



Dr. Jitender Kumar

Assistant Professor

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Specialisation areas: Marketing and HRM

PERSONAL DETAILS

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| 1. Date of birth: | July 17, 1975 |
| 2. Place of birth: | Village Kharhar, Jhajjar |
| 3. Father's name: | Mr. Kanwal Singh |
| 4. Mother's name: | Smt. Vidyawati |
| 5. Marital status: | Married |
| 6. Permanent home address: | H.NO. 247, Sector-14, Rohtak, Haryana, India |

EDUCATIONAL QUALIFICATION

- **Ph.D** from I.M.S.A.R., Maharshi Dayanand University, Rohtak, on the title "Training Practices and Their Impact on Behaviour and Performance of Sales Force in Selected Life Insurance Companies", 2019.
 - **M. Phil** from Indira Gandhi University, Meerpur (Rewari), 2014.
 - **MBA** from S.M. University, 2010.
 - **B.A** from OSMANIA, University, 1995.
 - **XIth** from Bhiwani, H.B.S.E., 1992.
 - **Xth** from Bhiwani, H.B.S.E., 1990.
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WORK EXPERIENCE:

- Worked for 18+ years in Indian Air force as a technical person.
- At present working as Assistant Professor since 2017 in Institute of Management Studies and Research (IMSAR), Maharshi Dayanand University Rohtak, Haryana, INDIA.

RESEARCH GUIDANCE

Number of Ph.D registered: 05

RESEARCH PROJECTS

“An analytical study on Skill development schemes for the youth of rural areas in Haryana” sponsored by Chaudhary Ranbir Singh Institute of Social and Economic Change, M.D. University, Rohtak, in 2021.

UNIVERSITY ADMINISTRATION/DUTIES

- NSS Program Officer
- President, Faculty Club

WORKED IN CONFERENCE/ SEMINAR/ WORKSHOP ORGANISING TEAM

1. Member of Technical Committee in National Conference on “Changing Dimensions of Business Management and Corporate Social Responsibility in Globalized Era” organized by IMSAR, MDU Rohtak on September 26, 2017.
2. Convenor in Registration Committee in National Conference on “Emerging Trends in Management Education” organized by IMSAR, MDU Rohtak on March 26, 2019.
3. Organizing Secretary of One Day awareness program on Road Traffic Legislation & Defensive Driving on 11 November, 2019.
4. Coordinator of Technical Session I in One Week Workshop on “Business Research Methodology” organized by Faculty of Management Science and Commerce and Ch. Ranbir Singh Institute of Social and Economic Change, MDU, Rohtak from June 13- June 17, 2022.

PUBLICATIONS:

1. Paper titled “Role of Skill Development Programmes in Youth Development” Published in *Small Enterprise Development, Management and Extension Journal*, Pp 365-378, Volume: 48, Issue: 4, February 2022, Referred and Indexed SAGE Approved, ISSN 09708464.
2. Paper titled “Electronic word of mouth (e-WOM) in tourism industry: a bibliometric analysis” published in *International Journal of Tourism Policy*, Inderscience Journal, Scopus indexed, Vol. 13, No. 6, 2023.

3. Paper titled "Exploring Dimensions of Brand Personality" published in *Vidyabharati International Interdisciplinary Research Journal (Special Issue)*, Web of Science Indexed, ISSN 2319-4979.
4. Paper titled "A Study on Comparative Analysis of Work Attitude of Employees in LIC and HDFC LIFE" published in *Journal of Emerging Technologies and Innovative Research*, Pp 562-567, Volume: 6, Issue: 4, April 2019, Referred and Indexed UGC Approved, Journal No. 63975, ISSN 2349-5162.
5. Paper titled "Electronic word of mouth (e-WOM) as an effective means in travel decision making: A systematic literature review" published in *JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP (JME)*, UGC Care group I, Vol. 16, No. III, October-December 2022, ISSN: 2229-5248.
6. Paper titled "An Analytical Study on Impact of Training Practices on Performance of Employees in Life Insurance Corporation" published in *International Journal of Research and Analytical Reviews*, Pp 520-525, Volume: 6, Issue:2, June 2019, Referred and Indexed, ISSN 2349-5138.
7. Paper titled "An analytical study on consumer's preferences for eggs attributes through conjoint survey" published in *Pacific Business Review International*, Referred and Web of Science indexed, UGC care list 2, Pp 52-58, Volume 9, Issue 7, ISSN 0974-438x(P).
8. Paper titled "Brand personality: A Review Based Study" published in *Anveshak*, UGC Care Group-1, Peer Reviewed, Volume 51, Issue 2, ISSN 0378-4568.
9. Paper titled "ELECTRONIC WORD OF MOUTH (E-WOM) IN ECO-TOURISM in *International Journal of Advance Research and Innovative Ideas in Education*, peer reviewed, Volume 8, Issue 6, 2022, ISSN 2395-4396.
10. Paper titled "The Importance of Brand Personality in the 21st Centenary" published in *International Journal of Advance and Innovative Research*, peer reviewed, Pp 58-60, Volume 11, Issue 3, ISSN 2250-1819.
11. Paper titled "Using Brand Personality as a tool for Market Success" published in *Journal of Management and Science*, peer reviewed, ISSN 2394-7780.
12. Paper titled "An interface between marketing and entrepreneurship: entrepreneurial marketing" published in *Multidisciplinary Research*, peer reviewed edited book, volume 1, ISBN 978-93-90996-58-2.

13. Paper titled “A study of Relationship between Celebrity Endorsement and Brand Personality” conference paper published in National virtual Conference on Recent Advances in Technology and Engineering (CRATE-2021), ISBN 978-93-90631-89-6.
14. Paper titled “Understanding the consumer perception towards sustainable brand personality” published in *International Management Review*, UGC Care, ISSN 1551-6849.
15. Paper titled “Entrepreneurship Growth in India: A Result of Entrepreneurial Development Programmes” conference paper published in *Contemporary Issues in Innovations, Entrepreneurship and Business Management*, peer reviewed edited book, Chapter 1, ISBN 978-9391798-34-5.
16. Paper titled “E-commerce Opens up the Entrepreneurship Spectrum” conference paper published in *Contemporary Issues in Innovations, Entrepreneurship and Business Management*, peer reviewed edited book, Chapter 4, ISBN 978-9391798-34-5.
17. Paper titled “A Study on Consumer Awareness and Perception towards E-Vehicle in Haryana” conference paper published in *Contemporary Issues in Innovations, Entrepreneurship and Business Management*, peer reviewed edited book, Chapter 15, ISBN 978-9391798-34-5.
18. Paper titled “An Empirical Study on the Role of User Generated Content (UGC) in Travel Decision Making” conference paper published in *Contemporary Issues in Innovations, Entrepreneurship and Business Management*, peer reviewed edited book, Chapter 30, ISBN 978-9391798-34-5.

SEMINARS & WORKSHOPS:

- Attended an Orientation Program, organized by Faculty Development Centre, M.D.U., Rohtak for One Month from 7th January 2019-5th February 2019.
- Attended a 2 Week Refresher Course in Latest Trends in Economics and Business (Management) organized by BPS Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat from 26th October 2020-10 November 2020.

SESSION CHAIRED/CO-CHAIR

1. Rapporteur a session in Two Days Interdisciplinary International Conference organized by Department of Education, MDU, Rohtak on “Role of Digitalization in Sustainable Development: A Global Perspective”, September 16-17 2017.

2. Co-Chaired a session in National conference organized by IMSAR, MDU, Rohtak on “Changing Dimensions of Business Management and Corporate Social Responsibility in Globalized Era”, September 26, 2017.
3. Rapporteur a session in National Seminar organized by Department of Commerce, MDU, Rohtak on “Governance in E-Commerce: Contemporary Issues and Challenges”, March 27-29 2018.
4. Rapporteur a session in National conference organized by IMSAR, MDU, Rohtak on “Emerging Trends in Management Education”, March 26, 2019.
5. Chaired a session in International conference organized by MDU Centre for Professional & Allied Studies on Sustainable Development: Innovations and Challenges, 4 June, 2022.
6. Chaired a session in a conference organized by INTERNATIONAL IZMIR ECONOMICS & BUSINESS ADMINISTRATION CONGRESS, Ankara (Turkey), February 25-26, 2022.
7. Chaired a session in National conference CONTEMPORARY ISSUES IN INNOVATIONS, ENTREPRENEURSHIP AND BUSINESS MANAGEMENT organized by IMSAR, MDU, Rohtak, February 17-18, 2023.
8. Chaired a session in 2nd INTERNATIONAL EGE CONGRESS ON SOCIAL SCIENCES AND HUMANITIES, Izmir, Turkey, June 12-13, 2023.

OTHERS:

- Awarded for outstanding performance for Social Services by District Administration, Rohtak on 26 January, 2022.
- Awarded with Best Paper presenter in National E-conference “Advances in Business Management” Mahatma Gandhi Central University, Motihari (Bihar).
- Positioned as a Resource Person in Workshop organized by Centre for Haryana Studies on Self-Employability and Employment Generation Schemes for Rural Areas, 19 March 2018.
- Positioned as a Resource Person in Workshop organized by Centre for Haryana Studies on Self-Employability and Employment Generation Schemes for Rural Areas, 24 March 2018.
- Member of Organizing Team in 37th Inter-Zonal Youth Festival in November 2017.
- Contingent In-Charge in 7 Day Elementary Skiing Course in February 2018 at Narkanda (HP).
- Contribution in M.D.U Alumni Corpus Fund in April 2018.

- Acted as Member of Technical Committee in National Conference, IMSAR on 26th September 2017.
- Acted as Convener of Committee for Preparation of Report for NAAC on 29th November 201.
- Acted as Member of Committee for Preparation of Annual Quality Assurance Report on 11th December 2017.
- Work as Rapporteur in the International Conference held on 16-17 September 2017.
- Work as Rapporteur in the National Seminar Sponsored by ICSSR, 27-29 March 2018.
- Participation in UGC Sponsored National Conference cum Awareness Programme on 10th May 2018.
- Member of Organizing Team in Techno-Fest 2018-19.
- Member of Organizing Team in 38th Inter-Zonal Youth Festival from 10-12 November 2018.
- Co-Ordinator of Sports Event on 27 March 2019.
- Co-Ordinator of Music Event in Techno-Fest on 18-19 April 2019.
- Member of Press Committee in 1 Day Workshop on 9th May 2019.
- Convener of Registration Committee in National Conference held on 26th March 2019.
- Teacher In-Charge of One Week Educational Tour to Manali in October 2019.
- Teacher In-Charge of student's Industrial Trip to Amul Milk Plant in October 2019.
- Teacher In-Charge of student's Industrial Trip to Amul Milk Plant in November 2019.
- Organizing Secretary in 1 Day Workshop on Road Safety.
- Member of Inspection Committee for Government College for Women, Jassaur Kheri, Jhajjar.
- Acted as Convener of Industrial Visit and Business Incubation Club, IMSAR.
- Member of Inspection Committee for V.P.O Hassanpur, Hodal, Faridabad.
- Acted as Nodal Officer in Mosquito Free Campus Campaign on 2nd September 2020.
- Member of Anti-Ragging Committee IMSAR.
- Member of Organizing Committee in Inter-Zonal Youth Festival in 2021-2022.
- Participated in One Day Sensitization Program on "Professional Development Centre, Prescribed Code of Conduct" on June 25, 2022.
- Member of Discipline Committee on Organizing IMSAR DAY Celebration on October 4, 2022.