

## BIO-DATA

**PROFESSOR (DR.) SURINDER SINGH KUNDU**  
Chairperson, Department of Commerce,  
Chaudhary Devi Lal University, Sirsa (INDIA)



### Additional Responsibilities:

- Principal, University College, CDLU, Sirsa (Since the date of inception *i.e.* 18.06.2018)
- Co-ordinator, Internal Quality Assurance Cell, CDLU, Sirsa
- Co-ordinator, University-Industry Cell, CDLU, Sirsa

**A. Educational Qualifications:** PGDCA, MBA, M.Com., M.Phil. (Commerce), UGC-NET and Ph.D. (Commerce)

**B. Area of Specialization:** Marketing Management and Marketing Research

**C. Teaching Experience:** 21 Years

**D. ICT Specialization:** MSOffice, G-Suite (Google-meet and Google Classroom) SPSS, and NVivo

### E. Books Published (06):

1. Kundu, Saroj Bala and **Kundu, Surinder Singh** (2016), "COGNITIVE STYLES AND MULTIMEDIA LEARNING" (1<sup>st</sup> ed.), New Delhi: DBH Publishers and Distributors, ISBN-978-93-848710-6-2.
2. Kundu, Saroj Bala and **Kundu, Surinder Singh** (2014), "COGNITIVE STYLES AND MULTIMEDIA LEARNING" (December 30, 2014)-Kindle eBook (ASIN: B00RLS9FD2) available at [http://www.amazon.in/COGNITIVE STYLES AND MULTIMEDIA LEARNING-ebook/dp/B00RLS9FD2](http://www.amazon.in/COGNITIVE-STYLES-AND-MULTIMEDIA-LEARNING-ebook/dp/B00RLS9FD2).
3. **Kundu, Surinder Singh** (2014), "STANDARDISED QUESTIONNAIRE WITH MULTIPLE SCALES (SQMS)" (December 30, 2014) - Kindle eBook (ASIN: B00RLWT5YM) available at [http://www.amazon.in/STANDARDISED QUESTIONNAIRE WITH MULTIPLE SCALES \(SQMS\)-ebook/dp/B00RLWT5YM](http://www.amazon.in/STANDARDISED-QUESTIONNAIRE-WITH-MULTIPLE-SCALES-(SQMS)-ebook/dp/B00RLWT5YM).
4. **Kundu, Surinder Singh** and Kundu, Saroj Bala (2014), "Advertising Effectiveness among Fast Moving Consumer Goods: A Practical Approach" (1<sup>st</sup> ed.), New Delhi: DBH Publishers and Distributors, ISBN-978-81-927056-3-7.
5. **Kundu, Surinder Singh** and Kundu, Saroj Bala (2013), "Advertising Effectiveness among Fast Moving Consumer Goods: A Practical Approach to Research Methodology" (15 August 2013)-Kindle eBook (ASIN: B00ELIUHNC) available at <http://www.amazon.in/Advertising-Effectiveness-Moving-Consumer-ebook/dp/B00ELIUHNC>. ISBN-13: 978-1492970484.
6. **Kundu, Surinder Singh** (2007), "Market Competitiveness in New World Trade Order", New Delhi: Regal Publications, ISBN: 81-89915-12-6.

### F. Major Research Project Completed (01):

Major Research Project entitled "Advertising Effectiveness among Rural Buyers: An Empirical Study of Fast Moving Consumer Goods" of Rs. 5,18,200 funded by University Grants Commission, New Delhi, w. e. f. February 01, 2010 to July 31, 2012.

### G. Innovative Projects Completed (02):

1. Innovative Project entitled "Perception of Students and Faculty Members on Employability Skills - A Study on Selected Colleges of Delhi and Chandigarh" completed at PGDAV (Evening) College, New Delhi of Rs. 3, 50, 000 funded by University of Delhi, w. e. f. 2015-2016-Worked as Mentor.
2. Innovative Project entitled "Spending and Saving Habits of Undergraduate Students: A Study of Universities in NCR" completed at PGDAV (Evening) College, New Delhi of Rs. 2, 50, 000 funded by University of Delhi, w. e. f. 2013-2015-Worked as Mentor.

### H. Book Review Published (01):

**Kundu, Surinder Singh** (2017), "Strategic Brand Management (Kevin Lane Keller and M. G. Parmeshwaram)", NICE Journal of Business-Half-Yearly Journal of Shobhit University, Meerut (INDIA), Vol. 12, No. 1, January-June, ISSN: 0973-449X, pp. 121-124.

## I. Research Papers Published (30):

### (i) International Journals (12):

1. Meenakshi and **Singh, Surinder** (2019), "Implementation of Goods and Services Tax (GST) in India: A Problematic View", *Journal of Emerging Technology and Innovative Research*, Vol. 6, Issue 3, March, ISSN: 2349-5162, pp. 225-234, Impact Factor 5.87.
2. Meenakshi and **Singh, Surinder** (2019), "Paradigm Shifts in Financial Inclusion in India: An Overview", *International Journal of Research and Analytical Reviews (IJRAR)*, Vol. 6, Issue 1, March, ISSN: 2349-5138, pp. 670-676, Impact Factor 5.75.
3. Meenakshi and **Singh, Surinder** (2019), "Parental Attitude towards Telecasted Food Advertisements through Television: An Empirical Study of Rural Vicinity of Karnal of Haryana", *International Journal of Research and Analytical Reviews (IJRAR)*, Vol. 6, Issue 1, March, ISSN: 2349-5138, pp. 658-669, Impact Factor 5.75.
4. **Singh, Surinder** and Meenakshi (2019), "Agricultural Marketing: Trends, Challenges and their Remedies", *Research Analysis and Evaluation, Special Issue*, March, ISSN: 0975-3486, pp. 252-256, Impact Factor 6.315.
5. Meenakshi and **Singh, Surinder** (2019), "Agricultural Credit as A Tool of Financial Inclusion: A Conceptual Viewpoint", *International Journal of Management, IT & Engineering*, March, Vol. 9, Issue 3(2), ISSN: 2249-0558, pp. 19-25, Impact Factor 7.119.
6. **Kundu, Surinder Singh** and Sharma, Deepak Kumar (2015), "An Analysis of Earnings Quality among Nationalised Commercial Banks", *International Journal of Engineering Technology, Management and Applied Sciences*, Vol. 3, November, Special Issue, ISSN: 2349-4476, pp. 252-256.
7. Kundu, Saroj Bala and **Kundu, Surinder Singh** (2015), "Effect of Multimedia Intervention on Verbal-Imagery Dimension of Cognitive Styles among Elementary School Students", *International Journal of Scientific Research*, Vol. 04, Issue 04, April, ISSN: 2277-8179, Impact Factor 3.2416, DOI: 10.15373/22778179, pp. 16-20, available at <http://theglobaljournals.com/ijsr/articles.php?val=NTI3MA==&b1=753&k=189>
8. **Kundu, Surinder Singh** and Kumar, Mukesh (2014). Brick-Kiln Industry- Status, Suggestions and Recommendations. *International Journal of Society And Humanities*, July-December, ISSN-2319-2070, pp. 24-38.
9. **Kundu, Surinder Singh** (2013), "Customers' Perception towards Fast Moving Consumer Goods in Rural Market: An Analysis", *International Journal of Techno-Management Research*, Vol. 01, Issue 02, September, ISSN: 2321-3744, pp. 1-15, available at <http://www.ijtmr.com/downloads/001.%20Customer%20Perception%20towards%20the%20Fast%20Moving%20Consumer%20Goods%20in%20Rural%20Market-An%20Analysis.pdf>
10. **Kundu, Surinder Singh**, Kumar, Vinod and Saroj Bala Kundu (2013), "Rural Populace Preference towards the Use of Media of Advertising: An Analysis", *International Journal of 360° Management Review (A Bi-Annual Peer-Reviewed Journal)*, Vol. 01, Issue 01, April, ISSN: 2320-7132, pp. 76-97, available at [http://www.ij360mr.com/\\_assets/7.%20Rural%20Populace%20Preference%20Towards%20the%20Use%20of%20Media%20of%20Advertising.pdf](http://www.ij360mr.com/_assets/7.%20Rural%20Populace%20Preference%20Towards%20the%20Use%20of%20Media%20of%20Advertising.pdf).
11. Singh, Narendra and **Surinder S. Kundu** (2005), "An Analysis of the Competitive Dimensions of Indian Cotton Textile Industry", *Foreign Trade Review-Quarterly Journal of Indian Institute of Foreign Trade*, Vol. XL, No. 2, April-June, ISSN: 0971-7633, pp. 70-86.
12. Singh Karam Pal and **Surinder S. Kundu** (2004), "The Indian Cotton Textile Industry: The Feat of Fairy-Tale in WTO Regime", *Delhi Business Review-An International Journal of Society for Human Transformation and Research*, Vol. 5, No. 2, July-December, ISSN: 0972-222x, pp. 93-109.

### (ii) National Journals (12):

13. **Kundu, Surinder Singh** and Kumar, Mukesh (2014). Brick-Kiln Industry and Labourer. *Gramin Vikas Sameeksha*, 53, January-June, ISSN-0972-5881, pp. 37-52. Hyderabad: National Institute for Rural Development.
14. **Kundu, Surinder Singh** and Kumar, Mukesh (2014). Women's Life and Child Labour in Unorganized Sector. *Gramin Vikas Sameeksha*, 53, January-June, ISSN-0972-5881, pp. 53-62. Hyderabad: National Institute for Rural Development.
15. **Kundu, Surinder Singh** and Sonika Bansal (2012), "Paradigm Shifts in Gender Issues in Educational Institutions: An Analysis", *KAUTILYA-HARYANA ECONOMIC JOURNAL (A Refereed Journal)*, Vol. 2(2), ISSN: 2249-2879, pp. 44-50.
16. Kumar, Jitender, Pal, Karam, Mahapatra, S. N. and **Kundu, Surinder Singh** (2011), "Altman's Model for Predicting Business Failure: Case Study of HAFED", *Abhigyan*, Vol. 29, No-3, October-December, ISSN: 0970-2385, pp. 52-60, available at [http://www.fsm.ac.in/pdf/Abstracts%20\(Vol%2029%20no.3\).pdf](http://www.fsm.ac.in/pdf/Abstracts%20(Vol%2029%20no.3).pdf).
17. Kumar, Sanjeet, **Kundu, Surinder Singh** and Krishan Duhan (2011), "Customers' Preferences towards Selected Mutual Funds: An Empirical Study", *The Horizon- A Journal of Social Sciences*, Bi-annual, Vol. II, No-1/2011, January, ISSN: 0975-5535, pp. 161-170.

18. **Kundu, Surinder Singh** and Kumar, Sanjeet (2010), "On-Line Share Trading and Customers' Satisfaction: An Empirical Study", KAIM Journal of Management and Research, Bi-annual (Refereed) Journal of KAIM, Vol. 2, No. 2, November-April, ISSN: 0974-9462, pp. 49-56.
19. **Kundu, Surinder Singh** and Kumar, Sanjeet (2009), "Era of Globalisation and Management Education in India: Need of the Hour", academe-UGC-Academic Staff College, Himachal Pradesh University, Shimla, Vol. XIII, No. 1, November, pp. 71-72.
20. **Kundu, Surinder Singh** (2009), "Populace Behaviour towards the Icon of the Pocket-Mobile: An Empirical Study", SRDE's Higher Education Journal (SHEJ), Vol. 1, No. 4, October, ISSN: 2320-0944, pp. 28-36.
21. **Kundu, Surender Singh** and Tyagi, Lokinder Kumar (2008), "E-Relationship Marketing: A Marketing Mantra", IMS Manthan-The Journal of Innovations, Vol. 1, Issue-2, June, pp. 09-11.
22. Satyawan and **Kundu, Surender S.** (2008), "Electronic-Governance in India: A Quick Look", MDU Law Journal, Vol. XIII, Part-II, pp. 187-192.
23. Singh, Narendra and **Surinder Singh** (2005), "Competitiveness of Indian Cotton Textile Industry in Global Textile Market- A Perceptual Analysis", The Journal of Commerce-Quarterly Journal of The Indian Commerce Association, Vol. 58, No. 1, January-March, pp. 43-55.
24. Singh, Karam Pal and **Surinder S. Kundu** (2005), "International Competitiveness vis-à-vis Indian Cotton Textile Industry in Post-MFA Regime", The Journal of Commerce-Quarterly Journal of The Indian Commerce Association, Vol. 58, No. 1, January-March, pp. 56-76.

**(iii) Edited Books/Proceedings (05):**

25. Kumar, Vinod, Singh, Sultan and **Kundu, Surinder Singh** (2015), "Determinant of Foreign Direct Investment in India: A Regression Analysis", In Kundu, Subash C., Arora, Usha, Ram, Tika and Singh Khujan (Edited), Emerging Horizons in Business and Management, Delhi: Victorious Publishers (India), ISBN: 978-93-84224-22-6, pp. 670-683
26. **Kundu, Surinder Singh** and Kumar, Vinod (2013), "Modes of Advertisements Used by Rural Populace: An Empirical Study", In Kundu, Subash C., Punia, Bijender K., Shabnam Saxena, Suresh K. Mittal and Anjali Gupta (Edited), Researches in Business and Management-Academic and Professional Perspective, Delhi: Wisdom Publications, ISBN: 978-93-81505-54-0, pp. 404-419.
27. **Kundu, Surinder Singh** and Kumar, Sanjeet (2011), "Customers' Preferences towards Paperless Money: An Empirical Study", In Kundu, Subhash C., Punia, B. K., Mahesh Chand Garg and Anju Verma, Business and Management-Contemporary Issues (Edited), New Delhi: Macmillan Publishers India Ltd., ISBN 10: 0230-32185-2, 13: 978-0230-32185-4, pp. 401-407.
28. Singh, Sultan, **Kundu, Surinder Singh** and Vinod Kumar (2011), Foreign Direct Investment and Economic Growth of India: A Regression Analysis", In Kundu, Subhash C., Punia, B. K., Mahesh Chand Garg and Anju Verma, Business and Management-Contemporary Issues (Edited), New Delhi: Macmillan Publishers India Ltd., ISBN 10: 0230-32185-2, 13: 978-0230-32185-4, pp. 657-665.
29. **Kundu, Surinder Singh** (2004), "The Corona of Competitiveness and India", In Turan, M.S. and S. C. Kundu, Emerging Trends in International Business and Financial Services (Edited), New Delhi: Excel Books, pp. 227-239.

**(iv) Article (01):**

30. **Kundu, Surinder S.** and Singh, Nartaj (2008), "Customer Relationship Marketing: A Strategic Vehicle", AgriBusiness & Food Industry, New Delhi: Media Today Group Publications, Vol. 5, Issue 12, December, pp. 28-31.

**J. Ph. D. supervising/supervised/co-supervised (09):**

Sr. No.	Registration No. & Date	Name of Student (Mr./Ms.)	Topic of Research	Status
01	2018 & August 10, 2019	Satyanand	A Study of Smart Cities with reference to Green Marketing in Haryana State	Ongoing
02	2017035500171125 & January 12, 2019	Meenakshi	Goods and Services Tax Act: Implementation and Implications in Haryana State	Ongoing
03	114875013 & September 22, 2012	Satbir Singh	A Study of Mobile Phone Services with Special Reference to Customers' Perceptions and Problems	Awarded (29.12..17)
04	114875004 & February 25, 2012	Mukesh Kumar	Job Satisfaction of Workers in Brick Kiln Industry: A Study of Select Brick Kiln Units of Haryana State	Awarded (29.12.17)
05	114875003 & February 25, 2012	Rajinder Kumar Kapil	Impact of Indology on Business Strategies: An Empirical Study	Awarded (31.05.17)
06	114875005 & February 25, 2012	Madhu Chitkara	Customers' Perception towards Mobile Banking in India: A Comparative Study of Selected Public, Private and Foreign Banks (Co-supervisor: Prof. Sultan Singh)	Awarded (20.12.16)

07	605097510007 & May 25, 2009	Sonika Bansal	Gender Issues in Indian Organisations: A Study (Co-supervisor: Dr. D. P. Warne)	Awarded (29.01.14)
08	605097510005 & May 28, 2009	Chanpreet	Advertising Effectiveness on Fast Moving Consumer Goods: An Empirical Study	Awarded (13.05.13)
09	603097510031 & May 25, 2009	Vinod Kumar	Foreign Direct Investment in India: A Study of Enabling Variables (Acted as Co-supervisor, Supervisor: Prof. Sultan Singh)	Awarded (17.01.13)

**K. M. Phil. Dissertations Supervised (45):**

<b>Department of Commerce, Chaudhary Devi Lal University, Sirsa</b>					
<b>Sr. No.</b>	<b>Regn. No.</b>	<b>Name of Student (Mr./Ms.)</b>	<b>Session</b>	<b>Title of Dissertation</b>	<b>Date of Award</b>
01	06-UD-2154	Seema	2006-07	Consumption Trends in Soft Drink Market in Haryana (A Case Study of Rohtak City)	18.12.2007
02	06-UD-2161	Meenu Ahuja	2006-07	Investors' Preference towards Market Investment- A Case Study of Sirsa	28.06.2008
03	06-UD-2165	Jyoti Wadhwa	2006-07	Consumerism, Its Awareness and Actions	28.06.2008
04	06-UD-2162	Kajal	2006-07	Trends and Pattern of Organised Retailing in India	14.03.2009
05	06-UD-2163	Ritu Narula	2006-07	Consumers' Awareness about Life Insurance Products, An Empirical Study	14.03.2009
06	08-UD-4254	Neelam	2008-09	Effectiveness of Advertising Media, A Case Study of Toilet Soaps in Sonapat City	05.12.2010
07	12148050005	Deepak Mathil	2012-13	Travellers' Attitude towards Transportation Services among the Populace of Dabwali: A Study	14.10.2013
08	12148050006	Deepak Sharma	2012-13	Customers' Awareness and Satisfaction towards Internet Banking: A Study of Sirsa District	14.10.2013
09	07-UD-2102	Manju	2010-11	Customers' Perception towards Brands of Cosmetic Products: A Study of Hisar	25.01.2014
10	10-UD-4259	Renu	2010-11	Impact of Television Advertisements on Buying Behaviour of Teenagers: A Study	25.01.2014
11	11148050004	Amit Kumar	2011-12	Socio Economic Impact of Advertising on University Students: An Empirical study	25.01.2014
12	12148050001	Manjeet Kaur	2012-13	A Study of Mobile Number Portability with special reference to Customers' Perceptions and Problems	25.01.2014
13	12148050010	Gurmail Singh	2012-13	Impact of Drug Addiction among the Populace of Dabwali: A Study	25.01.2014
14	13148050002	Menakshi	2013-14	Financial Inclusion and Development of Rural India: A Study	16.05.2015
15	11148050011	Ashok Kumar	2011-12	Celebrity Endorsement among Students towards Cold-Drinks: A Study	29.09.2015
<b>Department of Commerce, Chaudhary Ranbir Singh University, Jind</b>					
<b>Sr. No.</b>	<b>Regn. No.</b>	<b>Name of Student (Mr./Ms.)</b>	<b>Session</b>	<b>Title of Dissertation</b>	<b>Date of Award</b>
01	15-UD-1826	Satyanand	2015-16	Perceptual Analysis of Customers towards Green Products	29.03.2017

<b>University Centre for Distance Learning, Chaudhary Devi Lal University, Sirsa</b>					
<b>Sr. No.</b>	<b>Regn. No.</b>	<b>Name of Student (Mr./Ms.)</b>	<b>Session</b>	<b>Title of Dissertation</b>	<b>Date of Award</b>

01	06-DE-5237	Lokinder Kumar Tyagi	2006-07	Paradigm shift in retailing in India	17.02.2008
02	06-DE-14094	Supriya	2006-07	Customers' Satisfaction towards Banking Services in India: A Case Study of Punjab National Bank, Sirsa	30.03.2008
03	06-DE-14028	Jitender Kumar	2006-07	Financial Performance of the Haryana State Co-operative Supply and Marketing Federation Limited Panchkula: An Evaluation	18.05.2008
04	06-DE-14606	Vinod Kumar	2006-07	Financial Performance Evaluation of Regional Rural Banks in India	18.05.2008
05	06-DE-14533	Sai lata	2006-07	Brand Preference among Fast Moving Consumer Goods	06.06.2008
06	06-DE-14438	Rupali Garg	2006-07	A study of impact of Advertising among the people with reference to the selected products in Northern Region	19.07.2008
07	06-DE-14463	Sunil Kundu	2006-07	A Study of Consumer Satisfaction in Two Wheelers in Gurgaon	29.07.2008
08	06-DE-14452	Chanchal Bala	2006-07	Role of Non-Governmental Organisations in India-An Evaluation of District Sirsa	02.08.2008
09	06-DE-14558	Navrang Lal	2006-07	Customer Service in Indian Banks-A Comparative Study of Public Sector Private Sector Bank, Hisar	21.08.2008
10	06-DE-14098	Shuchi Gupta	2006-07	Purchasing Pattern of Mobile Users in India	15.10.2008
11	06-DE-14337	Veena	2006-07	Customers' Behavior regarding Insurance Products in Rural sector	15.10.2008
12	06-DE-5083	Sonika Goyat	2006-07	Brand Awareness among Urban Buyers: A Case Study of Toothpaste in Gurgoan	19.10.2008
13	06-DE-14288	Sudhansu Gupta	2006-07	Customers' Behavior towards Financial Services: A Case Study of Sirsa District	05.11.2008
14	07-DE-50022	Surender Parkash Bainsi	2007-08	Consumer Behavior Towards Men's Apparel Market. An Empirical Study	19.02.2009
15	07-DE-50145	Vijeta	2007-08	Stress management in Female Workers. An Empirical Study	19.02.2009
16	07-DE-50163	Chetna Rani	2007-08	Awareness and Buying Behavior of Customer Towards Financial Service: A Comparative Study of Public Sector and Private Sector Banks	08.04.2009
17	07-DE-52593	Shera	2007-08	Problems and Prospects of Foreign Direct Investment in India	07.09.2009
18	06-DE-5077	Dimple Rani	2006-07	Organisational Climate in Indian Corporate Sector	01.11.2009
19	08-DE-61622	Mukesh Kumar	2008-09	Haryana Mein Rashtriya Gramin Rozgar Guarantee Adhiniyam-2005 Ka Kirynavan Aur Iske Nihitarath, Zila Sirsa Ka Ek Adyayan	27.11.2009
20	07-DE-52577	Monika Rani	2007-08	Brand Loyalty Among Urban Buyers for Electronic Products	01.02.2010
21	07-DE-52677	Mamta	2007-08	Quality of Service of Primary Health centers: A Case Study of District Sirsa	01.02.2010
22	08-DE-60385	Teena Gupta	2008-09	Internet Advertising: Role of Effectiveness	27.02.2010
23	07-DE-50087	Savita	2007-08	A Study of Problems Faced by small entrepreneurs: A Case Study of SSIs in Rohtak	15.05.2010
24	07-DE-52619	Suman Devi	2007-08	Marketing of Financial Strategies of Highly Profitable Banks	22.07.2010
25	08-DE-60339	Umesh Kumar	2008-09	Customer Relationship Marketing in Indian Banking Industry: A Comparative Study of Public and Private Banks	21.08.2010
26	07-DE-50134	Brij Mohan Malik	2007-08	Customer Satisfaction toward E-Banking Service: A case study of nationalized bank	24.09.2010

27	06-DE-5011	Sukhdev Singh	2006-07	An Analysis of Non-Performing Assets in Banking Industry	17.07.2011
28	08-DE-61574	Payal Sharma	2008-09	Customer Preference towards Plastic Money in India-A Study	01.10.2011
29	08-DE-60349	Ramesh Kumar	2008-09	Financing Agriculture- A study of Central Co-operative Bank Ltd., Karnal	07.12.2012

**L. Course-Curriculum Designed:**

- (a) **Session: 2018-2019**  
 (i) B. Com. – Honours (Regular)-Semester System (under CBCS)  
 (ii) B. Com. – Honours-Tax Procedure and Practice (Regular)-Semester System (under CBCS)
- (b) **Session: 2017-2018**  
 (i) M. Com. (Regular)-Semester System (under CBCS)  
 (ii) M. Phil. (Commerce-Self-Finance Scheme)- Semester System (under CBCS)  
 (iii) Ph.D. (Commerce-Full Time)-Semester System (under CBCS)
- (c) **Session: 2016-2017 (Chaudhary Ranbir Singh University, Jind)**  
 (i) M. Com. (Regular)-Semester System (under CBCS)  
 (ii) M. A. (Economics) Regular- Semester System (under CBCS)  
 (iii) M. A. (Music & Dance)-Semester System (under CBCS)
- (d) **Session: 2015-2016 (Chaudhary Ranbir Singh University, Jind)**  
 (i) Bachelor of Vocation (under CBCS)  
 • Retail and Logistics Management  
 • Taxation and Corporate Laws  
 • Accounting Softwares and E-Commerce  
 • Office Management and Secretarial Practices
- (e) **Session: 2014-2015**  
 (i) Pre-Ph. D. Course-work-Semester System;  
 (ii) M. Phil. Commerce (Regular Mode) under Self-Financing Scheme-Semester System; and  
 (iii) M. Com. (Regular)-Semester System.
- (f) **Session: 2010-2011**  
 (i) Pre-Ph. D. Course-work-Semester System;  
 (ii) M. Phil. Commerce (Regular Mode) under Self-Financing Scheme-Semester System; and  
 (iii) M. Com. (Regular)-Semester System.
- (g) **Session: 2008-2009**  
 (i) M. Phil. Commerce (Regular Mode) under Self-Financing Scheme-Semester System;  
 (ii) M. Com. (Regular)-Semester System; and  
 (iii) Master of Retailing and Logistics Management-Semester System.
- (h) **Session: 2006-2007**  
 (i) M. Phil. Commerce (Regular Mode) under Self-Financing Scheme; and  
 (ii) M. Phil. Commerce (Distance Education Mode).

**M. International Conferences (05):**

- International Conference on “Human Rights-National and International Issues and Challenges”, Shaikshik Foundation held at Dr. Ambedkar International Centre, 15, Janpath Road, Windsor Place, New Delhi, February 22-23, 2020.
- International Conference on “Technology, Science and Management Innovation”, Conference Info and MM PG College Fatehabad, November 29, 2015.  
**Paper presented:** “An Analysis of Earning Quality among Nationalized Commercial Banks.  
 Co-author: Deepak Kumar Sharma

3. 2<sup>nd</sup> International Conference on “Evolution in Science & Technology & Eyne on Educational Methodologies-ESTEEM-2013”, Prannath Parnami Institute of Management & Technology, Hisar, (Haryana), March 3-4, 2013,  
**Paper presented:** “Suggestion Strategy-A Panacea for Continuous Improvement: A Conceptual Viewpoint”, Co-author: Saroj Bala Kundu;  
**Paper published:** 2<sup>nd</sup> International Conference Proceedings, pp. 655-656.
4. International Conference of AIAER on “Internationalizing Higher Education-EDUCON 2008”, Lovely Professional University, Phagwara, (Punjab), January 28-30, 2008,  
**Paper presented:** “Management Education in India: Some Emerging Issues”, Co-author: Dr. Rajender Kumar and Mr. Sushil Kumar;  
**Abstract published:** Souvenir, p. 27.
5. 5<sup>th</sup> International Conference on “Learning Beyond Borders in WTO Regime”, and Inaugural Conference of Academy for Global Business Advancement (AGBA), Texas A&M University at Commerce, Texas, USA on Advancing “Knowledge Development in Global Business and Global Entrepreneurship”, January 7-9, 2004;  
**Paper presented:** “Indian Cotton Textile Industry: The Feat of Fairy-Tale in WTO Regime”, Co-author: Dr. Karam Pal Singh.

#### N. National Conferences (07):

1. 15<sup>th</sup> Annual National Conference of Indian Political Economy Association, Department of Economics, Chaudhary Devi Lal University, Sirsa, October 29-30, 2011.
2. HSB Annual National Conference on “Business and Management”, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), March 10-11, 2011;  
**Paper presented:**  
(i) “Customers’ Preferences towards Paperless Money: An Empirical Study”, Co-author: Dr. Sanjeet Kumar.  
(ii) “Foreign Direct Investment and Economic Growth of India: A Regression Analysis”, Co-author (s): Dr. Sultan Singh and Mr. Vinod Kumar;
3. “Issues in Information and Communication Technology Usage in Public Life” (INFOCOMM’09), Department of Computer Science & Engineering, Chaudhary Devi Lal University, Sirsa, February 19, 2009;  
**Paper presented:** “ICT Applications in Business: A Conceptual Study”.
4. “Managing Growth of Indian Economy”, Department of Management Studies, Jan Nayak Ch. Devi Lal College of Engineering, Sirsa, (Haryana), March 05, 2008;  
**Paper presented:** “Changing Scenario of Global Retail Banking”, Co-author(s): Dr. Karam Pal Singh.
5. 7<sup>th</sup> National Conference on “Innovations in Managing Practices”, Faculty of Management Studies (FMS), Gurukul Kangri University, Haridwar, September 10-11, 2007;  
**Paper presented:** “Issues in Rural Financial Market: A Conceptual Study”, Co-author: Dr. M. C. Garg..
6. “Management in 21<sup>st</sup> Century”, Department of Management Studies, Jan Nayak Ch. Devi Lal College of Engineering, Sirsa, (Haryana), March 12, 2005;  
**Paper presented:** “Indian Banking Industry to An Electronic World and its Regulatory Framework”, Co-author(s): Mr. Jaspal Malik and Mr. Sanjeet Kumar.  
**Abstract Published:** Souvenir, p. 22.
7. “Opportunities & Challenges for India Inc. vis-à-vis Indian Markets”, KAIM, Charkhi Dadri, (Haryana), April 28, 2004;  
**Paper presented:** “Potential of Rural Marketing through E-Commerce and M-Commerce: A Synoptic Viewpoint”, Co-author(s): Dr. Karam Pal Singh and Dr. Vinod Kumar Bishnoi.

#### O. National Workshops (13):

1. “One Day Sensitizing Workshop on Emerging Issues in Indian Economy in 21<sup>st</sup> Century- Vision of the Prime Minister” sponsored by DHE, Haryana, CRS University, Jind-126102, September 17, 2016.
2. “One Day Sensitizing Workshop on Implementation of Choice Based Credit System (CBCS)” sponsored by RUSA, Haryana, CRS University, Jind-126102, March 31, 2016.
3. “Right to Information Act, 2005”, Department of Public Administration, CDL University, Sirsa (Haryana) in collaboration with Haryana Institute of Public Administration, Gurgaon, February 05, 2015;
4. “Data Dissemination”, Directorate of Census Operations, Haryana, Ministry of Home Affairs, Government of India in collaboration with Department of Economics, CDL University, Sirsa, September 12, 2013.
5. “Emerging Trends in Quality Education: The Road Ahead”, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), August 29-30, 2013.

6. "Patent Awareness vis-à-vis Intellectual Property Rights" sponsored by Patent Information Centre, Hisar, Haryana State Council for Science & Technology & TIFAC, DST, Government of India, New Delhi, IPR & TC Cell, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), August 9, 2011;
7. "Research Methodology in Management", Department of Business Administration, CDL University, Sirsa, December 12-13, 2009.
8. "Methodological Issues in Business Research", Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), March 7-8, 2009.
9. "Intellectual Property Rights and Its Commercialization Process", Intellectual Property Rights and Technology Commercialization Cell (IPR & TCC), Guru Jambheshwar University of Science & Technology, Hisar (Haryana), December 04, 2008;
10. "Research Methods in Business Management", Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), March 26-27, 2008;
11. "Consultancy Development: Some Strategic Issues", Department of Business Management, Guru Jambheshwar University, Hisar (Haryana) in technical collaboration with NITCON, Chandigarh, March 17, 2006;
12. "Intellectual Property Rights: Awareness, Legal and Contemporary Challenges in WTO Regime", Department of Business Management, Guru Jambheshwar University, Hisar (Haryana), November 5-6, 2004;
13. "Financial Derivatives and Paperless Trading" held in the Department of Business Management, Guru Jambheshwar University, Hisar (Haryana), September 3-4, 2002.

**P. National Seminars (25):**

1. "Paradigm Shifts in Entrepreneurship", University College, Chaudhary Devi Lal University, Sirsa, March 06, 2020  
**Paper (s) presented:**
  - (i) Present Era of Information, Communication and Technology and Entrepreneurship: A Synoptic Viewpoint; (Co-author: Dr. Saroj Bala);
  - (ii) Advertising and Entrepreneurship: An Integrated View from the Indian Cement Industry; (Co-author: Prerna);
2. "To Make The Earth A More Liveable Planet", Chaudhary Ranbir Singh University, Jind, Sponsored by Department of Higher Education, Govt. of Haryana, October 13-14, 2015
3. "Good Governance: Expectations and Challenges", Department of Public Administration, Chaudhary Devi Lal University, Sirsa (Haryana), March 13, 2015;  
**Paper presented:** PAHAL-Direct Benefit Transfer for LPG Consumers' Scheme: A Tool of Good Governance; (Co-author: Dr. Saroj Bala Kundu);
4. "Recent Advancements in Management, Commerce, Education and Engineering Outlook-2015 (RAMCEE-2015)", JCD Institute of Business Management, JCD Vidyapeeth, Sirsa, January 21-22, 2015 (**Chaired A Technical Session**);
5. "Relevance of Inter-Disciplinary Approach in Higher Education", Chaudhary Ranbir Singh University, Jind, November 12-13, 2014 (**Chaired A Technical Session**);  
**Paper presented** (on 13.11.2014): Employees Perception towards Different Gender-Based Working Styles: A Study; Co-author: Ms. Sonika Bansal and Dr. Saroj Bala Kundu.
6. "Redesigning the Commerce and Management Education in Current Scenario", Department of Commerce & Management, N. M. Govt. PG College, Hansi, March 5-7, 2014;  
**Paper presented** (on 05.03.2014): Role of ICT in Commerce.
7. 35<sup>th</sup> National Seminar on "Individual Achievements & National Development", Global Society for Health & Educational Growth, New Delhi, September 03, 2012;
8. "Changing Business Scenario in Borderless World", K. T. Government College, Ratia, February 28, 2012 (**Resource Person**)  
**Paper (s) presented:** "Green Marketing: A Mantra of Success".
9. "Communal Harmony, Peace and Social Justice", UGC Cell for Coaching Schemes, Chaudhary Devi Lal University, Sirsa (Haryana) Co-sponsored by National Foundation for Communal Harmony, December 06, 2011;
10. "Right to Information Act, 2005: Issues and Challenges", Department of Public Administration, Chaudhary Devi Lal University, Sirsa (Haryana), March 27-28, 2010;  
**Paper (s) presented:** "Procrastination and RTI Act, 2005: A Conceptual Study, Co-author: Ms. Saroj Bala Kundu .
11. Seminar/Workshop on "Disaster Management", Government College for Women, Hisar, February 26, 2010 (**Resource Person**);  
**Paper presented:** "Earthquake: Issues and Challenges".
12. "Emerging Marketing Strategies", Chhaju Ram Memorial Jat College, Hisar, February 20, 2010;



- Paper presented:** “Regulatory Framework for Internet Banking in India”, Co-author(s): Dr. Sanjeet Kumar and Mr. Dinesh Kumar.
13. “Changing Dimensions in Retail Sector”, D. A. V. College, Cheeka (Kaithal), February 21-22, 2009;  
**Paper presented:** “FDI in Retail Sector: Today and Tomorrow”
14. “Emerging Retail Sector in India: Challenges before Educators and Trainers”, Guru Nanak Institute of Management, Road No. 75, Punjabi Bagh (West) New Delhi-110026, April 10, 2008;  
**Paper presented:** “Paradigm Shifts in Retailing in India: An Empirical Study”, Co-author: Mr. Lokinder Kumar Tyagi.
15. “Indian Banking-Yesterday, Today and Tomorrow”, Department of Business Administration, Chaudhary Devi Lal University, Sirsa (Haryana), March 08, 2008;  
**Paper (s) presented:**  
(i) “Indian Banking Industry on A Retail Wheel”, Co-author: Dr. M. C. Garg and Dr. Sanjeet Kumar; and  
(ii) “The Corona of Good Corporate Governance and Indian Commercial Banks”, Co-author: Dr. Satyawan;
16. “Human Values for Excellence in Governance and Management”, Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), March 30, 2007;  
**Paper (s) presented:**  
(i) “Governance and development in India”, Co-author: Sh. Jitender Singh; and  
(ii) “Ethics and Governance in Indian System”, Co-author(s): Sh. Rajender Godara and Sh. Sushil Kumar;
17. “The Changing Face of Banking Industry in India”, Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar (Haryana), March 20, 2007;  
**Paper (s) presented:**  
(i) “Banking Sector Reforms: Impact on Scheduled Commercial Banks”, Co-author: Sh. Rajender Godara and Sh. Sushil Kumar; and  
(ii) “Absenteeism in Indian Organisations: A Conceptual Study”, Co-author(s): Sh. Dilbag Singh;
18. “Efficacy of Rural Institutional Finance in North-Western States of India”, Department of Business Economics, Guru Jambheshwar University, Hisar (Haryana), March 04, 2006;  
**Paper presented:** “Issues in Rural Financial Market of India: A Conceptual Study”;
19. “Managing India Inc.: Balancing of Opportunities and Threats for Sustainable Growth”, Department of Commerce, Kurukshetra University, Kurukshetra (Haryana), April 21, 2005;  
**Paper presented:** “Strategic Dimensions of Green Marketing”, Co-author: Dr. Narendra Singh;
20. “Management of Financial Services”, Department of Business Management, Guru Jambheshwar University, Hisar (Haryana), March 19, 2005;  
**Papers presented:**  
(i) “Impact of IT on Financial Services Organization”, and  
(ii) “Relationship Marketing: A Strategy for Small Businesses”; Co-author: Mr. Anil Kumar;
21. “Changing Paradigm in Management for A Better Tomorrow”, Amity Business School, Manesar (Gurgaon)-Haryana, March 6-7, 2005.  
**Paper presented:** “India’s Banking and Financial Sector to A Globalised World”; Co-author (s): Dr. M. C. Garg and Dr. Karam Pal Singh;
22. “Issues and Challenges in Contemporary Management”, Department of Commerce, Kurukshetra University, Kurukshetra (Haryana), April 29-30, 2004;  
**Paper presented:** “Invisible Hand in terms of E & M Technologies: A Conceptual Study”, Co-author: Dr. Narendra Singh;
23. “Managerial Issues in the Seamless Economy”, Department of Business Management, Guru Jambheshwar University, Hisar (Haryana), February 27-28, 2004;  
**Paper (s) presented:**  
(i) “Problems before Indian Retailers-A Survey based Analysis”, Co-author: Dr. Harbhajan Bansal; and  
(ii) “The Current Landscape of BPO in India”, Co-author: Ms. Shikha Kakkar;
24. “Emerging Trends in Financial Services and International Business”, Department of Business Management, Guru Jambheshwar University, Hisar (Haryana), March 24-25, 2003;  
**Paper presented:** “The Corona of Competitiveness and India”;
25. “Problems and Prospects of Small Scale Industries in North-Western India”, Department of Business Economics, Guru Jambheshwar University, Hisar (Haryana), March 8-9, 2003;  
**Paper presented:** “Industrial Slowdown and Small Scale Sector”.

#### Q. Membership of Bodies/Committees:

1. Member, Academic Council, CDLU, Sirsa (Since 02.03.2020);

2. Member, Board of Residence, Health & Discipline, CDLU, Sirsa (Since 15.07.2020)
3. Member, Post-Graduate Board of Studies & Research, Dept. of Commerce, CDLU, Sirsa (Since 24.02.2020);
4. Member, Staff Council, Department of Commerce, CDLU, Sirsa;
5. Member, Ph. D. Admission Committee, Dept. of Commerce, CDLU, Sirsa;
6. Secretary, Alumni Association, Chaudhary Devi Lal University, Sirsa;
7. Member, Global Society for Health & Educational Growth, New Delhi;
8. Member, Faculty of Commerce and Management, CDLU, Sirsa;
9. Member, Editorial Review Board, International Journal of Techno-Management Research, ISSN: 2321-3744.
10. Member, Editorial Board, JCD Journal of Business Management & Research, JCD Institute of Business Management, Sirsa, ISSN 2348-909X
11. Member, Departmental Research Committee, Dept. of Commerce, CDLU, Sirsa;
12. Former Incharge, Dept. of Commerce, CDLU, Sirsa;
13. Former Member, Under-Graduate Board of Studies, Dept. of Commerce, CDLU, Sirsa;
14. Former Nodal Officer, Incubation Centre, CRS University, Jind;
15. Former Member, Under-Graduate Board of Studies, Dept. of Commerce, CDLU, Sirsa;
16. Former Member, Sports Council, CDLU, Sirsa;
17. Former Member, Research and Development Cell, CDLU, Sirsa;
18. Former Member, Internal Quality Assurance Cell, CDLU, Sirsa;
19. Former Member, Faculty of Commerce & Management, CRS University, Jind;
20. Former Member, Editorial Board, CDLU University Research Journal, CDLU, Sirsa;
21. Former Member, Editorial Board, ANNALS, University Annual Magazine, CRS University, Jind;
22. Former Member, Cultural Committee, CDLU, Sirsa;
23. Former Member, Career and Counseling Cell, CDLU, Sirsa;
24. Former Member, Academic Council, CRS University, Jind;
25. Former Incharge, Registration & Scholarship Branch, CDLU, Sirsa;
26. Former Director, Youth Welfare, CDLU, Sirsa;
27. Former Director, Youth Welfare, CRS University, Jind;
28. Former Dean, Faculty of Indic Studies, CRS University, Jind;
29. Former Cultural Co-ordinator, CDLU, Sirsa;
30. Former Course-Coordinator, B. Com., UCDC, CDLU, Sirsa;
31. Former Coordinator, NSS, CRS University, Jind;
32. Former Coordinator, Internal Quality Assurance Cell, CRS University, Jind;
33. Former Co-ordinator University-Industry Cell, CDLU, Sirsa;
34. Former Chairperson, Department of Music & Dance, CRS University, Jind;
35. Former Chairperson, Department of Economics, CRS University, Jind;
36. Former Chairperson, Department of Commerce, CRS University, Jind and
37. Former Assistant Director, Youth Welfare, CDLU, Sirsa.

**R. Chapters Authored in University under Distance Learning Programmes:**

- |      |   |            |
|------|---|------------|
| (i)  | Chaudhary Devi Lal University, Sirsa:                               | 04 Units   |
| (ii) | Guru Jambheshwar University of Science & Technology, Hisar-125 001: | 56 Lessons |

Sr. No.	Lesson No.	Name of the Programme/ Course code and nomenclature	Title of the Lesson
01	12	Master of Commerce  MC-101  Management Concepts and Organizational Behaviour	Motivation
02	13		Social Responsibility of Business
03	14		Controlling
04	15		Understanding Human Behaviour
05	17		Perception
06	18		Attitudes
07	19		Learning and Values
08	21		Emotional Intelligence
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf</a>	
09	02	Master of Commerce	Structure and Working of WTO
10	11		Industrial Policy of India
11	14		Role of Foreign Banks and NBFCs

12	15	MC-103  Business Environment	Techniques of Environmental Analysis
13	16		Techniques of Competition Analysis
14	17		Basics of Intellectual Property Laws
15	18		Contemporary Issues in Business Environment
16	19		Foreign Technology and MNCs
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-103.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-103.pdf</a>	
17	08	Master of Commerce MC-104 Economic Analysis	Consumer Behaviour: Cardinal Analysis
18	09		Consumer Behaviour: Cardinal Analysis
19	19		Balance of Payment
20	22		Contemporary Issues in Economic Analysis
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-104.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-104.pdf</a>	
21	06	Master of Commerce MC-105 Management Accounting	Marginal Costing and Profit Planning
22	07		Standard Costing
23	09		Management Reporting
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf</a>	
24	01	Master of Commerce MC-106 Business Statistics	An Introduction To Business Statistics
25	02		An Overview Of Central Tendency
26	03		An Overview Of Central Tendency
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf</a>	
27	01	Master of Business Administration MM-308 Sales Management	Sales Management: An Overview
28	04		Sales Training
29	06		Sales Meeting and Contests
30	10		Sales Meeting and Contests
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mba/mm-308.pdf">http://www.ddegjust.ac.in/studymaterial/mba/mm-308.pdf</a>	
31	05	Master of Business Administration MM-411 Marketing of Service	Packaging, Branding and Advertising for Services
32	09		Managing the Productivity and Differentiation in Services
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mba/mm-411.pdf">http://www.ddegjust.ac.in/studymaterial/mba/mm-411.pdf</a>	
33	09	Master of Business Administration OBH - 311/501 Management of Industrial Relations	Industrial Relations and Technological Change
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mba/obh-311.pdf">http://www.ddegjust.ac.in/studymaterial/mba/obh-311.pdf</a>	
34	01	Master of Business Administration MM-408 Product and Brand Management	Product Planning and Management
35	02		Product Life Cycle and Marketing Strategies
36	05		Branding Strategies
37	06		Branding Concepts
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/mba/mm-408.pdf">http://www.ddegjust.ac.in/studymaterial/mba/mm-408.pdf</a>	
38	01	P.G. Diploma in Advertising & Public Relations PGDAPR-104	Public Relations: Principles and Model
39	02	Practice of Public Relation and Code of Ethics in Public Relations	Public Relations: Tools, Credibility and Truth
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-104.pdf">http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-104.pdf</a>	
40	06	P.G. Diploma in Advertising & Public Relations PGDAPR-105 Basic Principles of Marketing and Management	Communication
41	07		Relationship Marketing
42	08		Network and Cyber Marketing
43	10		Rural Marketing in India
44	11		Ethics and Marketing
	URL	<a href="http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf">http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf</a>	
45	1	Bachelor of Commerce  BCOMH-302	Economic Environment
46	2		India and The World Economy
47	3		Economic Policies
48	4		Economic Planning
49	5		Agriculture in Indian Economy
50	6		Small Scale Industries in Indian Economy

51	7	Indian Economy	Industrial and Trade Development
52	8		Economic Liberalization in Indian Economy
53	9		Indian Foreign Trade
54	10		Census of India-2011
55	11		Indian Economic Problems
56	12		Economic Disparities and Population Explosion

- (iii) Pondicherry University, Pondicherry : 04 Units  
(iv) Uttaranchal Open University, Uttaranchal : 05 Units  
(v) Uttarkhand Open University, Uttarkhand : 05 Units

**S. Honours Conferred (08):**

- (i) "Award of Honour" given by Vice- Chancellor, CDLU, Sirsa on September 5, 2019 for sterling accomplishments in academic and other achievements for the period from 01.07.2018 to 30.06.2019 in the capacity of Principal, University College.
- (ii) "Certificate" by Statistics Division, Department of Higher Education, Ministry of Human Resource Department, Govt. of India, New Delhi on February 28, 2019 for uploading the data on All India Survey of Higher Education (AISHE) 2018-2019.
- (iii) "Award of Honour" presented by Vice- Chancellor, Panjab University, Chandigarh on December 31, 2018 for participation of cultural contingent in 34<sup>th</sup> North-Zone Inter-University Youth Festival sponsored by AIU from December 27 to 31, 2018.
- (iv) "Certificate of Appreciation" given by Vice- Chancellor, CDLU, Sirsa on November 10, 2017 for commendable performance as Team Manager, UTD's Contingent participated in University Youth Festival-Swarnim Haryana held from November 2 to 7, 2017.
- (v) "Certificate of Distinction" given by Vice- Chancellor, CDLU, Sirsa on April 02, 2017 for completing the Major Research Project entitled "Advertising Effectiveness among Rural Buyers: An Empirical Study of Fast Moving Consumer Goods" of Rs. 5,18,200 funded by University Grants Commission, New Delhi, w. e. f. February 01, 2010 to July 31, 2012.
- (vi) "Bronze Certificate of Appreciation" for Financial Year 2016-2017 by Central Board of Direct Taxes, Ministry of Finance, Govt. of India, New Delhi.
- (vii) "Bharat Shiksha Ratan Award" given by Global Society for Health & Educational Growth, New Delhi on September 03, 2012 for excellence in the chosen field of activity.
- (viii) "Research Award" given by District Administration, Sirsa on January 26, 2010 for commendable performance in the field of NAREGA.

**T. Courses/Workshops attended (09):**

No.	Course	Place	From	To
1.	2 Day Orientation Programme	The Ocean Pearl Inn, Bejaj, Mangalore, Karnataka conducted by Ministry of Parliamentary Affairs, Government of India	19.02.2020	20.02.2020
2.	National Level Workshop for Dual Mode Universities	NAAC, Bengaluru	18.12.2019	18.12.2019
3.	3 Day State Level Workshop on "Manch Udghoshak Karyashala-2019"	Multi-Art Cultural Centre, Kurukshetra conducted by Department of Art and Cultural Affairs, Haryana	11.06.2019	13.06.2019
4.	7 Day National Workshop on "Research Methodology"	Department of Management & Psychology, CRS University, Jind	22.03.2017	28.03.2017
5.	2 Day Orientation Programme	Pinewood Hotel, Shillong conducted by Ministry of Parliamentary Affairs, Government of India	04.01.2016	05.01.2016
6.	2 Day Orientation Programme	Academic Staff College, GND University, Amritsar conducted by Ministry of Parliamentary Affairs, Government of India	29.09.2014	30.09.2014
7.	One Week Methodology Workshop on "Research Methodology and Computer Applications (NWRMCA-2014)"	Department of Commerce, Indira Gandhi University, Meerpur, Rewari	22.04.2014	28.04.2014
8.	3 Weeks Refresher Course in Research	UGC-Academic Staff College,	14.06.2012	04.07.2012

	Methodology for Social Sciences (ID)	GJUS&T, Hisar		
9.	Orientation Course	UGC-Academic Staff College, KU, Kurukshetra	24.05.2006	20.06.2006

**U. Participated as Keynote Speaker/Resource Person/Chairperson/Co-Chairperson-Technical Session) (07):**

No.	Conference/Course/ Seminar/Workshop	Place	From-To	Participated as / Title of Paper / Date
1.	National Seminar on Emerging Scenario in Tax Reforms: Goods & Services Tax	Chaudhary Ranbir Singh University, Jind	21.03.2018- 22.03.2018	Co-chaired a Technical Session (GST: Scope & Challenges)/ 21.03.2018
2.	National Seminar on A 360 <sup>o</sup> Exploration of New Paradigms & Innovations in Research (Multidisciplinary)	JCD Memorial (PG) College, Sirsa-125 055	16.03.2018	Resource Person (Citation Styles in Research)/ 16.03.2018
3.	National Seminar on To Make The Earth A More Liveable Planet	Chaudhary Ranbir Singh University, Jind and sponsored by Department of Higher Education, Govt. of Haryana	13.10.2015- 14.10.2015	Chaired a Technical Session/ 13.10.2015
4.	Faculty Development Programme on "Research Techniques in Social Sciences	Institute of Business Management, Jan Nayak Choudhary Devi Lal Vidyapeeth, Sirsa-125055	11.05.2013- 24.05.2013	Resource Person (Measurement, Scaling Techniques and Questionnaire Design)/ 17.05.2013
5.	3 <sup>rd</sup> Refresher Course in Information Technology (Inter Disciplinary)	UGC-Academic Staff College, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat, 131 305	15.05.2012- 06.06.2012	Resource Person (Advance Teaching Pedagogies & Live Demo of PASW Software)/31.05.2012
6.	National Seminar on Changing Business Scenario in Borderless World	K. T. Government College, Ratia	28.02.2012	Resource Person (Green Marketing: A Mantra of Success)/ 28.02.2012
7.	National Workshop on Research Methodology	Department of Computer Science, CDL University, Sirsa-125 055	02.03.2011- 15.03.2011	Resource Person (Reliability and Validity of Research Instrument)/ 15.03.2011

**V. Invited Lectures (11):**

1. "Personality Development", Induction Programme, Department of Commerce, Chaudhary Ranbir Singh University, Jind, August 30, 2019;
2. "Personality Development", Janta Girls' (P.G.) College, Ellenabad, Sirsa, February 23, 2019.
3. "Entrepreneurship Development: Opportunities and Challenges" and Entrepreneurship Games, K. T. Government College, Ratia, Haryana, February 22, 2019.
4. "Ten Day National Workshop on "Research Methodology in Social Sciences" sponsored by Indian Council of Social Science Research (ICSSR), New Delhi from 25.08.2018 to 03.09.2018 and delivered lectures on:
  - (i) Ethics in Research (27.08.2018);
  - (ii) Testing of Hypothesis (31.08.2018); and
  - (iii) Factor Analysis (03.09.2018).
5. "Personality Development" Department of Commerce, JCD Memorial (PG) College, Sirsa, Haryana-125 055, February 01, 2018.
6. "DBTL - A Tool of E-Commerce", Janta Girls' (P.G.) College, Ellenabad, Sirsa, March 14, 2015.
7. "Democratic Control and Professional Management of Co-operative Societies", The Haryana State Co-operative Development Federation Ltd. Punchkula, Jat Dharamshala, Sirsa, November 28, 2014.
8. "Relevance of Inter-Disciplinary Approach in Higher Education", Chaudhary Ranbir Singh University, Jind, Sponsored by Department of Higher Education, Govt. of Haryana, November 12-13, 2014;  
**Paper presented** (on 13.11.2014): Employees Perception towards Different Gender-Based Working Styles: A Study; Co-author: Ms. Sonika Bansal and Dr. Saroj Bala Kundu.
9. "Use of SPSS in Research", Department of Public Administration, CDLU, Sirsa, April 18, 2014.
10. "Redesigning the Commerce and Management Education in Current Scenario", Department of Commerce & Management, N. M. Govt. PG College, Hansi, March 5-7, 2014;  
**Paper presented** (on 05.03.2014): Role of ICT in Commerce.

11. “Applications of SPSS in Social Sciences”, Department of Public Administration, CDLU, Sirsa, December 03, 2009.

**W. Conference/Seminar/Workshop/Festival organized (12):**

Sr. No.	Events	Capacity	Place	From	To
1.	National Seminar on Paradigm Shifts in Entrepreneurship	Convener	University College, Chaudhary Devi Lal University, Sirsa-125055	06.03.2020	06.03.2020
2.	MSMS-National Level Awareness Programme (NLAP-2020), Ministry of Micro, Small and Medium Enterprises	Co-ordinator, University-Industry Cell	Chaudhary Devi Lal University, Sirsa-125055	24.02.2020	24.02.2020
3.	8 <sup>th</sup> University Youth Festival-“Aao, Iss Dharti Ko Rahne Yogya Banayen”	Director, Youth Welfare	Chaudhary Devi Lal University, Sirsa-125055	11.11.2019	13.11.2019
3,	“Samajik Samarasta Ke Purodha Saint Kabirdas Ji Ki Vani Aur Vichar Darshan ke Sandarbh Mein Haryana Sarkar Dwara Prayojit Prant Satriya Doha –Gayan, Bhasha Evm Nibandh Lekhan Pratiyogita”	Organizing Secretary	Chaudhary Devi Lal University, Sirsa-125055	06.02.2019	07.02.2019
4.	7 <sup>th</sup> University Youth Festival-“Swaachh Haryana – Swaasth Haryana”	Director, Youth Welfare	Chaudhary Devi Lal University, Sirsa-125055	15.11.2018	17.11.2018
5.	Tree Plantation Drive, Induction Programme and Teachers’ Day Celebration	Principal, University College	Chaudhary Devi Lal University, Sirsa-125055	05.09.2018	05.09.2018
6	Three Day National Conference on Make in India for Inclusive Growth: Initiatives and Challenges, sponsored by ICSSR	Conference Co-ordinator	Chaudhary Ranbir Singh University, Jind-126102	27.01.2017	29.01.2017
7.	1 <sup>st</sup> University Youth Festival-“Aagaaz”	Convener	Chaudhary Ranbir Singh University, Jind-126102	21.11.2016	22.11.2016
8.	One Day National Workshop on Indian Economy in 21 <sup>st</sup> Century: Vision of Prime Minister, sponsored by Dept. of Higher Education, Govt. of Haryana	Co-ordinator, IQAC	Chaudhary Ranbir Singh University, Jind-126102	17.09.2016	17.09.2016
9.	13 <sup>th</sup> National Youth Parliament Competition 2015-2016 sponsored by Ministry of Parliamentary Affairs, Govt. of India	Co-ordinator, NYPC	Chaudhary Ranbir Singh University, Jind-126102	07.09.2016	07.09.2016
10.	One Day Sensitizing Workshop on Implementation of Choice Based Credit System (CBCS), sponsored by RUSA, Govt. of Haryana	Co-ordinator, IQAC	Chaudhary Ranbir Singh University, Jind-126102	31.03.2016	31.03.2016
11.	Two Day National Seminar on “To Make the Earth A More Liveable Planet” sponsored by Dept. of Higher Education, Haryana	Organizing Secretary	Chaudhary Ranbir Singh University, Jind-126102	13.10.2015	14.10.2015
12.	12 <sup>th</sup> National Youth Parliament Competition 2014-2015 sponsored by Ministry of Parliamentary Affairs, Govt. of India	Co-ordinator, NYPC	Chaudhary Devi Lal University, Sirsa-125055	25.03.2015	25.03.2015

**X. Available at Social Media Platforms:**

[https://scholar.google.co.in/citations?hl=en&authuser=1&user=x\\_FpekkAAAAJ](https://scholar.google.co.in/citations?hl=en&authuser=1&user=x_FpekkAAAAJ)  
<https://www.youtube.com/channel/UCmJ2XkHIPcyIHbuFx5fbV0Q>  
<https://www.youtube.com/channel/UC2WewyetfodAAfIHY01cxzg>  
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