

Prof. R.D. Sharma, Dean Academic Affairs, University of Jammu, inaugurated the said conference in the august presence of Hon'ble Vice-Chancellor, University of Jammu Prof. Varun Sahni. More than 55 scholars presented their Research Papers.

- 2012 - Five day workshop on "Ritualistic Terms in Kashmiri" was organized by the Department w.e.f. 23-01-2012 to 27-01-2012 with collaboration Urdu Teaching and Research Centre, Lucknow.
- 2012 - Organized a Special Lecture of Dr. Phin Thesin (Prem Chand) Retd. Prof. Oriental Studies, Oslo University Norway on the topic, "Methodology of Learning Languages other than mother Languages", 9-10-2012.
- 2012 - One day Lecture series organized by J&K Sanskrit Academy sponsored by National Mission for Manuscripts New Delhi, under "Tattvabodh" series of NMM, 6-12-2012.
- 2013 - Three days National Seminar on "Manuscripts and the Problems of their editing, Research and Conservation" organized by J&K Sanskrit Academy, Jammu in collaboration with National Mission for Manuscripts, New Delhi and Dept. of Sanskrit, University of Jammu w.e.f. 1st to 3rd Feb., 2013.
- 2013 - One day Swarna Jayanti of Sanskrit Department, University of Jammu, Vasantotsava on Feb 15, 2013 in the occasion of the Valedictory function of Ved Gyan Saptah, organized by Jammu Kashmir Sanskrit Academy in collaboration with the Department of Sanskrit, University of Jammu. Prof. Roop Kishore Shastri, Secretary MSVVP, Ujjain (M.P) was Chief Guest and Prof. Vishvamurti Shastri was Guest of Honour. Prof. Shastri was conferred by Vedavida Upadhi on the occasion.
- 2013 - Seven Days National Workshop was organized by the Sanskrit Department, University of Jammu on "Vedic Prahelikayen Evam Vedic Shakhayen Tatha Sampratika Samaja" w.e.f. March 5-13, 2013. Hon'ble Vice-Chancellor, University of Jammu Prof. Mohan Pal Singh Ishar inaugurated the workshop at Brig. Rajinder Singh Auditorium, University of Jammu. More than 150 scholars took part in the said workshop. Chanting of Vedic Mantras of four Vedas were learned by the students and scholars by Vedic Specialists.
- 2014 - Three day National Seminar was organized by the Sanskrit Department, University of Jammu in collaboration with Maharshi Sandipani Rashtriya Ved Vidya Pratishthan, Ujjain (M.P) on "Vedamulaka Akhayanopakhyan Tatha Sampratika Samaja", w.e.f. Feb. 21-23, 2014. Prof. Mohan Pal Singh Ishar, Hon'ble Vice-Chancellor, University of Jammu inaugurated the Seminar at Brig. Rajinder Singh Auditorium in the presence of Prof. Surendra Kumar, Hon'ble Vice-Chancellor, Gurukul Kangri University Haridwar (U.K), Prof. Roop Kishore Shastri, Secretary MSVVP, Ujjain (M.P) and Padmashree Laureate (2014), Prof. Ved Kumari Ghai. Approx. 100 scholars took part in the said conference.

31. Code of ethics for research followed by the departments

Department verifies the topics from other Universities and Guide Supervision is always alert on Plagiarism.

32. Student profile programme-wise

Name of the Programme M.A	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
2009-10	78	08	27	100	98
2010-11	72	06	28	100	100
2011-12	76	08	28	100	100
2012-13	72	16	18	100	100
2013-14	56	07	24	100	98

33. Diversity of students

Name of the Programme	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
P.G	65%	30%	5%	Nil
M.Phil	90%	10%	10%	Nil
Ph.D	90%	10%	10%	Nil

34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

	NET	SET	Civil Services	Others
2009-10	-	-	-	01 Religious Preach
2010-11	-	-	-	-
2011-12	-	-	-	-
2012-13	-	02	-	01 Religious Preach
2013-14	02	-	-	01 Religious Preach
2014-15	01	-	-	-

35. Student progression (w.e.f. 1st June 2009 to 28th February 2015)

Student progression	Percentage against enrolled (seat only)
UG to PG	30
PG to M.Phil.	10
PG to Ph.D.	As per vacancy, under Supervisor
Ph.D. to Post-Doctoral	N.A
Employed	01 in Govt. Degree College
‘ Campus selection	14 in Govt. HS School
‘ Other than campus recruitment	13 candidates in Govt. Degree College as Contractual Basis
Entrepreneurs	-

36. Diversity of staff

Percentage of faculty who are graduates	-
of the same university	40
from other universities within the State	30
from universities from other States from	30
universities outside the country	Nil

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period (w.e.f. 1st June 2009 to 28th February 2015)

NIL

38. Present details of departmental infrastructural facilities with regard to

- a) Library - 16000 Books
- b) Internet facilities for staff and students – The Internet facilities are provided for Faculty Members, Office, Library, Phonetic Lab. And M.Phil and Ph.D Scholars of the Department
- c) Total number of class rooms - 02
- d) Class rooms with ICT facility - Nil
- d) Students’ laboratories - Nil
- e) Research laboratories - One Phonetic Laboratory

39. List of doctoral, post-doctoral students and Research Associates (w.e.f. 1st June 2009 to March 2015)

- a) from the host institution/university
- b) from other institutions/universities

Ph.D

1	प्राचीन भारतीय वास्तुशास्त्र में भवन विन्यास	अमन कुमार शर्मा	डॉ० राम बहादुर	2009
2	ज्योतिष शास्त्र में चन्द्रमा की अवस्थिति एवं उसका प्रभाव	धर्मपाल	डॉ० राम बहादुर	2009
3	योगवासिष्ठ और शैव योग का तुलनात्मक विश्लेषण	पूनम शर्मा	डॉ० जागीर सिंह	2009
4	प्राचीन संस्कृत चिकित्सा ग्रन्थों में वर्णित हृदय योग का अनुशीलन	शीतल शर्मा	डॉ० जागीर सिंह	2009
5	प्राचीन संस्कृत वाङ्मय में स्त्री रोग आयुर्वेद के विशेष सन्दर्भ में	अर्चना परिहार	प्रो० रमणिका जलाली	2009
6	श्रुतउतन ज्ञौउपत ज्ञम च्चतंदवद डमपद ज्ञंसं	सीमा साहनी	प्रो० रमणिका जलाली	2009
7	प्राचीन संस्कृत काव्यों में मनुष्य एवं पशु	बबिता स्लाथिया	डॉ० सुषमा देवी	2009
8	शकुनविचार – उदभव विकास एवं प्रासंगिकता (संस्कृत के पांच महाकाव्यों के आधार पर)	पुशविन्दर कुमार	डॉ० राम बहादुर	2010
9	वाल्मीकि रामायण एवं रामचरितमानस में सामाजिक चिन्तन	गोविन्द लाल	डॉ० पुरुषोत्तम शर्मा	2010
10	सूर्य सिद्धान्त का समीक्षात्मक अध्ययन	श्यामलाल	डॉ० पुरुषोत्तम शर्मा	2010
11	मानव जीवन में संस्कारों की प्रासंगिकता	सुरेन्द्र कुमार	प्रो० रमणिका जलाली	2010
12	संस्कृत वाङ्मय में उपलब्ध आङ्गिक मुद्राओं का विश्लेषण	रोशी गुप्ता	डॉ० राम बहादुर	2010
13	दाम्पत्य जीवन पर नवग्रहों का प्रभाव	मक्खन लाल	डॉ० पुरुषोत्तम शर्मा	2010
14	सामन्तचन्द्रशेखर कृत सिद्धान्त दर्पणीय : खगोलतत्त्व विमर्श	वर्चस्वकाम	डॉ० पुरुषोत्तम शर्मा	2010
15	काश्मीर भौव दर्शन में योग, योगी और याग	राजेन्द्र प्रसाद शर्मा	डॉ० जागीर सिंह	2010
16	आधुनिक संस्कृत नाटकों में 'नायिका' 20वीं शताब्दी के विशेष सन्दर्भ में	गीतिका शर्मा	डॉ० सुषमा देवी	2011

17	अथर्ववेद में वर्णित आयुर्विज्ञान एक विश्लेषण	पूजा शर्मा	डॉ० पुरुशोत्तम भार्मा	2011
18	प्राचीन संस्कृत साहित्य में व्यवसाय	परशोत्तम शर्मा	प्रो० रमणिका जलाली	2011
19	प्रमुख पुराणों में वर्णित धार्मिक अवधारणा	योगेन्द्र कुमार	डॉ० पुरुशोत्तम भार्मा	2011
20	आयुर्वेद एवं योग में स्वास्थ्य—चिन्तन	वेद प्रकाश	प्रो० रमणिका जलाली	2012
21	संस्कृत ललित साहित्य में वर्णित रामकथा का अनुशीलन	नबीता जम्बाल	डॉ० राम बहादुर	2012
22	लौकिक संस्कृत साहित्य में वर्णित प्रमुख शक्तिपीठों की सामाजिक उपादेयता	योगेश कुमार	डॉ० राम बहादुर	2012
23	ऐतरेय एवं शतपथ ब्राह्मण ग्रन्थों में नैतिक मूल्यों की अवधारणा	शिवज्योति शर्मा	डॉ० सुशमा देवी	2012
24	त्रिकशास्त्र के आलोक में स्वामी लक्ष्मण जू का योगदान	अशोक कुमार	डॉ० जागीर सिंह	2012
25	ज्योतिर्विज्ञान में प्रश्न विचार — एक विश्लेषण	प्रकाश शर्मा	डॉ० पुरुशोत्तम भार्मा	2012
26	Bhavishyapurana Mein Varnita Anushthanon Ki Mimansa	Om Parkash	Dr. Ram Bahadur	2013
27	Upalabadha Suryashatakam Ka Sahityika Evam Sanskritika Paryavekshana	Anil Kumar	Dr. Ram Bahadur	2013
28	Jyotisa Evam Ayurvedashastriya Granthon Mein Varnita 'Balarishta' Ka Anushilana	Hari Om Sharma	Dr. Ram Bahadur	2013
29	संस्कृत प्रहसन एक परिशीलन —समाज शास्त्रीय दृष्टि से	मंजू दूवी	प्रो० सुष्मा देवी	2014
30	श्रौत एवं स्मार्त ग्रन्थों में कृषि विषयक चिन्तन	हर्षदेव सिंह	प्रो० केदारनाथ भार्मा डॉ० विद्याधर सिंह	2014
31	धर्मशास्त्रीय परम्पराओं का अनुशीलन वर्तमान काल के परिप्रेक्ष्य में	सन्दीपिका	प्रो० रमणिका जलाली	2014
32	आधुनिक संस्कृत नाटकों में शिक्षा की अवधारणा (20वीं शताब्दी के विशेष सन्दर्भ में)	शीतलपुरी	प्रो० रमणिका जलाली	2014
33	प्राचीन संस्कृत साहित्य में अर्थव्यवस्था	अनुराधा	प्रो० रमणिका जलाली	2015
34	संस्कृत साहित्य में कोश संचय — प्राच्य एवं अर्वाचीन दृष्टिकोण	श्रजनीमीतिया	प्रो० रमणिका जलाली	2015
35	रुक्मिणीमंगलम् महाकाव्य का पौराणिक व्याकरणिक एवं काव्यशास्त्रीय अध्ययन	अरुणबोस	डॉ० राम बहादुर	2015
36	बलज्जिन्नाथ पण्डित का काश्मीर शैवदर्शन को योगदान	अजय कुमार शर्मा	प्रो० केदारनाथ भार्मा डॉ० राम बहादुर	2015
37	मृत्युंजयतन्त्र में दार्शनिक तत्त्व	रामोदेवी	प्रो० जागीर सिंह डॉ० राम बहादुर	2015
38	आगमनिमग में प्राण तत्त्व	शिशु खजूरिया	प्रो. जागीर सिंह डॉ० राम बहादुर	2015
39	वृहत्त्रयी में प्राप्त चौंसठ कलाओं का विश्लेषण	पूनम शर्मा	डॉ० राम बहादुर	2015

M.Phil awarded

1	भल्लटशतक का सामाजिक एवं साहित्यिक पर्यवेक्षण	दर्शनलाल	डॉ० सुष्मा देवी	2009
2	तन्त्रसार और आत्म साक्षात्कार	रवीन्द्र कुमार	डॉ० जागीर सिंह	2009
3	लक्ष्मी लहरी का शास्त्रीय अनुशीलन	रेनु शर्मा	डॉ० राम बहादुर	2009
4	मानव शरीर में प्राप्त चक्रों का अध्ययन	पूनम शर्मा	डॉ० राम बहादुर	2009
5	पाडरी में संस्कृत मूलक शब्दों का अध्ययन	इन्दु कला	डॉ० जागीर सिंह	2009
6	'अनङ्गस जीवनम्' की नाट्य शास्त्रीय मीमांसा	प्रदीप भारद्वाज	डॉ० राम बहादुर	2009
7	प्रमुख स्मृतियों में रोग निदान	संदीपिका	प्रो० रमणिका जलाली	2009
8	श्री वैष्णवी प्रकाश मणिमाला स्तोत्र – एक अध्ययन	मोहिन्द्र कुमार	डॉ० सुष्मा देवी	2009
9	प्रासादमण्डनम् में देवप्रसाद निर्माण (मयमतम् एवं समराङ्गणसूत्रधार के विशेष सन्दर्भ में)	रविन्द्र कुमार	डॉ० सुष्मा देवी	2009
10	20वीं शताब्दी के संस्कृत नाटकों में पर्यावरण संरक्षण	रजनी मीनिया	प्रो० रमणिका जलाली	2009
11	शङ्कराचार्य कृत सौन्दर्य लहरी का शास्त्रीय विवेचन	ओम प्रकाश	डॉ० राम बहादुर	2009
12	ज्योतिष यामसंग्रह के अनुसार योगों का आलोचनात्मक अध्ययन	जीवे कुमार	प्रो० पुरुशोत्तम भार्मा	2009
13	आयुर्वेद में अपस्मार	रीता शर्मा	प्रो० रमणिका जलाली	2009
14	क्षेन्द्र एवं होरेस की दृष्टि में औचित्य प्रतिपादन	संजीव उपाध्याय	प्रो० केदार नाथ शर्मा	2009
15	प्रमुख संस्कृत महाकाव्यों में ङ्कृत वर्णन	राज भूषण	डॉ० सुष्मा देवी	2009
16	वैदिक शिक्षा पद्धति में नारी का योगदान	रजनी शर्मा	प्रो० पुरुशोत्तम शर्मा	2009
17	कठोपनिषद् के विशेष सन्दर्भ में आत्मचिन्तन	ज्योतिदेवी	प्रो० पुरुशोत्तम शर्मा	2009
18	शिवदृष्टि और योगतत्त्वोपनिषद् में योग	मेहनलाल	डॉ० जागीर सिंह	2009
19	मत्स्यपुराण में वर्णित विविध प्रकार के दान-धर्म शास्त्र के विशेष संदर्भ में	कुलदीप कुमार	डॉ० सुष्मा देवी	2009
20	ब्रह्म और मुण्डकोपनिषद्	अजय कुमार	डॉ० जागीर सिंह	2009
21	मुखरोगों का अनुशीलन (माधवनिदानम् के विशेष सन्दर्भ में)	अनुराधा शर्मा	प्रो० पुरुशोत्तम शर्मा	2010
22	नाड़ी परीक्षा का आयुर्वेद शास्त्रीय अध्ययन	अरुण बोस	डॉ० राम बहादुर	2010

23	धर्म शास्त्र एवं मानव धर्म	योगिन्द्र कुमार	डॉ० जागीर सिंह	2010
24	वात पित्त एवं कफज रोगों का अनुशीलन (भावप्रकाश के विशेष सन्दर्भ में)	सुशमा रानी	प्रो० पुरुशोत्तम शर्मा	2010
25	जातकालङ्कार का आलोचनात्मक सम्पादन तथा अध्ययन	दर्शन कुमार	प्रो० पुरुशोत्तम शर्मा	2010
26	राजानकरत्नकण्ठ विरचित सूर्य भातकम् का साहित्यिक एवं सांस्कृतिक अनुशीलन	अनिल कुमार	डॉ० राम बहादुर	2010
27	रतिमन्थ नाटक का नाट्यशास्त्रीय अध्ययन	नरेश कुमार	डॉ० राम बहादुर	2010
28	पञ्चज्ञानेन्द्रिय रोग एवं उनका निदान (भावप्रकाश के विशेष सन्दर्भ में)	शालिनी शर्मा	डॉ० जागीर सिंह	2010
29	नेपाल के कतिपय संस्कृत अभिलेखों का अध्ययन	रिम्पी शर्मा	प्रो० रमणिका जलाली	2010
30	प्रायश्चित — एक अध्ययन मूल — पाण्डुलिपि के आधार पर	रजनी कुमारी	प्रो० रमणिका जलाली	2010
31	जन्मकुण्डली एवं केतुपरिशीलन	हरि ओम	डॉ० राम बहादुर	2010
32	ऋतुचर्यानुसार पथ्यापथ्यानुशीलन	कपिलदेव	प्रो० पुरुशोत्तम शर्मा	2010
33	शाङ्गधरसंहिता के अनुसार लेप क्रिया	दीपक माला	प्रो० पुरुशोत्तम शर्मा	2010
34	अर्थशास्त्र में वर्णित नारी	अनुराधा	प्रो० रमणिका जलाली	2010
35	कालिदास के महाकाव्यों में चौंसठ कलाओं का विवेचन	ज्योति बाला	डॉ० सुष्मा देवी	2011
36	जन्मकुण्डली में बुध की अवस्थिति एवं मानव जीवन पर उसका प्रभाव	आशीष कुमार	डॉ० राम बहादुर	2011
37	उपनिषदों में नैतिक शिक्षाएँ	पूजा राजपूत	प्रो० पुरुशोत्तम शर्मा	2011
38	गीतगोविन्द का साहित्यिक एवं सांस्कृतिक अध्ययन	कैलाश कुमार	डॉ० राम बहादुर	2011
39	रूपमण्डनम् में देवमूर्ति धृतिमा निर्माण (मयमतम् एवं समराङ्गणसूत्रधार के विशेष सन्दर्भ में)	कुमारी सविता सिंह	डॉ० सुष्मा देवी	2011
40	प्रबोध चन्द्रोदयम् का नाट्य शास्त्रीय अनुशीलन	सुनील कुमार	डॉ० राम बहादुर	2011
41	बालरामायण नाटक का नाट्य शास्त्रीय अनुशीलन	मंजीत कुमार	डॉ० राम बहादुर	2011
42	विक्रमोर्वशीयम् की नाट्य शास्त्रीय मीमांसा	सपना शर्मा	डॉ० राम बहादुर	2011
43	अथर्ववेद का कृषि वैज्ञानिक अध्ययन	पायल शर्मा	प्रो० केदार नाथ शर्मा	2011
44	ज्योतिर्विज्ञान के अनुसार योग—विचार एक विश्लेषण	हेमलता	प्रो० पुरुशोत्तम शर्मा	2012
45	अग्निपुराण में योग एवं चिकित्सा	पूनम शर्मा	प्रो० रमणिका जलाली	2012

46	बृहदारण्यकोपनिषद् का दार्शनिक अध्ययन	गुलशन कुमारी	प्रो० केदार नाथ शर्मा	2012
47	कुमारगुप्त (प्रथम) के अभिलेखों का आलोचनात्मक अध्ययन	कामनी शर्मा	डॉ० सुषमा देवी	2012
48	अथर्ववेद में रोग प्रतिकार	ज्योति परिहार	प्रो० रमणिका जलाली	2012
49	जम्मू-कश्मीर के प्राचीन तीर्थ स्थलों का संकीर्तन	आरती बाली	डॉ० राम बहादुर	2013
50	जैन अभिलेखों में नारी-प्रतिष्ठा	चित्र कला	प्रो० रमणिका जलाली	2013
51	गृह-निर्माण में प्रशस्त-अप्रशस्त भूमि-विचार (वास्तु शास्त्रीय दृष्टिकोण)	अन्जु बाला	प्रो० पुरुशोत्तम शर्मा	2013
52	नीतिशतक की मान्यताएँ एवं वर्तमानकालीन प्रासङ्गिकता	बिपन शर्मा	प्रो० रमणिका जलाली	2013
53	मोक्षदायिका नगरियों एवं मोक्ष की ऐतिहासिकता का निरूपण	तृप्ता शर्मा	डॉ० राम बहादुर	2013
54	केन्द्र स्थानों का विश्लेषण (होरारत्नम् के परिप्रेक्ष्य में)	पुरुशोत्तम कुमार शर्मा	प्रो० पुरुशोत्तम शर्मा	2013
55	वैदिक देवी सरस्वती – एक विश्लेषण	सिन्धु बाला	डॉ० सुषमा देवी	2013
56	समराङ्गणसूत्रधार में निरूपित चित्रकला का अनुशीलन	अंजु बाला	डॉ० सुषमा देवी	2013
57	वायु-पुराण में वर्णित राजधर्म तथा वर्णाश्रम व्यवस्था का समीक्षात्मक अनुशीलन	शिवानी शर्मा	प्रो० पुरुशोत्तम शर्मा	2013
58	वास्तुमण्डनम् का वास्तु शास्त्रीय अध्ययन	काकूराम	डॉ० सुषमा देवी	2013
59	वैदिक शाखाओं का परिणाम परिशीलन	ज्योति देवी	डॉ० राम बहादुर	2013
60	वास्तुसौख्यम् का वास्तु शास्त्रीय अध्ययन	सुनीलदत्त	डॉ० राम बहादुर	2013
61	भारत की नाट्यकृतियों का नाट्य शास्त्रीय अनुशीलन	ऊशा शर्मा	डॉ० राम बहादुर	2014
62	नाट्य शास्त्र में वर्णित नाट्य शाला : एक तकनीकी अध्ययन	राहुल शर्मा	प्रो० सुषमा देवी	2014
63	'वास्तुसारमण्डनम्' का वास्तु शास्त्रीय अध्ययन	सुभाशचन्द्र नौटियाल	प्रो० सुषमा देवी	2014
64	कथासरित्सागर में वर्णित नारी-वैशिष्ट्य	श्वेता सम्बयाल	प्रो० रमणिका जलाली	2014
65	गोपथ ब्राह्मण में वर्णित यज्ञ एवं यागों का विवेचन	अनीश कुमार	डॉ० प्रतिभा	2014
66	रामायणकालीन नगरियों का वास्तु शास्त्रीय अध्ययन	शालू शर्मा	डॉ० विद्याधर सिंह	2014
67	प्रमुख पुराणों में सैन्य-विज्ञान	सुनीता देवी	प्रो० रमणिका जलाली	2014

40. Number of post graduate students getting financial assistance from the university
- | | | |
|--------------------------|---|----|
| Ph.D | - | 05 |
| M.Phil | - | 02 |
| Rajiva Gandhi Fellowship | - | 02 |
41. Was any need assessment exercise undertaken before the development of new programme(s)?
If so, highlight the methodology.
- No new programme has been introduced in the recent past
42. Does the department obtain feedback from YES
- faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback? – By analysing in DAC
- students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback? – The suggestions which are given in the feedback form are discussed and adopted, if necessary.
- alumni and employers on the programmes offered and how does the department utilize the feedback? – by doing their self assessment.
43. List the distinguished alumni of the department (maximum 10)
- Late. Prof. Mahesh Sharma
 - Late Dr. Rita Koul (National Meuseum, New Delhi)
 - Prof. Ramnika Jalali
 - Prof. Sharda Gupta
 - Prof. Purshotam Sharma
 - Prof. Jagir Singh
 - Prof. Kedar Nath Sharma
 - Prof. Sushma Devi Gupta
 - Dr. Pratibha
 - Dr. Vidyadhar Singh
44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts. (w.e.f. 1st June 2009 to 28th February 2015)
- Please refer to Q. No 29
45. List the teaching methods adopted by the faculty for different programmes
- Class Teaching – Oral & Black Board.
 - Interactions – Oral
 - Seminar – Oral, Black Board and OHP sheets.

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?

By written tests and Interactive sessions the performance of the students and their achievements are the sign of achieving the programme objectives and outcome.

47. Highlight the participation of students and faculty in extension activities.
(w.e.f. 1st June 2009 to 28th February 2015)

Name of the Programme	Date	Venue	Name of organizing Body
Organized Prathama Deeksha a non formal Sanskrit learning programme	2 nd Sept. 2013 to 20 th December 2013	Department of Sanskrit sponsored by Rashtriya Sanskrit Sansthan Janakpuri, New Delhi	Department of Sanskrit, University of Jammu sponsored by Rashtriya Sanskrit Sansthan Janakpuri, New Delhi
Organized Sanskrit Diwas	2 nd Sept., 2013	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu
Organized Special Lecture on Utilization of Sanskrit Grammar by Prof. Bhim Singh Kurukshetra University	18 th Dec., 2013	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu
Organized Dwitya Deeksha	20 th Dec 2013 to 20 th March 2014	Department of Sanskrit, University of Jammu	Department of Sanskrit, JU sponsored by Rashtriya Sanskrit Sansthan Janakpuri, New Delhi
Organized National Seminar	21 st to 23 rd Feb, 2014	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu & Maharishi Sandipani Rashtriya Ved Vidya Pratishthana, Ujjain

Released a Golden Jubilee Souvenir “RITAMBhARA” in the inaugural function of the saminar	21 st Feb, 2014	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu & Maharishi Sandipani Rashtriya Ved Vidya Pratishthana, Ujjain
Sanskrit Play “Narake Kolahalam” in National Seminar on ‘Vedamulak Akhyanopakhyan Tatha Sampratika Samaja’	21 st Feb., 2014	Rajinder Singh Auditorium, University of Jammu	Department of Sanskrit, University of Jammu & MSRVVP, Ujjain
Students of M.A 1 st sem, Department of Sanskrit, University of Jammu participated in Debating, Shaloka Reciting and Essay Writing competitions and 1 st Prize won by the Sanskrit department in E.W.C.	3 rd March, 2014	Punjab University Chandigarh	Department of Sanskrit, Punjab University, Chandigarh.
Students of M.A 1 st sem, Department of Sanskrit, University of Jammu participated in Debating, Mantra & Shaloka Reciting Competitions.	10 th March, 2014	Punjab University Extension Campus, Saadhu Aashrama, Hoshiarpur.	P.U.E.C.Saadhu Aashramas Hoshiarpur.
Students of M.A 1 st sem, Department of Sanskrit, University of Jammu participated in Debating, Mantra & Shaloka Reciting Competitions.	13 th March 2014	Punjab University, Chandigarh	Punjab University, Chandigarh
Special Lecture on the topic “Research Position and trends” by Prof. Madan Mohan Aggarwal, Delhi University.	25 th March, 2014	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu

Celebrated Vikram Samvat	2 nd May, 2014	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu
Students of M.A 2nd sem, Department of Sanskrit, University of Jammu to participate in Shaloka Reciting & Essay Writing Competitions & won one 1 st & 3 No. of 3 rd Prizes by the Deptt. Of Sanskrit.	10 th Aug, 2014	Rashtriya Sanskrit Sansthan Deamed Sanskrit University Kot balwal Jammu.	Rashtriya Sanskrit Sansthan Deamed Sanskrit University Kot balwal Jammu.
Department of Sanskrit participated in display your Talent Contest and Mr. Vikas Sharma won 3 rd Best Actor prize.	27 th Sept, 2014	Brigadiar Rajinder Singh Auditorium, University of Jammu.	Dean Student welfare office Jammu University.
Special Lecture on the topic “Mukham Vyakaranam smritam” by prof. Mahaveer Aggarwal, V.C Uttarakhand Sanskrit University.Haridwar	7 th Nov. 2014	Department of Sanskrit, University of Jammu	Department of Sanskrit, University of Jammu

However, the faculty members are participating and organizing Workshops, Conferences, Seminars, Extension Lectures and are actively busy in research and publication works.

48. Give details of “beyond syllabus scholarly activities” of the department

Prof. Ramnika Jalali

1. Refresher Course in Law, May 2009 organized by Department of Law and Academic Staff College, University of Jammu on Manusmriti.
2. Refresher Course in Sanskrit, Aug, 2010 organized by Department of Sanskrit and Academic Staff College, HP University, Shimla on Linguistics (2 lectures) and Epigraphy (2 lectures)
3. Refresher in Multilingual subjects, May 2011 organized by Department of Hindi and Academic Staff College, University of Jammu on Linguistics.
4. Refresher in Multilingual subjects, August 2012 organized by Department of Hindi and Academic Staff College, University of Jammu on Sanskrit Literature.
5. NSS Volunteers attended NSS Camp on 11-12-2012, Jakh, Jammu

6. Extension Lecture in Women and Laws on June 2013 organized by Govt. Degree, College, Samba
7. Extension Lecture in Lignuistic / Study of a language on 18-07-2014, organized by Baba Ghulam Shah University, Rajouri.

Prof. Kedar Nath Sharma

1. Prof. Sharma, Delivered lectures in different Academic & Social Institutions in Bangkok, Thailand during July 2011 – July 2014.

Dr. Ram Bahadur

Lecture delivered as Resource Person

1. Lecture delivered on Sandhi Evam Usaka Prayaga at Govt. Degree College, Gandhi Nagar, Jammu on July 22, 2011.
2. Two Lectures delivered at UGC, Academic Staff College DDU University Gorakhpur on Feb. 20, 2012 “Problem on Globalization – Sanskrit and Sanskriti.
3. Lecture delivered in the occasion of Ved Gyana Saptah, organized by Maharashi Sandapani Ved Vidya Pratisthan in collaboration with Jammu Kashmir Sanskrit Academy at Ranbir Singh H/S School Jammu on Feb. 2013, Topic – Vedik Shakhayon Evam Prahelikeon ka Vivechan.
4. Two Lectures delivered at Academic Staff College, University of Jammu Organized by Punjabi Department in Orientation Course, Dec, 05, 2013
 - (a) Samudrikashastra Ka Paryavakshna
 - (b) Bharatiya Samudrikavigyan Evam Manava Jivana.
5. Two Lectures delivered in 21 days workshop on the Problem of Manuscripts at Rashtriya Sanskrit Sansthan, Deemed University, Lucknow Parisar , Lucknow on Aug. 3-4, 2014
 - (a) Patha Bhrshtata Ke Karana Evam Mulapatha Nirdharana
 - (b) Patha Sanshodhan - Samasya Evam Samadhana.
6. Lecture delivered under the lecture series on Tattvabadha organized by National Mission for Manuscripts, New Delhi in collaboration with J&K Sanskrit Academy in Govt. H/S School Miran Sahib Jammu on 29-1-2015, on the topic “Sahibaram Ke Nitikalpalata Ka Vaishitya Vivechan.
7. Two Lectures at Academic Staff College, University of Lucknow on Refresher Course dated 13-02-2015
 - (a) Agam Parampara Evam Kashmir Shaiv Darshan Ka Simankan
 - (b) Pratyabhigyna Darshan Ki Tattvamimansa –Ek Drishti.

2. Two Lectures delivered at Refresher Course organized by Urdu Department, University of Jammu on 11-04-2015
 - (a) Srinagar Rasa ka Vashistaya Nirupana
 - (b) Relivence of Jyotishshastra and Janmkundali.
3. Two Lectures delivered for Pre Ph.D Scholar at Deptt. of Sanskrit, University of Allahabad, Allahabad (U.P) dated 22-5-2015, on Research Methodology.
49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.

Nil
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

Department is involved in imparting skills like Epigraphical training and Sanskrit Speaking .
51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.
 - (a) Strengths
 - Research work in different fields
 - Four specialised groups in the Department
 - Character building of students
 - Department engaged in organizing many workshops and seminars
 - (b) Weakness
 - Infrastructure needs to be strengthened
 - Limited knowledge of ICT amongst the students
 - (c) Opportunites
 - Good Source of traditional knowledge
 - Heritage of culture and Philosophical system
 - Value Based Education
 - Job oriented Vastu, Jyotish and Karamkand treties.
 - (d) Challenges
 - Less inclination among the students towards Sanskrit due to job propects
 - Limited knowledge of the Sanskrit learners regarding Sanskrit Shastras & Computer.
 - Competition with modern subjects
 - Myth about the Sanskrit Language being a language of Brahman only

52. Future plans of the department.

Department is eager to organise Workshops, National and International Seminars, Extension Lectures for the benefit of the students as well as people of J&K State. The faculty members are interested to take a SAP Project in the field of translation of Manuscripts of Kashmir Shaiva Darshana and in opening up of Manuscripts Centre and Centre of Kashmir Shaiva Darshana. The Department also intends to organize next World Sanskrit Conference in University of Jammu in the year 2019.

EVALUATIVE REPORT OF THE DEPARTMENT

1. Name of the Department: - Department of Urdu.
2. Year of Establishment: - 1965.
3. Is the Department part of a school/faculty of the university? - Faculty of Arts.
4. Name of the programmes offered:
PG, M.Phil, and Ph.D.
5. Interdisciplinary programmes and departments involved :

The Department has introduced Choice Based Credit System(CBCS) from the session 2014-15. Under Choice Based Credit System, open courses are being offered, which enable students to opt for courses of other discipline/faculties, thereby promoting interdisciplinary approach.
6. Courses in collaboration with other universities, industries, foreign institution, etc.- None
7. Details of programmes discontinued , if any, with reasons -

No programme has been discontinued
8. Examination system: Annual Semester Trimester/ Choice based Credit System-

Choice Based Credit System and Semester System.
9. Participation of the department in the courses offered by other departments

The Department has introduced Choice Based Credit System(CBCS) from the session 2014-15. Under Choice Based Credit System, open courses are being offered, which enable students to opt for courses of other discipline/faculties.
10. Number of teaching posts sanctioned, filled and actual (Professor/ Associate Professor/ Asstt. Professors/Others)

Posts	Sanctioned	Filled Under Direct Recruitment	Filled Under Career Advancement Scheme	Total
Professors	02	01	02	03
Associate Professors	02	-	01	01
Asstt. Professors	06	03	-	03
Others	-	-	-	03

11. Faculty profile with Name, qualification, designation , area of specialization, experience and research under guidan.

Name	Qualifications	Designation	Specialization	No. of Years of Experience	No. of Ph.D/ M.Phil Students guided for the last 4 years
Prof. Shohab Inayat Malik	M.A. , M.Phil, Ph.D	Professor	Fiction	21	Ph.D 27, M.Phil 32
Prof. Sukhchain Singh	M.A., M.Phil, Ph.D	Professor	Poetry	30	Ph.D 13, M.Phil 20
Prof. Zia-ud-Din	M.A., M.Phil, Ph.D	Professor	Criticism	27	Ph.D 07 M.Phil 23
Dr.Mohd Reyaz Ahmed	M.A. , M.Phil, Ph.D	Associate Professor	Fiction and criticism	14	Ph.D 09, M.Phil 30
Dr Chaman Lal	M.A, M.Phil, Ph.D	Asstt. Professor	Poetry	5	Ph.D 05, M.Phil 08
Dr Abdul Rashid Manhas	M.A, M.Phil, Ph.D	Asstt. Professor	Fiction	4	Ph.D 05, M.Phil 09
Dr Farhat Shamim	M.A, M.Phil, Ph.D	Asstt. Professor	Fiction and Poetry	4 ½	Ph.D 04, M.Phil 07

12. List of senior visiting fellow, adjunct faculty emeritus professor- Nil

13. Percentage of classes taken by temporary faculty -programme-wise information.

Name	Course	Percentage
Dr. Mohd Maqeen	1 st Urdu Ghazal	70%
	4 th – Computer Application	
Mr. Shamsheer Singh	1 st – Qisida and Marsia	65%
	3 rd –History of Urdu Language	

14. Programme-wise Student Teacher ratio. 1:10
15. Research thrust areas as recognized by major funding agencies - Nil
16. Number of faculty with ongoing projects from a) National b) International funding agencies and c) total grants received. Given the name of the funding agencies, projects title and grants received project –wise:- Nil.
17. Inter-institutional collaboration project and associated grants received – Nil.
18. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc total grants received ---Nil
19. Research facility/ centre with
 - State recognition : Nil
 - National recognition : Nil
 - International recognition : Nil
20. Special research laboratories sponsored by/ Created by industry or corporate bodies. :- Nil.
21. Publications:

Prof. Shohab Inayat Malik

Publication : - Books Written.

1. 2009 : Yadon Ke Iams.
2. 2010 : Qurat-Lin Hyder bahasiat-e-Afsana Nigar.
3. 2011 : Gardash-e-Rang-e-Chaman ek tanqeedi mutala.
4. 2012 : Manto Ki Adbi Jihaat.
5. 2013 : Mazameen-E-Shohab.
6. 2014 : Riyasat Jammu-o-kashmir Urdu mazi hal Muskbil.
7. 2015 : Qudrat-ullah Shohab Fun aur Shaksyat.

Dr. Mohd. Reyaz Ahmed

Publications :-

1. Books : One

“Urdu Novel Tafheem-o-Tabeer” Published by Qasmi Kutau Khana, Jammu 2013.

Article/Research Papers :

1. Published an article on “Jammu-o-Kashmir Mein Urdu Ghazal” in a Magazine “Jahan-e-Urdu” edited by Dr. Mushtaq Ahmed in Vol. 15, issued Jan to June. 2015.

2. Published an article on “ Urdu Novel Ki Tanqeed 1980 Kay Baad” in a Magazine “Tasalsul” Vol. 18-19, issued Jan to Dec. 2013.
3. Published an article on “Kaifi Azami Ki Nazm AURAT Ek Mutalia” in a Magazine “Tasalsul” Vol. 20-21, issued Jan to Dec. 2014.
4. Published an article “Jammu-o-Kashmir men Urdu Safar Nama” in Jahan e Urdu. Darbhanga. April, 2011.
5. Published an article “Gaudaan Ka Samaji o Tehzeebi Mutalia” in Tasalsul, Deptt. of Urdu, Jammu University. July to Dec, 2009.
6. Published an article “Faiz Ahmed Faiz Ka Tanqeedi Shaoor” in Jahan-e-Urdu Number, July to Dec, 2012.
7. Published and article “Sadat Hasan Manto Ka Nazaria-e-samaj” in Tasalsul, June-Dec, 2011.
8. Published and article “Kalimuddin Ahmad Aur Fan-e-Datangoi” in Jahan-e-Urdu July to Dec, 2012.

Dr. Chaman Lal

Articles/Research Papers

1. Published an article “Adbi Tahqeed main sarqa” in Magazine Tarseel 2013 Srinagar Kashmir.
2. Published an article “Jammu-O-Kashmir Main Urdu Ka Masila O Imknnat” in a Magazine Tasalsul (Jan-to Dec-2014) Jammu.
3. Published an article “Drama Ki Royat” in a Magazine Tahzib UI Akhlaq Aug. 2015 Aligarh.

Dr. Farhat Shamim

Articles/Research Papers

1. Published an article “Anand lehar Ka Naya Novel Namdev-Ek Radde Amal” in a Magazine Jahan-e-urdu Jan to June 2015 Darbhanga.
2. Published an article “Shamim Nikhat Ki Afsana Nigari” in a Magazine Tasalsul (Jan-to Dec-2014) Jammu.
3. Published an article “Taraqqi Pasand Tehreek aur Faiz” in a Magazine Tasalsul (Jan-to Dec-2013)
4. Published an article “Iqbal Majeed Ki Novel Nigari” in a Magazine Tarseel 2013 Srinagar Kashmir.

Books-one-Iqbal Majeed Fun, Fiction, Funkar in 2011

22. Details of patents and income generated : Nil
23. Areas of consultancy and income generated : Nil

24. Faculty selected national/ internationally to visit other laboratories / institutions/ industries in India and abroad.-Nil.
25. Faculty serving in
 - a) National committees b). International Committees
 - c). Editorial Boards d). Any other

Prof. Shohab Inayat Malik has been selected as follows:

1. Member, Board of Studies in Urdu, Kashmir University.
2. Member, Pakistan India Forum for Peace, Justice, Democracy.
3. Member, Jammu Kashmir Urdu Forum.
4. Associate Member, Press Club Jammu.
5. Member, Academic Council University of Jammu.
6. Editor in Chief, Tasulsul, a Research Journal of Department of Urdu , University of Jammu.
7. Member, Urdu Committee constituted by Govt. of J&K for the promotion of Urdu Language.
8. Management Member, Ramisht College of Education Basoli.
9. Expert, for preparation of encyclopedia of Urdu poets of Urdu Research and Teaching Centre Ministry of HRD Souloon H.P.
10. Member, Literature and Encyclopedia, National Council for Promotion of Urdu Language, Ministry of HRD, Govt. of India, New Delhi.
26. Faculty recharging strategies (UGC, ASC, Refresher/ Orientation programs, workshops, training programs and similar programs.)

Dr. Chaman Lal

1. Four-day Workshop on “Vetting and Checking of Manuscript of Bangla Short Stories into Urdu from 16th 20th August 2013 held at Solan (U.P.)
2. Three-day Workshop on Journalism w.e.f. 28th the of Feb. to 2nd of March, 2014 organized by National Council for Promotion of Urdu Language (NCPUL) New Delhi in Collaboration with Centre for Professional Studies in Urdu, University of Jammu.

Dr. A.R. Manhas

1. Two-day Workshop on “Writing Research Proposal” on Jan. 24-25, 2013 organised by Department of English in Collaboration with DRS, University of Jammu.

2. Three-day Workshop on Journalism w.e.f 28th of Feb. to 2nd of March, 2014 Organised by National Council for Promotion of Urdu Language. NCPUL, New Delhi in Collaboration with Centre for Professional Studies in Urdu, University of Jammu.
 3. Orientation Programme for Translation in Dogri from 16th to 20th Jan. 2012 at Post Graduate Department of Dogri, University of Jammu.
27. Students projects
- Percentage of students who have done in-house projects including inter-departmental projects.-Nil
 - Percentage of students doing projects in collaboration with other universities. Industry/ institute. –Nil
28. Awards / recognitions received at the national and international level by :
- Faculty :- Nil
 - Doctoral / post doctoral fellows: Nil.
 - Students : Nil.

Prof. Shohab Inayat Malik

Year 2009

Award by Anjuman-e-Tarq-e-Urdu-Hind in 2009.

Letter of honour by National Students Welfare Association (Regd).

Mohieb-e-Urdu award by Anjuman-e-Mohieban-e-Urdu in 2009.

Year 2010

Department of Urdu Jamia Millia Islamia, New Delhi presented a Award for contribution for the development of Urdu Language and Literature in 2010.

Year 2011

Media Centre Kashmir University Honoured in connection with organizing a program in honour of Mr. Yawar Abbas of BBC London on 27th of February 2011.

Department of Urdu, Lucknow University honoured on 12th of March 2011.

All J&K 10+2 Public service commission lecturers union honoured on 20th of March 2011.

National Secular Forum honoured on 23rd of March 2011 on eve of Shaheed Bagat Singh Day.

Dept. of Urdu Delhi University awarded on 29th of March 2011. The award was presented by union Minister for Human Resource Development.

Urdu Academy Kashmir and Mizan Publishers Jointly honoured on 24th of April 2011 at Srinagar Kashmir.

Azhar Academy Aligarh honoured with an citation on 23th of September 2011.

Ch.Charan Singh University Meerut awarded on 4th of October 2011. The award was presented by Prof. Arun Kumar Former Vice-Chancellor Gorakh Pur University.

Best Teacher Award on 11th of November 2011 by National Secular Forum.

Year 2012

Rabindernath Tagore Award-2012 on 7th of May 2012 by Gandhi Global Family J&K.

29. Seminars / Conferences / workshops organized and the sources of funding (national/ international) with details of outstanding participants, if any.

- National Seminar on Journalism organised by the Department in 2009.
- Department of Urdu, University of Jammu organized two day National Seminar on the “life and works of Sadat Hassan Manto” on 12th and 3rd of January 2012.
- Department organized an extension lecture on “Urdu Prose “on 5/2/12.
- Department organized Urdu Mushira on 17th Feb 2012 .
- Department organized three week Workshop on “Manuscripts and Paleography” w.e.f 1st of March 2012.
- A stage Play “Ghair Zarrori Log” was organized on 12th March 2012.
- Sham-e-Ghazal was organized, on 4th April 2012.
- Two day National seminar on the “Life and works of Sadat Hassan Manto” was organised, 26th-27th Aug 2012.
- Two stage Play titles “Toba Tek Singh” and “Hatak” were organized on 26th Aug 2012.
- Workshop on Manuscripts, March 1,2012.
- Department organised a workshop on Journalism in 2013.
- Department organised a workshop on Manuscripts in 2014.

30. Code of ethics for research followed by the department. :- NA.

31. Students profile programme-wise

Name of the Programme	Application received	Selected		Pass percentage	
		Male	Female	Male	Female
M.A Urdu -2009	423	38	12	100%	100%
M.A Urdu -2010	300	36	14	100%	100%
M.A Urdu -2011	320	30	20	100%	100%
M.A Urdu -2012	259	32	18	100%	100%
M.A Urdu -2013	238	28	22	100%	100%
M.A Urdu -2014	202	31	19	100%	100%

32. Diversity of students :

Name of the programme	% of students from the same university	% of students from other universities within the state	% of students from universities outside the state	% of students from other countries
M.A Urdu - 2009	90%	10	-	-
M.A Urdu - 2010	95%	15	-	-
M.A Urdu - 2011	80%	20	-	-
M.A Urdu - 2012	85%	15	-	-
M.A Urdu - 2013	95%	5	-	-
M.A Urdu - 2014	90%	8	2	-

33. How many students have cleared civil services and defense services examinations, NET, SET, GATE and other competitive examinations ? Give details category wise:

NET			SET
	NET	JRF	
June 2009	02	-	03
Dec 2009	04	02	-
June 2010	15	05	-
Dec 2010	18	12	-
June 2011	27	18	-
Dec 2011	28	12	-
June 2012	17	10	-
Dec. 2012	13	07	-
June 2013	03	01	-
Dec. 2013	05	03	05
June 2014	-	-	-

34. Number of faculty who were awarded M. Phil , Ph. D , D. Sc an D.Lit. during the assessment period : NA
35. Present details of departmental infrastructural facilities with regard to
- Library –01
 - Internet facilities for staff and students ---internet connection has been provided to all in their rooms.
 - Total number of class rooms - 2
 - Class rooms with ICT facility –Nil.
 - Students laboratories – Nil
 - Research laboratories –Nil.
36. List of doctoral , post-doctoral students and Research Associates
- From the host institution/university.
 - From other institutions/ universities.

37. Number of post graduate students getting financial assistance from the university.-Nil
38. Was any need assessment exercise undertaken before the development of new programme(s) if so, highlight the methodology.
39. Does the department obtain feedback from
- Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
 - Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
 - Alumni and employers on the programmes offered and how does the department utilize the feedback?
- Only verbal feedback is obtained and after the proper satisfaction
40. List the distinguished alumni of the department (maximum 10) NA
41. Give details of student enrichment programmes (special lectures/workshops/seminar) involve external experts.
- A. Department of Urdu, University of Jammu organized two day National Seminar on the “life and works of Sadat Hassan Manto” on 12th and 3th of January 2012.
 - B. Department organized an extension lecture on “Urdu Prose “on 5/2/12.
 - C. On 17th February 2012 Department organized “Urdu Mushira” one day Mushira, in which state level poets present their poetry.
 - D. Department organized three week long workshop on “Manuscripts and Paleography” w.e.f 1st of March 2012.
 - E. A stage Play “Ghair Zarrori Log” was organized on 12th of March 2012.
 - F. Sham-e-Ghazal was organized on 4th of April 2012.
 - G. On 26th and 27th of August department organized two day National Seminar on the “Life and works of Sadat Hassan Manto”.
 - H. On 26th of August 2012 two stage Play titles “Toba Tek Singh” and “Hatak” was organized.

Resource Persons	Title of the Lecture	date
Prof. Nazir Ahmed Malik	Urdu novel mein taizibi anasar 1950 ke bad.	8-4-2013
Prof. Ib-ne Kamal	Ghair Afsanvi nasar	12/5/13
Prof. Nazir Ahmed Malik	Urdu Language and Literature	1/7/2013
Prof. Anwar Pasha	Dalit Adab in Urdu	1/7/2013
Dr. Aquil Ahmed	Urdu Ghazal	23/8/2013
Dr. Khawja Ekram	Qoumi Council Beir faorg-e-Urdu Ki Ilmi-e-Adbi sargarmiya	8/10/13
Prof . Ib-ne Kamal	Urdu main Tehkeet Ki Riwyat	4/3/14
Dr. Ali Javeed	Majouda Dor Main traki Pasand Tehreek Ki Ahmiyat	12/2/14
Prof. Shahid Hussain	Urdu Qasida , origin and development	20/2/14

42. List the teaching methods adopted by the faculty for different programmes:
Lectures, Presentations etc.
43. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
Learning outcomes are monitored through verbal and written tests.
44. Highlight the participation of students and faculty in extension activities:
National Seminar Attended and Paper Presentation: By Prof. Shohab Inayat Malik
1. Attended a National Seminar on Rasa Javedani Organized at Bhaderwah by Shahitya Academy New Delhi.
 2. Two day National seminar on Secular Character of Urdu Language organized by Jammu University on February 2nd and 3rd 2009.
 3. Attended Two day National Seminar on Urdu in J&K Past, Present and Future jointly organized by Jammu University and Kashmir University on February 12th and 13th 2009.
 4. Attended Two day National Seminar on Urdu Criticism organized by Kashmir University on October 2009.
 5. Attended a Seminar on Urdu a Language of Love and Brotherhood organized by the Deptt. of Urdu, University of Jammu on 6th of October 2009
 6. Attended two day National level Urdu Book Exhibition organized by the Deptt. of Urdu, University of Jammu on 22nd to 23rd of September 2010

7. Attended a Seminar on Urdu Journalism organized by the Deptt. of Urdu,
8. Attended two days National Symposium and Workshop on “Nehru Idea of Secularism” on 5th and 6th of February 2011 organized by Centre Jawarhar Lal Nehru Studies of Mulana Azad National Urdu University, Delhi Centre.
9. Attended two days National Seminar on Post Modern Fiction organized by Centre for Professional Studies in Urdu in collaboration with NCPUL on March 3 & 4 2011.
10. Three day National Seminar attended and Presented paper on 21,22,and 23 April organized by Iqbal Institute and Culture and Philosophy, Kashmir University.

Workshop attended: By Dr A R Manhas

1. Attended three day National level Workshop on Manuscripts organized by National Mission for Manuscriptology and Paleography, New Delhi.
 2. Attended one day National Seminar on “Impact of Urdu language on Kashmiri Language organized by National Council for Promotion of Urdu Language, Ministry of HRD, New Delhi.
48. Give details of beyond syllabus scholarly activities of the department.:
- Beyond the syllabus the department organized many literary activities included seminars on state and National level, lecturers by the subject experts.
49. State whether the programme./ department is accredited/graded by other agencies? If yes details.
50. Briefly highlight the contribution of the department in generating new knowledge, basic or applied:-
- Choice Based Credit System is introduced and also many extension lectures were organized on recent topic to enhance the knowledge of the students.
51. Detail five major strengths, weakness, opportunities and challenges (SWOC) of the department.-
- Strengths: - the Department has well qualified staff with number of scholars and students who got adjusted in various Govt. and Private Sector.
- Weakness: - Infra-structurally weak.
- Opportunities:- Seminars, Conferences and other Literary, Cultural and Academic Activities be organized in future , with help of which our scholar and students get benefitted.
- Challenges:- it is very difficult for us in a limited infra-structure to accommodate the huge department.
52. Future plans of the department-
- The department will going to start three months course in Creative writing and Journalism, due to which the students get jobs in private as well as in government sector.

Faculty of Business Studies

FOREWORD

FROM

DEAN, FACULTY OF BUSINESS STUDIES

Faculty of Business Studies, University of Jammu strives to impart quality education in Management and create young professional to shoulder challenges of the twenty first century. The mission is “to maintain high quality, intellectually stimulating, open and realistic educational environment for institutional success by bringing out the potentials of individuals, developing effective leaders and creating high performing teams”. The endeavor of the Faculty is to provide students, academicians, professionals, corporate executives and research scholars an opportunity to present their skills and research concepts and stimulate discussions on emerging trends in the Business World. It is pertinent to mention here that the Business Corporations across the world are in the midst of major organizational transformations to transcend corporate gains and focus on broader goals of societal development and National welfare. This transformation of Business Corporations involves Management and its related areas like Finance, Production, Marketing, Operations, Human Resource and General Management. We are heartened by the fact that our alumni and students continue to be a part of the needed solutions to market and policy challenges.

Today, the six thrust areas for Indian economic managers are to create jobs, curb food inflation, sustain high economic growth, boost the agricultural sector, improve industrial growth and restrain fiscal deficit. To work on these areas, both the corporate sector and the government need to take hard decisions thereby reviving growth. These issues relate to fiscal adjustments, tax reforms, restructuring financial markets, attracting foreign and domestic investment besides rural participation in development and these merit attention.

We look forward to working closely with the community that extends beyond the walls of the campus and move ahead with a vision of making the world a better place to be. We are also dedicated to offering our students the best Business Education in the world. The Faculty of Business Studies is committed to strengthen its human and physical resources on a continual basis to enhance its capability to achieve its mission of providing quality management education in a very effective and efficient manner.

EVALUATIVE REPORT OF THE DEPARTMENT

1. Name of the Department : Commerce
2. Year of establishment : 1964
3. Is the Department part of a School/ Faculty of the University: Faculty of Business Studies.
4. Name of programmes offered: PG, M.Phil, Ph.D & Post Graduate Diploma in Marketing and Sales Management, PG Diploma in Accounting & Finance, PG Diploma in Banking & Risk Management
5. Interdisciplinary programmes and departments involved . Nil
6. Courses in collaboration with other Universities, industries, foreign institutions etc. Nil
7. Details of programmes discontinued, if any, with reasons: No programme has been discontinued
8. Examination System: Semester System and Choice Based Credit System
9. Participation of the Department in the courses offered by other departments:
Yes, Department of Life-Long Learning , Academic Staff College and Directorate of Distance Education. Faculty members are regularly invited as resource persons to deliver lectures/Extension lectures in Workshops in DDE and Life Long Learning.
10. Number of teaching posts sanctioned filled and actual (Professors/Associate Professors/ Asstt. Professors/others)

	Sanctioned	Filled	Actual (including CAS&MPS)
Professors	2	2	4 (two under CAS)
Associate Professors	3	1	1 (one under CAS)
Assistant Professors	5 (2 from DDE)	3	3
Contractual	-	2	2

11. Faculty profile with name, qualification, designation, area of specialization and experience.

Name	Qualifications	Designation	Specialization	No. of years of Exp.	No. of Ph.D/M.Phil students guided for the last 4 yrs
* Dr. R. D. Sharma	Ph. D	Professor	Marketing and Human Resource Management	34	9
Dr. Desh Bandhu Gupta	Ph. D	Professor	Taxation, Tourism and Economics	34	2
Dr. Neetu Andotra	Ph. D	Professor	Marketing, Law and Management	26	10
Dr. Hardeep Chahal	Ph. D	Professor & Head	Service Marketing	19	12
Dr. Gurjeet Kaur	M.Phil, Ph. D	Associate Professor	Marketing	14	19
Dr. Jeevan Jyoti	M.Phil, Ph. D	Sr. Assistant Professor	Human Resource Management and Entrepreneurship	10	13
Mr. Tarsem Lal	M.Phil	Assistant Professor	Accounting and Finance	11	Nil
Mr. Sunil Kumar	M.Com, JRF	Assistant Professor	Taxation	2	-do-

Currently, Vice Chancellor, University of Jammu

12. List of senior Visiting Fellows, Adjunct Faculty, Emeritus Professors: Nil
13. Percentage of classes taken by temporary faculty-programme wise information.
- Contractual faculty members are associated with the M.Com. programme and Diploma in Marketing and Sales Management. About 40% of the total classes are taken by the contractual lecturers. The courses taught include Indian Tax System, Business Environment, Indian Financial System, Financial Management, HR, Labour and Labour laws, Management of training and Development, Organisational Change Management etc.
14. Programme-wise Student Teacher Ratio:
- | M.Com. – II Semester | M.Com. IV Semester | | |
|----------------------|--------------------|----------------|-----|
| | Marketing | Finance stream | HR |
| 11:1 | 4:1 | 5:1 | 4:1 |
15. Number of academic support staff (technical) and administrative staff : =
- a) Office = 05
- b) Library =02
16. Research thrust areas of recognized by major funding agencies: **Advances in Marketing –UGC SAP-DRS-III**
17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise. Nil
18. Internal-institutional collaborative projects and associated grants received. Nil

19. The Department was sanctioned SAP DRS-II w.e.f. April 1, 2009 in the Area of Marketing. Rs. 39 lakhs.
20. Research facility/centre with : Nil
21. Special research laboratories sponsored by/created by industry or corporate bodies: Nil
22. Publications:

Items	Prof. R.D.Sharma	Prof. Desh Bandhu	Prof. Neetu Andotra	Prof. Hardeep Chahal	Dr. Gurjeet Kaur	Dr. Jeevan Jyoti	Sh. Tarsem Lal	Sh.Sunil Kumar
No. of papers published in peer reviewed journals N/I	15		17	33	23	19	16	
Monographs	-	-	-	-	-	-	-	-
Chapters in Books		-	-	1	1	6	-	-
Edited Books	2	-	-	1	-	-	2	-
Books with ISBN with details of publishers	-	-	-	-	-	-	-	-
No. of listed in International – Database	-	-	-	30	23	-	-	-
Citation Index-range/average	1-89	-	-	1-89	12	2-60(total = 139 since 2010=128)	-	-
SNIP	-	-	-	-	-	-	-	-
SJR	-	-	-	-	-	-	-	-
Impact Factor range/average	0.783 to 0.984	-	-	.194 - .984	0.783 to 0.984	0.374-0.884	-	-
h-index	10	-	-	10	6	4	-	-

23. Details of patents and income generated : Nil
24. Areas of consultancy and income generated : Nil
25. Faculty selected nationally/internationally to visit other laboratories/ institutions/industries in India and abroad: Nil
26. Faculty serving in
 - a) National Committees :
 1. Prof. Neetu Andotra, UGC- NET, MRP Evaluation & SAP Evaluation
 2. Prof. Hardeep Chahal, UGC - MRP evaluation & NET Evaluation
 - b) Editorial Boards :
 1. Prof. Hardeep Chahal, International Journal of Health and Quality Assurance (EMERALD) and Journal of Service Research, IIMT Ghaziabad.
 2. Prof. Hardeep Chahal, Journal of Services Research, IIMT, Ghaziabad.
 3. Dr. Gurjeet Kour, International Journal of Bank Marketing (EMERALD).

c) Any other:

Collaborations at National level

1. Prof. Neetu Andotra, IGNOU, Prof. Nawal Kishore, (FDI in Retailing)
2. Prof. Hardeep Chahal, HNB Garhwal University, Prof. R.C Dangwal (Strategic Marketing Orientation)
3. Prof. Hardeep Chahal, College of Management, SMVDU, Katra Dr. Sanjay Mishra (CSR)
4. Dr. Gurjeet Kour, Dept. of Commerce, Delhi School of Economics, University of Delhi, Prof. Sri Ram Khanna (Quality of Banking Services in India).

Collaborations at International level

1. Prof. Hardeep Chahal and Dr. Gurjeet Kour, University of Louisville, Louisville, Kentucky, US (Theory of Constraints-Prof. Mahesh Gupta)
2. Prof. Hardeep Chahal, Espen School of Business and Management, Paris, France (Prof. Philip Klaus-Customer Experience).
3. Dr. Gurjeet Kour, University of Louisville, Louisville, Kentucky, US (Prof. SubhashLonial- Market Orientation)
4. Dr. Gurjeet Kour, Portsmouth University, Portsmouth, U.K (Prof. Pratik Modi- Internal Market Orientation).
5. Dr. Gurjeet Kour, Ball State University, USA (Prof. Pankaj C Patel- Entrepreneurial Orientation).
6. Dr. Jeevan Jyoti, Portsmouth University, Portsmouth, U.K (Prof. Vijay Pereira- Knowledge Management)

27. Faculty recharging strategies

Department has organised following Workshops to equip faculty with latest research skills.

1. Three Day Workshop on “Analytical Research Methods”, August 25-27, 2010
2. Seven Day Workshop on “Qualitative and Quantitative Methods”, Feb. 20-26, 2013
3. ICSSR Two Week Workshop on “Research Methods for Capacity Building Programme For College and University”, Nov. 3-25, 2013
4. Three Day Workshop on “Qualitative Analysis”, Feb. 12-14, 2014
5. Two Day Workshop on “Financial Econometrics”, Feb. 28-March 1, 2014
6. Two Day Workshop of “SEM”, March 8-9, 2014.
7. Two Day Workshop on “Writing Research Papers and Proposals”, Feb. 23-24, 2015.

28. Students projects: It is a part of syllabi of P.G Diploma Courses.

29. Awards/recognitions received at the national and international level by:

Name of the award	Name of the Awardees
Best Reviewer Award (International Journal of Health and Quality Assurance, Emerald)2009	Prof. Hardeep Chahal
Highly Commended Paper Award from Marketing Intelligence and Planning, EMERALD for the year 2010.	Dr. Gurjeet Kaur
Received Gold Medal for Best Business Academic of the Year (BBAY) Award in October 2010 at All India Commerce Conference held at Goa	Dr. Jeevan Jyoti
Best Paper Award - Employees' Perceptions of Total Quality Services in the Banking Sector, at International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade, December 15-16, 2012 organized by Punjab Technical University and University of North Carolina, USA at Amritsar.	Dr. Gurjeet Kaur
Received Best paper in International Conference on "Reinventing Management Strategy: The Design for Future (ICRMS 2013)", organised by IMS Ghaziabad sponsored by ICSSR on 30 th Nov. 2013 for paper titled "Impact of High Performance Human Resource Practices on Intention to Leave: Role of Emotional Exhaustion"	Dr. Jeevan Jyoti
International Conference on theme "Contemporary Management Practices: Creative or Dogmatic ?" organised by Japan Institute of Management Studies, Delhi on 6 th Feb. 2015 and got best paper award and cash prize Rs. 7500/ and paper presentation titled "Impact of Transformational Leadership on Relational Identification and Satisfaction with Leader: Mediating Role of Leader Member Exchange" by Sonia Bhau	Dr. Jeevan Jyoti
"International Conference on Challenges and Opportunities in Asia Economics: The Management Perspective" held in Jaipur, Poornima Group of Colleges, Poornima University on Feb. 8-9, 2013 got first prize in "Best Paper Award" for the topic entitled "Role of Microfinance in the Inclusive Growth of Microentrepreneurs"	Ms. Shipra (Ph.D Scholar)

30. Details of seminars, conferences etc. organised during the last five years(2009-2015)
1. Two Day National Seminar, “Orientation to Create Superior Customer Value”, March 21-22,2009
 2. One Day National Seminar on “Accounting Standard and Direct Tax Code”, in collaboration with NIRC,J&K Chapter, ICAI, Feb.2010
 3. One Day Scholar Seminar, March 2,2012
 4. Two Day National Scholars’ Seminar, Jan. 29-30, 2013
 5. One Day Scholars’ Seminar, March, 20, 2014
 6. Two Day National `Seminar Orientation to Create Superior Customer Value, March 21-22,2009
31. Code of ethics for research followed by the department:
- i) The M.Phil/Ph.D statutes of the University are followed.
 - ii) All the research issues are discussed in the Departmental Research Committee.
32. Student profile programme-wise

Name of the programme	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
M.Com 2009	530	14	40	24	76
M.Com 2010	524	14	41	23	77
M.Com 2011	584	27	30	47	53
M. Com 2012	600	27	31	46	54
M. Com 2013	491	9	47	-	-
M. Com 2014	700	11	43	-	-
M.Phil 2009	10	1	9	10	90
M.Phil 2010	11	2	9	18	82
M.Phil 2011	29	1	9	10	90
M.Phil 2012	57	12	3	80	20
M.Phil 2013	99	4	8	33	67
M.Phil 2014	7	3	2	60	40
Ph.D 2009	45	1	1		
Ph.D 2010	29	1	3		
Ph.D 2011	84	1	1		
Ph.D 2012	2		2		
Ph.D 2013	-		3		
Ph.D 2014	12	2	10		
PGDMSM 2014	4	2	2	-	-
PGDMSM 2015	4	4	-		
PGDAF 2015	49	11	11	22	
PGDBRM 2015	37	10	17	27	

33. Diversity of students

Name of the Programme	% of students from the same university	% of students from other universities	% of students from universities outside the State	% of students from other countries
M.Com 2009	98.15	-	1.85	
M.Com 2010	98.18	-	1.81	-
M.Com 2011	98.24	1.78	-	-
M. Com 2012	100	-	-	-
M. Com 2013	94.64	3.57	1.78	-
M. Com 2014	81.48	16.66	1.85	-
M.Com 2015	100	-	-	-
M.Phil 2009	90	-	10	-
M.Phil 2010	100	-	-	-
M.Phil 2011	100	-	-	-
M.Phil 2012	93.33	6.67	-	-
M.Phil 2013	100	-	-	-
M.Phil 2014	100	-	-	-
M.Phil 2015	100	-	-	-
Ph.D 2009	100	-	-	-
Ph.D 2010	100	-	-	-
Ph.D 2011	100	-	-	-
Ph.D 2012	100	-	-	-
Ph.D 2013	100	-	-	-
Ph.D 2014	100	-	-	-
Ph.D 2015	100	-	-	-
PGDMSM 2014	100	-	-	-
PGDMSM 2015	3	-	-	-
PGDAF 2015	22	-	-	-
PGDBRM 2015	27	-	-	-

34. The students of the department have cleared varied competitive exams, during 2009-2015

1. KAS	02
2. CA	02
3. CS	01
4. NET/JRF	30
5. NET/SLET	35
6. Others	15

35. Student Progression

Student progression	Percentage against enrolled
M.Com 2009 - M.Phil	20
M.Com 2010 - M.Phil	20
M.Com 2011 - M.Phil	18
M. Com 2012 - M.Phil	26
M. Com 2013 - M.Phil	21
M. Com 2014 - M.Phil	9
M.Phil 2009 - Ph.D	20
M.Phil 2010 - Ph.D	36
M.Phil 2011 - Ph.D	20
M.Phil 2012 - Ph.D	13
M.Phil 2013 - Ph.D	25
M.Phil 2014 - Ph.D	100
Ph.D 2009	
Ph.D 2010	
Ph.D 2011	
Ph.D 2012	
Ph.D 2013	
Ph.D 2014	

36. Diversity of staff Majority of the faculty members are graduates from University of Jammu.
37. Number of faculty who were awarded M.Phil, Ph.D , D.Sc, and D.Litt. during the assessment period: Dr. Jeevan Jyoti was awarded with Ph.D degree in 2010
38. Present details of departmental infrastructural facilities with regard to
 - a) Library – Total number of books = 7154
 - b) Internet facilities for staff and students: Yes Department has internet facility (LAN) for scholars and students in (the computer lab) and faculty and wifi facility for scholars and faculty
 - c) Total number of class room : 03
39. List of doctoral, post-doctoral students and Research Associates
Ph. D
 - a) Awarded = 20 Registered = 21
 - b) Research Associates: Nil Post - doctoral : Nil
40. Number of post graduate students getting financial assistance from the university : Nil
41. Need for the development of new programmes
 To cater to the job requirements of market and unprecedented growth in field of Commerce, the department has introduced Diploma in Marketing and Sales Management from 2014- 2015. In addition two One Year Post-Graduate Diplomas in collaboration with NSE in “Banking and Risk Management” and “Accounting and Finance” have been introduced in 2015-2016.
42. The course curricula for M.Com. & B.Com. and B.Com(Hons.) have been restructured to enhance the knowledge and employability of students.
 - At M.Com. I and II semesters, several new core courses have been introduced. Specialisations in the area of Marketing, HRM and Accounting and Finance have been introduced at M.Com. III and IV semesters.
 - M.Phil programme has been updated by including course of International Human Resource Management
 - Mixed method of teaching pedagogy comprising lectures, seminars, quizzes, case study, group discussions and presentations have been introduced to make class room teaching interesting and participative both at M.Com and M.Phil level
 - Research presentation by M.Phil and Ph.D scholars has become a regular feature.
 - Course curriculum for B.Com under Semester Pattern has been framed. Apart from five compulsory papers, three optional papers namely, Business Communication , Tax Procedure and Practice and Computer Application have been introduced.

44. Student enrichment programmes

The Department has organised extension lectures on varied topics relating to investment in stocks, Research issues & ethics, Qualitative research, Web-based information sources, placement scenarios in BPO etc. to enrich and broaden the knowledge horizon of the students.

45. Faculty members are using varied pedagogy including Lectures, Quizzes, Seminar presentations, Interactive discussions, Objective & transparent internal assessment test, Extension lectures from experts

47. Participation of students and faculty in extension activities.

The faculty of the Department is invited as resource persons for delivering extension lectures on research methodology, multivariate data analytical techniques, application of statistical softwares in different departments, universities and institutions.

48. Beyond Syllabus scholarly activities.

Besides associating with different University departments and affiliated colleges of University of Jammu, the department is also collaborating with different institutions / universities at regional, national and international levels in teaching and research activities. The select list is given as under:

National:

1. College of Management, SMVDU, Katra
2. Department of Business and Financial Studies, University of Kashmir, Srinagar
3. Department of Commerce and Business Management, GNDU, Amritsar
4. Department of Commerce, Aligarh Muslim University, Aligarh
5. IMS, Ghaziabad
6. GNDU College, Jalandhar
7. J& K Finance Department(Budget)

International:

1. University of Louisville, Louisville, Kentucky, US
2. Espen School of Business and Management, Paris, France
3. Portsmouth University, Portsmouth, U.K
4. Ball State University, USA
5. University of Jayewardenepura, Srilanka

49. Contribution of the department in generating new knowledge, basic or applied

The research of the department is recognised in reputed and referred journals across globe.

The select list of the journals is given as under:

International Journals

1. Managing Service Quality
2. The Marketing Review
3. International Journal of Indian Culture and Business Management
4. Health Marketing Quarterly
5. International Journal of Pharmaceutical and Health Care Marketing
6. Asian Journal of Quality
7. International Journal of Learning and Intellectual Development
8. Journal of Strategic Marketing
9. Quality Assurance in Education (Emerald)
10. Journal of Strategic Marketing- Taylor and Francis
11. Journal of Services Marketing – EMERALD
12. Total Quality Management and Business Excellence
13. Global Business Review
14. International Journal of Management Concepts & Philosophy
15. Cross Cultural Management: An International Journal
16. International Journal of Education Management
17. Vision –Journal of Business Perspective

National Journals

Journal of International Repute

1. Metamorphosis (IIML)
2. Management Review (IIMB)
3. Decisions (IIMC)
4. Vikalpa (IIMA)
5. Prajnan
6. Journal of Services Research

7. Journal of Rural Development
8. Journal of Social Work

Other Referred Journals

1. The ICFAI University Journal of Entrepreneurial Review
 2. Journal of Corporate Governance
 3. Nice Journal of Business
 4. Indian Journal of Training & Development
 5. International Journal of Business ,Competition and Growth
 6. International Journal of Innovation and Sustainable Development
 7. Journal of Business Theory and Practice
 8. Arthanveshan- Research Review
 9. International Journal of Marketing
 10. International Journal of Scientific Research
 11. Saarangsh - R.K Journal of Management
 12. Kegees Journal of Social Science
 13. International Journal of Marketing and Management Research
50. The major strength, weaknesses, of the department with respect to courses offered are as under:

Strengths and weaknesses:

The major strength of the Department is the introduction of specialized streams namely, Marketing, HR and Finance and employment - oriented PG Diploma in Marketing and Sales Management, PGDAF & PGDBRM. The research of the Department is recognized across national and international levels. The weakness of the Department is the limited infrastructure facility and absence of permanent computer assistance which affects the functioning of computer lab.

Opportunities and challenges:

The major opportunities for the Department is to initiate consultancy programme in service and manufacturing sector and establishing the Department as a centre of excellence in terms of academic and research initiatives across the country

51. The department is planning to activate Centre for Marketing and organising workshops on experimental design & econometrics to strengthen the analytical skills of the students.

EVALUATIVE REPORT OF THE DEPARTMENT

- | | |
|---|---|
| 1. Name of the Department | : The Business School |
| 2. Year of establishment | : 1964 |
| 3. Is the Department part of a School/ Faculty of the university? | : Faculty of Business Studies |
| 4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.) | : MBA, Ph.D, PGDBM |
| 5. Interdisciplinary programmes and departments involved | : Yes (under Choice based credit system) |
| 6. Courses in collaboration with other universities, industries, foreign institutions, etc. | : No |
| 7. Details of programmes discontinued, if any, with reasons | : No |
| 8. Examination System: Annual/Semester/Trimester/ Choice Based Credit System) | : Semester system/ Choice based credit system |

Open courses offered by Department:

PSMBATC110 - Fundamentals of management

PSMBATC211 - Innovation & Entrepreneurship

Departments of which students come to The Business School for open courses:

Physics Department of Computer Science

SHTM Commerce

Economics Electronics

Departments in which our students go for open courses:

English ICCCR & HRM

Home Science Physics

Geology Commerce

History Economics

9. Participation of the department in the courses offered by other departments : No
10. Number of teaching posts sanctioned, filled and actual (Professors/ Associate Professors/ Asst. Professors/others) :

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor	05	03	08 (3Open +4 promoted from Associate Prof. & 01 from Asstt. Prof. under CAS & 02 post to be Advertised))
Associate Professors	05	04	01 CAS (04 promoted as Prof. & 01 Advertised)
Asst. Professors	11	8	06 (Two lien bound, 01 as Associate Prof., one as Prof. under CAS, three Advertised)
Others	--	--	--

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance :

Name	Qualification	Designation	Specialization	No. of years of Experience	No. of Ph.D./M.Phil. students guided for the last 4 yrs.
Prof. Keshav Sharma	M.Com., Ph.D., Post Doc. ,FDP	Professor	Marketing	28 years	01
Prof. Neelu Rohmetra	M.Com., Ph.D., Post Doc. , IVLP	Professor	HRD, OB & Cross-Cultural Management	26 years	03
Prof. Versha Mehta	MCA, Ph.D., Post Doc., CEP	Professor	Systems & Operations	29 years	06
Prof. B.C. Sharma	MA (Stats.), MBA, Ph.D., ITP	Professor	Finance and Quantitative Management	37 years	02
Prof. Alka Sharma	MBA, Ph.D.	Professor	Marketing	23 years	05
Dr. Rajendra Mishra	M.Com., Ph.D.,CAIIB	Associate Professor	Tourism Management	23 years	01
Prof. Parikshat Singh Manhas	MBA, Post Masters in E-commerce & Information Science, Ph.D.	Professor	Marketing & E-commerce	14 years	05
Prof. Sameer Gupta	MBA, Ph.D.	Professor	Accounting & Finance	23 years	02
Prof. Vinay Chauhan	Ph.D., SCHE	Professor	Marketing & Research Methods	13 years	02
Dr. Amisha Gupta	MBA, Ph.D.	Assistant Professor	Accounting & Finance	11 years	01

Dr. Anil Gupta	MBA, FPM, Ph.D.	Assistant Professor	Marketing & Strategic Management	10 years	01
Dr. Komal Nagar	MBA, Ph.D.	Assistant Professor	Marketing	11 years	01
*Dr. Jaya Bhasin	MBA, MA (Economics), Ph.D., Diploma in Labour Laws	Assistant Professor	Human Resource Management & OB	07 years	01
Dr. Rachna Gupta	MBA, Ph.D., GNIIT	Assistant Professor	Marketing & Operation	09 years	--
Ms. Saloni Devi	MBA	Assistant Professor	Human Resource Management	05 years	--
Ms. Farah S Choudhary	MBA	Assistant Professor	Finance & Marketing	04 years	--

* Left on Feb. 2016 and joined Central University, Jammu

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors : N.A.
13. Percentage of classes taken by temporary faculty- programme-wise information : N.A.
14. Programme-wise Student Teacher Ratio :

MBA

2009	7:1
2010	7:1
2011	6:1
2012	7:1
2013	10:1
2014	10:1

PGDBM

2009	11:1
2010	9:1
2011	8:1
2012	7:1
2013	9:1
2014	7:1

15. No. of academic support staff (technical) and administrative staff : Sanctioned, Filled and Actual :

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	11	NIL	01	04
Technical Staff	02	NIL	NIL	NIL

16. Research Thrust areas as recognized by major funding agencies :

- Marketing
- Finance
- Human Resource Management
- Operations & Information technology management
- Tourism Management Entrepreneurship and
- Supply chain management

17. No. of faculty with ongoing projects from (a) National (b) International funding agencies and (c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise :

1. Departmental Project

- UGC-SAP programme implemented in the department with the total grant to Rs. 56 lakh (Non recurring- Rs. 25 Lakh and Recurring- Rs. 31 Lakh) received for the period of five year from 1st April 2013 to 31st March, 2018

2. Projects of Faculty

Prof. Neelu Rohmetra

- **Title of the Project:** Principal Investigator: Women and Leadership: The Case of Select organisations in Corporate India (June 2012 to March 2015) (Report submitted to UGC in August 2015,). Grant Received: Rs. 7.5 lacs. Funding Body: University Grants Commission (UGC), New Delhi
- **Title of the Project:** Project Coordinator : UGC Innovative Scheme under promotion of interdisciplinary research and teaching under the broad theme of “Composite Culture Management” (1-Year Post Graduate Diploma in ‘Composite Culture Management’ introduced at ICcCR & HRM) (April 01, 2012 – March 31, 2017). Grant Received: Rs. 49.50 lacs + Positions of two Assistant Professors (Positions duly filled in February 2014). Funding Body: University Grants Commission (UGC), New Delhi

- **Title of the Project:** Deputy Coordinator: Special Assistance Programme (SAP)-DRS II (April 2013- March 2018). Grant Received: Rs. 56 lacs. Funding Body: University Grants Commission (UGC), New Delhi
- **Title of the Project:** Project for Enhancement of Capacities for the Census of India 2011 (2010-2011) (Status: Completed). Grant Received: Rs 3 Lacs Funding Body: Phase I and Phase II of UNICEF and Ministry of Home Affairs supported Capacity Building Project in association with TARAA Human Development and Facilitation Consultants, New Delhi.

Prof. Alka Sharma

- UGC major project titled “**Antecedents of On – line Buying and its Implications for Business to Consumer E – Commerce in India**” (2006 – 2009). Total funding of Rs. 5.62 Lacs.
- UGC major project titled “**Store Atmospheric and Patronage Intentions in Indian Organized Retail**” Total funding of Rs. 10, 38,400. (**Sanctioned in December 2014 but grants not released yet**).

Prof. P.S. Manhas

- **Awarded Major Research Project titled** “Analyzing Travel Risk perceptions: A Study of Brand Burn Management in Airlines Industry” by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India)

Grant Received Rs. 8,00,000/- (July, 2014)

Funding agency: Ministry of HRD, Govt of India.

- **Awarded Major Research Project titled** “Destination Brand Personality Dimensions – Developing a Strategic Model for Indian Economic Growth” by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India)

Grant Received . 4,89,125/- (March, 2011)

Funding Agency: Ministry of HRD, Govt of India.

- Major Research project entitled on “Comprehensive tourism revival framework for socioeconomic development in post-conflict Kashmir; lessons from northern Ireland” under UGC-UKIERI Thematic Partnership-2015.

Funding Agency : UGC UKIERI

Prof. Vinay Chauhan

- **UGC MRP (Completed as PI).** Title : An Assessment of Competency Based Tourism Education in India: An Industry Perspective” **completed.** (period 2010-12). Grants Received : Rs.5,29,400/-

Funding Body : UGC.

- **UGC MRP (ongoing) (PI Prof Alka sharma; Co PI Prof Vinay Chauhan).** Title : Store Atmospherics and Patronage Intentions in Indian Organised Retail. Grants Received : Rs. 10, 38, 400/-
Funding Body : UGC

Dr. Anil Gupta

- **UGC MRP. Title of the Project.** Developing a typology of Service Failures and Service Recovery in the Indian Tourism and Hospitality Industry: A Tourist Perspective. **Grant Received :** Rs. 5,83,000
Funding Body : UGC
- **Title of the Project** “Composite Culture Management” – under *UGC Innovative Programme – Teaching and Research in Interdisciplinary and Emerging Areas*; **Period :** 1.4.2012 – 31.3.2017
Status: Deputy Coordinator; **Total Funding** – Rs. 49.50 Lacs

18. Inter-institutional collaborative projects and associated grants received :

(a) National collaboration

(b) International collaboration

There are no National/International collaborations

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, IOSSR, AICTE etc.; total grants received:

Please refer to point no. 17

20. Research facility/centre with : NO

- State recognition
- National recognition
- International recognition

21. Special research laboratories sponsored by / created by industry or corporate bodies : NO

22. Publications : (w.e.f. June, 2009 till date) :

Prof. Neelu Rohmetra

1. 'International Entrepreneurship: Analyzing the Impact of Cultural Differences Across Nations', International Journal of Applied Business and Economic Research, Vol.13, No. 3, 2015 (ISSN:0972-7302) (with Pallvi Arora)
2. 'Business and Human Rights Violation: A Study on Select Corporate Human Rights violation cases in India as well as global context', International Journal of Economics, Finance and Management, Vol. 3, No. 6, 2014, ISSN:2326-9561 (with Isha Sharma)

3. A Study of Existing Management Education Models Across South Asian Region and its Development by Focusing on Public Private Partnerships', *AMDISA Journal*, 2013 [ISBN: 978-93-5097-503-9] (with Isha Sharma)
4. 'Cultural Intelligence and Customer Satisfaction: A Quantitative Analysis of International Hotels in India', *Review of Management and Economic Engineering*, Vol. 11, 1 (43). 2012 [ISSN No. 1583-624X] (with Pallvi Arora)
5. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE'', *International Journal of Engineering and Industrial Management*, Vol. 4, pp. 59-76. 2012 [ISSN 1647-578X] (with Pallvi Arora)
6. 'International Careers Across Cultures: A Choice or Rejection?' *International Journal for Diversity in Organizations, Communities and Nations*, Vol. 11(1) 2011: pp. 57-75. [ISSN No. 1447-9532]. (with Pallvi Arora)
7. 'Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry', *International Review of Business Research Papers*, Vol. 6(5) 2010: 216-234. [ISSN No. 1837-5685](with Pallvi Arora)
8. 'Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry' 2010, published online at <http://www.bizresearchpapers.com/17.%20Pallvi%20Aroara-FINAL.pdf> [ISSN No.1832-9543](with Pallvi Arora)
9. 'Human Resource Systems and Organisational Effectiveness: The Case of Indian Rural Banking', *Journal of IPM Meerut*, Volume 10, No.2, July-December 2009. (with Jaya Bhasin)
10. 'Knowledge Creation and Transfer for Entrepreneurial Spillovers: Role of academia in bridging the transnational practices and contexts' published in the Conference Proceedings of International Conference on "Transnational entrepreneurs and international SMEs in emerging economies: Drivers and Strategies" organized by the Indian Institute of Management Bangalore (IIMB), May 20-22, 2015 at IIM- Bangalore, India. (ISBN: 987-93-84743-81-9) (with Isha Sharma)
11. 'Culturally Intelligent Organizations: Towards Success in Global Business World' published in conference proceedings of the 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015, pp. 615-628 (ISBN: 978-81-924713-8-9) (with Pallvi Arora)
12. 'Economic Growth and Human Development: A Theoretical Comparison of Select Countries' published in the conference proceedings of 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015, pp.604-608, (ISBN: 978-81-924713-8-9) (with Isha Sharma)
13. 'Spouse Influence on Expatriate Global assignment-A Review of Existing Studies' published in the Conference Proceedings of Global Conference organized by MDI,

Gurgaon, India in association with Australian Centre for Asian Business, University of South Australia, Adelaide, Australia and Faculty of Economics and Faculty of Economics and Business, University of Maribor, Slovenia, on 'Managing Recovering Markets' March 11-13, 2015 (ISBN: 978-81-929149-3-0) (with Tina Bhat) (Paper presented)

14. 'Leadership Behaviour of International Managers in Multinational Corporations in India : A Conceptual Reflection' published in the conference proceedings of the International Conference On Research And Sustainable Business (ICRSB), organized by Department of Management Studies, Indian Institute of Technology (IIT) Roorkee, India, March 8-9, 2014 (ISBN No : 9789383842193) (with Tina Bhat) (Paper presented)
15. 'Navigating Cultural Diversity through Cultural Intelligence: A Case of Hospitality Industry in India' published in Conference Proceedings of the 3rd Biennial Conference of the Indian Academy of Management, 12-14 December, 2013 at the Indian Institute of Management, Ahmedabad, India.[ISBN No. 978-81-920800-2-4.] (with Pallvi Arora) (Paper presented)
16. 'Business and Human Rights Violation: A study on Select Corporate Human Rights Violation Cases in India as well as Global Context', published in proceedings 2nd International Conference on Business Social Partnership: Towards Value Based Social Engagement, University of Delhi, September 07-09, 2013 (with Isha Sharma) (Paper presented)
17. 'Innovative Training Practices for Crisis Management', published in conference Proceedings (with ISBN) of UFHRD 2013 International Conference: "HRD in Turbulent Seas – Continued Global Economic Uncertainty: Challenges and Opportunities", Brighton Business School, University of Brighton, UK, June 5-7, 2013. (with ISBN: 9781-905593-87-3) (Paper presented)
18. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE' published in the Conference Proceedings of 13th International HRD Conference- The future of HRD- 2020 and beyond: Challenges and Opportunities, (http://hrdconference.fam.ulusiada.pt/?page_id=78) held at UNIVERSIDADE LUSÍADA DE VILA NOVA DE FAMALICÃO, 23-25 May 2012, pp. 234-245. (ISBN: 978-989-96090-3-7) (with Pallvi Arora) (Paper presented)
19. Keynote Speech on "Cross Cultural HRD:2020" published in the Conference Proceedings of 13th International HRD Conference- The future of HRD- 2020 and beyond: Challenges and Opportunities, (http://hrdconference.fam.ulusiada.pt/?page_id=78) held at UNIVERSIDADE LUSÍADA DE VILA NOVA DE FAMALICÃO, 23-25 May 2012, pp. 23-24. (ISBN: 978-989-96090-3-7) (Keynote delivered)
20. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE' published wp – content /uploads /2012/05/ Papers_UFHRD2012_vFINAL_part2.pdf. (with Pallvi Arora) (Paper presented)

21. 'Cultural Intelligence and Customer Satisfaction: A Quantitative Analysis of International Hotels in India' published in Conference Proceedings of 2nd RMEE International Management Conference "Management of Crisis or Crisis of Management?", 15-17 September, 2011 in the Technical University of Cluj Napoca, Romania, pp. 545-556. (ISSN: 2247-8639, ISSN-L 2247-8639) (with Pallvi Arora) (Paper presented)
22. 'Efficient Corporate Communication: A New Mechanism of Crisis Management' published in conference proceedings of 2nd RMEE Management Conference: "Management of Crisis or Crisis of Management?" September 15-17, 2011 in Technical University of Cluj-Napoca, Romania.(ISSN: 2247-8639, ISSN-L 2247-8639) (with Rachna Gupta)
23. 'Talent Crisis and its Impact on Organisational Commitment' published in conference proceedings of 2nd RMEE Management Conference: "Management of Crisis or Crisis of Management?" September 15-17, 2011 in Technical University of Cluj-Napoca, Romania.(with ISSN: 2247-8639, ISSN-L 2247-8639)(with Shaveta Sawhney) (Paper presented)
24. 'Knowledge Creation and its Transfer: A diagnosis into Industry-Academia Interface in Select Indian Academic Institutions', published in proceedings of Eleventh Global Conference on Flexible Systems Management (IIMK-GLOGIFT 11), (ISBN 978-81-906294-8-5), December 9-12, 2011 (with Isha Sharma) (Paper presented)
25. 'HRD Audit: A Comparative Study of State Universities in Jammu and Kashmir, India' published in proceedings of 1st RMEE (Review of Management and Economic Engineering) International Conference: Twenty Years After: How management Theory Works, September 16-18,2010, organized by Technical University of Cluj-Napoca, Romania. (ISBN: 978-973-7695-99-4) (with Neeraj Sharma) (Paper presented)
26. 'International Careers Across Cultures: A choice or Rejection' (Abstract) published in Proceedings of 10th International Conference on "Diversity in Organisations, Communities and Nations", queens University, Belfast, Northern Ireland, July 19-21, 2010. (with Pallvi Arora) (Paper presented)
27. 'Understanding Intra-National Diversity Across Cultural Value Orientations: A comparative Study of Indians' (Abstract) published in Proceedings of 10th International Conference on "Diversity in Organisations, Communities and Nations", queens University, Belfast, Northern Ireland, July 19-21, 2010. (with Anil Gupta) (Paper presented)
28. 'Human Resource Systems and Organisational Effectiveness- The Case of Indian Rural Banking', paper published in the proceedings and the Programme, presented at the International Conference on HRD Complexity and Imperfection in Practice, at Newcastle Business School, Northumbria University, UK, June 10 – 12, 2009 (ISBN: 13978-1-86135-362). (Paper presented)

Prof. Versha Mehta

- Mahajan G., Mehta V. (2011), “HRMS: Is the role changing from being Administrative to Strategic”, LBS Journal of Management and Research, Vol. 9, Issue Jan-Dec.
- Katoch R., Mehta V. (2012), “Building Technology Capability through Innovations in Telecom Sector”, Pacific Business Review, International Vol. 5, Nov Issue.
- Khajuria P., Mehta V. (2012), “Attitudinal Model for Technology Acceptance: A Study of Self- Service Technologies in Banks”, Pacific Business Review International; A refereed Monthly Journal, Vol. 5, No. 3, Sept Issue.
- Khajuria P., Mehta V. (2013), “Model for Technology Acceptance: A Study of students attitude towards usage of Wi-Fi Technology”, Vol. 7, Issue Jan-Jun.
- Thapa A., Mehta V. (2012), “Information Orientation among the employees of Telecom sector: A Comparative Study”, Abhinav National Monthly refereed Journal of Research in Commerce and Management, Vol. 1, No. 7, July Issue.
- Thapa A., Mehta V. (2012), “Information Orientation and Ethical Practices in Government Organisations: A Case of Health Sector”, International Journal of Research in Computer Application and Management, Vol. 2, No. 2.
- Mehta V., Sharma A., Sharma V. (2012), “Online Buying Behaviour of Customers: A Case Study of Northern India”, International Journal of Research in Computer Application and Management, Vol. 2, No. 11, pp. 54.
- Mehta V., Sharma A., Sharma V. (2012), “E-services: A Field Study of Drivers, Inhibitors and Expectations in Jammu”, Researcher: A Multi Disciplinary Journal of University of Jammu, Vol. 4, No. 1, pp. 28

Prof. B.C.Sharma

- “Maintaining work life balance- A survey of employees of Jammu region” Published in International journal of Human Resource Management and Research Vol. 2 No. 1, page 16-25, 2012
- Bukhari, S. S. & Sharma, B.C (2013). Inclusive organization culture enhances Job satisfaction- A study of selected service sector organizations in Jammu region. *Pacific Business Review International*, 6(3),28-37.
- Bukhari, S. S. & Sharma, B.C (2014). Workplace Gender diversity and inclusive growth in public and private sector organisations. *Indian Journal of Industrial Relations*, 49 (3), 551-563.

Prof. Alka Sharma

- Sharma Alka (2013). “Assessing the Impact of Country of Origin Image on Quality Perceptions and Brand Loyalty for Chinese Mobile Phones” with Tejeshwar Singh published in Journal of academic Views and Reviews, January 2013, (ISSN 2249 -7242).
- Sharma Alka (2012). “Empirical Assessment of Cause Related Marketing and Consumers’ Perspective: A Case of Idea Cellular’s 3G pe Busy Campaign” with Shelleka Gupta published in International Journal of Research in Computer Application and Management, Vol.2, Issue 9, September 2012 (ISSN 2231 – 1009).
- Sharma Alka (2012). “ Relationship between Pay Satisfaction, Organisation Commitment and Turnover Intention of Employees working in Indian business Process Outsourcing Industry”with Ridhi Sharma published in Presidency Journal of Management thought and Research, Vol.11, Issue 4, July - December 2012.
- Sharma Alka (2012). “Analyze the Impact of Demographics on the Purchase Decision of the Customers of Private Banks” with Bhanu Pratap Singh published in Asian Journal of Multi Dimensional Research, Vol.1, Issue 2, July 2012 (ISSN 2278 – 4853).
- Sharma Alka (2012). “Impulse Buying at Airport Terminals: A Case of Indian Consumers” with Ankita Nanda published in Asian Journal of Management Research, Vol.3, Issue 1, July 2012 (ISSN 2229 - 23795).
- Sharma Alka (2012). “Customers’ Perceptual Analysis of Cellular Operators in Northern India” with Mandeep Singh published in Journal of Services Research, Vol.12, Issue 1, April – September 2012.
- Sharma Alka (2011). “Role of Value Added Services in Building Customer Satisfaction and Loyalty in Mobile Telephony” with Mandeep Singh published in 8 M journal, Vol. 16, No. 4, Oct. - Dec. 2011.
- Sharma Alka (2011). “Causes of Attrition in Indian Business Process Outsourcing Industry” with Ridhi Sharma published in AAYAM AKGIM journal of Management, Vol.1, No.2, Dec. 2011.
- Sharma Alka (2010). “Impact of Cause Related Marketing on Purchase Intentions: An Empirical Study of Consumers Attitude” published in Apeejay Business Review, January-December 2010 issue.

Prof. Sameer Gupta

- “Risk- A Behavioral Determinant in Purchase of Non-Traditional Financial Services”, **International Journal of Marketing, Financial Services & Management Research** ISSN: 2277 3622, Vol.1 Issue 9; September 2012

- “A Critical Analysis of Policy Framework for MSMEs in Jammu & Kashmir State, **Academicia: An International Multidisciplinary Research Journal**, ISSN: 2249-7137, Vol.2 Issue 9 September 2012 (Listed at: Ulrich’s Periodicals Directory, ProQuest, U.S.A. and Cabell’s Directory of Publishing Opportunities, U.S.A.)
- “Approaches to Financial Inclusion- A Case Study of Delivery Model of Jammu & Kashmir Bank” **Asian Journal of Multidimensional Research** , ISSN: 2278-4853, Vol.1, Issue 3, August 2012 (Listed at: Ulrich’s Periodicals Directory, Pro Quest, U.S.A)
- “Investor Behavior towards Mutual Fund Schemes: An Empirical Study”, **International Journal of Research in Commerce & Management** ISSN: 0976-2183, Volume No.3(2012), 103-108
- “Investment Decision of Retail Investors in Mutual Fund Industry: An Empirical Study Using Demographic Factors”, **International Journal of Research in Computer Application & Management** ISSN: 2231-1009 Volume No.2 (2012), 101-108
- “Marketing Strategies in Life Insurance Services”, **International Journal of Marketing, Financial Services & Management Research** ISSN: 2277 3622, Vol.1 Issue 11; November 2012

Prof. P.S. Manhas

- **Manhas, P. S.,** & Tukamushaba, E. K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*. Volume 45, pp. 77–87, ISSN: 0278-4319. (SSCI)
- **Manhas, P.S.,** & Kour, P. (2015). Impact of destination Logo and Taglines on Brand Awareness: A Case of Indian Silk Route. *Indian Journal of Applied Hospitality and Tourism Research*, Volume 7, pp. 48-56. ISSN 0975-4954.
- **Manhas, P. S.,** & Bhagat, A. (2015). Impact of Globalization on the Socio-Economic Growth of India: A Sustainable Approach. *Research Review*, Volume IV (January), pp. 113 - 124, ISSN: 2277-4033.
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- **Manhas, P. S.,** & Kour, P. (2014). Holistic Approach to Wellness- A Case Study of Himalayas. *Journal of Hospitality and Tourism Cases*. Volume 3, Number 2, pp. 38 - 46, ISSN 2164-9987.
- **Manhas, P. S.,** Kour., P., & Bhagat, A. (2014). Silk Route in the light of circuit tourism: An avenue of tourism internationalization. Elsevier Procedia - Social and Behavioral Sciences. 144 (2014), pp. 143 – 150, ISSN: 1877-0428.

- **Manhas, P. S., & Bhagat, A.** (2014). Significance of Sustainable Development Indicators in Indus basin Regions. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*. Volume 3, Issue 1, March, pp. 75-88, ISSN: 2289-1471.
- **Manhas, P. S. & Kour, P.** (2014). E-Learning: An Emerging Trend to Strengthen Hospitality and Tourism Teaching - Learning Process. *Indian Journal of Applied Hospitality & Tourism Research*, Volume 6, January, pp. 94 – 100. ISSN: 0975-4954.
- **Manhas, P. S., Kour., P., & Bhagat, A.** (2013). Linking E-Tourism and Cultural Digitalization: A Sustainable Marketing Approach Towards Silk Route Image. *Journal of Tourism (JoT)*, Volume XIV, NO. 2, pp. 23 - 33. ISSN: 0972-7310.
- **Manhas, P. S. & Dogra, J.** (2013). Quality Management Practices and Tourism Destination Branding: Inter-relationship and Preferential Study of the Components. *Journal of Services Research*, Volume 13 Number 1, April – September, pp. 75 – 93. ISSN: 0972-4702.
- **Manhas, P. S. & Ramjit.** (2013). Customer Experience and Its Relative Influence on Satisfaction and Behavioural Intention in Hospitality and Tourism Industry. *South Asian Journal for Tourism & Heritage* (International Referred Research Journal), Volume 6 Number 1, January, pp. 53 - 68. ISSN: 0974-5432
- **Manhas, P. S. & Najar, A.H.** (2012). Destination Potential Towards Tourist Arrivals and its Impact on its Economic Sustenance. *NITHM Journal of Tourism and Hospitality Management*, Volume II, Issue II, July - December 2012, pp. 20 -26. ISSN: 2231-6213 Earth.
- **Manhas, P. S. & Sharma, M.** (2012). An Empirical Assessment of Brand Personality of Heritage Destinations. *Tourism Development Journal*, Volume 10, No. 1, pp. 52 – 62. ISSN: 09757376.
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Ms. Saloni Devi

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Prof. Versha Mehta

Books with ISBN Number And other Details

- Mehta V., Sharma A., Nagar K. (2010), “E-Commerce: Issue, Perspectives and Challenges in the Indian Context”, Knowledge World Publication, New Delhi.

Prof. Alka Sharma

- E – Commerce: Issues, Perspectives and Challenges in the Indian Context” edited by Prof. Versha

Mehta, Dr. Alka Sharma and Ms. Komal Nagar, published by Knowledge World publishers, ISBN 13:978-93-80502-10-6.

Prof. P.S. Manhas

Books with ISBN Number And other Details

- **Manhas, Parikshat Singh**, (2014), *Destination Brand Positioning of Violence Prone Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-650-4
- **Manhas, Parikshat Singh.**, Gupta, Deepak Raj., & Gupta, Anil., (2014), *Strategic Development Policies and Impact Studies of Sustainable Rural and Community-based Tourism*, Primus Books, Delhi, India. ISBN 978-93-80607-61-0.
- **Manhas, Parikshat Singh**, (2012). *Sustainable and Responsible Tourism: Trends Practices and Cases*, PHI Learning Private Limited, New Delhi, India. ISBN: 978-81-203-4564-5
- **Manhas, Parikshat Singh**, (2012). *Strategic Brand Positioning of Tourism Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-380-0.
- Aima, Ashok., **Manhas, Parikshat Singh.**, & Bhasin, Jaya. (2012). *Tourism Destination Management: Strategies Practices and Policies*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-370-1.
- Aima, Ashok., **Manhas, Parikshat Singh.**, & Bhasin, Jaya. (2012). *Innovative Tourism and Sustainable Development: Issues and Challenges*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-371-8
- **Manhas, Parikshat Singh**, (2011). *Sustainable Destination Excellence: Innovations in Alternative Tourism*, Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.

Prof. Vinay Chauhan

1. Aima, Ashok, Chauhan, V. Bhasin, Jaya. "Emerging Trends in Tourism : Issues and Perspective", Excell Publications, 2011. ISBN : 978-81-7446-943-4
2. Aima, Ashok, Chauhan, V. Bhasin, Jaya "Contemporary Trends in Tourism and Hospitality Management", Primus Book New Delhi -2014. ISBN : 978-93-80607-72-6

Dr. Komal Nagar

- Mehta, Versha; Alka, Sharma and **Komal Nagar**, *E-Commerce Issues, Perspectives and Challenges in the Indian Context*; **Knowledge World Publishers Ltd., New Delhi, 2010** (ISBN: 13:978-93-80502-10-6).

23. Details of patents and income generated (w.e.f. June, 2009 to Feb., 2015) : NO
24. Areas of consultancy and income generated (w.e.f. June, 2009 to Feb., 2015) :

Prof. Neelu Rohmetra

Phase I and Phase II of UNICEF and Ministry of Home Affairs supported Capacity Building Project in association with TARAA Human Development and Facilitation Consultants, New Delhi.

(2010-11) (acted as regional Coordinator for Jammu Province and Trainer)

25. Faculty selected nationally/internationally to visit other laboratories/institutions/industries in india & abroad :

Prof. Keshav Sharma

• **Institutions Visited and Assessed:**

1. Vennela Institute of Business Administration, Hyderabad (June 29, 2009);
2. Dr. Ambedkar Business School, Deekshabhoomi, Nagpur (June 14, 2009);
3. NIT Graduate School of Management, Nagpur (June 14, 2009);
4. International School of Business Management, Bhuvneshwar, Orissa (Feb.08,2009);
5. Affinity Business School, Bhuvneshwar, Orissa(Feb.08,2009);
6. Inter-Science Institute of Management & Technology, Bhuvneshwar, Orissa (Feb.08,2009);

Prof. Neelu Rehmetra

Fellowships/Delegate during the reference period (International):

1. *USA*: Visit to Washington DC, Chicago and Nebraska Lincoln and Omaha as Fulbright-Nehru USIEF Education Administrators Seminar Grantee/Awardee 2013.
2. *UK*: Visit to UK as nominee by The British Council as 14 member Indian Delegation to UK under South Asia Dialogue on Skill Development Issues in South Asia, 2013.

Keynote speaker/session chair (international)

3. *UK*: Chaired Session on Management Papers and Presenter on “Analysing the Role of Cross-Cultural Experience and Cultural Intelligence in Developing Global Leaders” during 10th Annual London Business Research Conference, Imperial College London, August 10-11, 2015.
4. *UK*: Presenter at Brighton Business School, University of Brighton, UK, on “Innovative Training Practices for Crisis Management”, during UFHRD 2013 International Conference

“HRD in Turbulent Seas – Continued Global Economic Uncertainty: Challenges and Opportunities”, June 5-7, 2013.

5. *PORTUGAL, Europe*: Keynote Speaker during UFHRD 2012 Conference at Universidade Lusiana de Famalicão, Portugal, May 23-25, 2012. http://hrdconference.fam.ulusiada.pt/?page_id=78
6. *ROMANIA, Europe*: Session Chair and speaker at 1st RMEE (Review of Management and Economic Engineering) International Conference: Twenty Years After: How Management Theory Works, September 16-18, 2010, organized by Technical University of Cluj-Napoca, Romania.
7. Conducted Doctoral Workshop on the ‘Art of Writing for Leading Academic Journals’ during 1st RMEE Management Conference: “Twenty Years After – How Management Theory Works”, technical University, Cluj Napoca, Romania
8. *ROMANIA, Europe*: Keynote Speaker for the for 2nd RMEE Management Conference: “Management of Crisis or Crisis of Management?” September 15-17, 2011 in Technical University of Cluj-Napoca, Romania.
9. *BELFAST, Northern Ireland*: Presenter during 10th International Conference on Diversity in Organisations, Communities and Nations, organized at Queen’s University, Belfast, Ireland, July, 2010.
10. *UK*: Chaired Symposia on “HRD Theory and Changing Implications” and Presenter during International Conference on *HRD Complexity and Imperfection in Practice*, at Newcastle Business School, Northumbria University, UK, June 10 – 12, 2009.

Keynote speaker/session chair/invited guest (National) (Select)

11. *Indore*: Session chair of ‘Business Case Competition’ and Presenter during AIMS 27th Annual Management Education Convention on “Mission Mode, Public Policy and Strategic Perspective: The Role of Management Institutions”, August 25-27, 2015. (Also acted as Jury Member for the Best Case Study)
12. *Jalandahar*: Session Chair on ‘Human Resource Management’ and Presenter during International Conference on “Strategies for Global Competitiveness and Economic Growth” organized by Lovely Professional University, Punjab, August 21-22, 2015.
13. *Noida*: Attended the AIMS Executive Meeting and Round Table at AMITY University, Noida, October 31, 2014. (Invited Member and Speaker)
14. *Katra*: UGC supported National Conference on the Conference theme “Contemporary Issues in Business with reference to Global Economic Meltdown”, SMVDU Katra, March 29, 2013. (Key Note Speaker)
15. *New Delhi*: Attended National Conclave on ‘Organization Development, Enterprise and Resources: An Approach to Managing for Results’ at Department of Management Studies IIT Delhi under Prof. Vinayshil Gautam (Conclave Convener and Chair), January 18-19, 2013. (Invited Speaker)

16. *New Delhi*: Attended CII – Planning Commission of India Conference on Education Management, New Delhi, May 2012.
17. *New Delhi*: Attended Symposium Department of Management Studies IIT Delhi under the Abdul Aziz Al_Sagar Emeritus Chair Professor Activities on Organizing for Growth: Emerging Concerns in Management of Enterprise, Finance and Resources (under Prof. Vinayshil Gautam- Symposium Convener and Chair), at IIT Delhi, February 10-11, 2012 (Status: Invited Speaker)
18. *Hyderabad*: Attended AIMS Round Table of Dean and Directors on : ‘Each One, Teach One’, organised by Deccan School of Management, Hyderabad, September 29,2011. (Invited Speaker)
19. *Bhubaneswar*: Attended 23rd AIMS National Convention on “Emerging Paradigms in Management Education” organised by Regional College of Management (Autonomous), Bhubaneswar, August 26-27, 2011. (invited Speaker)
20. *New Delhi*: Attended Round Table on “Advancing International Quality through Collaboration”, organised by Standards for Educational Advancement and Accreditation (SEAA), New Delhi in collaboration with California State University, San Bernardino, USA, April 29, 2011. (Invited Speaker)
21. *New Delhi*: Attended Annual General Meeting of members of NHRDN, Delhi and NCR Special Event, held at the PHD Chambers of Commerce and Industry, New Delhi , April 28, 2011.
22. *Gurgaon*: Attended the 14th National HRD Network National Conference – 2010 on “Towards the Next Orbit”, December 1-3, 2010, Gurgaon. (Invited Guest as President Jammu Chapter)
23. *New Delhi*: Attended the 22nd AIMS Annual Management Education Convention on “India 2020: Challenges and Opportunities for Management Education”, August 26-28, 2010, New Delhi. (Invited Speaker)
24. *Srinagar*: Attended AIMS Round Table Conference on “ Total Quality Management in Business Education” organized by The Business School, University of Kashmir, June 2, 2010. (Invited Speaker)
25. *New Delhi*: Attended Top Rankers Conference on: “Evolution and Revolution of Collective Leadership for Organisational Excellence”, December 18-19, 2009, New Delhi. (Invited Speaker)
26. *Mumbai*: Attended 17th Business School Affaire and DEWANG MEHTA Business School Awards, November 4-5, 2009, Mumbai to receive Dewang Mehta Excellence in Management Education Leadership Award 2009 for University of Jammu, Jammu. (Invited Guest as recipient of B-School Leadership Award for Jammu University)

Prof. Versha Mehta

1. Participated in “Business Today Conclave” in New Delhi in 2014.
2. Participated in “Dawang Mehta B-School Affaire Award” ceremony organized in collaboration with Industry at Taj Lands Mumbai to receive the award for TBS for Industry interface in 2012.
3. Participated in “Dawang Mehta B-School Affaire Award” ceremony organized in collaboration with Industry at Taj Lands Mumbai to receive the award for Best Professor in Information Systems Management in 2012.

Prof. Alka Sharma**International Visits**

1. Visited North Cyprus, to attend an International Conference on Services management held from June 24 – 26, 2013.
2. Visited Seville, Spain to attend the IASK International Conference on Global Management held from June 22 – 24, 2009.
3. Visited Penn State University, Pennsylvania (USA), to attend an International Conference on Services Management from May 9 – 10, 2008.

Prof. Sameer Gupta**Visits to other institutions for Academic Purpose**

1. University of Kashmir, Srinagar
2. Punjabi University, Patiala
3. UBS, Panjab University, Chandigarh
4. SKIT, Jaipur
5. IIT, New Delhi
6. Shri Mata Vaishno Devi University
7. IILM Greater Noida
8. Gian Jyoti Institute Of Management & Technology GJIMT, Mohali Chandigarh
9. SAS Institute of information Technology, Mohali Chandigarh

Prof. Vinay Chauhan

1. Visited Italy for paper presentation in the EURAC Conference on Facing Climate Change and the Global Economic Crises : Challenges for the Future of Tourism held on 20th - 21st November 20-21, 2009

2. Visited **Sri Lanka** for paper presentation in the Third International Conference on “Regional Tourism – Trends , Changes and Challenges in South Asia, June 23-26, 2011.

Dr. Anil Gupta

1. As resource person during the Research Methodology Workshop at Apeejay School of Management, New Delhi (2011)
2. As resource person during the Research Methodology Workshop at Indian Institute of Travel and Tourism Management, Gwalior (2013)
3. As resource person during Research Methodology Workshop at Maharaja Agresen University, Baddi (2014)

As resource person during Research Methodology Workshop at IITTM, Nodia (2015)

26. Faculty serving in (w.e.f June, 2009 to Feb., 2015)

A) National committees

B) International committees

C) Editorial boards

Prof. Keshav Sharma

- **Membership of Editorial Board(s)** - Editorial Consultant, The Indian Journal of Commerce (Refereed Journal of the Indian Commerce Association)-w.e.f. Jan. 2009
- **Contribution to the Academic / Corporate Life at the National Level**
- Member Expert for Commonwealth Scholarships in Management, MHRD, New Delhi for the Academic Session 2008-09, 2009-10
- Member, Expert Committee to frame the Trade Policy particularly in the context of the likely trans LOC Trade as constituted by the Govt. of J&K vide Govt. Order No: 117-IND of 2009 dated 5.5.2009;
- Director, Rayat & Bahra Institute of Management, Mohali/ Chandigarh w.e.f. August 01, 2009 to December 31, 2009.

Prof. Neelu Rohmetra

National Committees (Select)

Details of National Committees are as under:

- Executive Member (North) Association of Indian Management Schools 2014-15 and 2011-12

- Executive Member Indian Institute of Public Administration, J&K Regional Branch, Jammu. 2013-15
- President for the Jammu Chapter of National HRD Network (from October 2013 onwards)
- Founder Secretary/Coordinator for the Jammu Chapter of National HRD Network (2003 to October 2013)
- Member Academic Council, University of Jammu Member, Academic Council, Baba Ghulam Shah Badshah University, Rajouri, J&K State, 2009-2010 and 2012-13
- Member, Expert Panel for MBA (Human Resource Management) in Central University, Jammu, Jammu , 2012
- Member, Academic Board for MBA (Human Resource Management) in Central University of Himachal Pradesh, Shahpur, Kangra, Himachal Pradesh w.e.f 2011 onward
- Member, Board of Studies in Management, Islamic University, Awantipora, Kashmir w.e.f. 2012 onwards.
- Member UGC, New Delhi Expert Committee for granting the Deemed University Status/ Autonomous Status to Colleges and various other purposes in the area of Management Studies w.f.f 2009 onwards.
- Member MHRD Govt. of India Expert Committee for various purposes in the area of Management Studies w.e.f 2009, onwards.
- Coordinator National Skill Development Corporation (NSDC) supported Project UDAAN of the J&K State Government for Jammu (December 2011 to July 2012)
- Coordinator UNICEF and MHA Govt. of India supported Capacity Building Programme for CENSUS 2011 (2010 & 2011)
- Vice Chancellor's Nominee for State Level Committee for monitoring the implementation of Tobacco Products, J&K Govt, 2010.
- Vice Chancellor's Nominee to the Governing Board and Academic Council of MIER College of Education (Autonomous), 2014 onwards.

Membership of professional bodies /international committees

1. Member Panel of Examiners (Doctoral level), Faculty of Business and Government, University of Canberra, Australia, 2015
2. Member Scientific Committee and the Keynote Speaker for 2nd RMEE Management Conference, Technical University of Cluj-Napoca, Romania, 2011.
3. Member Scientific Committee for 1st RMEE Management Conference, Technical University of Cluj-Napoca, Romania, 2010.

4. Professional Membership University Forum for HRD, UK and all its allied networks (UFHRD, UK; AHRD, USA)
5. Alumni Commonwealth Commission in London/The British Council (Life)
6. Alumni USIEF-CIES Fulbright Community (Life)
7. Alumni US State Department, USA (Life)
8. Member, Academy of International Business, USA (AIB)
9. Professional Member All India Management Association (AIMA)
10. Life member of All India Commerce Association (Life)
11. Life member of Academy of HRD Network Hyderabad, (NHRDN) (Life)

Editorial boards

1. Member Review Panel for the International Journal *Africa Education Review*, 2015.
2. Member International Editorial Board for *International Journal of Cross- Cultural Management*, Sage Publication, UK. (to present)
3. Member International Advisory Board for *Human Resource Development International*, Routledge, Taylor and Francis Group, UK (to present)
4. Member International Advisory Board for *Review of Management and Economic Engineering* (the Journal of the Romanian Managers and Economic Engineers Association, Cluj Napoca, Romania) (2010 to present)

Any Other (Give Details)

Administrative/Academic Roles (select)

Current

- Rector, Kathua Campus, University of Jammu (w.e.f. July 2012 to present)
- Rector, Billawar Campus, University of Jammu (w.e.f. July 2012 to present)
- Founder Director, International Centre for Cross-Cultural Research and Human Resource Management, University of Jammu, Jammu (w.e.f. March 2008 to present)
- Coordinator UGC Innovative Programme for Inter-disciplinary teaching and research sanctioned in favour of ICcCR & HRM (w.e. f April 01, 2012 to present)
- Deputy Coordinator UGC SAP, The Business School (w.e.f. July 2012 to present)

Previous (select)

- Director, The Business School, University of Jammu, Jammu (July 31, 2009 to August 01, 2012)

- Dean Students Placement, University of Jammu, Jammu (December 07, 2011 to July 02, 2012)
- Convener Board of Studies in Management, University of Jammu (July 02, 2012 - September 2012)

General Roles

- Coordinator National Skill Development Corporation (NSDC) supported Project UDAAN of the J&K State Government for Jammu (December 2011 to July 2012)
- Coordinator UNICEF and MHA Govt. of India supported Capacity Building Programme for CENSUS 2011 (2010 & 2011)
- Coordinator for University of Jammu for MOU between Technical University Cluj Napoca since March 2008 -2013.
- Introduced several new programmes as 2-years full -time MBA: International Business (MBA-IB) and 1-year Post Graduate Diploma in ‘Composite Culture Management’ under UGC Innovative Programme.
- Worked as Chairman Technical Sessions and panellist in various Conferences and Seminars both National as well as International attended during the last 5 years.
- Working as a part of several committees with the University of Jammu.
- Working as Examiner/ subject Expert at Doctoral/ Master’s level for various universities at National level.
- Working as Member/ Subject Expert Selection Panel for various Universities/Institutions at National level.
- Worked as Convener for various Committees for organising University Convocations, State/ National level cultural Festivals, and Conventions like 101st Indian Science Congress etc.
- Organised numerous International and National Conferences/Seminars/Workshops/ Symposia/Conclaves/Business Fests/Extension Lectures/Placement activities/Alumni Meets etc during the period in the capacity as Convener/Chair. (Over 50 during the period)

Prof. Versha Mehta

- Part of the UGC committee for granting UGC affiliation to “Fatehpur Sahib World University” in Punjab in 2014. The University has come under the act of Punjab State.
- Part of the UGC committee for granting Inspection committee for the Five Years Plan to IIFT New Delhi in 2010.
- Part of the UGC committee for UGC major projects.

Prof. B.C. Sharma

Membership of Professional Organizations:

- Acted as a Resource person at MMU.
- State Council Member of Jammu and Kashmir CII.
- Expert AICTE: Scrutiny Committee, Surprise Committee and Visit committee.
- Member Syllabus Committee in the Central University of Rajasthan.
- Governing Body Member of Global Institute of Flexible Systems Management.
- Life time member of Indian Institute of Public Administration.
- Secretary National HRD Network, Jammu Centre.
- Life time member of National HRD Network.
- Member of J&K state level committee of CII on HIV/AIDS

Prof. Alka Sharma

Editorial Board: 01 (Journal of Services Research, published by IIMT, Gurgaon)

Any Other: Executive Member & Director Seminars, IIPA JK Branch

Prof. P.S. Manhas

National Committee, International Committee/Editorial Board

- Member (Expert) Research and Recognition Committee, Management Sciences, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (2015)
- Member, School Board, School of Tourism and Hospitality Services Sectoral Management(SOTHSSM), IGNOU (2015-2017)
- Member (Expert) Board of Studies, Department of Tourism and Travel Management, Central University of Jammu (2014-2017)
- Member, All India Board of Hospitality and Tourism Management (AIB – HTM) of All India Council of Technical Education – AICTE, Government of India..
- Board member of the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) as Director of Research.
- Member - Research Committee and Education Committee of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).
- World Centre of Excellence for Destinations (CED) organisations System of Measures for Excellence in Destinations (SMED) representative for India and South East Asia

- Editorial Board Member of the ICHRIE Penn State Research Report Board of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Hospitality and Tourism Research (JHTR) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Management and Sustainability.
- Editorial Board Member of the Journal of Hospitality and Tourism Education (JHTE) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Hospitality and Tourism Cases (JHTC) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal Regional Statistics of the Hungarian Central Statistical Office, Hungary.
- Editorial Board Member of the Asia-Pacific Journal of Innovation in Hospitality and Tourism published by Center for Research and Innovation in Tourism of the Division of Hospitality, Tourism and Culinary Arts, Taylor's University, Malaysia.
- Editorial Team Member of TEAM (Tourism Educators Association of Malaysia) Journal of Hospitality and Tourism.

Prof. Vinay Chauhan

Member Review Board: International Journal of Tourism and Hospitality Systems, ISSN 0974-6250

Dr. Komal Nagar

Any Other: Executive Member & Joint Director Seminars, IIPA J&K Regional Branch

27. Faculty recharging strategies (UGC, ASC, refresher / orientation programs, workshops, training programs and similar programs) (w.e.f. June, 2009 to Feb., 2015).

Prof. Neelu Rohmetra

International Conferences

1. Attended 10th Annual London Business Research Conference, Imperial College, London, UK organized by World Business Institute, Australia at Imperial College, London, and presented Research Paper on “Analyzing the Role of Cross-Cultural Experience and Cultural Intelligence in Developing Global Leaders”, August 10-11, 2015. (Also Chaired Session on Management Papers during the Conference)
2. Attended International Conference on “Strategies for Global Competitiveness and Economic Growth” organized by Lovely Professional University, Punjab, August 21-22, 2015. Presented Paper on ‘International Entrepreneurship: Analyzing the Impact of

Cultural Differences Across Nations’, and also acted as Session Chair during the Technical Session on Human Resource Management.

3. Attended 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015 (in-absentia). Presented paper on ‘Culturally Intelligent Organizations: Towards Success in Global Business World’.
4. Attended 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015 (in-absentia). Presented paper on ‘Economic Growth and Human Development: A Theoretical Comparison of Select Countries’.
5. Attended ICSSR Sponsored International Conference on ‘Shifting Paradigms in Applied Economics and Management: Course Correction’ during 1st -2nd August, 2014 at School of Business, Faculty of Management, Shri Mata Vaishno Devi University, Katra, Jammu and Kashmir and presented the paper titled ‘Employee Engagement: Building a Critical Competency for Success in the Hospitality Industry’. (Invited Speaker and Session Chair).
6. Attended the 3rd Biennial International Conference of the Indian Academy of Management held from December 12-14, 2013 at the Indian Institute of Management, Ahmedabad, India and presented a paper titled ‘Navigating Cultural Diversity through Cultural Intelligence: A Case of Hospitality Industry in India’.
7. Attended World Education Congress, Mumbai, June 28-29, 2013 (Conferred with Education Leadership Award)
8. Attended UFHRD 2013 International Conference: “HRD in Turbulent Seas – Continued Global Economic Uncertainty: Challenges and Opportunities”, Brighton Business School, University of Brighton, UK, June 5-7, 2013. Paper Presented on ‘Innovative Training Practices for Crisis Management’.
9. Attended International Conference on Contemporary Issues in Business, Management and Finance (CIBMF-II) held in the Department of Business and Financial Services, University of Kashmir, India, September 28-29, 2013 and presented a paper titled ‘Diversity Matters: Analyzing the Role of “Culturally Intelligent” Workforce and Cross Cultural Trainings in the Service Industry’. (Paper Presented)
10. Three-day World Yoga Conference on ‘Global Peace and Harmony through holistic approach of Yoga and Meditation’ organized by Yoga Centre, University of Jammu, February 21-23, 2013. (Participant and Convener Media Committee).
11. Attended University Forum for HRD 2012 International Conference at Universidade Lusíada de Famalicão, Portugal, May 23-25, 2012. http://hrdconference.fam.ulusiada.pt/?page_id=78

Keynote Speech on “Cross Cultural HRD:2020” delivered and Research Paper on ‘The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality ‘PERSPECTIVE’ presented.

12. Attended 3rd International Conference on “Cross Cultural Management: Practice and Research” organized by International Centre for Cross Cultural Research and Human Resource Management, University of Jammu, March 3-5, 2011. (Conference Chair, Convener, Speaker and Session Chair).
13. Attended International Conference on ‘Sustainable Destination Excellence and Innovations in Alternative Tourism’ (SDEIAT-2011), organised by SHTM, University of Jammu February 17-18, 2011 (Papers presented)
14. 1st RMEE (Review of Management and Economic Engineering) International Conference: Twenty Years After: How management Theory Works, September 16-18, 2010, organized by Technical University of Cluj-Napoca, Romania. Paper presented on ‘HRD Audit: A Comparative Study of State Universities in Jammu and Kashmir. Also, worked as Member Scientific Committee for the Conference, besides acting as Session Chair.
15. Attended 10th International Conference on Diversity in Organisations, Communities and Nations, organized at Queen’s University, Belfast, Ireland, July, 2010. Two Paper presented on ‘International Careers Across Cultures: A choice or Rejection’ and “Understanding Intra-National Diversity Across Cultural Value Orientations: A comparative Study of Indians’.
16. Attended International Conference on “Geothermal and other Energy Resources in Ladakh: Technological and Business Viability” at Leh, Ladakh, July 5-7, 2010 (Conference jointly organized in collaboration with Institute of Energy Research and Training, University of Jammu and University College London). (Conference Convener/Chair, Speaker and participant)
17. Attended 2nd International Conference on “Cross Cultural Management: Practice and Research” organized by International Centre for Cross Cultural Research and Human Resource Management, University of Jammu, February 24-25, 2010. (Conference Chair, Convener, Speaker and Session Chair)
18. Attended Indo- American Education Summit-2009, November 8, 2009, New Delhi.
19. International Conference on HRD Complexity and Imperfection in Practice, at Newcastle Business School, Northumbria University, UK, June 10 – 12, 2009. (Session Chair for the Symposia on International HRM; Paper presented on ‘Human Resource Systems and Organisational Effectiveness- The Case of Indian Rural Banking’.
20. Attended 1st International Conference on “Cross Cultural Management: Practice and Research” organized by International Centre for Cross Cultural Research and Human Resource Management, University of Jammu, February 6-7, 2009. (Conference Convener, Session Chair and Speaker).

National Conferences Attended

21. Attended AIMS 27th Annual Management Education Convention on “Mission Mode, Public Policy and Strategic Perspective: The Role of Management Institutions”, August

- 25-27, 2015. Presented paper titled: 'Culturally Responsive Teaching: Towards Reorienting Curriculum to meet Multiple Paradigms' and also acted as Jury Member for the Best Case study during the Convention.
22. Attended National Business Research Conference on "Sustainable Resource Management", organised by Kathua Campus, University of Jammu, March 18-19, 2015. (Conference Convener /Chair and Presented paper on 'Reorienting Education Systems to address Sustainability'.
 23. Attended National Conference on "Tourism Management" organised by The Business School, University of Jammu, March 24, 2015.(Conference organiser and Presented paper on 'The Cultural Chameleon Effect: Addressing Issues and Challenges in hospitality and Tourism Industry'.
 24. Attended Round Table of Deans and Directors; delivered talk as Invited Expert on 'issues in Management Education' at AMITY University, Noida, October 31, 2014.
 25. Attended the two-days National Conference on "Integrated Strategies for Marketing Tourism and Allied Services" (Under UGC SAP-DRS-II) held at The Business School, University of Jammu, Jammu during March 26-27, 2014 and presented a paper titled 'Cross-Cultural Sensitivities: Understanding Issues and Challenges'. (Conference Co-Convener, Speaker and Chair)
 26. Attended two days National Conference on "Business Dynamics: Issues and Challenges" organized by Kathua Campus, University of Jammu in collaboration with National HRD Network and Jammu & Kashmir Bank Limited, March 21-22, 2014. (Conference Co-Convener, Speaker and Chair)(Paper presented)
 27. Attended the 101st Indian Science Congress held at the University of Jammu, Jammu from February 03-07, 2014 and presented a paper titled 'Developing Culturally Responsive Teachers: Towards Redefining Education Pedagogy' in the Anthropological and Behavioral Sciences Section. (Also Convener Media Committee for ISC)
 28. Attended National Conference on 'Preparing Next Generation Leadership: A Futuristic Agenda' organized by Department of Human Resource Management and Organization Behaviour, Central University of Jammu, November 22-23, 2013. (Acted as Session Chair)
 29. Industry-Academia Interface organized by University of Jammu (The Business School) in collaboration with National HRD Network, March 16, 2013. (Speaker)
 30. National Conclave on "Composite Culture Management" organized by ICccR & HRM, University of Jammu, March 22, 2013. (Conclave Convener and Resource Person)
 31. UGC supported National Conference on the Conference theme "Contemporary Issues in Business with reference to Global Economic Meltdown", SMVDU Katra, March 29,2013. (Key Note Speaker)

32. SAARC-AMDISA 12th South Asian Management Forum 2013 “Developing South Asia as a Global Hub of Management Professionals – Role of Management Education”, Pune, Feb. 14-16, 2013. (Paper Presented onj ‘A Study of Existing Management Education Models Across South Asian Region and its Development by Focusing on Public Private Partnerships’.
33. Attended National Conclave on ‘Organization Development, Enterprise and Resources: An Approach to Managing for Results’ at Department of Management Studies IIT Delhi under Prof. Vinayshil Gautam (Conclave Convener and Chair), January 18-19, 2013. (Invited Speaker)
34. Attended National Seminar on ‘Higher Education in J&K: Challenges and Perspectives’, December 22-23, 2012 (Status: Track Chair)
35. Attended CII – Planning Commission of India Conference on Education Management, New Delhi, May 2012. (By Nomination of Govt of Jammu and Kashmir)
36. Attended Symposium Department of Management Studies IIT Delhi under the Abdul Aziz Al_Sagar Emeritus Chair Professor Activities on Organizing for Growth: Emerging Concerns in Management of Enterprise, Finance and Resources (under Prof. Vinayshil Gautam- Symposium Convener and Chair), at IIT Delhi, February 10-11, 2012 (Status: Invited Speaker)
37. Attended Seminar on “Benefits of Foreign Education on Economic Fibre of India”, January 10, 2012 organized by Sophiya Consultants and Education Connect (Invited Speaker)
38. Attended National Seminar on ‘Tourism and Hospitality Industry: Omissions, Innovations and Challenges’, October 15-16, 2011. (Paper presented)
39. Attended AIMS Round Table of Dean and Directors on : ‘Each One, Teach One’, organised by Deccan School of Management, Hyderabad, September 29,2011. (Invited Speaker)
40. Attended National Seminar on “Conflict in J&K: Impact on Society, Polity and Economy” organized by Department of Strategic and Regional Studies (DSRS), University of Jammu, in collaboration with Centre for Security Analysis, Chennai, September 21-22, 2011.
41. Attended National Seminar on “Mapping Contemporary Pakistan” organized by Department of Strategic and Regional Studies (DSRS), University of Jammu, and 16 Corps, September 19-20, 2011.
42. Attended 23rd AIMS National Convention on “Emerging Paradigms in Management Education” organised by Regional College of Management (Autonomous), Bhubaneswar, August 26-27, 2011. (Invited Speaker)

43. Attended Round Table on “Advancing International Quality through Collaboration”, organised by Standards for Educational Advancement and Accreditation (SEAA), New Delhi in collaboration with California State University, San Bernardino, USA, April 29, 2011. (Invited Speaker)
44. Attended Annual General Meeting of members of NHRDN, Delhi and NCR Special Event, held at the PHD Chambers of Commerce and Industry, New Delhi , April 28, 2011.
45. Attended National Seminar on ‘Pak-Occupied Kashmir: Internal Dynamics and Externalities’ organized by Department of Strategic and Regional Studies (DSRS), University of Jammu, March 27-28, 2011.
46. Attended the 4th National Seminar on “An Integrated Approach to Tourism Development: Contemporary Practices and Innovations” organized by The Business School, University of Jammu, under UGC SAP (DRS-I), March 28-29, 2011. (Conference Co-Convener, Session Chair and Speaker).
47. Attended the 14th National HRD Network National Conference – 2010 on “Towards the Next Orbit”, December 1-3, 2010, Gurgaon. (Invited Guest as Secretary Jammu Chapter)
48. Attended 8th University-Industry Council Symposium on “Industry-Academia Collaboration for the development of India: Focus on Northern Region” organised by University of Jammu in collaboration with Confederation of Indian Industry November 25-26, 2010.
49. Attended the 22nd AIMS Annual Management Education Convention on “India 2020: Challenges and Opportunities for Management Education”, August 26-28, 2010, New Delhi. (Invited Speaker)
50. Attended UGC SAP (DRS-I) Conference on ‘Trans-Himalayan Tourism- Reconciling Development and Conservation ’, organized by The Business School, University of Jammu, March 5-6, 2010. (Conference Co-Convener , Session Chair and Speaker).
51. Attended AIMS Round Table Conference on “ Total Quality Management in Business Education” organized by The Business School, University of Kashmir, June 2, 2010. (Invited Speaker)
52. Attended Top Rankers Conference on: “Evolution and Revolution of Collective Leadership for Organisational Excellence”, December 18-19, 2009, New Delhi. (Invited Speaker)
53. Attended 17th Business School Affaire and DEWANG MEHTA Business School Awards, November 4-5, 2009, Mumbai to receive Dewang Mehta Excellence in Management Education Leadership Award 2009 for University of Jammu, Jammu. (Invited Guest as recipient of B-School Leadership Award for Jammu University)

54. Attended AIMA Global Innovation Conference on: “Preparing for the Next Wave: Innovation as a Key Differentiator”, November 6-7, held at Taj Palace, Mumbai, 2009 (Paper presented)

Workshops and Training Programmes

55. 5-days ICT Based Faculty Development Programme on “Communication Skills: Instructional Planning and Delivery” organized by ICccR & HRM in collaboration with NITTTR, Chandigarh, December 01-05, 2014.
56. Faculty Development Programme / brain storming session in collaboration with IIFT, New Delhi and SMVDU, Katra, May 20, 2014.
57. Attended Two-day workshop on ‘Writing Project Proposals’ held at Post Graduate department of English, University of Jammu, January 24-25, 2013 (Key Resource Person)
58. Workshop on “Doing Business Internationally” organized by University of Jammu (Kathua Campus and ICccR & HRM), in collaboration with Global Management Centre, California State University, San Bernardino, USA, April 4, 2013 (Workshop Convener and facilitator with Prof. Vipin Gupta)
59. 12th Five-Year Plan: HACKATHON convened by Planning Commission Govt. of India in association with National Innovation Council, University of Jammu, Jammu April 2013 (Organising Member)
60. Case-based Comprehensive Workshop on “International Marketing” organized by University of Jammu (Kathua Campus and ICccR & HRM) in collaboration with IIT-Delhi, March 14-15, 2013. (Workshop Convener and facilitator with Prof. Harish Chowdhary)
61. ‘International Accreditation Workshop -2011’ Focus IACBE, July 11-13, 2011.
62. Three Week Refresher Course in Management, Commerce and Economics sponsored by UGC in collaboration with Academic Staff College, University of Jammu, March 03-23, 2010 (Course Coordinator)

UNICEF sponsored “Capacity Building Training Programme for Census 2011” as State Co-ordinator For Jammu region in the State of Jammu & Kashmir, through TAARA Consulting and facilitation Pvt. Ltd., New Delhi, January, 2009 at Mumbai.

Prof. Versha Mehta

- Kaur V., Mehta V. (2015), “Restoring Tourism in the Paradise Lost in the Flood”, Co-authored Paper presented at National Conference on Tourism Management- Integrated Strategies for Marketing Tourism and Allied Services 2015.

- Kaur V., Mehta V. (2015), “Export Orientation in SME of J&K”, Co-authored Paper presented at ICSSR North Western regional centre sponsored seminar on Contemporary Business and Economic Opportunity in North Western Region-Issues and Challenges.
- Kapoor M., Mehta V. (2015), “ICT in Tourism Industry: An Innovative Perspective”, Co-authored Paper presented at National Conference on Tourism Management- Integrated Strategies for Marketing Tourism and Allied Services 2015.
- Sharma S., Mehta V. (2015), “Information and Communication Technology: An Innovative Approach to Hospitality and Tourism Management”, Co-authored Paper presented at National Conference on Tourism Management- Integrated Strategies for Marketing Tourism and Allied Services 2015.

Prof. B.C.Sharma

- Puri V, Sharma B.C, Kumar M, 2016 “Voluntary Human Resource Disclosure Practices of Selected Listed Indian IT Firms” *Drishtikon: A Management Journal*, Volume 7, Issue 2, Mar-Sept 2016.
- Puri V, Sharma B.C, Kumar M, 2015 “Voluntary Corporate Governance Practices of Listed Indian Firms” at the UGC sponsored “National Conference on Indian Financial Market: Issues and Challenges” organized by Pragati College of Arts & Commerce at Dombivili [Feb 5, 2015].
- Puri V, Sharma B.C, Kumar M, 2015 “Voluntary Human Resource Disclosure Practices of Selected Listed Indian IT Firms” at the International Conference on “Emerging Challenges in Business for Global Sustainability” organized by the Symbiosis Institute of International Business (SIIB) in Pune from Feb 20-21, 2015.
- Puri V, Sharma B.C, Kumar M, 2015 “Factors Influencing Disclosures of Voluntary Corporate Governance Practices by Indian Listed Firms” presented at the 5th INDIA FINANCE CONFERENCE being jointly organized by the IIM Calcutta, IIM Bangalore and IIM Ahmedabad at IIM Calcutta campus from Dec 17-19, 2015.
- National Conference on Preparing Next Generation Leadership: A Futuristic Agenda, Department of Human Resource Management & OB, Central University of Jammu Nov. 22-23, 2013
- HR Workshop on Acquisition, Nurturing and Retention of Talent – A Futuristic Approach, Department of Human Resource Management, Central University of Jammu May 03-04, 2013
- National Conference on Restoring Cultural linkages – The Silk Route Connection To Destination Marketing, Department of Tourism and Travel Management, Central University of Jammu, March 30-31, 2013
- National Seminar on Life Long Learning and Higher Education, Department of Lifelong Learning, University of Jammu, March 09-10, 2012.

- International Conference on Sustainable Practices in Trans Himalayan Destinations, The Business School, University of Jammu, March 02-03, 2012
- 2nd National Conference on Managing Growth in the Era of Global Pressure-2012, galaxy Global Group of Institutions, Ambala, Feb. 04, 2012
- SAP National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovations, held at The Business School University of Jammu, March 18-19, 2011
- 3rd International Conference on Cross Cultural Management: Practice and Research organized by the International Centre for Cross –Cultural Research and Human Resource Management, University of Jammu, March 03-05, 2011
- National Seminar on Service Orientation Approach to Create Superior Customer Value organized by Department of Commerce (SAP DRS: II), University of Jammu, Feb. 19-10, 2011
- National Conference on Managing Corporate World- Vision 2020, organized by Galaxy Global Group of Institutions, Ambala, Dec. 10-11, 2010
- National Seminar on “Emerging Business Trends in India” organized by SKIT, Jaipur, Oct. 25-27, 2010
- National Seminar on “Microfinance: Banking Solution to Poverty and Low Income Trap” organized by School of Management studies, BGSBU, Rajouri (J&K), India, April 05-06, 2010
- National Seminar on “Tourism in India: Challenges Ahead”, under UGC SAP-DRS-1 at the Business School, University of Jammu, Jammu during March 05-06, 2010
- International Conference on “Cross Cultural Management: Practice and Research”, International Centre for Cross-Cultural Research and Human Resource Management, University of Jammu, 24-25 February, 2010
- National Seminar on “Integrated Service Marketing Approach to Sustain Competitive Advantage”, organized by Department of Commerce (SAP: DRS), University of Jammu, March 21-22, 2009
- National Seminar on “Tourism in India: Challenges Ahead”, under UGC SAP-DRS-1 at The Business School, University of Jammu, Jammu, March 06-07, 2009
- University of Jaipur, Rajasthan, Dec.10-11, 2008
- AICTE Sponsored National Seminar on Emergence of Service Sector-led Growth: Myth or Reality? organized by SMVDU, Katra, January 6th & 7th, 2007

Research Conferences Paper Presented

- A paper titled “Voluntary Corporate Governance Practices of Indian Listed Firms” presented in UGC sponsored National Conference on “*Indian Financial Market – Issues*

& Challenges”organized by **Department of Accountancy, Pragati College, Dombivili, Maharashtra** on Feb 5th.

- b. A paper titled “Voluntary Human Resource Disclosures Practices of Selected Listed Indian IT Firms” presented at SIIBICON – 2015 3rd international conference on “*Emerging Challenges in Business on Global Sustainability*” conducted by **Symbiosis Institute of International Business, Pune** on 20th – 21st February 2015.
- International Symposium on “Managing in the New World Order: Strategies for Sustainable Business Development”, Department of International Business administration, College of Applied Sciences, Sur, Ministry of Higher Education, Sultanate of Oman, 21-22 February, 2010

Prof. Alka Sharma

- Attended IASK International Conference on Global Management held in Seville, Spain, June 22 – 24, 2009 and presented a paper titled “Adoption of Online Media – An Analytical Study of Behavioural Perspective in Indian Context”.
- Attended Faculty Development Programme on IPRs organized by IIT Delhi on July 6–10, 2009.
- Attended International Conference on Brand Management ‘ICBM 2010’ held at IMT Ghaziabad on Jan. 8 – 9 2010.
- Attended SAP National Conference on “Trans Himalayan Tourism – Conserving and Reconciling” organized by The Business School, University of Jammu on March 5-6, 2010.
- Attended a One Day International convention on Creativity and Innovation on May 07, 2010 organized by Mindbridge Asia and participated as a resource person in the panel discussion on Innovations in Indian Context.
- Attended a Three Day International Conference on “Geothermal and other Alternate Sources of Energy: Technological and Business Viability” organized by The Business School, University of Jammu and Institute of Energy Research and Training on July 5 – 7, 2010 and presented a paper titled “ Management of Energy Conservation with special focus on Community Sensitization”.
- Attended a Two Day International Conference on “Strategic Marketing of Technology and Consumer Products” organized by University Business School, Regional Centre Ludhiana on December 10 – 11, 2010 and presented a paper titled “Online shopping as an Alternate Channel: A Perceptual Analysis of Consumers in Southern India”.
- Attended a Two Day International “Great Lakes NASMEI Conference on Marketing” organized by Great Lakes Institute Chennai on December 23 – 24, 2010 and presented a paper titled “Role of Brand Cause Fit and the Effects on Consumers Attitude When a Celebrity Supports Cause Related Marketing”.

- Attended a Three Day “4th IIMA International Conference on Marketing in Emerging Economies” organized by IIMA on January 5 – 7, 2011 and presented a paper titled “Cause Related Marketing and Intention to Purchase: A Study of Consumers’ Attitude towards Tata Tea ‘Jago Re’ Campaign”.
- Attended a Two Day National Seminar on “Service Orientation Approach to Create Superior Value” organized by Department Of Commerce on February 19 – 20, 2011 and presented a paper titled “Impact of Perceived Service Quality on Customer loyalty in Mobile Telephony”.
- Attended the 3rd International Conference on Cross Cultural Management: Practice and Research and Co - chaired the technical session on March 03 – 05, 2011.
- Attended 4th National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovations and Co chaired the technical session “Issues and Challenges: Sustainability in Tourism Management” on March 18 – 19, 2011.
- Attended a Two Day International Conference on “Services Management”, organized by International Institute of Management & Technology, Oxford Brookes University UK and School of Hospitality, Penn State University on May 19 – 21, 2011 and presented a paper titled “Role of Value Added Services in Mobile Telephony”.
- Attended a Two Day International “Great Lakes NASMEI Conference on Marketing” organized by Great Lakes Institute Chennai on December 29 – 30, 2011 and presented a paper titled “Impulse Buying at Airport Terminals: A Case of Indian Consumers”.
- Attended a Three Day “International Conference on Marketing in Emerging Economies” organized by IIML on January 12 – 14, 2012 and presented a paper titled “Assessing the Role of Antecedents in Impulse Buying of Apparels”.
- Attended a Two Day International “6th Great Lakes NASMEI Conference” organized by Great Lakes Institute Chennai on December 29 – 30, 2012 and presented a paper titled “Exploring the Cause Related Marketing in Enhancing Customer Value”.
- Attended a one day National Seminar on “Creating Value and Sustainability” organized by Department of Applied Management, Punjabi University Patiala on March 5, 2013 and presented an invited speaker session on Value Creation, Marketing and Sustainable Development.
- Attended a Three Day “6th International Conference on Services Management” organized by Oxford Brookes University on June 23 – 25, 2013 and presented a paper titled “Environmental and Individual Influences on Impulse Buying: A Case of Indian Consumers”.
- Attended a Two Day International “Great Lakes NASMEI Conference on Marketing” organized by Great Lakes Institute Chennai on December 27 – 28, 2013 and presented a paper titled “Analyzing the Multidimensional Framework of Impulse Buying: A Case of Urban Consumers in India.”

- Attended a Two Day National Conference on “Integrated Strategies for Marketing and Allied Services (Under UGC SAPDRS - II)” organized by The Business School, University of Jammu on March 26 – 27, 2014 and presented a paper titled “Customer Experiential Value and its Impact on Satisfaction and Behavioural Intentions of Tourists – A Case of Wellness Tourism at Rishikesh, Uttarakhand”.
- Attended a Two Day ICSSR sponsored International Conference on “Shifting Paradigms in Applied Economics and Management: Course Correction ” organized by Faculty of Management, Shri Mata Vaishno Devi University, Katra on August 01-02, 2014 and presented a paper titled “Perceived Benefits of Loyalty Programmes and their Impact on Purchase Intentions of Customers”.
- Attended a Two Day International Conference on “Sustainable Destination Excellence: Rebuilding from Crisis and Disasters ” organized by School of Hospitality and Tourism Management, University of Jammu, on March 20 – 21, 2015 and presented a paper titled “Hotel Industry Emerging Preparedness for Crisis and Disasters: A Study among Select Hotels in Jammu”.
- Attended a One Day National Conference on “Integrated Strategies for Marketing and Allied Services (Under UGC SAPDRS - II)” organized by The Business School, University of Jammu on March 24, 2015 and presented a paper titled “Influence of Adolescents on Family Decision Making with regard to Holiday Destination – A Study of J&K”.

Prof. Sameer Gupta

Papers Presented in Conferences

- “Weather derivatives a tool for hedging risk: A Study in Context with Indian Economy”, **International Conference on Change in Cryosphere its Impact on Ecosystem Services and Rural Livelihoods : Understanding Local Adaptation in the Himalayan Region** at Institute of Mountain Environment, University of Jammu, 13-14 October, 2014
- “Silk Route Destinations in South Asia”, **ICSSR sponsored National Seminar on Restoring Cultural Linkages- The Silk Route Connection to Destination Marketing** at Department of Tourism and Travel Management, Central University of Jammu, 30-31 March, 2013
- “Attitudinal Measurement of Corporate Response to Climate Change’, **National Conference on Environmental Issues and Challenges-the Himalayan Perspective** at Institute of Mountain Environment, University of Jammu, 4-5 October, 2012
- “Across LoC Trade: Future Prospectus”, **National Seminar on Pakistan Occupied Kashmir internal Dynamics and Externalities**, organized by Department of Strategic Studies, university of Jammu, March 27-28, 2011

- “Public-Private Partnership in tourism Project finance”, UGC sponsored **National Seminar on Integrated Approach to Tourism Development: contemporary Practices and innovations** at The Business School, university of Jammu, March 18-19, 2011.
- “Microfinance in India- An Overview”, AICTE sponsored **National Seminar on Microfinance: Banking Solution to Poverty and Low Income Trap** at Baba Gulam Shah Badshah University, April 5-6, 2010.

Seminar/Conference/Convention Attended

- 3rd International Conference on **Cross-Cultural Management: Practice and Research**, ICCCR & HRM, University of Jammu, March 03-05, 2011.
- International Conference on **Business Ethics and Human Values**, University Business School, Panjab University Chandigarh Dec 22-23, 2010.
- **22nd AIMS Annual Management Education Convention 2010**, India Habitat Centre, New Delhi 26-28 Aug 2010.
- International **Convention on Creativity and Innovation**, CII, Chandigarh 7th May 2010
- National Conference on “**Trans-Himalayan Tourism Reconciling Development and Conservation**” organized by The Business School, University of Jammu, March 5-6, 2010
- 2nd International Conference on “**Cross-Cultural Management: Practice and Research**” organized by ICCCR&HRM, University of Jammu, February 24-25, 2010.
- International conference on “**Management and Valuation of Intangibles**” organized by University Business School, Panjab University Chandigarh, December 22-23, 2009.

WORKSHOPS

- Two Days Department of Consumer Affairs, GOI sponsored Workshop on Consumer Protection and Consumer welfare organized by IIPA, Jammu. April 5-6, 2013
 - o Capacity – Participant
- Two Days National Workshop on “Road Map of CSR in PSUs” for Officers of NHPC at Jammu - Conducted Training session on “Corporate Governance and CSR” during, September 14-15, 2012

Prof. P.S. Manhas

- APacCHRIE /APF Conference 2015 on “Hospitality and Tourism in a Greening World: Challenges and Opportunities” held in Auckland, New Zealand on the 10-13 June 2015.
- International Conference on “Sustainable Destination Excellence: Rebuilding from Crisis and Disasters” held at School of Hospitality and Tourism Management, University of Jammu March 20-21, 2015.

- 5th India International Hotel, Travel & Tourism Research Conference, New Delhi, held at Banarsidass Chandiwalla Institute of Hotel Management and Catering Technology, N. Delhi 11th to 13th February, 2015.
- Academic workshop and meeting in Istanbul, Turkey, 1 October and 3 November 2014.
- International Intangible Heritage Festival (IIHFF 2014), Jeonju, South Korea from 8th of October, 2014 to 12th of October, 2014.
- International conference on Sustainable Resource Development in the Himalaya, Leh, Ladakh, India, June 24-26, 2014.
- 12th APacCHRIE Conference 2014 on “Breaking Barriers Shifting Gears”, Taylor’s University Lakeside campus, Malaysia, 21-24 May 2014.
- 5th Asia Euro 2014 Tourism Hospitality and Gastronomy Conference on “Creating Opportunities through Innovation: The Future of Tourism and Hospitality In Asia”, Taylor’s University Lakeside campus, Malaysia, 19-21 May 2014.
- 3rd India International Hotel, Travel & Tourism Research Conference on “Examining and Debating Trends, Challenges and Issues”, Banarsidas Chandiwalla Institute of Hotel Management & Catering Technology, New Delhi, January 29- 31, 2013.
- International Scientific Conference on “Cognitive and Communicative Aspects of Discourse Activity”, Faculty of Bashkir Philology and Journalism, Bashkir State University, Ufa, Bashkortostan, Russia. December 11 - 12, 2012.
- ASEM Workshop on Technical and Vocational Education and Training “TVET for the Hospitality and Tourism Sector”, organized by Austrian Federal Ministry for Education, the Arts and Culture, Vienna, Austria, November 20 -21, 2012.
- 1st LPU International Hospitality and Tourism Management Conference, Manila, Philippines, October 24 -26, 2012.
- International Scientific and Methodological Conference on Information and Communication Technologies in Linguistics, ELT and Cross-cultural communication, Lomonosov Moscow State University, Moscow, Russia, June 7 – 9, 2012.
- 10th Asia Pacific CHRIE “Building Bridges, Creating Opportunities”, College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, June 05 – 08, 2012.
- International Scientific Electronic Conference on “Urgent Issues of Discourse Theory”, Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K. Zhubanov, Aktobe, Kazakhstan May 24 - 25, 2012.
- International Scientific Conference on “Socio – psychological aspects of education: problems and development tendencies”, K. Zhubanov State University, Aktobe, Kazakhstan, April 19, 2012.

- 3 Day International Conference on “Global Cultural Routes: Tourism and Socio-Economic Viability”, Department of Museumlogy, University of Jammu, India, March 1 – 3, 2012.
- International Conference on Sustainable Practices in Trans-Himalayan Destinations (SPTHD 2012) held at The Business School (TBS), University of Jammu (Under UGC SAP-DRS-I) in collaboration with Tourism Department, Government of Jammu & Kashmir from March 2-3, 2012.
- Indian Tourism Congress, Third International Conference On “Regional Tourism – Trends, Changes And Challenges In South Asia”, Colombo, Srilanka, June 22-26, 2011.
- 9th Asia Pacific CHRIE “Hospitality and Tourism Education: From a Vision to an Icon”, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong June 12 – 14, 2011.
- International Conference on “Actual problems of the theory of discourse”, Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K. Zhubanov, Aktobe, Kazakhstan, May 27 - 28, 2011.
- 5th International Conference on Services Management, Institute for International Management & Technology, India, School of Hospitality Management Pennsylvania State University, USA and Business School Oxford Brookes University, UK, May 19-21, 2011.
- IV International Conference “Foreign Languages And New Educational Technologies” Russian Federation Ministry Of Education & Science and Perm State Technical University, Perm, Russia, April 26-29, 2011.
- International Conference on Business and Marketing Management, IEEE, Shanghai, China, March 11 – 13, 2011.
- International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February 17 – 18, 2011.
- Inaugural India International Hotel, Travel & Tourism Research Conference 2011 jointly hosted by Banarsidas Chandiwalla Institute of Hotel Management & Catering Technology, New Delhi and Department of Tourism & Hospitality Management, The University of Waikato, New Zealand, January 19 – 22, 2011.
- 8th Asia Pacific CHRIE Conference held at Phuket, Thailand, August 12 – 14, 2010.
- International Conference on Information – Communication Technologies in Linguistics, FLT and Cross – Cultural Communication, Moscow, Russia, June 10 – 11, 2010.
- **National Conferences**
- One Day National Conference on “Integrated Strategies for Marketing Tourism and Allied Services” held at The Business School under UGC (SAP-DRS-II), University of Jammu on March 24, 2015.

- 3rd International Conference on Globalization of Business Practices: Issues and Challenges held at Kuala Lumpur (Malaysia). Organized by commerce and Management Association of India (CMAI), Help University, Malaysia, 23rd -26th January, 2015.
- 11th National Tourism Conference of Indian Tourism Congress (ITC) on Strategic interventions in tourism: Role in regional development. Organized By: Department of Economics, Imphal College and Manipur Institute of Management Studies (MIMS), Manipur University, Manipur, April 5-6, 2014.
- National conference on Integrated Strategies for Marketing Tourism and allied Services (under UGC SAP-DRS-II), The Business School. University of Jammu, March 26-27, 2014.
- National conference on Environmental Issues, Concerns and Solutions (EICS-2014), Department of Environmental Sciences, University of Jammu, 24-25th March 2014.
- National Seminar on Lifelong Learning and Higher Education held at Department of lifelong Learning, University of Jammu from March 9-10, 2012.
- 9th National Tourism Conference of Indian Tourism Congress (ITC), Tezpur University, Assam, January 6 – 8, 2012.
- National Conference on Trans Himalayan Tourism (UGC SAP DRS –I), The Business School, University of Jammu in collaboration with Tourism Department, Government of Jammu & Kashmir, March 18-19, 2011.
- National Conference on Trans Himalayan Tourism (UGC SAP DRS –I), The Business School, University of Jammu in collaboration with Tourism Department, Government of Jammu & Kashmir, March 05-06, 2010.

Prof. Vinay Chauhan

Conferences /Seminars (Organised):

- National Conference on Integrated Strategies for Marketing Tourism and Allied Services organised under UGC SAP DRS –II, by The Business School, University of Jammu, March 26-27, 2014
- Second National Conference on Integrated Strategies for Marketing Tourism and Allied Services organised under UGC SAP DRS –II, by The Business School, University of Jammu, March 24, 2015.

International Conferences /Seminars(Attended):

- International Conference on Contemporary Issues in Business Management and Finance, organised by Department of Business and Financial Studies, University of Kashmir, Sept 28-29, 2013.

- International Conference on Environmental Issues and Sustainable Development organised by Department of Geography, University of Jammu, March, 1-2, 2013.
- World Yoga Conference org. by The Yoga Centre, University of Jammu, Feb, 21-23, 2013.
- International Conference on Sustainable Practices in Trans-Himalayan Destinations organised by The Business School, University of Jammu, March, 2-3, 2012
- International Conference on Global Cultural Routes : Tourism and Socio-Economic Viability, org by Centre for Studies in Museology, University of Jammu, March, 1-3, 2012
- Third International Conference of Indian Tourism Congress, organised by ITC in partnership with Sri Lanka Institute of Tourism and Hotel Management, Sri Lanka, June, 22-26, 2011
- 3rd International Conference on Cross-Cultural Management : Practice and Research, Organized by International Centre for Cross-Cultural research and Human Resource management, University of Jammu, J&K. March, 03-05, 2011
- International Conference on Sustainable Destination Excellence : Innovations in Alternative Tourism on 17-18 February, 2011 organized by School of Hospitality and Tourism management, University of Jammu, India
- International Conference on Challenges & Strategic Interventions for Tourism in India on December 04-05, 2010 organised by Institute of Tourism Studies, University of Lucknow.
- International Conference on Business Ethics and Human Values on December 22-23, 2010 organised by University Business School, Panjab University Chandigarh.
- International Conference on Cross-Cultural Management : Practice and Research, Organized by International Centre for Cross-Cultural research and Human Resource management, University of Jammu, J&K. Feb, 24-25, 2010

National Conferences /Seminars(Attended) :

- National Conference on Integrated Strategies for Marketing Tourism and Allied Services organised by The Business School, University of Jammu, March 26-17, 2014
- National Conference on Preparing Next Generation Leadership : A Futuristic Agenda organised by Department of HRM & OB, Central Univ. of Jammu, Nov, 22-23, 2013.
- National Seminar on Environmental and Business Issues in Hospitality & Tourism Industry organised by Institute of Hotel and Tourism Management, MDU Rohtak, Sep.4, 2013.
- National Seminar on Employment, Education and Entrepreneurship in Tourism & Hospitality organised by Institute of Hotel and Tourism Management, MDU Rohtak, Sept 02, 2013.

- National Seminar on Restoring Cultural Linkages – The Silk Route Connection to Destination Marketing organised by Department of Tourism and Travel Management, Central University of Jammu, March, 30-31, 2013.
- National Seminar on Industry Academia Interface : Challenges Before Tourism Education organised by Department of Tourism and Hotel Management, Kurukshetra University, February, 23, 2013.
- National Seminar on One Billion Tourist, One Billion Opportunities organised by UIHMT, Panjab University Chandigarh, Feb, 15-16, 2013.
- National Seminar on Environmental Issues and Challenges : the Himalayan Perspective organised by Institute of Mountain Environment, Bhaderwah Campus, University of Jammu, Oct, 4-5, 2012.
- National Seminar on Contemporary Innovative Practices in Management organised by Hans Raj Mahila Mahavidyalaya, Jalandhar, Sept 22, 2012
- National Seminar on Tourism Planning and Development in India : Setting Agenda for Tourism Research organised by Department of Tourism and Hotel Management, Kurukshetra University, Feb, 28-29, 2012
- National Seminar on Tourism and Hospitality Industry : Omissions, Innovations and Challenges organised by UIHMT, Panjab University Chandigarh, Oct, 15-16, 2011
- One Day National Level, Directors, Workshop on the Future Directions of Tourism and Hospitality Management Education in India, Feb, 20th 2010.
- National Conference on Indian Civil aviation Sector : Future Directions, January 17-18, 2009 Organised by Institute of Tourism And Travel Management, Gwalior, M.P.(India).

Dr. Anil Gupta

- Paper titled “Testing the M-O-A framework of Community Participation: A Case Study of Surinsar” at 11th National Tourism Conference organized by Indian Tourism Congress at Manipur University, April 6-7, 2014
- Paper titled “Tourism Entrepreneurship Intentions: A Case of Youth in Jammu” at *Two Day National Conference on Integrated Strategies for Marketing Tourism and Allied Services* (Under UGC SAP-DRS-II) at The Business School, University of Jammu, March 26-27, 2014
- Paper titled “A Model of Community Engagement for Sustainable Tourism Development” at *Two Day National Conference on Integrated Strategies for Marketing Tourism and Allied Services* (Under UGC SAP-DRS-II) at The Business School, University of Jammu, March 26-27, 2014
- Paper titled “Who gains in Sponsorship Clutter? Impact on sponsors Brand Equity and Team Image” at 7th *Great Lakes NASMEI International Marketing Conference* organized by Great Lakes Institute of Management, December 27-28, 2013

- Paper titled “Investigating the Role of Sponsorship Level, Relatedness and Prominence in Sport Sponsorship Effectiveness” in *5th IIM Conference on Marketing in Emerging Economies* organized by Indian Institute of Management, Ahmedabad, January 9-11, 2013
- Paper titled “Sports Team’s Brand Equity Index: An Empirical Investigation in the Context of Television Viewers” at *6th Great Lakes NASMEI International Marketing Conference* organized by Great Lakes Institute of Management, December 29-30, 2012
- Paper titled “Mapping Sponsorship-Linked Marketing in Indian Premier League” at *International Conference on Global Strategies for an Emergent India* organized by Indian Institute of Management (IIM), Kozhikode, December 27-28, 2012
- Paper titled “Measuring Viewer Based Brand Equity across Sporting Events: An Empirical Assessment of Brand Indian Premier League(IPL)” at *International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade* organized jointly by Punjab Technical University and The University of North Carolina, USA, December 15-16, 2012
- Paper titled “Measuring Local Community Perception about the Impacts of Destination Branding” at *International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade* organized jointly by Punjab Technical University and The University of North Carolina, USA, December 15-16, 2012
- Paper titled “Affective Intensity and Controversality of Sponsors: Evaluating their Role in Accurate Sponsor Identification” at *International Conference on Finance and Business Management* organized by Society of Technical and Management Professionals, New Delhi, October 21, 2012
- Paper titled “Sports Sponsorship Effectiveness: An Empirical Assessment in the Context of Emerging Economies” at *6th International Conference on Contemporary Business 2012* jointly organized by Department of Management Studies, Indian Institute of Technology (IIT), New Delhi and Curtin University, Australia, October 18-19, 2012
- Paper titled “Exploring Barriers to Community Participation in a rural tourism destination” at *National Conference on Environmental Issues and Challenges – the Himalayan Perspective* organized by Institute of Mountain Environment, Bhaderwah Campus, University of Jammu, October 4-5, 2012
- Paper titled “Team Performance, Involvement, Hierarchy and Recall of Sponsors in Cluttered Media Environment” at *3-Day National Conference on “Contemporary Issues in Business, Management and Finance”* organized by Department of Business and Financial Studies, University of Kashmir, September 21-23, 2012
- Paper titled “Spectator Based Brand Equity and Indian Premier League: An Empirical Assessment in Spectator Sports in Emerging Economies” at *2nd International Conference*

on Innovation in Marketing for Emerging Markets organized by Academy of Indian Marketing, Bangalore, July 29-30, 2012

- Paper titled “An Empirical Assessment of the Impact of Prominence and Relatedness in Sponsorship Recall” at *5th International Conference on Management and Behavioral Science* organized by Society of Management and Behavioral Sciences, June 23-24, 2012
- Paper titled “Role of Festivals in Destination Marketing: A perspective from Local Community of Mansar” at *5th International Conference on Management and Behavioral Science* organized by Society of Management and Behavioral Sciences, June 23-24, 2012
- Paper titled “Indian Premier League and Team Brand Building: Validating the Spectator-Based Brand Equity Model in the context of Television viewers” at *IIML International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* organized by Indian Institute of Management Lucknow – Noida Campus, January 13-14, 2012
- Paper titled “Cultural Orientations and User Motivation to be on Social Networking Sites: Effects on Self Presentation and Self Disclosure” at *5th Great Lakes NASMEI International Marketing Conference* organized by Great Lakes Institute of Management, Manamai, Chennai, December 29 – 30, 2011
- Paper titled “Perceived Risks in Souvenir Buying Behaviour of Indian Domestic Tourists” at *National Seminar on Tourism and Hospitality Industry: Omission, Innovations and Challenges* organized by University Institute of Hotel Management and Tourism, Panjab University, Chandigarh, October 15-16, 2011
- Paper titled “An empirical identification of the barriers to community participation towards tourism development in a rural destination” at *National Seminar on Tourism and Hospitality Industry: Omission, Innovations and Challenges* organized by University Institute of Hotel Management and Tourism, Panjab University, Chandigarh, October 15-16, 2011
- Paper titled “The paradigm shift from competition to co-opetition: A strategic tool to cocreate value to promote regional tourism in South Asia” at *3rd International Conference of Indian Tourism Congress at Srilanka Convention*, Colombo, Srilanka, June 22 – 26, 2011
- Paper titled “Cultural Value Orientations: Identify the Intra National Differences” at *3rd International Conference on the theme “Cross-Cultural Management: Research and Practice”* organized by International Centre for Cross Cultural Research & Human Resource Management, University of Jammu, March 3-5, 2011

- Paper titled “Perceptions of Service Attributes of Shri Mata Vaishno Devi Shrine Board: An Importance Performance Analysis” at *International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism* organized by School of Hospitality and Tourism Management, University of Jammu, February 17-18, 2011
- Paper titled “Understanding Rural Resident perception towards sustainable tourism development: A qualitative study at Mansar and Surinsar, J&K” at *International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism* organized by School of Hospitality and Tourism Management, University of Jammu, February 17-18, 2011
- Paper titled “Role of Brands- Cause Fit and the Effects on Consumer Attitudes and Purchase Intentions” at *4th Great Lakes NASMEI International Marketing Conference* organized by Great Lakes Institute of Management, Manamai, Chennai, December 23-24, 2010
- Paper titled “Exploring the Co-Creation Process of Customer Value in context of Reality TV Shows” at *4th Great Lakes NASMEI International Marketing Conference* organized by Great Lakes Institute of Management, Manamai, Chennai, December 23-24, 2010
- Paper titled “Empirical Assessment of Travel Risk Perceptions among Domestic Tourists” at *International Conference on Strategic Marketing of Consumer and Technology Products* organized by University Business School, University Regional Centre, Ludhiana, December 10-11, 2010
- Paper titled “Multiple Celebrities in Advertising: Its Impact on Consumer Attitudes and Intentions”, (with Prof. Deepak Raj Gupta) at *3rd International Great Lakes – NASMEI Marketing Conference* organized by Great Lakes Institute of Management, Mahabalipuram, Chennai, December 18-19, 2009
- Paper titled “Understanding the Effectiveness of Celebrity Endorsement Strategy in Indian Tourism”, (with Prof. Deepak Raj Gupta) at *National Conference on Destination Image and Branding* organized by HP University, Shimla, September 11-12, 2009
- Paper titled “A Path Analytic Assessment of the Structural Relationship between Exhibition Service Quality, Attendee Satisfaction and Future Behavioral Intentions: A Study at GITB, India” at *First International Colloquium on “Issues and Trends of Tourism Development: Changes and Challenges”* organized by Indian Tourism Congress at Bangkok, Thailand, June 24-27, 2009
- Paper titled “The Effects of Perceived Travel Risk on Travel Anxiety and Intentions to Travel in Aftermath of Terrorist Attacks in India” at *6th Indian Tourism Congress* organized by Indian Institute of Travel and Tourism Management, January 17-18, 2009.

Refresher Courses

- UGC Sponsored Three Week Refresher Course in Business Studies, Academic Staff College, University of Jammu, Jammu w.e.f. 03-03-2010 to 23.03.2010
- UGC Sponsored Three Week Refresher Course in Business Studies (ID), Academic Staff College, University of Jammu w.e.f. 15-01-2014 to 05-02-2014

Dr. Komal Nagar

- UGC sponsored Interdisciplinary Refresher Course for **03 weeks** (23.002.2015 to 23.03.2015) organized by UGC-Academic Staff College, University of Jammu
- UGC sponsored Refresher Course for **03 weeks** (03.03.2010 to 23.03.2010) organized by UGC-Academic Staff College, University of Jammu
- UGC sponsored Refresher Course for **03 weeks** (15.01.2009 to 06.02.2009) organized by UGC-Academic Staff College, University of Jammu

Dr. Rachna Mahajan

Conferences /Seminars (Organised)

- Member Organizing Team for 2nd International Conference on Cross Cultural Management: Practice and Research organized by ICCCR&HRM, TBS, University of Jammu on 24-25, March, 2015
- Member Organising Team for National Conference on Integrated Strategies for Marketing Tourism and Allied Services organised under UGC SAP DRS –II, by The Business School, University of Jammu, March 26-27, 2014
- Member Organising Team for Second National Conference on Integrated Strategies for Marketing Tourism and Allied Services organised under UGC SAP DRS –II, by The Business School, University of Jammu, March 24, 2015

International Conferences /Seminars(Attended) :

- o **Title of paper presented** : “Indian Pharmaceutical Industry: An Overview of India as Destination”
- International Conference on Brand India: Issues, Challenges and Opportunities on 29-30 April, 2007 organised by CII TBD NET Centre and Lovely Institute of Management
 - o **Title of paper presented:** “Extending Telecommunication Beyond Market: A Review of Literature on India’s Emergence through Privatization”
- International Conference on Brand India: Issues, Challenges and Opportunities on 29-30 April, 2007 organised by CII TBD NET Centre and Lovely Institute of Management
 - o **Title of paper presented:** “CSR practices of Telecom Industry”

- International Conference on Corporate Social Responsibility: Realities and Opportunities on April.25,2009 Organized by Shree Atam Vallabh Jain College , Ludhiana
 - o **Title of paper presented:** “Marketing and Customer Value Management using Churn Management Solutions: A Case study of Indian Telecom Sector “
- 6th PCMA International Conference on “Business Challenges and Opportunities In South Asia” on 24-25 October 2009 organised by Punjab University Chandigarh
 - o **Attended**
- International Conference on Cross Culture Management Practice and Research on Feb. 6-7,2009, organized by International Centre for cross Cultural Research and Human Resource Management, University of Jammu
 - o **Attended**
- International Conference on Policy, People, Peace – Democratization of Foreign Policy in Parliamentary Democracies: Canada, India and Beyond” on December 14-16,2009 Organised by Centre for New Literature , Culture and Communication, University of Jammu
 - o **Title of paper presented :** “Information Communication Technology : Bridging Gap Across Cultures”
- 2nd International Conference on Cross Cultural Management: Practice and Research on 24-25 February 2010 organised by ICCCR& HRM,TBS University of Jammu
 - o **Title of paper presented:** “Tourism Supply Chain Management : A tool for enhancing Customer Satisfaction”
- International Conference on Sustainable Tourism Destination Excellence: Innovation in Alternative Tourism on 17-18, February, 2011 organised by School of Hospitality and Tourism Management, University of Jammu
 - o **Title of paper presented:** “Logistics Constraints for SMEs of Jammu and Kashmir Region”
- 2nd International Conference on Management and Behavioral Science on 4-5 June, 2011 Organised by Society of Management and Behavioral Science (SMBS), Uttarakhand
 - o **Title of paper presented:** “Corporate Communication : A Strategic Tool for Crisis Management”
- 3rd Annual International Conference on Global Business, IT and Management for Economic Development on 22-24 September, 2011, Organised by Global Strategic Management Inc. and Bangalore University, Bangalore
 - o **Title of paper presented:** “Knowledge Management in Public Sector”

- International conference on Frontier Global Issues and Challenges in New Millennium on Emerging Economy, Accounting, Finance, Information and Communication Technology, Business and Management 05-06, January , 2012, Organised by RDA incollaboration with CII Rajasthan, Jaipur
 - o **Title of paper presented:** “Knowledge Management to Improve Performance: A case for Indian Healthcare Delivery System”
- International Conference on Management Arena Innovations, Opportunities and Challenges, 27-29 January. 2012, Organised by MGVIMR, Nashik and University of Pune
 - o **Title of paper presented:** “Assessment of Hospital Websites as KM Tool for Patient Management”
- International Conference on Business Intellegence, Analytics and Knowledge Management, 19-20 April, 2012, Orgnised by IBS, Hyderabad
 - o **Title of paper presented:** “Impact of Demographics on Consomer Attitude for Luxury Brands”
- International Conference on Leadership in Business and Management for Sustainable Global Economy 3-4 November, 2012 , Organised by Krishi Sanskriti . Dept of Management Studies, IIT, Delhi
 - o **Title of paper presented:** “Factors Affecting Consumer’s Perception Towards Quality of Internet Banking Services: A Comparative study of Public and Private Sector Banks”
- World Congress on “Business, Finance and Industrial Management for Sustainable Development”
- 25-26 May , 2013, Organised by Krishi Sanskriti at JNU
 - o **Title of paper presented:** “Assessing the Impact of KM practices on Organizational earning and Performance: A Study of Govt. Medical College Jammu”
- International Conference on “Management , Banking, Business and Finance for Sustainable Economy” 5-6 July,2014, Organised by Krishi Sanskriti at JNU
 - o **Title of paper presented:** “A Comparative Study of Knowledge Management Practices in Government Hospitals in North India”
- 9th International Conference on Management of Business, Finance, Economics, Marketing and e-Technology 7-8, Feb, 2015, Organised by Jawaharlal Nehru University, New Delhi
 - o **Title of paper presented:** “Impact of Social Media Usage on Brand Affect, Trust and Loyalty : An Empirical Analysis”