata Consultancy Services (TCS)
3.	Resource Person	UGC-MMTTP
4.	Subject Matter Expert	Directorate of Technical Education, Government of Tamil Nadu

- **Research Publications:**

S.No.	Title of the Publication	Authors	Journal	Peer-Reviewed/UGC-Listed	Volume, Issue & Page No.	Year
1.	Voices from the field: a survey based perspective on organic transition among farmers in Uttarakh and, India	Smriti Nautiyal & Chaman Lal	Journal of Agribusiness in Developing and Emerging Economies	Scopus & Peer-Reviewed IF: 2.3	16	2026
2.	Customer Loyalty in Rural Retailing through Service Quality and Price: The Embedded Role of Satisfaction Instead of Mediation	Monika & Chamal Lal	MANTHAN: Journal of Commerce and Management	UGC-CARE & Peer-Reviewed	03(1)	2026
3.	Navigating organic consumption in emerging markets: a comparative study of consumer preferences and market realities in India	Smriti Nautiyal & Chaman Lal	British Food Journal	Scopus & Peer-Reviewed IF: 4.2	127(6)	2025
4.	Eager or passive? Decoding potential consumer Profiles based on Knowledge and Perceptions Regarding organic food products	Smriti Nautiyal & Chaman Lal	Food Quality and Preference	Scopus & Peer-Reviewed IF: 4.9	Volume 123	2024
5.	Unraveling the Urban-Rural Gap in Sustainable Behaviour: A Study of Organic Purchase Intention	Smriti Nautiyal & Chaman Lal	Luminous Insights, Business Research Proceedings	Peer Reviewed	Extended Abstract Vol. 1, No. 1	2023

	among Indian Consumers					
6.	Product knowledge as a facilitator of organic purchase intention in emerging markets: Empirical evidence from India	Smriti Nautiyal & Chaman Lal	Journal of Cleaner Production	Scopus & Peer-Reviewed IF: 11.07	372(2022) 133782	2022
7.	Marketing Orientation of Farmers towards Organic Produce: Study of Indian Himalayan States	Chaman Lal, Arun Bhatia, Smriti Nautiyal & Naresh Kumar	Indian Journal of Commerce	Peer-Reviewed & UGC- Listed	75, No. 2&3	2022
8.	Organic Produce Market in India: Production, Market Size, Growth and Potential	Chaman Lal, Smriti Nautiyal & Naresh Kumar	Indian Journal of Ecology	Scopus, WoS, Peer-Reviewed	48, No. 5	2021
9.	E-tailing at Bottom of the Pyramid: Analysing the Factor for Success	Chaman Lal & Kamal Singh	IPE Journal of Management	Peer-Reviewed	Vol. 7, No. 2	2017
10.	Competitiveness of Enterprises Established in Rural Areas: Insights from Hilly Terrain of India	Nawal Kishor & Chaman Lal	British Journal of Marketing Studies	Peer-Reviewed	4, No.1, pp. 53-71	2016
11.	Determining Relationship Between Enterprises Establishment and Social Development: Insights from Rural Areas of India	Chaman Lal & Nawal Kishor	Australian Journal of Business and Management Research	Peer-Reviewed	05, No. 04	2015
12.	Retailing at Bottom of the Pyramid: An Empirical Research in Himachal Pradesh	Chaman Lal, Kamal Singh & Anupriya Pandey	Indian Journal of Commerce	Peer-Reviewed & UGC- Listed	68, No. 3	2015

13.	National Food Security Act: Awareness, Issues and Strategies from Bottom of the Pyramid Perspective	Chaman Lal & Kamal Singh	The Journal of Institute of Public Enterprises	Peer-Reviewed	38, No. 3-4	2015
14.	Direct Benefit Transfer Scheme: Issues and Challenges at bottom of the pyramid	Chaman Lal, Gitanjali Upadhaya & Suman Sharma	Indian Journal of Commerce	Peer-Reviewed & UGC- Listed	67, No. 2	2014

- **Publications other than Research Papers:**
 - Published 04 research papers in edited books

- **Fellowships & Honours:**

Sl. No.	Name of the Award	Institutions	Year
1	Bursary Award for Research Paper	15th Pangborn Sensory Science Symposium, France	2023
2	Shresth Academic Award (Best Teacher & Researcher)	CUHP	2022
3	Bronze Medal for Best Research Paper	SFME International Conference, IIT Roorkee	2022
4	Best Research Paper Award	All India Commerce Conference held in Bangaluru	2013

- **Conferences & Seminars:**
 - Attended and presented research papers at more than 30 National and International conferences and seminars
 - Organised Two National Seminars as Convenor and Co-Convenor
 - Organised FDP on MOOCs: Designing, Development and Delivery
 - Organised FDP on e-SLM Development and SWAYAM Platform Management

1. **Training and Development:**

- **Orientation/ Refresher Courses/ Workshops attended:**

Sl. No.	Name of the Course	Place	Duration	Sponsoring Agency
1	Nurturing Future Leadership Programme	IIM, Lucknow	One Week (26 March to 30 March 2024)	IIM, Lucknow under the Sponsorship of Ministry of Education, GoI.
2	NEP-2020 Orientation and Sensitisation Programme	UGC-MMTTC-NIEPA, New Delhi	One Week (03 January to 12 January, 2024)	MMTTC- NIEPA, New Delhi

3	FDP on “ Pricing Tactics & Analytics”	Online “AICTE (ATAL) Academy at International Management Institute	One Week (10 Jan. to 14 Jan. 2022)	AICTE Training and Learning (ATAL) Academy at International Management Institute, Bhubaneswar
4	FDP on “ Intellectual Property Rights in Academia: Creation, Protection & Commercialization”	Online “AICTE (ATAL) Academy at Andhra University	One Week (07 Feb. to 11 Feb., 2022)	AICTE Training and Learning (ATAL) Academy at Andhra University
5	Workshop-cum-FDP on “ Massive Open Online Courses: Design, Development, and Delivery	UGC-CEC Sponsored at HPKV Business School, CUHP	15-21 March, 2023	HPKV Business School, Central University of Himachal Pradesh
6	One Week FDP on “Research Methodology using R & E-views”	SMVDU, Katra	One Week (21-25 May, 2019)	SMVDU, Katra under PMMMNMTT, MHRD
7	FDP to Design, Develop & Deliver MOOC Courses through SWAYAM Platform	NIEPA, New Delhi	One Week (05-10 August, 2019)	NIEPA, New Delhi
8	Training of Trainers (ToT) for Teachers	JLN Government College, Haripur, Kullu, H.P.	One Week (09-13 September, 2019)	NITTTR, Bhopal
9	Online Refresher Course in Management (ARPIIT)	Online through SWAYAM	Modular	SWAYAM through Banasthali Vidyapith
10	96 th GOC	Academic Staff College, GNDU	11 Dec. 2014 to 07 January, 2015	Guru Nanak Dev University, Amritsar
11	UGC sponsored Special Summer School	Academic Staff College, GNDU	10 June to 30 June, 2015	Guru Nanak Dev University, Amritsar

• **Lectures delivered/ Training imparted:**

- Delivered more than five lectures on NEP-2020 and Skill Development during NEP-2020 Sensitization and Orientation Programme for UGC-MMTTC, Shri Ram College of Commerce.
- Delivered two invited lectures for Principals and Administrators of Schools of Himachal Pradesh for Re-orienting the skill development component and feedback mechanism.

- Conducted a workshop on Data Analysis using SPSS during a research methodology workshop organised by Department of Life Sciences, Central University of Himachal Pradesh.
- Chaired a technical session during ICSSR Sponsored Two-Day National Conference on Viksit Bharat:2047 organised by Department of Economics, HPU Regional Centre, Dharamshala.
- Conducted a workshop on Data Analysis using SPSS organised by Department of Journalism and Creative Writing, Central University of Himachal Pradesh.
- Delivered an invited talk on Career Options for Management Students during an Orientation Programme conducted by Govt. Post Graduate College, Dharamshala.
- Taken a session on Analysis of Variance during 10 Days Research Methodology Course in Social Sciences organised by Department of Education, Central University of Himachal Pradesh.
- Delivered a talk on Credit Framework for Skill Development Component during first Refresher Course organised by MMITTC, Shri Ram College of Commerce, New Delhi.
- Taken a session on Types of Sampling during a Research Methodology Course in Social Sciences organised by School of Social Sciences, Central University of Himachal Pradesh.
- Delivered lectures in Tele-Conferencing sessions and Interactive Radio sessions in IGNOU, New Delhi.
- Delivered a lecture as a Resource person in FDP organised by HRDC, HPU, Shimla.
- Trainer at Department of Agriculture, Govt. of Himachal Pradesh (SMETI).
- Trainer-Agri-Entrepreneurship in CSK Agriculture University, Palampur.
- Delivered lectures as a resource person at RGSEC, Nagrota, HPTU.
- Delivered lectures as a resource person at Government Degree College, Dharamshala on “Changing Dynamics of Business Education”.
- Trainer- Entrepreneurship at Vocational Education Centre, GMSSS Mandal, Kangra.



(Prof. Chaman Lal)