

# CURRICULUM VITAE



## KULDEEP CHAUDHARY

PhD

### ORCID PROFILE:

<https://orcid.org/0000-0002-2345-297X>

### LINKEDIN PROFILE

<https://www.linkedin.com/in/kuldeep-chaudhary-b04980202/>

### GOOGLE SCHOLAR PROFILE:

<https://scholar.google.com/citations?user=ypXNvXYAAAAJ&hl=en&authuser=2>

**EMAIL:dr.chaudhary.imsar@mdu.ac.in**

**Telephone: +919896210197**

## EDUCATIONAL PROFILE

- 2008-2013     **Doctor of Philosophy in Management**  
Institution: Kurukshera University, Kurukshetra, Haryana, India  
Thesis: Service Quality in Indian Life Insurance Industry- An Empirical Study  
Supervisor: Prof. B. S. Bodla, Ph.D.
- 2005           **National Eligibility for Assistant Professorship**  
A requisition of University Grants Commission, India  
(Higher Education Governing Authority of India)
- 2000-2002     **Master in Business Administration**  
Institution: Kurukshera University, Kurukshetra, Haryana, India  
Internship: Liberty Shoes Limited

1997-2000     **Bachelor in Commerce**  
Institution: Government (P. G.) College, Karnal, Haryana, India

### **EMPLOYMENT PROFILE**

Jan 2022-     **Associate Professor**  
Till Date     Discipline: Management  
                  Institution: Maharshi Dayanand University, Rohtak, Haryana, India

May 2021-     **Associate Professor**  
May 2022     Discipline: Management  
                  Institution: Indira Gandhi University, Rewari, Haryana, India

Nov 2008-     **Assistant Professor**  
Jan 2022     Discipline: Management  
                  Institution: Maharshi Dayanand University, Rohtak, Haryana, India

July 2008-     **Lecturer**  
Nov 2008     Discipline: Management  
                  Institution: Maharshi Markendeshwar University, Mullana, Haryana, India

July 2007-     **Teaching Associate**  
July 2008     Discipline: Management  
                  Institution: Kurukshetra University, Kurukshetra, Haryana, India

Oct 2006-     **Lecturer**  
July 2007     Discipline: Commerce  
                  Institution: D. A. V. College, Karnal, Haryana, India

Dec 2003-     **Relationship Manager**  
June 2005     Profile: Sales and Customer Relationship Management  
                  Institution: ICICI Prudential Life Insurance Limited, India

Nov 2002-     **Promotional Executive**  
Dec 2003     Profile: Frontline Sales  
                  Institution: HDFC Bank Limited, India

### **ACADEMIC AND ADMINISTRATIVE DUTIES PERFORMED IN MAHARSHI DAYANAND UNIVERSITY AND INDIRA GANDHI UNIVERSITY**

2023- Till     Member, Faculty of Management Sciences and Commerce  
Date

2022-23     Teacher In- Charge, Training and Placement

2021-2022     Dean, Department of Law

2021-2022     Nodal Officer for furnishing information in respect of matters relating SC,  
ST, OBC, PwD and Minorities

2021-2022     Nodal Officer of National Board of Accreditation (NBA) under the agis of  
Internal Quality Assurance Cell (IQAC)

2021-2022     Coordinator of NIRF in Department of Management

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|-----------------|--|
| 2021-2022       | Training Coordinator (Nodal Officer) for imparting training to Employees   |
| 2021-2022       | Career Counselor of New Rojgar Portal  |
| 2021-2022       | Nodal Officer of New Rojgar Portal   |
| 2021-2022       | Chairperson of Department of Law   |
| 2021-2022       | Liaison Officer of SC/ ST Cell   |
| 2021-2022       | Convener of Central Admission Committee  |
| 2021-2022       | Convener for Committee on Complaints of SC/ST/OBC Teachers, Non-Teaching Staff and Students                                      |
| 2021-2022       | Member of Tender Committee   |
| 2021-2022       | In- Charge/ Director of Training and Placement Cell (Now renamed as Career Counseling and Employment Cell (CCEC)                 |
| 2014- 2021      | Warden of Hostel of 240 students/ residents  |
| Jan 12-16, 2017 | Worked as Coordinator, liaison committee of 100 teacher members in 21st National Youth Festival held in M. D. University, Rohtak |
| 2013            | Member selection committee   |
| 2011-12         | Member of U. G. board  |
| 2010-11         | Member of P. G. board  |
| 2008-10         | Member of Academic Council   |
| 2008- Till Date | Coordinator/Convenor/ organizing member in various events committees   |
| 2008- Till Date | Member in other academic and administrative committees   |

### **FACULTY DEVELOPMENT PROGRAMS ATTENDED**

|                    |   |
|--------------------|---|
| Aug 2021           | <b>Refresher Course</b><br>Institution: UGC Academic Staff College, B. P. S. Women University                               |
| Feb 2019           | <b>Faculty Development Program</b><br>Institution: Maharshi Dayanand University and MHRD India                              |
| Nov- Dec 2018      | <b>Refresher Course in Business Management</b><br>Institution: UGC Academic Staff College, B. P. S. Women University        |
| Dec 2015           | <b>Capacity Building Program</b><br>Institution: Maharshi Dayanand University and Indian Council of Social Science Research |
| Dec 2012- Jan 2013 | <b>Refresher Course</b><br>Institution: UGC Academic Staff College, B. P. S. Women University                               |
| Nov 2011           | <b>Training Program</b><br>Institution: Maharshi Dayanand University Indian Council of Social Science Research              |
| Nov- Dec 2008      | <b>Orientation Course</b><br>Institution: UGC Academic Staff College, Kurukshetra University                                |

## **TECHNICAL SESSIONS CHAIRED**

- Feb 20-21, 2021 Interdisciplinary National Seminar of National Education Policy  
Institution: Faculty Development Center, M. D. University
- Dec 19, 2020 Conference on Hospitality and Tourism E- Conference  
Institution: School of Hotel Management, Airlines and Tourism, CT University
- Sept 26, 2017 Conference Theme: National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era  
Institution: Maharshi Dayanand University
- Sept 16-17, 2017 Conference Theme: International Conference on Interdisciplinary Conference on Role of Digitalization in Sustainable Development  
Institution: Maharshi Dayanand University
- March 28, 2017 Conference Title: National Conference on Digital India: Prospects and Challenges  
Institution: Maharshi Dayanand University
- March 2, 2017 Conference Theme: International Conference on Startup India Recipe for Inclusive Entrepreneurship and Innovation  
Institution: Maharshi Dayanand University
- Feb 8, 2017 Conference Theme: National Conference on Emerging Issues in the Financial Sectors in India  
Institution: Maharshi Dayanand University
- Oct 10, 2015 Conference Theme: National Conference on Rural Transformation in India: Challenge, Opportunities and Strategies  
Institution: Maharshi Dayanand University
- Feb 28, 2014 Conference Theme: National Conference on Trends Management  
Institution: Maharshi Dayanand University

## **RESEARCH PAPERS PRESENTED IN CONFERENCES AND SEMINARS**

- Feb 17-18, 2023 Paper: Influence of Farmers' Demography on their ICT Knowledge  
Paper: Mechanism and application of Information Communication Technology (ICT) in Indian Agricultural Sector  
Theme: National Conference on Contemporary Issues in Innovation, Entrepreneurship and Business Management
- Nov 26-27, 2022 Paper: Application of Artificial Intelligence in Marketing: A Literature Review  
Theme: National Conference on Emerging Trends in Engineering, Science and Management
- Oct 10-11, 2022 Paper: Women Empowerment in India: A Perspective of Women Achievers  
Theme: National Seminar on 75 Years of Economic Development: Women Entrepreneurship for Sustainability

- April 23-24, 2022 Paper: Measuring of Effect of Brand Awareness on Brand Image of Haryana as Tourism Destination  
Theme: Conference on India 2.0: Vision for India 2047
- April 30, 2022 Paper: Intermediaries' Behaviour Regarding Destination Branding and Image Building of Haryana  
Theme: Achievement of Indian Economy: With reference to the Village, Youth, Economy, Women, Environment, Digitalization of Industries
- Feb 18-19, 2022 Paper: Effect of Deceptive Advertising on Brand Trust in Personal Care Products  
Theme: National Conference on Emerging New World Order in Post-Pandemic Scenario
- Mar 26-27, 2021 Paper: Significance of Employee Empowerment in Banking Services: A Critical Evaluation of Literature.  
Paper: Effect of Deceptive Advertisements on Consumer Behavior and Attitude: A Literature Review Approach  
Theme: Contemporary Issues in Banking, Insurance & Financial Services Sector
- March 30, 2019 Paper Title: Relevance of Ramayana Era Values in Present Day Context  
Theme: Seminar on Maharshi Valmiki MulyaMeemansa
- March 26, 2019 Paper Title: Problems and Challenges of Agrarian Farming in India: Resolution through ICT Interventions  
Theme: Conference in Emerging Trends in Management Education
- March 12, 2019 Paper Title: Information search behavior of Indian Travelers  
Theme: Food, Hospitality and Tourism: Luxury Services and Experience
- June 24, 2018 Paper Title: Importance of Trade Marks for Small Scale Entrepreneurs  
Theme: Implication and Implementation of Intellectual Property Rights in India
- Sept 26, 2017 Paper Title: Corporate Social Responsibility (CSR): A Review of Indian Industries  
Conference Theme: National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era  
Institution: IMSAR, M. D. University & UGC
- Sept 16-17, 2017 Paper Title: Virtual Banking and Economic Growth  
Conference Theme: Role of Digitalization in Sustainable Development: A Global Perspective
- March 28, 2017 Paper Title: Digital financial transactions: threats and precautions  
Conference Theme: National Conference on Digital India: Prospects and Challenges  
Institution: IMSAR, M. D. University
- March 2, Paper Title: Analysing motivation and skills among women entrepreneurs

- 2017 Paper Title: A guide to dairy business in small cities  
Conference Theme: National Conference on Startup India Recipe for Inclusive Entrepreneurship and Innovation  
Institution: IMSAR, M. D. University and Indian Council of Social Science Research
- Feb 8, 2017 Paper Title: Prospects and perils of virtual banking in India  
Conference Theme: National Conference on Emerging Issues in the Financial Sector in India  
Institution: IMSAR, M. D. University & UGC
- Feb 3, 2017 Paper Title: Sir Chhotu Ram- A multi- dimension persona  
Seminar Theme: National Seminar on The ideology of Sir Chhotu Ram  
Institution: Center for Haryana Studies, M. D. University
- Oct 10, 2015 Paper Title: Issues and challenges in discharging corporate social responsibility among rural masses  
Conference Theme: National Conference on Rural Transformation in India: Challenges, Opportunities and Strategies  
Institutions: IMSAR, M. D. University and Indian Council of Social Science Research
- May 23, 2015 Paper Title: Identifying the factors responsible for selection of choosing farming as a career  
Seminar Theme: National Seminar on Development Dynamics- Strategy, Viability and Challenges in Haryana  
Institution: CRS Institute of Social and Economic Change, M. D. University
- April 25, 2015 Paper Title: Study of investment opportunities in automobile industries  
Conference Theme: National Conference on Make in India: Opportunities and Challenges  
Institutions: IMSAR, M. D. University and IMSAR Alumni Association
- March 19, 2015 Paper Title: Implications of ICT in technological advancement of SME's  
Seminar Theme: National Seminar on Sustainable Development in 21st century: a Glocal Perspective  
Institution: Chaudhry Ranbir Singh University
- Nov 22, 2014 Paper Title: Current trends in management education in India  
Seminar Theme: National Seminar in Emerging Issues in Commerce, Economics and Management  
Institutions: Chotu Ram Arya college and Director General of Higher Education, Haryana
- Nov 12, 2012 Paper Title: Shifting of unorganised to organised in India: A study of retail sector  
Seminar Theme: National Seminar on Relevance of Inter- Disciplinary Approach in Higher Education  
Institution: C. R. S. University
- March 26, Paper Title: Declining in child sex ratio; challenges, causes and emerging

- 2014 issues in Haryana  
Seminar Theme: National Seminar on Economic Reforms and Haryana Economy: Emerging Issues, Challenges and Prospects  
Institutions: IMSAR, M. D. University and Indian Council of Social Science Research
- Feb. 28, 2014 Paper Title: Online retail store branding in India  
Paper Title: An analysis of marketing strategies adopted by online stores  
Conference Theme: National Conference on Emerging Trends in Management  
Institution: IMSAR, M. D. University
- Oct 4, 2013 Paper Title: An analysis of Haryana Government tourism policies of promoting entrepreneurial activities  
Paper Title: Promotional strategy for entrepreneurship in hospitality services  
Seminar Theme: National Seminar on Environmental and Business Issues in Hospitality and Tourism Industry  
IHTM, M. D. University
- April 27, 2013 Paper Title: Measuring service quality gap Bajaj Allianz Life Insurance company  
Paper Title: Role of job analysis in HRM system and defining various methods of gathering data for job analysis  
Conference Theme: National Conference on Global Competitiveness: Paradigm Shift in Management, Engineering and Science  
Institution: Savera Group of Institutions
- April 22, 2013 Paper Title: Effectiveness of internet advertising in tour and travel services  
Seminar Theme: National Seminar on Hospitality and Tourism Education in India  
Institution: IHTM, M. D. University
- Oct 1, 2012 Paper Title: Branding tourist destination in Himachal Pradesh- an exploratory study  
Seminar Theme: National Seminar on Managing Sustainable Tourism Development  
Institution: IHTM, M. D. University
- April 21, 2012 Paper Title: Mutual fund as an investment option  
Paper Title: Fund management practices of public sector banks in India  
Conference Theme: National Conference on Emerging Issues in Investment Management in India  
IMSAR, M. D. University and Rohtak Matcom Education Society
- March 12, 2011 Paper Title: Evaluating students' evaluation of teachers effectiveness- A study of university business school  
Conference Theme: National Conference on Activity- Based Learning in Professional Education  
Institution: IMSAR, M. D. University
- March 9, Paper Title: Recovering from service failures in restaurants industry

- 2011 Conference Theme: National Conference on Emerging Trends in Hospitality and Tourism  
Institution: IHTM, M. D. University
- Feb 13, 2012 Paper Title: The need for training for workers under informal sector  
Seminar Theme: National Seminar on Global Competitiveness of Indian Business  
Institution: USM Kurukshetra University

## **RESEARCH PUBLICATIONS**

- 2023 A Critical Review of Work Values: A Bibliometric Analysis. Global Knowledge, Memory and Communication (An Emerald Database Journal)
- 2023 Redefining Virtual Teaching Learning Pedagogy, Wiley & Sons Inc. and Scriver Publishing LLC, USA, ISBN: 978-1-119-86758-6
- 2023 Robots in Education: Delivering Force in Emotional Well Being of Students, IGI Publication, Technology-Driven E-Learning Pedagogy Through Emotional Intelligence, IGI Global, 2023, ISBN: 9781668476390, <https://doi.org/10.4018/978-1-6684-7639-0.ch005>
- 2022 Perception of Tourism Stakeholders regarding Destination Branding and Image Building of Haryana, Life Science Journal 19 (11), 1-7, 2372-613X
- 2022 Impact of Brand Awareness on Brand Image of Haryana as a Tourism Destination, Researcher, 14 (11) , 21-29, 2163-8950
- 2022 The Impact of Social Media Advertising on Consumer Buying Behavior, International Journal of Advance Research in Computer Science and Management Studies, 10 (10), 8-11
- 2022 Social Media Advertising: An Empirical Investigation, International Journal of Advance Research in Computer Science and Management Studies, 10 (9), 12-16
- 2022 Deceptive Advertising and Customer Loyalty: Evidence from Personal Care Products, International Journal of Advance Research in Computer Science and Management Studies,9 (11)/ 14-21
- 2022 Influence of deceptive advertising on brand image: Evidence from personal care products, International Journal of Advance Research in Computer Science and Management Studies,10 (1)/ 9-16
- 2021 Regulatory Framework of Children Advertising in India, International Journal of Management and Social Research Review, 8 (8)/ 1-9
- 2021 Conceptual Advertising Literacy Level of Children in India. EPRA International Journal of Research & Development, 6(8)/ 108-114
- 2021 Customer Engagement: Changing Landscape of Marketing, Weser Books, Germany, ISBN: 978-3-96492-284-7
- 2021 Marketing 5.0: Putting Up Blocks Together, National Press Associates, India, ISBN:978-93-90863-14-3



- 2020 Farmers' Knowledge of ICT Interventions in Indian Agriculture Sector/ Our Heritage/68/10680-10703
- 2019 Farmers' Perception of Information and Communication Technology Interventions in Agriculture Sector of India, Studies in Indian Place Names/39/ 1-23
- 2018 Service Quality Expectation and Perception in Life Insurance Services, Journal of Management Research and Analysis/ 5/ 2/ 251-258
- 2018 Service Quality Expectation and Perception in Life Insurance Services, Journal of Management Research and Analysis/ 5/ 2/ 251-258
- 2018 Service Quality Expectation and Perception in Life Insurance Services: A Marketer's Viewpoint, Journal of Advances and Scholarly Researches in Allied Education/ 15/ 4/ 193-199
- 2017 Measuring service quality gap in Bajaj Allianz life insurance Company, International Journal of Advanced Research and Development/ 2/ 6/ 904-900
- 2016 Brand Management, Green Leaf Publication, India, ISBN: 978-93-85086-70-0
- 2016 Customer Engagement – A Literature Review, Global International Research Thoughts/ 2/ 15-19
- 2016 Impact of Customers Engagement Strategies adopted by Indian Mobile Service Providers on Customers Loyalty and Retention, International Journal of Knowledge and Research in Management & E-Commerce/ 6/ 1-4
- 2015 The use of Information Technology in customer Relationship Management (CRM)
- 2015 Identifying the Factors Responsible for Selection of Choosing Farming as a Career, International Journal Of Research In Commerce & Management/ 6/ 69-71
- 2014 Examining Expected and Perceived Service Quality in Life Insurance Corporation of India, International Journal of Application or Innovation in Engineering & Management 3/ 275-282
- 2013 An Empirical Assessment of Expected and Perceived Service Quality in Birla Sun Life Insurance Company, International Journal of Techno-Management Research/ 1/ 1-16
- 2013 Analysing Service Quality Gap in HDFC Life Insurance Company, International Journal of Hospitality, Business and Research, 4, 164-185, 2013
- 2012 Service quality in ICICI Prudential Life Insurance Company, International Journal of Computing and Business Research/ 3/ 1-18
- 2008 CRM- A strategy to retain customers, 4th National Conference on Managing Customer Loyalty/ 246-253, M. M. University, Mullana
- 2008 E- Banking: A way to customer loyalty, 4th National Conference on Managing Customer Loyalty/ 246-253, M. M. University, Mullana

2008 CRM- Principle, strategy and idea, 4th National Conference on Managing Customer Loyalty/ 246-253, M. M. University, Mullana

**PH. D. THESES SUPERVISED**

2023 Social Media Advertising and its Impact on Consumer Behaviour  
2022 Destination Branding and Image Building in the State of Haryana: A Critical Analysis  
2022 Thesis: Deceptive Advertising and its Effect on Brand Image and Customer Loyalty in Personal Care Products  
2021 Thesis: Children Advertising Literacy and its Effect on Their Consumption Behaviour  
2020 Thesis: Corporate Information and Communication Technology (ICT) Interventions in Agriculture Sector of Haryana  
2019 Thesis: Branding in Liquor Industry and its Impact on Consumer Behavioral Intentions  
2017 Thesis: Impact of Customer Engagement Strategies on Customer Loyalty and Retention in Telecom Sector

**Dated:**  
**06-12-2023**



**(Kuldeep Chaudhary)**