

CURRICULUM VITAE



Dr. Surya Rashmi Rawat

Biographical Data:

Date of Birth: April 16, 1973

Contact Details:

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Cell No : 9049776832

ACADEMIC & PROFESSIONAL QUALIFICATION:

- **PhD (Management)**- Topic “Consumer Behavior towards Green Products” from HPU Business School Summer Hills, Shimla (Oct 2013).
- **MBA (International Business)**-Full time two year post graduate degree course, HPU Shimla (1996-98).
- **LLB**- Full time three year degree courses, HPU Shimla (95-96, 98-2000).
- **UGC (NET)**-Qualified (1999).
- **BSc (Medical)**, HPU Shimla (1990-1993).

SCHOLARLY INTERESTS AND EXPERTISE

Broad areas: Management Science, Marketing & Human Resource Management

Specific areas: Operations Research, Green Marketing, Consumer Behavior, Studying the impact of Different variables over Marketing, Leadership, Motivation, Stress Management.

TEACHING EXPERIENCE: OVER 18 YEARS

- Associate Professor, University Business School, HPU, Summer Hill, Shimla -5, since 5th April, 2021

Previous Employers:

- Associate Professor, Symbiosis Law School, Pune, Symbiosis International (Deemed University)
- Assistant Professor, Symbiosis Law School, Pune, Symbiosis International (Deemed University)
- Head of the Department, BBA in Lords International College, Alwar, Rajasthan, affiliated to University of Rajasthan
- Lecturer in Lords International College Alwar, (University of Rajasthan) Rajasthan, taught MBA and BBA Programe
- Jan 1998 – Mar 1998 Management trainee (On the job training)
- On the job training at TATA International Limited, Mumbai

Programmes Taught:

- BALLB (Hons.)
- MBA
- MBA (International Business)
- Masters in Finance and Control
- Masters in Tourism Administration
- M Com
- PGDPM&LW (Post Graduate Diploma in Personnel Management & Labor Works)

Courses/Subjects Taught:

- Marketing Management
- Fundamentals of Marketing
- Human Resource & Total Quality Management
- Commercial Law
- Business Law
- Business Environment
- Company Law
- Legal Aspects of Business

- Quantitative Techniques

FACULTY EXCHANGE PROGRAMMES ATTENDED:

- Visited Brunswick University, Ostfalia from 1st to 8th November, 2015 under DAAD Exchange Program (German Academic Exchange Service (Deutscher Akademischer Austauschdienst, DAAD) . I delivered lectures on, “Doing Empirical research in Management” and “Understanding Online Consumer Behaviour in India & Germany”. I also contributed in a symposium on, “New Ways of Online Marketing”. All these lectures were well received by the audience.
- Visited Sofia University, Bulgaria to attend the second training session of the Erasmus+ Capacity Building in Higher Education project European Studies Revitalized across Asian Universities (EURASIA, Erasmus + program of the European Union) from 2nd December 2018 to 15th December 2018. This trip was sponsored by Eurasia Project. During the course I designed two courses titled, “Cross Cultural Communication and its impact over Single Market” and “**Business Strategies for launching green products in single market (European Union)**”. Both the courses are for 2 credits

RESEARCH PUBLICATIONS:

Google Scholar Link:

https://scholar.google.com/citations?view_op=list_works&hl=en&user=eMzF7IEAAAAJ

INTERNATIONAL PUBLICATION

1. Dr. Surya Rashmi Rawat , J. Khyaati Shri , Miriam Solomon , Sree Tirumalapeddinti , Ishmeet Kaur (2017) , Shreyashreeta Ray , " Understanding the Role of Snapchat in Promoting National & International Trade " , IPASJ International Journal Of Management(IIJM), Volume 5(8) , Issue 8, August 2017 , pp. 022-028 , ISSN 2321-645X. <https://www.ipasj.org/pabstract.php?vol=Volume5Issue8&Jname=5&pid=IIJM-2017-07-24-2> scopus indexed, Thomson reuters
2. Surya Rashmi Rawat (2017). “ Demographic Dividend –a Myth or a Reality! ” *International Journal of Applied Business and Economic Research*. 15(2) pp 117-138. **ISSN : 0972-7302 Refereed journal(Scopus Indexed, listed JEL by American Economic Association (AEA), Index Copernicus, Elsevier’s bibliographic database, CAP International, Indian Sciences Abstract and Indian Citation Index (ICI). UGC Listed (UGC SERIAL NO.: 669). New UGC SERIAL NO. :- 2551**

3. Surya Rashmi Rawat (2017). ‘ Startup India, Standup India’: An Outstanding Drive for Employment Generation and Wealth Creation! *International Journal of Research in Computer Application and Management*. 7(1) . 28-35. Paper was co-authored by Harshita Kapoor, Aarushi Sahu & Apporva Jain. **Refereed journal (Indexed Journal, UGC Listed) ISSN : 2231-1009** Volume VII (2017) ISSUE- 1(JANUARY). Indexed & listed at: Ulrich's Periodicals Directory ©, ProQuest, U.S.A, EBSCO Publishing, U.S.A, Google Scholar, Cabell's Directories of Publishing Opportunities, U.S.A, 6. Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)], The American Economic Association's electronic bibliography, EconLit, U.S.A., 1st & 3rd journal Index Copernicus Publishers Panel, Poland with **IC Value of 5.09**.
4. Surya Rashmi Rawat, (2017). “ Understanding Brand India Campaign and Its Impact over Small Scale Industries ”. *International Journal of Research in Commerce, Economics & Management* 7(1) pp 26-31. Paper was co-authored by Nayan Mittal, Ayush Chowdhury, Divyansh Gautam, Sanjay Narayandas & Ram Kumar. Volume VII (2017) ISSUE- 1(JANUARY) (ISSN 2231 – 4245). Indexed & listed at: Ulrich's Periodicals Directory ©, ProQuest, U.S.A, EBSCO Publishing, U.S.A, Google Scholar, Cabell's Directories of Publishing Opportunities, U.S.A, 6. Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)], The American Economic Association's electronic bibliography, EconLit, U.S.A., 1st & 3rd journal Index Copernicus Publishers Panel, Poland with **IC Value of 5.09**.
5. Surya Rashmi Rawat (2015). “ Determinant Attributes of Green Products ”. *International Journal of Marketing, Financial Services & Management Research* ISSN 2277-3622 Vol.4 (7), JULY (2015), pp. 193-215 Online available at indianresearchjournals.com
6. Surya Rashmi Rawat (2014). “ Social Media—the Lifeline of 21st Century! ”. *American International Journal of Research in Humanities, Arts and Social Sciences, AIJRHASS*, Issue 9(3) , Volume 3, pp. 216-220, December-2014 to February-2015 (AIJRHASS), ISSN(Print): 2328-3734, ISSN(Online): 2328-3696, ISSN(CD-ROM): 2328-3688. Indexed in Index Copernicus, Computer Science Directory, GetCITED, DOAJ, Thomson ISI, SSRN, TGDScholar, WorldWideScience, CiteSeerX, CRCnetBASE, Google Scholar, Microsoft Academic Search, INSPEC, ProQuest, ArnetMiner, Scopus, Base, ChemXSeer, citebase, OpenJ-

Gate, eLibrary, SafetyLit, SSRN, VADLO, OpenGrey, EBSCO, ProQuest, UlrichWeb, Scirus, ISSUU, SPIE Digital Library, arXiv, ERIC, EasyBib, Infotopia, WorldCat, .docstoc, JURN, Mendeley, ResearchGate, cogprints, OCLC, iSEEK, Scribd, LOCKSS, CASSI, E-Print Network, intute, and other databases.

7. Surya Rashmi Rawat (2014). “ Green marketing – an extended corporate Social responsibility ”. *Asia Pacific Journal of Marketing & Management Review APJMMR*, Vol.3 (7), JULY (2014), ISSN 2319-2836 PP. 15-23 Online available at <http://indianresearchjournals.com/pdf/APJMMR/2014/July/3.pdf>
8. Surya Rashmi Rawat (2014). “Defined nature of job - a stress panacea”. *Asia Pacific Journal of Marketing & Management Review APJMMR*, Vol.3 (7), JULY (2014), ISSN 2319-2836 PP. 24-33 Online available at [indianresearchjournals.com. http://indianresearchjournals.com/pdf/APJMMR/2014/July/4.pdf](http://indianresearchjournals.com/pdf/APJMMR/2014/July/4.pdf)
9. Surya Rashmi Rawat (2014). “ Marketing through Likes and Shares-A Case Study ”. *IOSR Journal of Business and Management (IOSR-JBM)*, PP 58-62 (Feb 2014).double blind peer reviewed international journal. UGC listed. e-ISSN:2278-487X, p-ISSN:2319-7668 Vol 2 <http://www.iosrjournals.org/iosr-jbm/papers/ies-mcrc-volume-2/23.pdf>
10. Surya Rashmi Rawat (2011). A case study titled “Dream Big and Dare to step in” Ref No 811-037-1 has been registered and published with ECCH, *The European Case Clearing House, UK*. (April 2011).
11. Surya Rashmi Rawat (2013). “ Hot Spots of Green Marketing ”. *Excel International Journal of Multidisciplinary Management studies* with ISSN 2249 8834 EIJMMS, Vol 3 (1) Jan 2013, available online at zenithresearch.org.in. pp 14-22 co-author Dr. Pawan K. Garga
UGC LISTED
12. Surya Rashmi Rawat (2012). “ India Redefining - The Urge to Splurge ”. *Asia Pacific Journal of Marketing & Management Review* with ISSN 2319-2836 Vol 1(4) Dec 2012, available online at indianresearchjournals.com. pp 125-132

13. Surya Rashmi Rawat (2012). “ Change Your Lifestyle Not the Climate ”. *International Journal of Social Science & Interdisciplinary Research (IJSSIR)* Vol 1 issue 12; Dec 2012 with ISSN 2277 3630. Co-author Dr. Pawan K. Garga. Pp 73-80
14. Surya Rashmi Rawat (2012). “Understanding Consumer Behaviour towards Green Cosmetics”. *Sustainability and Economics e-Journal* Vol 1, Issue 72, 09 Aug, 2012(through SSRN). Co-author Dr. Pawan K. Garga

National Publication

15. Surya Rashmi Rawat (2017). “ Understanding Challenges and Opportunities before Wellness Tourism in India .” *Indian Journal of Public Health Research & Development* 8 (4) .pp 668- 677. Print ISSN: 0976-0245. Online ISSN: 0976-5506. Article DOI: 10.5958/0976-5506.2017.00414.4 Scopus Indexed Journal. Part of DST, CSIR, and UGC consortia.
https://www.researchgate.net/publication/322132974_Understanding_Challenges_and_Opportunities_Before_Wellness_Tourism_in_India
16. Surya Rashmi Rawat (2017). “ Traits of Transformational Leader: DurgaSaptshati- A Case Study ”. *Purushartha: A Journal of Management Ethics and Spirituality* 9 (2) pp 18-26. September 2016 - February 2017. Indexed in Scopus, Elsevier, on OJAS platform of INFLIBNET, University Grants Commission, Govt. of India & Google Scholar; ISSN: 0975-024X, EISSN: 2456-1371.
17. Surya Rashmi Rawat, Samanth Dushyanth, Anant Kediya and Pankhuri Dhruvastha (2016). Modi’s Make in India drive: Right Time to give a National Call to become Global Manufacturing Hub . *Indian Journal of Science and Technology*, Vol 9(21) pp 1-11, **Refereed Journal** DOI: 10.17485/ijst/2016/v9i21/92606, June 2016 indexed in Chemical Abstracts Services (CAS); SCOPUS, Elsevier B.V; J-Gate Plus; Research Bible; EBSCO Publishing’s Electronic Databases, USA; DOAJ; Ulrich’s Periodical Directory, USA; Indian Science Abstracts, India; Index Copernicus, Poland; ISI, Thomson Reuters (Web of Science); Indian Science.in. ISSN (Print) : 0974-6846 ; ISSN (Online) : 0974-5645. Publisher: Indian Society of Education & Environment.
18. Surya Rashmi Rawat (2015). Impact of Age and Income over Green Consumer Behavior, peer reviewed journal, *Indian Journal of Science and Technology* 8 (S4) , 13-22. (Feb 2015). **Abstracted & Indexed in:** Chemical Abstracts Services (CAS); **SCOPUS**, Elsevier

B.V; J-Gate Plus; Research Bible; EBSCO Publishing's Electronic Databases, USA; DOAJ; Ulrich's Periodical Directory, USA; Indian Science Abstracts, India; Index Copernicus, Poland; ISI, Thomson Reuters; Indian Science.in. Print ISSN : 0974-6846 Online ISSN : 0974-5645 Frequency : MonthlyIC Value : 5.02
<http://www.indjst.org/index.php/indjst/pages/view/atj>

19. Surya Rashmi Rawat(2015). Impact of Transformational Leadership over Employee Morale and Motivation. *Indian Journal of Science and Technology* 8 (S6), 25-34.March (2015).**Abstracted & Indexed in:**Chemical Abstracts Services (CAS); **SCOPUS**, Elsevier B.V; J-Gate Plus; Research Bible; EBSCO Publishing's Electronic Databases, USA; DOAJ; Ulrich's Periodical Directory, USA; Indian Science Abstracts, India; Index Copernicus, Poland; ISI, Thomson Reuters; Indian Science.in. Print ISSN : 0974-6846 Online ISSN : 0974-5645 Frequency : MonthlyIC Value : 5.02
<http://www.indjst.org/index.php/indjst/article/viewFile/62118/48420>
20. SR Rawat, K Bhatia, M Hegde, N Bhat, S. Tewari (2015). The Importance of Ethical Marketing Practices. *Journal of Business Management & Economics* 3 (2) , 23-30 ” (Feb 2015). ISSN: 2347-5471. Available at <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1023.4147&rep=rep1&type=pdf> and also www.innovativejournal.in
21. K Srivastava, A Sethumadhavan, H Raghupathy, S Agarwal , S R Rawat (2015). To Study the Indian Perspective on the Concept of Work from Home. *Indian Journal of Science and Technology* , 8 (S4), 212-220, (Feb 2015).**Abstracted & Indexed in:**Chemical Abstracts Services (CAS); **SCOPUS**, Elsevier B.V; J-Gate Plus; Research Bible; EBSCO Publishing's Electronic Databases, USA; DOAJ; Ulrich's Periodical Directory, USA; Indian Science Abstracts, India; Index Copernicus, Poland; ISI, Thomson Reuters; Indian Science.in. Print ISSN : 0974-6846Online ISSN : 0974-5645 Frequency : MonthlyIC Value : 5.02
<http://www.indjst.org/index.php/indjst/article/view/62231>
22. Surya Rashmi Rawat (2014). Socio-Economic Aspects of the National Food Security Bill, 2013 . *IUJ Journal of Management* Vol. 2, No.2, November 2014 ISSN: 2347 – 5080. PP 44-47. CO authored by Tania Chourasia. <https://iujharkhand.edu.in/IUJ%20Journal%20of%20Mgmt-Nov%2014%20issue.pdf>
23. S R Rawat (2014). Green marketing the greener roads ahead , *JOURNAL OF APPLIED MANAGEMENT - JIDNYASA* 2014 Vol. 6 (1) , Jan-June 2014 ISSN: 00976-0326 (pp. 57-67).

24. S R Rawat, Geetika Vijay & Prateek Patnaik (2014). Effects of economic slowdown on employee- employer relationship & work environment , *Journal of Applied Management - Jidnyasa* 2014 Vol. 6 (1) , Jan-June 2014 ISSN: 0976-0326 (pp. 87-100).
25. Ajay Singh, Cherry Gupta, Prakash Verma, S R Rawat (2014). “ Managing stress through changing life style ”. *Journal of Applied Management - Jidnyasa* 2014 Vol. 6 (1) , Jan-June 2014 ISSN: 0976-0326 (pp. 101- 108).
26. S Sharma, A Kanda, S Lama, A Sharma, S R Rawat, (2013). Impact of Texting Over Teen Literacy and Social Communication , *Journal of Knowledge & Communication Management* 3 (2) , 121-132 (October 2013). Print ISSN: 2277-7938. Online ISSN: 2277-7946.
Article DOI: 10.5958/j.2277-7946.3.2.011
27. S R Rawat, Vignesh Raj, Arvind Manoharan, Shubham Vineet, (2013). “ Rajat Gupta: An American Dream Up Turned - A Case Study ”. *Indian Journal of Corporate Governance* Volume 6, Issue 2, July - December 2013. SCOPUS, pp. 42–51.
<https://doi.org/10.1177/0974686220130203> eISSN: 24542482 | ISSN: 0974-6862 <https://journals.sagepub.com/doi/abs/10.1177/0974686220130203>
28. S R Rawat, Ameya Pant and Soumo Palit, (2013). Case Study titled, “ Entrepreneurial Journey of Lijjat PAPAD .” *Excel International Journal Of Multidisciplinary Management Studies* Year : 2013, Volume : 3, Issue : 3 pp 170- 178 Online ISSN : 2249-8834.
29. S R Rawat (2013). “ Combating Climate Change through Green Lifestyle ”. *Journal of Applied Management – Jidnyasa-13* ” bearing ISSN: 0976-0326. pp 36-42
30. S R Rawat (2012). “ Feasibility of Green Marketing in the Children Segment ”. *SIES Journal of Management* Vol 8(2), Issue 2, Sep 2012 with ISSN 0974-2956.
<http://www.siescoms.edu/images/pdf/Volume%208,Issue%202.pdf>. pp p 85-96. Co-author Dr. Pawan K. Garga
31. S R Rawat, (2012). “ Feasibility of Green Marketing in the Women Cosmetics ”. *Journal of Applied Management - Jidnyasa* ISSN: 0976-0326. (2012) Vol 4 pp 51-56.

Conference Proceedings

32. S R Rawat, Ms. Garima Sharma & Mr. Shubhankar Singh (2013), The ‘Murthy’ of IT: Narayana Murthy, Conference Proceedings bearing ISBN.
33. S R Rawat, (2012), Green Marketing – Greener Roads Ahead, published as conference proceedings bearing ISBN:978-93-81361-62-7 (14 – 15 Dec 2012).

34. S R Rawat (2011), Feasibility of Green Marketing in the Women Cosmetics, also published in the conference proceedings bearing ISBN: 978-93-81361-62-7. (Dec 2011)
- 32 S R Rawat, (2011), Green marketing – The Lush Green Road Ahead, presented in a national conference sponsored by AICTE New Delhi in SIES College of Management Studies, Navi Mumbai (Aug 2011) published as conference proceedings bearing ISBN -13-978-81-907787-7-0.

Book Chapter

33. S R Rawat (2012), Corporate or the Citizen Social Responsibility, published as book chapter titled “Enhancing Enterprise Competitiveness through Human Capital and Operations Management bearing ISBN: 978-93-81361-73-3. (Jan 2012) Co-author Dr. Pawan K. Garga . **Excel India Publishers**

RESEARCH PAPERS PRESENTED IN NATIONAL/INTERNATIONAL CONFERENCES

International Conference

1. Presented research paper titled, “Artificial intelligence- making life convenient or complex: an ethical and legal scrutiny,” in the INFRACON 2019 International Conference on “Delivering Future Infrastructure for Developing Countries” Jointly organised by Symbiosis Centre for Management and Human Resource Development, (SCMHRD),SIU Symbiosis International (Deemed University),Pune India and School of Architecture and Built Environment University of Wolverhampton United Kingdom from 10th to 12th July, 2019.
2. Presented research paper titled, “Understanding Challenges and Opportunities before Wellness Tourism in India,” in the SYM Health 2017- an International Conference on ‘Healthcare in a Globalizing World’ organized by Faculty of Health & Biomedical Sciences (FoHBS), Symbiosis International (Deemed University) (SIU) from 4th to 6th May, 2017.
3. Presented research paper titled, “Demographic Dividend –a Myth or a Reality! ” in the SIMSARC-16, Symbiosis Institute of Management Studies (SIU) Annual International Research Conference held on 15th & 16th December, 2016 at SIMS Khirkee.
4. Presented research paper titled, “Startup India, Standup India’: an Outstanding Drive for Employment Generation and Wealth Creation!” in the SIMSARC-16, SIMS Annual International Research Conference held on 15th & 16th December, 2016 at SIMS Khirkee. The paper was co-authored by Harshita Kapoor, Aarushi Sahu, Apoorva Jain.

5. Presented research paper titled, “Impact of Demographic Variables over Online Buying Behavior” in the International Conference on Media and Communication: Prospects and Challenges at Symbiosis Institute of Media and Communication, Lavale, on October 6-7, 2016.
6. Presented research paper titled, “Marketing of Entertainment Events” in the International Conference on Media and Communication: Prospects and Challenges at Symbiosis Institute of Media and Communication, Lavale, on October 6-7, 2016. The paper was co-authored by Bindu Sravya and Mahak Paliwal .
7. Presented research paper titled, “Impact of Age over Marketing through Cartoons” in in the International Conference on Media and Communication: Prospects and Challenges at Symbiosis Institute of Media and Communication, Lavale, on October 6-7, 2016. The paper was co-authored by Ms. Samiksha Gupta, B M Amarnath and TusharKatheria.
8. Presented Case study titled, “Learning Leadership Traits from India: Durga Shapshati - a Case Study” in the IC16 Mumbai Conference at Mumbai, India, International Conference on Entrepreneurship, Marketing, Global Business, Economic and Finance Creative Entrepreneurship: A Sustainable Approach for Economic Growth (IC16VESIM), organized by VES Institute of Management Studies & Research, Mumbai, India from February 12 to 14, 2016.
9. Presented a Case Study titled "Corporate Governance: Excerpts from the Glorious Past" co-authored with Vadeendra Joshi, Tania Chourasia & Ayush Sharma in the “7thInternational Conference on Corporate Governance: Challenges & Trends on January 06-07, 2016 at IPE, Hyderabad, India in collaboration with Accounting Research Institute (ARI), Universiti Teknologi MARA (UiTM), Malaysia.
10. Presented a research paper titled, “Modi’s Make in India drive: Right time to give a national call to become global manufacturing Hub,” at the SIMSARC 2015 in an International Conference organized by Symbiosis Institute of Management Studies, Pune (11th Dec 2015).
11. Presented Paper titled, “Impact of Transformational Leadership over Employee Morale and Motivation” at SIMSARC 2014 in an International Conference organized by Symbiosis Institute of Management Studies, Pune (13 – 14 Dec 2014).
12. Presented Paper titled, “Impact of Age and Income over Green Consumer Behavior” at **SITM-IRC-TEM-15: an *International Research Conference***, organized by Symbiosis Institute of Telecom Management in collaboration with TEM France (Telecom Ecole De Management, France) (16 – 17Jan 2015) at Symbiosis (**SITM**), Pune.

13. Presented Paper titled, "To Study the Indian Perspective on the Concept of Work from Home" at **SITM-IRC-TEM-15** an *International Research Conference*, organized by Symbiosis Institute of Telecom Management in collaboration with TEM France (Telecom Ecole De Management, France) (16 – 17 Jan 2015) at Symbiosis (*SITM*), Pune . The paper was co-authored by Srivastava, A Sethumadhavan, H Raghupathy, S Agarwal,
14. Presented research Paper titled, "Determinant Attributes of Green Products," in the 3rd International Conference on Sustainability and Management Strategy, ICSMS 14 at IMT Nagpur on 21st & 22nd of March 2014.
15. Presented a Research Paper titled, "Global Implications of the Family Managed Business in World Economy," co-authored with Shreya Bhattacharjee in absentia in the 2nd International Conference on "Emerging trends in World Economy through Innovation and Entrepreneurship Development" on 14th & 15th March, 2014 organised by Symbiosis Centre for Management Studies- Pune.
16. Presented a case study on, "Marketing through Likes and Shares-A Case Study," in an International Case Study Conference, 2014 in Mumbai held on 20th February, 2014 organized by IES Management College and Research Centre, Mumbai. The case study was also published in IOSR Journal of Business and Management (IOSR-JBM), PP 58-62. IOSR-JBM is an Indexed Journal with 1.458 Impact Factor.
17. Presented Research Paper Titled, "Social networking – A Panacea! " in the International Conference, "ICSM 2014" hosted by IIM Raipur on 10th and 11th of Jan 2014. The paper has been accepted for publication in the special Issue: ICSM 2014: Special Issue on: "Social Media" of International Journal of Intercultural Information Management by Inder science publishers.
18. Presented paper titled "Green Marketing – Greener Roads Ahead" at SIMSARC 2012 in an International Conference organized by Symbiosis Institute of Management Studies, Pune (14 – 15 Dec 2012).

19. Presented paper titled “Rajat Gupta: An American Dream Upturned - A Case Study” in the Fourth International Conference on Corporate Governance organized by Institute of Public Enterprise, Hyderabad, (10 – 11 Dec 2012).
20. Presented paper titled “Corporate or the Citizen Social Responsibility” in an International Conference organized by Institute of Management, Nirma University Ahmedabad (05 - 07 Jan 2012).
21. Presented paper titled “Feasibility of Green Marketing in the Women Cosmetics” at SIMSARC 2011 in an International Conference organized by Symbiosis Institute of Management Studies, Pune (14 – 16 Dec 2011).

National Conference

1. Presented research paper titled, “Medical Negligence Cases: Rights & Duties of Doctors - Mumbai a Case Study!,” in the SYM HEALTH 2018- a National Conference organized by Faculty of Health & Biomedical Sciences (FoHBS), Symbiosis International (Deemed University) from 3rd, 4th and 5th May 2018. The paper was coauthored by Muskan Sharma, Nishka Asarpota, Ankita Sethi.
2. Presented research paper titled, “Psycho-Behavioural Changes in Women towards Beauty and Fitness Products: Middle-Aged Women– A Case Study!,” in the SYM HEALTH 2018- a National Conference organized by Faculty of Health & Biomedical Sciences (FoHBS), Symbiosis International (Deemed University) from 3rd, 4th and 5th May 2018. The paper was coauthored by Parinishtha Jindal and Priyadharshini A.
3. Presented paper titled “Defined Nature of Job – A Stress Panacea” at St Xavier’s Mumbai in a UGC sponsored national conference (27 – 28Sep 2013).
4. Presented paper titled “Green marketing – The Lush Green Road Ahead” in a National Conference sponsored by AICTE New Delhi in SIES College of Management Studies, Navi Mumbai (26 – 27 Aug 2011).The Paper was adjudged as one of the three best papers in the marketing track.

5. Presented paper titled “Feasibility of Green Marketing in the Children Segment” in a National Conference organized by Global Business School, Hubli (Apr 2011). The paper was adjudged as the best paper of the conference.

PARTICIPATION IN SEMINARS AND CONFERENCES

1. Case Method Teaching Seminar organized by Harvard Business Publishing & IIM Ahmedabad Case Centre on 21-22 October 2016 at IIM Ahmedabad.
2. Work Shop on Data Analysis Techniques on 17th December 2016 as part of SIMS Annual International Research Conference SIMSARC 16.
3. Faculty seminar on *Nyaya and Purva Mimamsa* on 13th & 14th December 2016 by Dr VN Jha at SLS, Pune organized by STLRC.
4. Workshop on “Learner Centered Assessment” Organized by Symbiosis Teaching and Learning Resource Centre, SIU at SLS, Pune on 5-6 December 2016.
5. Faculty Seminar on phenomenological research by Dr. Pramod Damle, organized by Symbiosis Teaching and Learning Resource Centre, SIU at SLS, PUNE on 7th December 2016.
6. Symposium on “National Security Law: Leveraging Rule of Law for a More Secure India” organized by Symbiosis Law School, Pune on 19th and 20th October 2016.
7. Workshop on “Learner Centered Assessment” Organized by Symbiosis Teaching and Learning Resource Centre, SIU on 30-31 August 2016.
8. Faculty seminar by Dr. Pankaj Mittal, Addl. Secretary University Grant Commission at SLS, P on challenging Landscape of Higher Education in India on 2nd July 2016.
9. World Intellectual Property Day Celebration Workshop on- “Make in India : Role of Industry- University Collaboration in Creating Value” held on 26th April 2016 at Symbiosis International University, Lavale, Pune organized by Intellectual Property Cell, Symbiosis International University.
10. Workshop on “Machine Learning with R” organized by Symbiosis Teaching and Learning Resource Centre, SIU on 18-19 April 2016.

11. Workshop on “Nuances of Research Report Writing: The Layout” organized by Symbiosis Teaching and Learning Resource Centre, SIU on 13 April 2016.
12. Capsule Course on Legal Control of Emerging Concerns in Cyberspace organized by Tech Legal Cell, Symbiosis Law School, Pune on 26th March, 2016.
13. Paper Development Workshop jointly organized by Symbiosis International University and Ac academy of International Business (AIB)-India Chapter from 21st to 22nd December 2015.
14. Chaired a session in the International conference organized by Symbiosis Institute of Management Studies (UG) Viman Nagar, Pune (13 – 14 Feb 2013).
15. Faculty development programme on Research Methodology organized by Symbiosis Institute of Management Studies Khadki, Pune (Oct 2012).
16. Faculty development programme on Research Methodology organized by Symbiosis Institute of Management Studies (UG) Viman Nagar, Pune (Jun 2012).
17. Participated in Annual; Research Paper Seminar on 21st of May 11 organized by SIBI and SIRI, SIU Pune (May 2011).
18. Symbiosis Faculty Development Program on 19 - 20 May 11 organized by SIU on High Impact and Innovative Research.
19. Symbiosis Faculty Development Program for 2 days i.e. 26 – 27 Apr 11 organized by SIU on case writing techniques.
20. Participated in SIMS Annual; Research Paper Conference, SIMSARC 10 on 17 - 18 Dec 10 organized by SIMS Pune.
21. Symbiosis Faculty Development Program organized by SIU- one day training on ‘EU Funding Program and Application Procedures’ held on 18Nov 2010.
22. Participated as resource person in BBA Syllabus Review Workshop organized by University of Rajasthan, Jaipur (2010).

ADMINISTRATIVE RESPONSIBILITIES:

Memberships

Distinguished Member, International Council of Jurists from 2017-2021

Appointments at University Level

Present Responsibilities:

- Deputy Director IQAC, HPU Since July, 2021
- Member, Faculty of Commerce and Management, HPU
- Member, Examination Reform Committee, HPU
- Member, Research & Innovation Committee, HPU
- Member, Curriculum Development Committee, HPU

Responsibilities with previous employer:

- Member, Board of Studies, Faculty of Law, Symbiosis International (Deemed University), Pune (Since 27th February 2016 to 23rd March 2019).
- Member, Board of Studies, Subcommittee, Faculty of Law, Symbiosis International (Deemed University), Pune (Since 6th June 2012 to 5th May 2018).
- Member, Board of Studies, Subcommittee, Faculty of Management, Symbiosis International (Deemed University), Pune (Since 6th June 2013 to 5th May 2016).
- Member, Academic Audit Committee, SIU, (10/10/2015-05/05/2018)
- Member, NAAC Steering Committee, SIU, Criterion II (Sep 2014 to Dec 2015)

Appointments at Institution Level:

- Prof- In- charge, IQAC, SLS, Pune (January 2011 to May 2018)
- NAAC, Coordinator, SLS, NOIDA (2019)
- NAAC, Coordinator, SLS, Pune (2015)
- UGC, Coordinator, SLS, Pune (2015)
- Member, Research & Advisory Committee (RAC), Symbiosis Law School, Pune (April 2015 to April 2019)
- Member, Curriculum Development Committee, SLS, Pune (January 2011 to May 2018)
- Member, Content Review Committee, SLS, Pune (June 2011 to May 2018)
- Member, Academic Review committee, SLS, Pune (January 2011 to May 2018)
- Member, Grievance Redressal Committee, SLS, Pune (June 2016 to May 2018)
- Member, Programme Review Committee, SLS, Pune (June 2011 to May 2018)
- Member, Anti-ragging Committee, SLS, Pune (June 2014 to May 2018)

RECENTLY DELIVERED LECTURES AS RESOURCE PERSON ON FOLLOWING TOPICS:

- The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act, 2013)
- Communication Skills
- Outcome Based Education
- NAAC: A step towards achieving international standards in Higher Education
- Choice Based Credit System

FACULTY EXCHANGE PROGRAMMES ATTENDED:

- Visited Brunswick University, Ostfalia from 1st to 8th November, 2015 under DAAD Exchange Program (German Academic Exchange Service (Deutscher Akademischer Austauschdienst, DAAD) . I delivered lectures on, “Doing Empirical research in Management” and “Understanding Online Consumer Behaviour in India & Germany”. I also contributed in a symposium on, “New Ways of Online Marketing”. All these lectures were well received by the audience.
- Visited Sofia University, Bulgaria to attend the second training session of the Erasmus+ Capacity Building in Higher Education project European Studies Revitalized across Asian Universities (EURASIA, Erasmus + program of the European Union) from 2nd December 2018 to 15th December 2018. This trip was sponsored by Eurasia Project. During the course I designed two courses titled, “Cross Cultural Communication and its impact over Single Market” and “**Business Strategies for launching green products in single market (European Union)**”. Both the courses are for 2 credits.