

Position: Vice-Chancellor

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Gender: Male
Date of Birth: 09-Aug-1966



Education Detail

Education Level	Board / University	Institute	School / College	Marks	CGPA	Year
	HNB Garhwal University	Faculty of Commerce and Management Studies	Faculty of Commerce and Management Studies	0.00	0.00	2005
Subjects / Specialization: Marketing Management						
	Utkal University	IMIT	IMIT	61.22	0.00	1990
Subjects / Specialization: Marketing Management						
	Utkal University	SCS College	SCS College	55.00	0.00	1987
Subjects / Specialization: Physics Chemistry(Hons) Matmativs						
	Utkal University	Paradip Port College	Paradip Port College	61.44	0.00	1985
Subjects / Specialization: Physics Chemistry Mathematics Biology English Odia						
	BSEO	Paradip Port School	Paradip Port School	65.00	0.00	1983
Subjects / Specialization: English Odia Science Mathematics History Geography Civics						

Work Experience (Total: 34Y 8M)

#	Organization	Designation	From	To	Duration
1	Deenbandhu Chhotu Ram University of Science and Technology	Professor	Feb 2015	Aug 2026	11Y 6M
2	Deenbandhu Chhotu Ram University of Science and Technology	Associate Professor	Feb 2012	Feb 2015	2Y 11M
3	Deenbandhu Chhotu Ram University of Science and Technology	Reader	Feb 2009	Feb 2012	2Y 11M
4	SGRRU	Assistant Professor	Aug 2004	Feb 2009	4Y 6M
5	SGRRU	Lecturer	Jul 1994	Jul 2004	10Y 0M
6	M/S Gurminder Industry (Pvt) Ltd	Coordinate Manager	Dec 1991	Jun 1994	2Y 6M

Research Publication

#	Title	Journal	Year
1	An Economic Analysis of Cash Crop Exports and GDP Growth in India,	Advances in Consumer research	Jun-2025
2	Uncertainty as A Moderator: An Empirical Framework Linking Marketing Strategies to SME Performance	International Journal of Accounting and Economics Studies	Apr-2025
3	Role of Social Media Influencer’s Credibility in Consumer’s Purchase Decisions	Journal of Contemporary Issues in Business and Government	May-2021
4	Virus and Economy	Global Journal of Management and Business Research	May-2020
5	The era of Social Media Marketing: from a Marketing Gimmick to Key Element of Marketing Mix Strategy.	Journal of Management Research and Analysis	Mar-2019
6	Customers Retention: A Study on Indian Banks.	International Journal of Research-Granthaalayah	Jun-2017
7	Reasons Why the Customers Dissolve Their Banking Relationship From Existing Banks,	International Journal of Research-Granthaalayah	Jul-2017
8	An Empirical Analysis of Cause of Consumer Dissatisfaction And The Reasons Why Consumers Enduring Dissatisfaction	Serbian Journal of Management	Mar-2014
9	Mission Statement & its Relevance in Firm’s Strategy Formulation,	Amity Business Review	Apr-2013
10	Altman’s Model for Predicting Business Failure: Case Study of HAFED	Abhigyan	Mar-2011
11	Consumer Satisfaction, Dissatisfaction & Post-Purchase Evaluation: An Empirical Study on Small Size Passenger Car in India.	International Journal of Business and Society	Mar-2010
12	Transnational Corporations and Marketing Ethics in Global Market in Post Globalization.	Abhigyan	Sep-2009
13	Post-Purchase Evaluation and Consumer Satisfaction: An Empirical Study on Small Size Passenger Cars,	Udyog Pragati-The Journal for Practising Managers	Aug-2009
14	Strategic Alliances: Key Issues and Factors Responsible for Success and Failure of an Alliance,	Monash Business Review	Sep-2007
15	Indo-China Foreign Direct Investment Policy Review And Comparative Study On Sectoral Distribution Of FDI Between Two Countries, Udyog Pragati-The Journal for Practising Managers	Udyog Pragati-The Journal for Practising Managers	Aug-2007

Published Books / Chapters

#	Book Title	Publisher	Institution
1	International Business Concepts and Applications,	Pragati Prakashan	All over India
2	Global Marketing Management: A Strategic Approach	Galgotia Publishing Company	All over India

Administrative Experience (Total: 57Y 3M)

#	Post	Institution	From	To	Duration
1	Member University Court	Deenbandhu Chhotu ram University of Science and Technology	May 2025	Aug 2026	1Y 3M
2	Member Executive Council	Deenbandhu Chhotu ram University of Science and Technology	Feb 2025	Aug 2026	1Y 6M
3	Dean Faculty of Management Studies	Deenbandhu Chhotu ram University of Science and Technology	Apr 2024	Aug 2026	2Y 4M
4	Member Academic Council	Deenbandhu Chhotu ram University of Science and Technology	Dec 2023	Aug 2026	2Y 8M
5	Dean of Colleges	Deenbandhu Chhotu ram University of Science and Technology	Nov 2023	Aug 2026	2Y 9M
6	Chairman Departmental Research	Deenbandhu Chhotu ram University of Science and Technology	Oct 2023	Aug 2026	2Y 10M
7	Chairman Board of Undergraduate Studies & Research	Deenbandhu Chhotu ram University of Science and Technology	Oct 2023	Aug 2026	2Y 10M
8	Chairman Board of Postgraduate Studies & Research	Deenbandhu Chhotu ram University of Science and Technology	Oct 2023	Aug 2026	2Y 10M
9	Chairman Department of Management Studies	Deenbandhu Chhotu ram University of Science and Technology	Oct 2023	Aug 2026	2Y 10M
10	Deputy Coordinator UGC SAP DRS II Department of Management Studies	Deenbandhu Chhotu ram University of Science and Technology	Apr 2018	Mar 2023	4Y 11M
11	Member Academic Council	Deenbandhu Chhotu ram University of Science and Technology	Jan 2017	Dec 2017	0Y 11M
12	Professor Department of Management Studies	Deenbandhu Chhotu ram University of Science and Technology	Feb 2015	Aug 2026	11Y 6M
13	Member University Space Allocation Committee	Deenbandhu Chhotu ram University of Science and Technology	Apr 2014	Jul 2018	4Y 3M
14	Member University House Allotment Committee	Deenbandhu Chhotu ram University of Science and Technology	Jan 2013	Jun 2014	1Y 5M
15	Deputy Coordinator UGC SAP DRS I Department of Management Studies	Deenbandhu Chhotu ram University of Science and Technology	Apr 2011	Mar 2016	4Y 11M
16	Coordinator University IPR Cell	Deenbandhu Chhotu ram University of Science and Technology	Mar 2010	Sep 2017	7Y 6M

Major Research

#	Project Title	Value	Agency	From	To	Duration
1	DRDA MGNAREGA Perspective Plan Rohtak	9 Lakh	DRDA Rohtak	Mar 2011	Jun 2014	3Y 3M
2	DRDA MGNAREGA Perspective Plan Gurugram	10 Lakh	DRDA Gurugram	Mar 2011	Jul 2014	3Y 4M

International Experience

#	Organization / Body	Experience
1	International Society for Market Development, Hanoi, Vietnam	Teaching and Research
2	School of Management, Asian Institute of Technology, Bangkok, Thailand	Teaching and Research

Leadership Experience

#	Brief Description
1	Honesty, Punctuality and Dedication
2	Honesty, Punctuality and Dedication
3	Honesty, Punctuality and Dedication
4	Honesty, Punctuality and Dedication
5	Honesty, Punctuality and Dedication

Statutory Authorities

#	Institution	Statutory Forum	From	To
1	Deenbandhu Chhotu ram University of Science and Technology	Executive Council Member	Feb 2025	Aug 2026
2	Deenbandhu Chhotu ram University of Science and Technology	Academic Council Member	Dec 2023	Aug 2026

Quality Assurance Experience

#	Area	Institution	From	To	Achievements
1	Quality and Assesment	SGRRU	Aug 2004	Feb 2009	Improve the teaching qualoty

Youth Development Experience

#	Activity	Institution	Achievements	From	To	Duration
1	Motivation, Counseling, Career goal, Entrepreneurship, Startup Business	Deenbandhu Chhotu ram University of Science and Technology	Students able to concentrate on their objectives	Feb 2009	Mar 2026	17Y 0M
2	Motivation, Counseling, Career goal, Entrepreneurship, Startup Business	SGRRU	Students able to concentrate on their objectives	Jul 1994	Feb 2009	14Y 7M