



## Anil Kumar Kashyap, MBA, Ph.D.

Associate Professor at HPKVBS

School of Commerce and Management Studies

Central University of Himachal Pradesh

Dharamshala- 176215 (H.P)- INDIA

+918319682176/+919415675055

anilkashyap@hpcu.ac.in

[kumarkashyapanil@gmail.com](mailto:kumarkashyapanil@gmail.com)

### SUMMARY

- ❖ Currently employed as Associate Professor at **Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School**, Central University of Himachal Pradesh Dharamshala (Since March 01<sup>st</sup> 2023)
- ❖ Before joining CUHP I was working as assistant professor at Department of Business Management under School of Commerce & Management, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar- 470003 (M.P.) (From 15<sup>th</sup> June 2013 to 28<sup>th</sup> February 2023)
- ❖ I was employed as Assistant Professor at **National Institute of Fashion Technology, Kangra** an institute of **Ministry of Textiles, Government of India**. (August 2012 to June 2013)
- ❖ I have also worked as an Academic Associate in the Marketing Area at **Indian Institute of Management (IIM) Ahmadabad** from 2010 to 2012.
- ❖ As visiting professor/faculty I served various institutions including BK School of Business Studies, Gujarat University, Ahmedabad, Somalalit Institute of Technology, Ahmedabad, University of Lucknow, Lucknow and Udhaybhansinji Regional Institute of Cooperative Management, Gandhinagar etc.
- ❖ I started my academic and research career in the year 2009 as project fellow in one of the UGC sponsored major research project and at the same time I took part time academic assignment in the University of Lucknow.
- ❖ I did my Ph.D. and MBA from the University of Lucknow and my thesis is entitled as **“Effect of Servicescape on Consumer Satisfaction in Hotel Industry”**. I have published articles in SSCI/ABDC and Scopus Indexed journals, book chapters and case studies. I have been a core team member in the **post project evaluation study of SAGY scheme** for M.P and C.G region a research survey project sponsored by Ministry of Rural Development and Panchayati Raj, Government of India and also worked closely in consulting assignment for Tihar Prison, Government of NCT and Kamuna Agro, Lucknow.
- ❖ I am also mentoring startups through academic assignment, voluntary & mutual basis and through experts in Government sponsored talks and schemes.

Some of the key responsibilities and work I performed/ing are given below:-

- ⇒ Member Anti Ragging Committee for the University and its Hostels
- ⇒ Assistant Proctor at Dr. Harisingh Gour Vishwavidyalaya Proctorial Board
- ⇒ Hostel Warden for Boys Hostel (Vivekananda Hostel), Dr. Harisingh Gour Vishwavidyalaya
- ⇒ Convener, Community College for Two Diploma Programme in Retail Management and Fashion Technology, Design and Management
- ⇒ Course Co-ordinator PG Diploma in International Business and Export Management offered by IDE, Sagar (July 2017- December 2021)
- ⇒ Members of Academic and Administrative bodies (BoS, Convocation committee, admission coordinator, admission committee, Member High Level Steering Committee for NAAC, Network & IT Evaluation Committee, UG and PG Syllabus drafting committee, convener and member in organizing committees etc.)
- ⇒ Incubating a start-up called Softseekers Pvt. Ltd and serving as mentor for it
- ⇒ Member Core Team for **SAGY Post Project Evaluation Study of Zone- VI funded by Ministry of Rural Development, Government of India**
- ⇒ I have conducted a study on **Netrakumbh-2019 at Prayagraj** and published a booklet based on this unique experience of service and spirituality.

- ⇒ I have conducted **OPEN HOUSE SESSION** in Himachal Pradesh and adjacent districts to establish Brand NIFT.
- ⇒ Learned the **process based teaching methodology** and how individual's surrounding affects his/her creativity was the great part of my learning at NIFT
- ⇒ **Craft Cluster initiative** of NIFT and its understanding to improve the life of artisans was another learning at NIFT
- ⇒ Managing and controlling of formal and informal events like SPECTRUM, FASHIONOVA and CONVOCATION was the key part of learning as a manager, I was the part of managing committee of these events
- ⇒ Worked as an **Academic Associate** in **IIM – Ahmedabad**
- ⇒ Learned teaching methodology used by **IIM – Ahmedabad**
- ⇒ Understanding of **case based learning**, analyzing and conceptualizing the case
- ⇒ Counseled as a **Visiting faculty** in various B-Schools at Ahmadabad.
- ⇒ Assisted professors (IIM-A) in executing strategic **consulting projects**
- ⇒ Streamlined and standardize **marketing practices of 'Tihar Jail'** and helped to sustain and grow in competitive market.
- ⇒ Conceived and successfully launched advertising campaigns of **Airtel & Reliance**
- ⇒ **Accelerated sales by 300%** and helped a concept selling start-up organisation to develop its footprint

### My Belief and Vision

I have strong belief that value based education and training may transform the society and strengthen the Nation. In more than eleven years of my academic journey I touched various aspects of teaching-learning framework. What I found is that the ultimate goal of education and training is to strengthen the people by inculcating values which may transform their lives to enrich socio-economic health of the Nation. Following this mantra I proposed two skill based course at Community college.

I am passionate towards research and consultancy, and keen to work in the area which can uplift the status of deprived communities. To fulfil my zeal and passion and to serve the needy I joined Rotary International in the year 2020. Under the banner of this International institution I have been involved in various projects including Eat right campus, Swachta Abhiyaan, Smart City Mission, Start-up India, Covid-19 Vaccination drive etc. While adopting managerial concepts I am always ready to resolve the issues which are contemporary in nature. My corporate stint helped me to go beyond academics and to develop essential skills in next generation corporate leaders. How sharing knowledge and creativity may ease the life of people is my key learning from NIFT and IIMA. At my current institution I am in the diverse area of academic leadership where obtaining academic and research excellence is my vision.

## ACADEMICS

### ACADEMIC QUALIFICATIONS

**Ph.D. in Business Administration**  
(April. 2015)

**Department of Business Administration (LUMBA)**

University of Lucknow, Lucknow, Uttar Pradesh

**Dissertation: "Effect of Servicescape on consumer satisfaction in Hotel industry"**

**UGC NET****(Jun-09)****MBA- Marketing****(2007-09)****UGC NET in MANAGEMENT****University of Lucknow**

Main Subjects undertaken: Marketing Management, Industrial Marketing, Rural Marketing, Marketing of Services, Marketing Research, Retail Management, Consumer behavior, Managerial Economics and general management subjects

**Percentage Scored - 68.96%****BA****(2005-07)****Bareilly College Bareilly**

MJP Rohilkhand University, Bareilly, Uttar Pradesh,

Main Subjects undertaken: Foreign Trade Practice & Procedure, Economics

**Percentage Scored – 62.66%**

\*Completed Short Term Programme on Entrepreneurship Development at EDII Gandhinagar

\*Completed Short Term Programme on Rural Development at EDII Gandhinagar, and NIRDPR, Hyderabad respectively

\*Complete Five Days online FDP on “Inculcating Universal Human Values in Technical Education” offered by AICTE, New Delhi

**WORK EXPERIENCE – ACADEMIC****March’ 23 – Contin.. Central University of Himachal Pradesh****ASSOCIATE PROFESSOR****Course and Program I am involved in: PhD, MBA****June’13- February’23 Dr. Harisingh Gour Vishwavidyalaya, Sagar****ASSISTANT PROFESSOR**

- ⇒ **Course and Program I am involved in:** PhD, MBA, BBA (Management) and MCA (Computer Science)
- ⇒ **Main subject and papers I am teaching:** Entrepreneurship, Social & Digital Media Marketing, Marketing Management, Principles of Management, Business Ethics and Ethos, Advertising Management, Retail Management, Sales Management, Brand Management,
- ⇒ Proposed and developed curriculum for MBA in Tourism, Bachelor in Hotel Management, Post Graduate Diploma in International Business and Export Management, Diploma in Retail Management and Diploma in Fashion Technology, Design and Management.
- ⇒ Book based/ Case based and field study are the important mode of teaching, Credit Based Grading System is the mode of examination
- ⇒ Co-coordinator and Organizing Secretary, National Seminar on "Emerging Paradigms for Managing Startups" sponsored by University and UGC
- ⇒ Programme Coordinator- PGDIBEM (Post Graduate Diploma in International Business and Export Management)
- ⇒ Coordinator for Diploma in Retail Management
- ⇒ Coordinator for Diploma in Fashion Design, Technology and Management

- ⇒ Freelance editor of online news portals and has keen interest on analyzing public policy and its impact on public welfare.
- ⇒ Member Department Post Graduate Committee
- ⇒ Member Department Undergraduate Committee
- ⇒ Member of NIRF (National Institutional Ranking Framework)
- ⇒ Moderator for the assigned courses
- ⇒ Paper setter for internal and external exams of the University
- ⇒ Paper setter for other institutions
- ⇒ Paper setter for University Entrance Examination
- ⇒ Mentorship for project and assignment of MBA and BBA students
- ⇒ Guest lecturer in P.G Diploma in Personal Management
- ⇒ Member DPGC and DUGC
- ⇒ Assistant Superintendent for VYAPAM Exam (Constable, 2013)
- ⇒ Member Department Anti Ragging Committee
- ⇒ In-charge- Computer and Library affairs
- ⇒ Besides above I am also handling other administrative task assigned to me time to time by the Head of the Department

**August '12 – June'13**

**National Institute of Fashion Technology, Kangra**

**ASSISTANT PROFESSOR**

- ⇒ Taught **P.G (MFM)** and **U.G (B.F Tech. B. Design in AD, TD, FD and FC)** students and guided them in their projects
- ⇒ The important papers I taught there are Entrepreneurship Management, Fashion Marketing, Retail Management, Merchandising, Event Planning and Management, Advertising and Brand Promotion, Luxury Marketing, Merchandising, Professional Ethics and Responsibility (CSR), and Intellectual Property Rights (Government and business organization)
- ⇒ AV based teaching and project/ assignment based learning was my input in teaching at NIFT Kangra
- ⇒ I had set paper for the common board exam of NIFT for mid semester and end semester

**July'10 – March'12 Indian Institute of Management – AHMEDABAD**

**ACADEMIC ASSOCIATE**

- ⇒ Assisted instructor and coordinated with different departments
- ⇒ Recorded and evaluated class participation of the students
- ⇒ Conducted quizzes and examinations
- ⇒ Evaluated exam answer sheets, assignments, and projects
- ⇒ Engaged as a project consultant for an IIM Ahmedabad project on "Marketing Strategies to boost the Brand and Sales of Products produced by the prisoners of Tihar Jail".

**The courses I have assisted during my tenure are given as follows with name of the instructor/s.**

Subject	Instructor/s
Pricing	Prof. Arvind Sahay, IIM Ahmedabad
Marketing I	Prof. Saral Mukherjee, IIM Ahmedabad
Marketing II	Prof. Arvind Sahay, IIMA & Mr. Sushil Jhangiani, Director, idiscovery Education
Business Research Methods	Prof. Arvind Sahay, IIM Ahmedabad
Advertising and Sales Promotion	Dr. Preeta Vyas, IIM Ahmedabad
Consumer Behavior and Technology	Prof. Ruby Roy Dholakia (University of Rhode Island, USA)
Seminar on Retail Management	Prof. P.K Sinha, IIMA & Mr. Srikant Gokhale, ex-CEO Mobile Store
Marketing Research and Information System	Prof. Anand Kumar Jaiswal, IIM Ahmedabad
Consumer based Business Strategy	Prof. Abhinandan K . Jain, IIM Ahmedabad

**SEP'11- DEC'11 SOMLALIT INSTITUTE OF BUSINESS AND MANAGEMENT VISITING PROFESSOR**

Visiting Professor at <b>Somlalit Institute of Business and Management, Ahmedabad</b>		
Subject	:	Research Methodology
Program	:	MBA (Gujarat Technological University)
No. of students	:	45 in each section (total 90)
Study hours	:	36 hrs in each (total 72)

**Nov'10 - DEC'10 BK SCHOOL OF BUSINESS MANAGEMENT VISITING PROFESSOR**

Visiting Professor at <b>BK School of Business Management, Gujarat University, Ahmedabad</b>		
Subject	:	Port Marketing (A service marketing perspective)
Program	:	Post Graduate Diploma in Maritime Management Studies (PGDMMS)
No. of students	:	30
Study hours	:	20*75 minutes (25 hrs.)

**July'09 - June'10 IMS, UNIVERSITY OF LUCKNOW VISITING PROFESSOR**

Visiting Faculty, <b>IMS, University of Lucknow, Lucknow, Uttar Pradesh</b>		
Subject	:	Advertising Management, Strategic Management, International, Business and logistics, Banking Operations Management and Government and Business Environment Programs : BBA, BBA IB, B.Com (H)
No. of Students	:	60 in each program except B.Com (H), which had 80 students.
Study Hours	:	40 hrs. for each subject (total 200 hrs.)
<i>Teaching, invigilation and evaluation Final exam Paper setter of University of Lucknow for BBA-IB (Strategic Management and International Business and logistics)</i>		

**WORK EXPERIENCE – RESEARCH**

**NOV'09 – DEC'09 UNIVERSITY OF LUCKNOW PROJECT FELLOW**

Project Fellow on UGC MRP, **Department of Business Administration, University of Lucknow, Lucknow**

Project Title: "Emerging Models in the Agriculture Sector in the New Trading Regime: A Value Chain Analysis for the state of Uttar Pradesh, India" (Principal Investigator : Dr. Ajai Prakash)

**WORK EXPERIENCE – CORPORATE**

**OCT'04 – SEP'05 MARKETING EXECUTIVE METROBARGAIN.COM**

- ⇒ Handled sales of Bareilly region of web base products and web portal space.
- ⇒ Promoted brand through exhibitions and participated in trade fairs.
- ⇒ Collected primary data, Identified target group and pitch our services.
- ⇒ Accelerated sales by 300% during my tenure.

- ⇒ Worked and managed a team of 20 people in handling various promotional events for major telecom brands.
- ⇒ Publicity and event management through road shows canopy and stalls.

### PUBLICATION

#### Articles/Case/Research Paper

1. Sharma Dheeraj, Chowdhri Nishima, Kashyap Anil published a case study on "Perk your Spirits with Glucose Energy: A Case of New Product Introduction in the Chocolate Industry" at Indian Institute of Management, registered on 14/08/2012, registration no.: IIMA/MAR0425
2. Sharma Dheeraj, Chowdhri Nishima, Kashyap Anil published a case study on "Perk your Spirits with Glucose Energy: A Case of New Product Introduction in the Chocolate Industry" at Indian Institute of Management, registered on 14/08/2012, registration no.: IIMA/MAR0425
3. Kashyap Anil Kumar, "Revitalize Your Restaurant by Enhancing its Servicescape" published in International Journal of Engineering Technology, Management and Applied Sciences, Volume 3, Issue 12 (2015), ISSN 2349-4476, pp. 12-23.
4. Kashyap Anil Kumar and Kumar Ajay " Customer Decision Making Side of Ecommerce" published in Journal of Marketing Management and Consumer Behavior, ISSN-Canada: 2371-3615, Vol.1, No.4, 2016, pp.28-39.
5. Kumar Ajay and Kashyap Anil Kumar, " Measuring Information Potential to Motivate Consumer for Online Shopping: A Review Analysis Approach" published in Asian Journal of Research in Business Economics and Management, UGC listed Journal, ISSN: 2249-7307, Vol.8, No.3 March 2018, pp.1-10.
6. Kumar Ajay and Kashyap Anil Kumar, "**Leveraging utilitarian perspective of online shopping to motivate online shoppers**" published in International Journal of Retail & Distribution Management, **SCOPUS/ESCI/ABDC (A)** indexed, Emerald Publishing Limited, ISSN: 0959-0552, Vol. 46, Issue. 3. 2018, pp. pp. 247-263.
7. Bhagwat Shree, Kumar Ajay and Kashyap, Anil Kumar, " Assessing The Significance and Measuring The Dynamism of Apparel Retailing in India's Evolving Organized Retail Sector " published in the UGC listed ZENITH International Journal of Business Economics & Management Research, Vol. 8, Issue 5, 2018, pp. 64-72.
8. Kashyap Anil Kumar and Kumar Ajay "**Understanding Customer Perceived Mall Values-A Confirmatory Factor Analysis Approach**" published in the International Journal of Customer Relationship Marketing and Management (IJCRMM), **SCOPUS indexed** IGI Global, ISSN: 1947-9247, EISSN: 1947-9255, Volume 10, Issue 3. 2019 Pp. 21-34.
9. Kashyap Anil Kumar and Kumar Ajay "Measuring information potential to understand shoppers' acceptance for online shopping" International Journal of Business Innovation and Research (IJBIR) **SCOPUS/ABDC** indexed, Inderscience, ISSN: 1755-3539 (Print), ISSN: 1755-3547 (Online) Vol. 19, No. 2 pp. 2019,179-194.
10. Tiwari G K, Kashyap A K, Rai P K, Tiwari R P, Pandey R. Collective Affirmation in Action: Understanding the Success of Lockdown in India during the First Wave of the COVID-19 Pandemic. J Research Health 2022; 12 (3) :137-150 (**SCOPUS indexed**)
11. Kumar Ajay and Kashyap Anil Kumar "An Exploratory Analysis of Mall Attractive Dimensions from the Perspective of tier-II cities Customers" International Journal of Business Innovation and Research (IJBIR), Inderscience, ISSN: 1755-3539 (Print), ISSN: 1755-3547 (Online) Vol. 25, Issue. 01. 2021 pp. 78-93. **SCOPUS/ABDC** indexed
12. Kumar, A., & Kashyap, A. K. (2023). Role of mall attractiveness in shaping fashion shopping orientation of apparel shoppers: a segmentation approach. Research Journal of Textile and Apparel, 27(1), 19-35. **SCOPUS/ABDC** indexed

13. Kashyap, A. K., Sahu, I., & Kumar, A. (2022). Artificial Intelligence and Its Applications In E-Commerce-A Review Analysis And Research Agenda. Journal of Theoretical and Applied Information Technology, 100(24). **SCOPUS** indexed
14. Kumar, A., & Kashyap, A. K. (2022). Understanding the Factors Influencing Repurchase Intention in Online Shopping: A Meta-analytic Review. Vision, 0(0). <https://doi.org/10.1177/09722629221107957> **SCOPUS/ABDC** indexed

## Book Chapter

1. Kashyap Anil Kumar, "Regional integrity through SAARC: The rough way ahead" published in the book titled as "Global Economic Associations: Prospect & Aspect" edited by Dr. Pramesh Kumar Gautam, ISBN: 978-81-929700-0-4, pp. 22-36 (2016).
2. Kashyap Anil Kumar, "E-Governance to Digital India: Reforms through IT and ITes" published in the book titled as "Information Technology & Its role for India's Business World Development" published by Success Publication, Pune, ISBN:978-93-24457-21-2,pp.279-283 (2017)
3. Kashyap Anil Kumar "*MBA's are at crossroad: A way ahead to rejuvenate management education in India*" published in the book titled as "Management Education: Emerging Trends, Challenges and Innovation" edited by Neha Dubey Kaushakiya and Anupam Raj Mishra and published by SVN publishing house. ISBN: 978-81-929700-4-2, pp.14-21(2018).
4. Kashyap, Anil Kumar, "A sustainable and commercially viable approach of delivering financial services to rural India" published in the edited book titled "Changing Paradigms in Marketing Financial Services" edited by Gupta Ashish, Yadav Babita and Rokade Varsha and published by Manakin Press, ISBN:978-93-88342-16-2 (2020), pp. 319-330
5. Kashyap Anil Kumar, "Assessment of the cause of Non Performing Assets and the Performance of Public Sector Banks in India" published in the edited book titled as "Transformations in Indian Financial Sector" edited by Dr. Shishir Kumar Gujrati and Dr. Shashi Yadav, published by SARA book publication, Ahmedabad, ISBN:978-1-7303-230-0, pp.16-29 (2017).
6. Kashyap Anil Kumar and Sahu Ity "Reshaping Customer Retail Experience: Implication of Technology, Innovation and Customer Psychographics" published in the edited book titled as "Marketing Strategies and Challenges for Emerging Markets" edited by Ciddikie M.D. and Kumar Ajay published by Bharti Publications, New Delhi, ISBN: 978-93-91681-12-8 (2021), pp. 1-8
7. Kashyap Anil Kumar and Kumar Ajay "Understanding Customer Preference and Choice in the Blend of Sustainability and Technology: A Retailer's Perspective " by Bloomsbury Publishing India Pvt. Ltd, (Jaipuria Institute of Management ) ISBN 978-93-54358-62-3 (2022) pp. 76-84
8. Kashyap Anil Kumar, Sahu Ity, Kumar Ajay "Transforming Customer Retail Experience in Post Pandemic Era: Role of Technology, Innovation and Customer Psychographics" in the edited book titled as Shaping the Next Normal: Rebound Reimagine, Reinnovate, Rearchitect edited by Piali Haldar, Priyanka Agarwal and Sadhana Tiwari published by Bazooka Publication with ISBN : 978-93-91363-57-4 pp. 91-104
9. Kashyap Anil Kumar, Kumar Ajay "Health Consciousness is Responsible for the Shift in Shopping Destination: An Exploratory Analysis" in the conference proceedings of International Conference on "Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal" at Dr. D.Y. Patil Business School (April 27-29, 2022) edited by Dr. Amol Gawande and Dr. Atul Kumar, ISBN: 978-81-950596-1-4 pp. 680-687

## Research Paper/Book Chapter and Article Reviewed

S. No.	Journal Name	Publisher	Peer Reviewed
1.	Research Journal of Textile and Apparel	Emerald Publishing Limited	12
2.	International Journal of Retail Distribution and Management	Emerald Publishing Limited	02

3.	Frontier in Psychology	Frontiers	01
4.	Vision: The Journal of Business Perspective	Sage Publication	01
5.	International Journal of E-Business Research (IJEER)	IGI Global	01

#### PAPER PRESENTED IN CONFERENCE / SEMINAR

- ⇒ **Dr. Anil Kumar Kashyap,**  
Participated in the International conference (virtual) on “Infusing Competitiveness in Indian MSME’s” from December 04-05, 2021 organized at EDII sponsored by Ministry of Micro, Small and Medium Enterprises (GoI)
- ⇒ **Dr. Anil Kumar Kashyap, Ity Sahu**  
Presented paper titled “Leveraging the potential of digital technology to remove the barriers in the path of women entrepreneurs: Review and Conceptual Framework” in the International Conference on “Empowering Women Entrepreneurs from the Grassroots to Global” held during February 24-25, 2022 at EDII.
- ⇒ **Dr. Anil Kumar Kashyap, Ajay Kumar**  
Health consciousness is responsible for the shift in shopping destination: an exploratory analysis at International Research Conference -2022 on “Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal” held in virtual mode from April 27<sup>th</sup> to 29<sup>th</sup> 2022
- ⇒ **Dr. Anil Kumar Kashyap, Ity Sahu**  
Participated, presented and won the best paper award for the article entitled as “**Understanding the role of sustainability in customer choice and preference in the technology enabled marketplace: A retailer’s perspective**” in the International e-Conference on Industry 4.0 for Sustainable Development in the Global Business, Management and Education held at Sage University, Bhopal , January 22, 2022
- ⇒ **Dr. Anil Kumar Kashyap, Dr. Ajay Kumar**  
Participated and presented the paper titled “**Measuring the effect of Consumer Health Consciousness and Covid-19 Protocol on Shopping Behavior: Application of Theory of Planned Behavior**” in the XIII<sup>th</sup> International Conference on Industry 4.0 & Key Drivers of Sustainable Global Business Practices held at PIMRG Gwalior co hosted in Association of International Business and Professional Management, Indonesia , January 08-10, 2022
- ⇒ **Dr. Anil Kumar Kashyap, Dr. Ajay Kumar and Ms. Ity Sahu**  
Participated, presented and won the second best paper presentation award for the paper titled “**Transforming Customer Retail Experience in Post Pandemic Era: Role of Technology, Innovations and Customer Psychographics**” in the International level Marketing Summit- 2022 Re-imaging Marketing in New Normal- Advertising & Branding, Retail and Entrepreneurship organized by GLBIMR, Greater Noida on Saturday, January 08, 2022
- ⇒ **Dr. Anil Kumar Kashyap**  
Participated and presented a talk on “**Funding and Financing of Education in the National Education Policy- 2019 (Draft): Searching the Trajectory for Empowering people, community and Nation in the Globalised Knowledge Society**”, National Level Dialogue organized by TLCSS under PMMMMNMTT, Dr. Harisingh Gour Vishwavidyalaya, Sagar (June 17-19, 2019)
- ⇒ **Dr. Anil Kumar Kashyap**  
Participated and presented a paper on “MBAs are at crossroad: A way ahead to rejuvenate management education in India” in the National Seminar on” Management Education: Emerging Trends, Challenges and Innovation" organized by SVN University, Sagar (May 28, 2018)
- ⇒ **Dr. Anil Kumar Kashyap**  
Participated and presented a paper on “Revitalizing economy or plugging it in chaos: a case of financial reform through currency demonetization in India” in the National conference on



Demonetization and Uprooting Parallel Economy at Department of Commerce, DHSGSU Sagar, sponsored by ICSSR (March 24-25, 2017)

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper on "Challenges of Value Based Management Practices" in the National Seminar on "Saamajik, Naitik Evam Saikshanik Uthaan" organized by Governement P.G Arts and Commerce College, Sagar (March 19, 2016)

⇒ **Dr. Anil Kumar Kashyap and Mr. Ajay Kumar**

Participated and presented a paper entitled as "**Developing rural India through Agropreneurship- A way ahead**" in the ICSSR, NABARD and UGC sponsored National Seminar on "Agricultural growth in India: Opportunities and Challenges" & XXVIII MPEA conference organized by the Department of Economics, Dr. Harisingh Gour Vishwavidyalaya, Sagar (February 24-25, 2018).

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper entitled as "**Regional Integrity through SAARC: The Rough Way Ahead**" in the National Seminar on "Role of Emerging Economic Association in International Relations and Financial Management: Contemporary Issues and Challenges" (on May 07, 2016) organized by the Faculty of Management & Commerce, Swami Vivekanand University, Sagar.

⇒ **Dr. Anil Kumar Kashyap**

Paper entitled as "**Farmer Ownership: Developing Farmer an Independent Enterprise**" presented in the two days National Seminar "Current Issues and Challenges of Agriculture Sector in India" (on March 5 to 6, 2016) at Department of Economics, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P) organized by Department of Economics and sponsored by University Grants Commission, New Delhi.

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper entitled as "**Discussion on Accounting for Startups**" in the National Seminar on "Nation Building Accounting" (on Jan 02, 2016) at Pt. Deendayal Upadhyay Governement Arts & Commerce College (Nodal), organized by Department of Commerce in association with Indian Accounting Association, Sagar Chapter.

⇒ **Anil Kumar Kashyap**

Participated and presented a talk on the title "**Use of Technology and Innovations in Promoting Good Governance**" conducted under the directives of MHRD, GOI, New Delhi (December 25<sup>th</sup> 2014) and Organized by Internal Quality Assurance Cell, Dr. Harisingh Gour Vishwavidyalalya, Sagar (M.P).

⇒ **Anil Kumar Kashyap**

Paper entitled as "**Effect of Servicescape on Consumer Satisfaction in Restaurant Industry**" presented in the National Seminar "Emerging Trends in Area of Management and Accounting" (on Dec. 13<sup>th</sup> 2014) at Sagar (M.P) organized by BTIRT Sagar in Collaboration with Indian Accounting Association.

⇒ **Anil Kumar Kashyap & Dr. Niraj Kumar**

Paper entitled as "Effect of Servicescape on Consumer satisfaction in Hotel Industry: A review and research agenda" presented in the 4th Doctoral Colloquium (Jan 4th -6th 2011) at IIM Ahmedabad. Abstract has been published in the proceedings book.

⇒ **Anil Kumar Kashyap & Dr. Bimal Jaiswal**

Paper entitled as "FDI inflows in India: Beginning & Growth" presented in the National Seminar "Emerging Trends in India's External Sector", Organised by the Department of Applied Economics, University of Lucknow (March 28<sup>th</sup> 2010).

**CONFERENCE/ SEMINAR ATTENDED/DELIVERED LECTURE/CONVENEOR/OTHER**

⇒ Delivered a lecture in an online webinar on "Design Thinking, Critical Thinking and Innovation Design" at LNCT Bhopal dated February 10<sup>th</sup> 2023

⇒ Delivered a lecture in an online Webinar at Police Training School, Sagar on "Media Management" dated 16<sup>th</sup> November 2022

- ⇒ Attended the workshop “Reviewer workshop: How to get the most out of being a reviewer of scientific articles” conducted by Researcher Academy On Campus of Elsevier, presented by Dr. Biswanath Dutta Publisher, Prof. Henrik Rudolph Editor-in Chief, Applied Surface Science on Wednesday, August 10<sup>th</sup> 2022.
- ⇒ Delivered a lecture on "Process of Innovation Development & Technology Readiness Level (TRL)" & Commercialisation of Lab Technologies & Tech-Transfer" at Sadanlal Sanwaldas Khanna Girl's Post Graduate College, Allahabad (A Constituent College of University of Allahabad) on 12/02/2022 at 02:00 PM.
- ⇒ Participated in the International Conference (Virtual Mode) on Infusing Competitiveness in Indian MSMEs organized at EDII Ahmadabad sponsored by Ministry of Micro Small and Medium Enterprises, Government of India (December 04-05, 2021)
- ⇒ Developed and designed a proposal to be the Institute of Eminence included four courses and for centre
- ⇒ Developed, designed and offered a course on "**Rural Entrepreneurship**" in collaboration of NCRI, Hyderabad
- ⇒ Delivered lecture on "**Developing Entrepreneurial Skills in Rural India** " in online refresher course on Rural Development offered through SWAYAM
- ⇒ Invited as subject expert to conduct Viva-Voce in affiliated colleges of Dr. Harisingh Gour Vishwavidyalaya, Sagar, Rajiv Gandhi Proudयोगiki Vishwavidyalaya, Bhopal (Madhya Pradesh)
- ⇒ Paper Setter for various examination of Universities and colleges
- ⇒ Invited as subject expert to conduct Viva-Voce in at Swami Vivekanand University, Sagar (Madhya Pradesh)
- ⇒ Invited as subject expert at Remedial Coaching Class (An UGC Initiative) at Dr. Harisingh Gour Vishwavidyalaya
- ⇒ Invited as subject expert at Department of Computer Application at Dr. Harisingh Gour Vishwavidyalaya
- ⇒ Engaged as a subject expert for conducting and evaluating exam paper/ term paper of Madhya Pradesh Bhoj (Open) University, Bhopal (M.P).
- ⇒ Invited Speaker in the Workshop "" organized by Department of Education, Dr. Harisingh Gour Vishwavidyalaya under the banner of PMMMMNMTT, Sagar
- ⇒ Invited Speaker for Marketing Research (PGDM) at Udaybhansinhji Regional Institute of Cooperative Management, Gandhinagar, Gujarat.
- ⇒ Attended the workshop on IPR organized at Dr. Harisingh Gour Vishwavidyalaya
  - ⇒ Attended and organized a seminar on "FDI: Current status and direction" at Department of Business Management , Dr. Harisingh Gour Vishwavidyalaya, Sagar, Key note Speaker: Prof. P.R Aggarwal, Vice Chancellor, Veerbahadur Singh Poorvanchal University, Jaunpur, Uttar Pradesh
  - ⇒ Attended the talk on "How to write UG and PG projects based on your internship" delivered by Prof. J.P Sharam, University of Delhi, Delhi.
  - ⇒ Attended the lecture by renowned educationalist Prof. Anil Sadgopal on “India a Thought: Challenges of Globalisation” on Jan 15<sup>th</sup> 2015
  - ⇒ Attended the “4th IIM A Conference on Marketing in Emerging Economies” organized by IIM Ahmedabad (January 5-7, 2011). (No. of paper presented- 103)  
Key Note Speaker: Johnny K. Johansson, Mc Donough School of Business, George Town University, USA.
  - ⇒ Attended the “International Conference on Challenges to Inclusive Growth in the Emerging Economies” organized by the SMF & IIM Ahmedabad (December 15-17, 2010) (No. of paper presented- 60)  
Key Note Speaker: Ratan Tata, Arun Maira & Mohd. Yunus.

#### **WORKSHOP/ORIENTATION/REFRESHER/FDP/TRAINING ATTENDED**

- ⇒ 6 days online FDP on SMART PLS-SEM organized by Sharda University from March 07<sup>th</sup> to March 12<sup>th</sup> 2022

- ⇒ Participated and completed successfully the 5-day online FDP on the theme “Inculcating Universal Human Values in Technical Education” organized by All India Council for Technical Education(AICTE) from 6/12/2021 to 10/12/2021 at AICTE New Delhi.
- ⇒ Participated and completed successfully the AICTE Training and Learning Academy FDP in virtual mode on Data Analytics: Tools and Techniques from 22/11/2021 to 26/11/2021 at University of Hyderabad
- ⇒ Attended and completed two days Training Programme under Saansad Adarsh Gram Yojana at National Institute of Rural Development & Panchayati Raj, Hyderabad June 6-7, 2018
- ⇒ Attended and completed twelve days DST sponsored National Training Programme on Entrepreneurship Development and Management for Scientists & Technologists working in Government Sector at EDI Gandhinagar, Gujarat from January 22 to February 2, 2018
- ⇒ Attended and Completed one Week GIAN programme titled “**Digital and Social Media Marketing in Emerging Markets** ” offered by Prof. Yogesh K. Dwivedi (United Kingdom) under the GIAN initiative of Ministry of Human Resource Development, Government of India from September 29<sup>th</sup> 2016 to October 5<sup>th</sup> 2016 at Dr. Harisingh Gour Vishwavidyalaya, Sagar
- ⇒ Attended and Completed the **Interdisciplinary Refresher Course on "E-commerce and Management"** with “Grade A” from the UGC-Human Resource Development Centre, Sagar (M.P) from January 25<sup>th</sup> 2016 to February 14<sup>th</sup> 2016.
- ⇒ Attended and Completed the **Orientation Program** with “Grade A” from the Academic Staff College, Sagar (M.P) from December 16<sup>th</sup> 2014 to January 14<sup>th</sup> 2015.
- ⇒ Participated in the **UGC- Sponsored workshop** on the title “Use of Digital Technology for Data Collection” at Academic Staff College, Sagar (M.P) (October 28<sup>th</sup> to 30<sup>th</sup>, 2013)
- ⇒ Attended the “**Springer User Awareness Program**” on accessing the online research database (December 18<sup>th</sup> 2013).

#### WORKSHOP/ORIENTATION/REFRESHER/TRAINING/TOUR CONDUCTED

- ⇒ Conducted a National Level Seminar on “Emerging Paradigms for Startups” sponsored by UGC Feb 26-27, 2017  
**Invited Speaker:** Prof. P.R. Agarwal, VC (VBSPU, Jaunpur), Prof. Tanuj Nandan (MNIT Allahabad), Prof. P.N. Mishra (DAVV Indore) and many more
- ⇒ Conducted a Webinar on Career in Start-up Entrepreneurship and Family Business on April 12<sup>th</sup>, 2021  
**Invited Speaker:** Dr. Amit Kumar Dwivedi (Associate Professor and In charge, Department of Policy Advocacy, Knowledge and Research at EDII, Gandhi Nagar)
- ⇒ Conducted a Webinar on Emerging trends in Fashion and Retail in the post pandemic era on December 17<sup>th</sup> 2021  
**Invited Speaker:** Dr. Deepak Joshi (NIFT Delhi), Dr. Rashi Aggarwal (CSJMU Kanpur), Mr. Sanni Gupta (Jogira India), Ms. Nimisha (Jogira India)
- ⇒ Conducted Study tour in 2019 and 2020 at HUL (Chhindwara), Raymond (Sausar) and Heromotocorp (Haridwar) plants.

#### MULTIMEDIA PRODUCTS

1. E-content for SWYAM (UG) Organic Farming Practices and Certification- 2021  
Link: [https://onlinecourses.swayam2.ac.in/cec21\\_ag03/preview](https://onlinecourses.swayam2.ac.in/cec21_ag03/preview)
2. E-content for SWYAM (UG) Concept of Marketing and Indian Organic Market- 2021

Link: [https://onlinecourses.swayam2.ac.in/cec21\\_ag03/preview](https://onlinecourses.swayam2.ac.in/cec21_ag03/preview)

3. E-content for National Resource Center under TLC Sagar Skill Development in Fostering Rural Entrepreneurship- Social and Rural Development

Link: <https://nmtt.gov.in/downloads/arpit.pdf>

## COMPETENCIES AND SKILLS

- ⇒ Proficient in MS Word, Excel and Power point
- ⇒ Competent in using SPSS for statistical analysis

## MEMBER IN COMMITTEES/ CO-CURRICULAR ACTIVITIES AND SPECIAL INTEREST

- ⇒ Member, High Level Steering Committee for NAAC Visit Preparation-2021
- ⇒ Member Admission Committee for UG and PG Programmes
- ⇒ Member Coordination Committee for CBCS Examination- 2019,2022
- ⇒ Member, Gour Jayanti News Letter Publication-2018, 2019
- ⇒ Member Flying Squad for University Examination- 2022
- ⇒ Member, SAGY post project evaluation (MoRD)
- ⇒ Member, Convocation Committee 2017, 2018, 2019,2022,2023
- ⇒ Member, BoS for Community College
- ⇒ Member, Selection Committee,
- ⇒ Member Purchase Committee
- ⇒ Member Committee for Evaluation of Technical and Feasibility of IT Infrastructure in the University
- ⇒ Judged Poster Presentation, Debate and Essay competition organized by various departments of the University
- ⇒ Conducted an University level debate on the topic "Technology, A Surrogate Teacher: The Pros and Cons" on February, 19<sup>th</sup>, 2016 at Seminar Hall, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P).
- ⇒ Conducted Business Quiz for all the students of Department, on March 18<sup>th</sup>, 2016 at Seminar Hall, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P).
- ⇒ 1st Prize Winner in Sabd Gyaan Patiyogita of "HINDI PAKHWADA" organized by IIM Ahmedabad and Rajbhasa Samiti, Govt. Of India (Sept. 15th-29th, 2011)
- ⇒ 1st Prize winner in Essay competition of "HINDI PAKHWADA" organized by IIM Ahmedabad and Rajbhasa Samiti, Govt. of India (Sept. 15th-29th, 2010)
- ⇒ Composing Hindi Poem, one of my poem has been published in first issue of "PRATIBIMB" IIMA Annual Hindi Magazine
- ⇒ Founder member of an NGO (Koshish...an Endeavour) which is working for Child Education and Women Empowerment
- ⇒ Head Social Council (2007-2009) a social & cultural platform of IMS Class Representative of MBA-Marketing 2007-09 Batch
- ⇒ Winner of B-Plan in "Havoc-2008" an Inter College Fest
- ⇒ As the Head of Social Council I also organized B-Quiz Mantra 2k8
- ⇒ In Ventura2k8- An Annual Event of MBA-Marketing, I performed on stage show "LU-TV-Dil mein sach Khabrein chakachak" produce & directed by me.

## PERSONAL PROFILE

**Date of birth** : 06<sup>th</sup> December 1984

**Marital Status:** Married

**Residential Status/Citizenship:** Dharamshala (Himachal Pradesh), Indian

**Languages Known** : English, Hindi

**Permanent Address :** House No. 409, Anupam Nagar, Badauan Road, Opposite Viswanath Puram Colony, Subhash Nagar, Bareilly, U.P- 243001

**DECLARATION**

I hereby declare that the above given information is true to the best of my knowledge.

Date:

Place: Sagar

**(Anil Kumar Kashyap)**