

Dr. Parampal Singh

Associate Professor,
Department of Business Administration,
Guru Nanak Dev Engineering College, Ludhiana
Contact no: 9815903230 (M)
E-Mail Id: parampal@gndec.ac.in

Current Designation

Associate Professor and Head, Department of Business Administration, GNDEC, Ludhiana.

Areas of Interest/Research: Marketing, Management, Consumer Behaviour, Advertising. Well versed with statistical Software's for doing research.

Experience

Teaching	21 Years Associate Professor August 2007 till date at Department of Business Administration Guru Nanak Dev Engineering College Ludhiana. 2000 to August 2007 as Lecturer at GGNIMT Ludhiana.
Research	10 Years
Industry	2 years

Academic Qualification

Ph.D.	Marketing (2014)	Guru Nanak Dev University, Amritsar.
MBA	Marketing/ Finance (1998)	Guru Nanak Dev University, Amritsar.
M.Sc. (Hons School)	Microbiology (1996) (Merit Holder)	Guru Nanak Dev University, Amritsar.
BSc (Hons School)	Microbiology (1994) (Gold Medalist)	Guru Nanak Dev University, Amritsar.

UGC NET

Cleared both for Management and Microbiology

Publications

Publications in International journals

1. SPJMR, “**Emotional intelligence and its impact on Job Performance among Frontline Bank employees**”, vol 10, Issue 12 , Dec 2020
2. Journal of Emerging technologies and Innovative research “**Upgradation of Technology in Broad band segment for wireline and mobile broadband services**, A study of customer prespective. Vol 6, April 2020, Issue 5, pp 39-47.
3. International Journal of 360 Management Review, “**Emotional Intelligence and its outcomes: A Hypothetical Review of bank employees**, Vol. 07, Issue 01, April 2019, ISSN: 2320-7132. pp 18-29.
4. RESEARCH REVIEW International Journal of Multidisciplinary, “**Measuring Emotional Intelligence level of Bank Employees at workplace: A study of Punjab**”,Vol 4, Issue 3, March 2019 ISSN: 2455-3085. Pp 1638-1645.
5. Guru Kashi University journal of Business Management, “**Effect of Fear Appeal Advertising in T.V on Consumer Buying Behaviour**”, Vol 4, issue 1, June 2018, 65- 73, ISSN : 23939435.
6. International Journal of Enhanced Research in Management & Computer Applications,“**Adoption and Satisfaction Level of Customers towards Online Fast Food Ordering**” ISSN: 2319-7471, Volume 7 Issue 1, January-2018, Impact Factor: 3.578
7. Guru Kashi University journal of Business Management, “**Usage Pattern of Social Media Application Among Youth**”, Vol 4, issue 1, June 2018, 81-88, ISSN : 23939435.
8. International Journal of Management, IT & Engineering “**A Study on Factors Influencing Apparel Buying Behavior of Females in Organised Retail Sector in few cities of Punjab**”. Vol. 8 Issue 8(1), August 2018, ISSN: 2249-0558 Impact Factor: 7.119. pp 297-301
9. International Journal of Academic Research and Development “**Assessing the emotional Intelligence level of Bank Employees at Workplace**”, Vol 2(4), Jul- August 2017, 522-529, ISSN: 522-529.
10. Indian Journal of Research “**Gender Difference In Attitude Towards Branded Apparels: An Empirical Study of Punjab**”, Volume-6, Issue-7 July-2017, ISSN - 2250-1991.
11. Indian journal of Commerce & Management Studies “**Factors Effecting Buying Behavior of A Youth towards Branded Fashion Apparels: An Empirical Study of Selected Cities of Punjab**”, Volume VIII, Special Issue 1(2), July 2017. ISSN: 2249-0310.
12. International Journal Of Business Management And Scientific Research, “**Influence Of Advertising On Consumer Buying Behavior With Special Reference To Branded Apparel**”, Vol 31, July 2017. ISSN: 2394-6636
13. International Journal of Engineering Technology, Management and Applied Sciences. “**Environmental Awareness and Perception towards Green Marketing**”, August 2016, Volume 4, Issue 8, ISSN 2349-4476
14. Advances in Economics and Business Management, “**The Influencing Role of Children in Family Decision Making: A study of Mothers Perception**”. Vol 2, No 1 Jan , March 2015, ISSN: 23941545.

15. International Journal of Business Quantitative Economics and Applied Management Research “**Advertising Milk Nutritional Supplement: A study of Mothers Perception**”.Vol 1, Issue 3, August 2014.
16. “**TV advertising directed at Children: A parental Perspective**”. February, 6-8 2014 Conference proceedings at Rome,
17. International Journal of Marketing, Financial Services and Management Research” **Glamorizing violence through Television Advertising: A parental Viewpoint**”. Vol2 No.1. Jan-March, 2013. ISSN 22776788.
18. International Journal of Retailing and Marketing “**Growing Parental Concern about TV advertising to Children: A Review**”. Vol 4 No.2, July 2012. ISSN: 0976-318X

Publication in National Journals

1. Researchers tandem”**Faculty Satisfaction through Internal Marketing Practices**”.Vol 07, No 23, July- September, 2016, pp 48-56, ISSN: 2230-8806.
2. Retail Sector in India, opportunities and Challenges. March 2014
3. Researchers tandem” **Educating parents about violence and aggression promoted through television**”.Vol 03, No 09, Jan- March 2012. ISSN: 2230-8806
4. Researchers Tandem **Living with stress** , Vol 02, No 07, Jan- March 2010 ISSN: 2230-8806.
5. M-World titled “**Business process Outsourcing**”,April, 2006.

Books Published

1. Principles and Practice of Management PTU (MBA) published by Kalyani Publishers 2006. Fourth revised edition 2009 (ISBN-978-93-272-1505-2)
2. Principles and Practice of Management (BCA) published in 2006. (ISBN-81-272-3426-5)
3. Service Marketing (MBA/BBA) published in 2007 (ISBN-978-81-272-6028-6)
4. Total Quality Management (BBA) published in 2007. Third Revised Edition, 2008 (ISBN-978-81-272-6968-5)
5. Public Relations (MBA) published in 2009 (ISBN-978-93-272-3661-3).
6. Book on Marketing of services (MBA) HP University published in May 7. 2007 (ISBN-978-81-272-6957-9).
8. Book on Marketing of services (MBA) Bharathidasan University published in May 9. 2010 (ISBN-978-93-272-6355-3).
10. Book on Services marketing (MBA) MD University published in June 2010 (ISBN-978-81-272-6725-4).
11. Book on Marketing of Services Punjabi University Published in January 2011 (ISBN-978-81-272-7029-2).
12. Book on Marketing of Services (Calicut University) Published in January 2012 (ISBN-978-93-1832-9)
13. Marketing of services: (Dibrugarh University) published in November 2013 (ISBN-978-93-272-2725-3).
14. Book on Financial Services & Services Marketing Gauhati University Published in January 2010 (ISBN-978-81-272-6376-8).

15. Book on Services Marketing (MBA) M.Com Punjab University published in May 2014 (ISBN-978-93-272-3667-5).

Papers Presented at International Level Conferences

1. International conference on Futuristic approach towards employability and Entrepreneurship. "Study on relationship between personality and entrepreneurial intentions in education sector" 27-28, October 2018.
2. 2nd International Conference on "Recent Innovation in Science, Technology and Management", ICRISTM-16, in collaboration with Indian Federation of United Nations Association, "Environmental Awareness and Perception towards Green Marketing". August 21st- 2016.
3. International Conference on Global Business Environment at **IMI Bhubaneswar and EGAD Business School, Mexico**, "Role of E-Commerce in Inducing Impulse Buying Behaviour: A study of Youth in Punjab". December 11th -12th 2015.
4. 9th MBFEMT International Conference at **Jawaharlal Nehru University, New Delhi**, "The Influencing Role of Children in Family Decision Making: A study of Mothers Perception". February 7th -8th 2015.
5. 11th PCMA International Business Conference at **Multani Mal Modi College, Patiala**, "Greener way of Marketing: A study of perception of Youth", November 7-8, 2014.
6. 3rd International conference on Social and Behavioral Sciences at **Sapienza University Rome , Italy** " TV advertising directed at Children : A parental Perspective". February 6-8 2014
7. International conference "EVOLVE" at **PCTE Group of Institutions** "How Socially Responsible are the TV advertisements". 30th March 2013.
8. International Conference at **PU Chandigarh organized by PCMA** on Topic *People Power*. 2010.
9. International level Conference at **GNIMT** on *Consequences of Advertising: A Challenge for Marketers* MAY 2007.
10. International level Conference at **GNIMT** on **Management Challenges in present era** MAY 2006.

Papers Presented at National Level Conferences

1. Seminar Make in India: Challenges in manufacturing and Engineering Industry, by PCMA, "**Impact of emotional Intelligence in Employees Performance and Customer Satisfaction in Banking Sector**", 23rd September, 2016.
2. Seminar Make in India: Challenges in manufacturing and Engineering Industry, by PCMA, "**Compulsive Buying Behaviour: A meta Analysis**", 23rd September, 2016.
3. 6th IIMA Conference on Marketing in Emerging Economies, *Understanding Parental Psychology regarding TV advertising Directed at Children* at **Indian Institute of Management Ahmedabad (IIMA)** from January 7-9, 2015.

4. Retail Sector in India Opportunities and Challenges “*Mapping the customer sentiments about Organised Retailing : A critical analysis of Big Bazaar.* ” National level conference at **GGNIMT** on 3-4 March 2012.
5. National level seminar at **GNIMT**, Ludhiana on *Management Agenda 2010*.
6. National level Seminar at **GGNIMT** on *Service Sector Challenges and opportunities in Indian Context*, May 2007.
7. National level seminar at **M.M Institute Of Management, Mullana** On the topic *Outsourcing-Bane or A Boon* April 2006.
8. National level seminar at **Lovely Institute of Management** on the Topic *Globalisation* March 2006.
9. National level seminar at **PIMT Mandi Gobindgarh** on Topic *India’s Image Building Strategies* April 2005.
10. National level seminar at **M.M Institute Of Management, Mullana** on the topic *From home to world (Work Place for intellectual Indians)* June 2004.

Workshops/STP/FDP Attended

1. PDP organized by **IIM (Indian Institute of Management)** from 20th to 22nd January 2020.
2. MDP organized by **IIM (Indian Institute of Management)** Udaipur on “*Management Capacity Enhancement*” from 30th march-4th April 2015.
3. Short term Course organized by **IIT (Indian Institute of Management)** Roorkee on “*Advances In the Management*” from 14th-18th July 2014.
4. Short term course organized by **NITTTR** on “*Strengthening Research Methodology*”, 14th- 18th July 2012
5. Workshop by **GNDEC**, “*Ludhiana on Content Management System*” from 22th -23th May 2012.
6. Short term course organized by **NITTTR** on *Student Evaluation* 24th-28th July 2011.
7. Faculty Development programme organized by **GNDEC** Ludhiana on *Fundamentals of Research Methodology* from 11th- 15th July 2011.
8. Short term programme at **IIT Roorkee** under QIP Programme on “*Decision Making Techniques for engineering and Management*”. 7th-11th March 2011.
9. Staff Development Programme organized by **GNDEC**, Ludhiana on “*New Initiatives and directions in entrepreneurship and management*”, from 18th- 20th March 2010.
10. Short term programme at **GNDEC** (Ludhiana) organized by the **NITTTR** Chdon “*Educational Auditing and Feedback System for Excellence in Technical Institutions*”. 12th – 16th January 2009.

11. Workshop on “*Research Methods and Research Paper Writing*” conducted by **AIMA** (All Indian Management Association), New Delhi on 15th -16th January 2009.
12. Faculty Development Program at Thapar University Patiala on SPSS 17. From 30th - 31th January 2009.
13. Short term programme organized by the **NITTTR** at Chandigarh on “*Strategic Management for excellence*” from 28th -1st July 2008.
14. Short term programme at **GNDEC** (Ludhiana) organized by the **NITTTR** Chd on *Innovation and Creativity Development* from 14th – 18th July 2008.

Workshops /Guest / Extension Lectures conducted

1. "ENTREPRENEURSHIP AWARENESS CAMP (EAC)", organized by STEP under the aegis of NSTEDB, Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Department of Science & Technology, Government of India at different Institutions “Research And Development Assistance For Entrepreneurs" march 2021
2. Expert lecture on Entrepreneurship Awareness at GNDEC polytechnic on 28/02/2020.
3. "ENTREPRENEURSHIP AWARENESS CAMP (EAC)", organized by STEP under the aegis of NSTEDB, Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Department of Science & Technology, Government of India at **SLIET** “Research And Development Assistance For Entrepreneurs" on **14th February 2020**.
4. "ENTREPRENEURSHIP AWARENESS CAMP (EAC)", organized by STEP under the aegis of NSTEDB, Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Department of Science & Technology, Government of India at **GNA University** “Tools & Techniques of Marketing for the Budding Entrepreneur " on **11th January 2017**.
5. Workshop on “Time Management Skills” at GGSC Gurusar sudhar in feb 2017.
6. Expert Lecture on *Professional Ethics and Values* Organised by NITTTR in collaboration with Beant college of Engineering and Technology, Gurdaspur, 15th May, 2015.
7. Expert Lecture on *Communication Skills for entrepreneurs* Organised by Science & Technology Entrepreneurship Park STEP March 2015.
8. Expert Lecture on *Time Management Skills* at Gulzar group of Institutions in October, 2014
9. Expert Lecture on *Need of communication skills in Business Management*.at Gulzar group of Institutions on 19/10/12.
10. Expert Lecture on *Enhancing Communication Skills* organized by LCET (Ludhiana College of Engineering & Technology Ludhiana. 2011
11. Expert Lecture on *Effective Communication for Entrepreneurs* Organised by Science & Technology Entrepreneurship Park STEP Jan 29, 2010
12. Expert Lecture on *What makes Communication Effective* Organised by Bhutta College of Engineering & Technology Nov 2009.

Conferences/ Seminars Chaired

1. Chaired National Level Seminar on “Frontiers in e-Governance” May 23rd, 2015 at GGNIMT, Ludhiana.
2. Session Chair (Management) in International conference “**Research and Society**” held at GGNIMT, Ludhiana on 29th OCTOBER 2017.

MDP (Management Development Programmes) Organized

MDP on Time Management Skills for Senior Management conducted at Poddar Tyres, Ludhiana on 7th October 2017.

Expert Talk on All Indian Radio.

Delivered expert talk on “Career & Courses in Management” on AIR (All India Radio) FM gold, Ludhiana on 29th January 2018.

CORPORATE ENGAGEMENTS:

- Board of Directors on Vardhman Textiles Limited, Ludhiana.
- Student Coordinator, LMA (Ludhiana Management Association), Student Chapter.

Ph.D / PROJECTS GUIDED

1. Acting as guide for Ph.D. Students of Punjab Technical University in the area of Marketing.
2. 2 students already completed their Ph.D degree.
3. Acting as a guide for students of Marketing of IGNOU. Handled about 40 Projects.
4. Handling the project reports of MBA final semester students.

Dr. Parampal Singh

Dr. (Mrs.) Amanjot Kaur Gill

Assistant Professor, Department of Business Management,
Guru Nanak Dev Engineering College, Ludhiana.

Contact: 0161-2490339; 098-761-56364 (M)

E-mail: amanjot@gndec.ac.in.

Experience: 19 years (Teaching & Research)

S.No.	Post	Organization	Period
1.	Assistant Professor (Senior Scale)	Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana	10 th August 2007 till date
2.	Lecturer	G.G.N. Khalsa College, Ludhiana	Academic sessions 2000- 2001, 2001-2002, 2002-2003, 2006-2007
3.	Lecturer	G.H.G.Khalsa College, Gurusar Sudhar	Academic session 1999-2000
4.	Lecturer	M.T.S.M College, Ludhiana	Academic session 1998-1999

Academic Record

S.No.	Class/Degree	Board/University	Year
1.	Ph.D. (Management)	JJT University	2019
2.	M. Phil (Management)	Periyar University, Salem	2009
3.	M.Com (Business Administration)	GNDU, Amritsar	1993
4.	Bachelor of Business Administration	GNDU, Amritsar	1991

Ph.D. Thesis Title: *Sales Person - Organizational Fit and It's Impact on Their Formal and informal Behavior at Work: Test of Mediated Model*

M Phil Thesis Title: *State of Tourism Industry in Punjab (India): A case study*

Research Guidance

- Guided over 90 MBA final research projects besides numerous training projects.

Consultancy Activities

- Acted as consultant for a training impact study in Police Department, Ludhiana in association with IIDM, Bhopal in February 2013.
- Evaluation consultant in Uttarkhand workforce development project (UKWDP) for competency enhancement of Technical workforce of Uttarkhand state, 2020. (6 online projects).

List of Publications

Journal Publications

- Sandeep Singh Gill and Amanjot Kaur Gill, “Correlation between Employee and Customer Satisfaction: A Case of a Heart Care Facility,” World Journal of Social Sciences Vol. 2. No. 4. July 2012. Pp. 267 –272. ISSN: 1839-1184
- Amanjot Kaur Gill and Sandeep Singh Gill, “Quality of Service in Hospitality Industry: An Empirical Study,” World Review of Business Research, Vol. 2. No. 3. May 2012. Pp. 162 – 173. ISSN: 1839-1176.
- Sandeep Singh Gill, Bhavna Verma, and Amanjot Kaur Gill, “Effect of Menstrual Cycle on The Formant Frequencies of Speech Signal”, International Journal of Advanced Engineering & Computing Technologies, 2013.
- Sandeep Singh Gill and Amanjot Kaur Gill, “Startup Issues of CMOS Power Supply” International Journal of Advanced Engineering & Technologies, 2013.
- Amanjot Kaur Gill and K N Kapil, “Sales Person - Organizational Fit and it’s Impact on their Formal and Informal Behavior at Work: a Review”, Review of Business & Technology Research (RBTR), Volume 11, Number 1, December 2014, ISSN 1941-9414.
- Amanjot Kaur Gill, " Buying Behaviour towards Smartphone’s: A Study in Ludhiana City", International Journal of Economics and Management Systems, pp. 244-251, Volume 1, 2016, ISSN: 2367-8925.
- Amanjot Kaur Gill, "Talent Management: A Study of Selected Textile Companies in Ludhiana", Mathematical Sciences, International Research Journal, Vol. 5, Issue 1, pp. 40-43, 2016, ISSN 2278-8697.
- Amanjot Kaur Gill and Kapil KN, “Sales Person Organization Fit: A Review of The State of The Art”, Journal of Internet Banking and Commerce, May 2017, vol. 22, no. S8, ISSN: 1204-5357.
- Amanjot Kaur Gill and Kapil KN, “Role Of Sales Person - Organization Fit in the changing behavior Of Sales Persons”, Airo International Research Journal, Volume IX, ISSN: 2320-3714, January 2017 (UGC Approval Number 63012)
- Amanjot Kaur Gill and Kapil KN, “Significance of Mediated Model in The Formal and Informal Behavior of The Sales Person with a Reference of Sales Person - Organization Fit

Conference Paper Publication

- Amanjot Kaur Gill, Sandeep Singh Gill and Sukhdev Singh, “Business Ethics and Corporate social responsibility: An empirical study of Business in Ludhiana”, 4th International Conference Management Next: Paradigms and Innovation, Gyan Jyoti Institute of Management & Technology, Mohali. 19-20 Feb. 2010.
- Sandeep Singh Gill, Amanjot Kaur Gill and Naveen Goyal. “Indian Currency rate forecasting using Neural Networks,” 2010 IEEE International Conference on Advanced Management Science, IEEE, ICAMS 2010, Chengdu, China, July 9-11, 2010.
- Amanjot Kaur Gill and Sandeep Singh Gill, “Correlation between employee and customer satisfaction,” 4th International Business and Social Science Research Conference, Dubai, 5-7 Jan. 2012.
- Sandeep Singh Gill and Amanjot Kaur Gill, “Quality of Service in Hospitality Industry: An Empirical Study,” 4th International Business and Social Science Research Conference, Dubai, 5-7 Jan. 2012.
- Amanjot Kaur Gill and Sandeep Singh Gill, “Ethical behavior and corporate social responsibility: A case study,” Third International Conference on Computer Application, Pondicherry, 27 - 29, Dec. 2012.
- Sandeep Singh Gill and Amanjot Kaur Gill, “State of Tourism Industry in Punjab (India): A case study,” Congress on Economy, Finance and Business (CEFB2013), Thailand, 06-08 November 2013.
- Amanjot Kaur Gill and Sandeep Singh Gill, “Corporate Social Responsibility in small and medium enterprises in Industrial hub of Ludhiana (India): A case study,” Congress on Economy, Finance and Business (CEFB2013), Thailand, 06-08 November 2013.
- Sandeep Singh Gill and Amanjot Kaur Gill, “Startup Issues In CMOS Power Supply”, ICETEAS '13, RCEW, Jaipur, India, December 27-28, 2013.
- Sandeep Singh Gill, BhavnaVerma, and Amanjot Kaur Gill, “Effect of Menstrual Cycle on The Formant Frequencies Of Speech Signal”, ICETEAS '13, RCEW, Jaipur, India, December 27-28, 2013.
- Amanjot Kaur Gill et al., “The Science & Technology Entrepreneurs Park (STEP), GNDEC, Ludhiana: A Case Study” 6th National Conference on Innovative Approaches in Management,

Law & Social Sciences for Sustainable Growth and Development, Solan, November 28-29, 2014.

- Amanjot Kaur Gill and K N Kapil, “Sales Person - Organizational Fit and it’s Impact on their Formal and Informal Behavior at Work: a Review”, 2014 NIT-MTMI International Conference on Emerging Paradigms and Practices in Global Technology, Management & Business Issues, NIT, Hamirpur, December 22-24 , 2014
- Amanjot Kaur Gill et al., “Employees’ Satisfaction about HR Policies and Practices: a study on Agro-Based Industries in Punjab (India)”, International Conference on Emerging Trends in Engineering and Management (ICETEM’14), Sree Narayana Gurukulam College of Engineering, 30th and 31st December 2014.
- Gurpreet Kang and Amanjot Kaur Gill, “Impact of Emotional Intelligence on job satisfaction: An empirical study”, 2nd International Business Conference on ‘Value Creation for Sustainable Development’, Sri Guru Granth Sahib World University, Fatehgarh Sahib March 17-18, 2015.
- Amanjot Kaur Gill and Sandeep Singh Gill, “E-Learning and ICT in Engineering Education: A Case of GNDEC, Ludhiana”, The Third International Conference on Digital Information Processing, E-Business and Cloud Computing (DIPECC2015), Mauritius, 29 June 2015-1 July 2015.
- Amanjot Kaur Gill, “Talent Management: A Study of Selected Textile Companies in Ludhiana”, International Conference on Mathematics, Physics & Allied Sciences, Carmel College of Arts Science & Commerce for Women, Goa, March 03-05, 2016.
- Amanjot Kaur Gill, " Buying Behaviour towards Smartphone’s: A Study in Ludhiana City", 5th International Conference on Economics, Political and Law Science (EPLS’16), Rome, Italy, 21-23 October 2016.

Training Programs attended

- One-week AICTE-ISTE approved short term training programme on “Talent Management” conducted by Guru Nanak Institute of Management & Technology, Model Town, Ludhiana from 16th June 2008 to 20th June, 2008.
- Three-day ISTE approved and sponsored faculty development camp on “Entrepreneurship” conducted by Guru Nanak Institute of Management & Technology, Model Town, Ludhiana from 21st June 2008 to 23rd June, 2008.
- One-week MHRD/AICTE sponsored summer school on “Innovation & creativity development” conducted by NITTTR at GNDEC from 14th July 2008 to 18th July 2008.

- One-week MHRD/AICTE sponsored winter school on “Educational auditing and feedback system for excellence in technical institutions” conducted by NITTTR at GNDEC from 12th January 2009 to 16th January 2009.
- One-day Awareness Training Program on Quality Management System (ISO 9001:2008) held on 16th March 2010 conducted by Moody International Certification India Ltd.
- Three-day short-term training program on “New initiatives and directions in entrepreneurship and management” conducted by NITTTR at GNDEC from 18th March 2010 to 20th March 2010.
- Two weeks AICTE sponsored short term training programme on “Capital markets and financial instruments” conducted by GNDEC from 2nd December 2011 to 16th December 2011.
- One-week short term training programme on “Strengthening research methodology” conducted by NITTTR at GNDEC from 14th May to 18th May 2012.
- One-week short term training programme on “Induction Training Programme Through ICT” conducted by NITTTR at GNDEC through ICT from 4th February to 8th February 2013.
- One-week TEQIP-II Sponsored Faculty Development Programme on “Computational Research Methodologies in Information Securities” organized by Department of Information Technology, Guru Nanak Dev Engineering College, Ludhiana from 6th to 10th January 2014.
- One-week TEQIP-II Sponsored Faculty Development Programme on “Natural Language Processing” organized by Department of Computer Science and Engineering, Guru Nanak Dev Engineering College, Ludhiana from 13th to 17th January 2014.
- Two-week AICTE Sponsored Faculty Development Programme on “Advanced VLSI Design Techniques” organized by Department of Electronics and Communication Engineering, Guru Nanak Dev Engineering College, Ludhiana from 20th to 31st January 2014.
- Three-day Management Development Programme titled “Effective Team Building” organized by the Management Development Centre, Mahatma Gandhi State Institute of Public Administration, Chandigarh from 26th to 28th February 2014 at Chandigarh.
- Residential Training Programme on “Project Management & Financial Monitoring” organized by National Productivity Council from 26th to 30th May 2014 at Gangtok, Sikkim.
- One-week short term training Programme on “Open-Source Technologies Through ICT” conducted by NITTTR at GNDEC from 4th January 2016 to 8th January 2016.
- Two-week TEQIP Sponsored Faculty Development Programme on “Technology and Management for Electronic Product Design” organized by Department of Electronics and

Communication Engineering, Guru Nanak Dev Engineering College, Ludhiana from 2nd May 2016 to 13th May 2016.

- Professional Development Training Programme for Faculty & Administrators of Project Institutions of Technical Education Quality Improvement Programme – III (TEQIP – III) (under the aegis of the National Project Implementation Unit, Ministry of Education, Government of India) conducted online from 07th December to 09th December 2020 Indian Institute of Management, Vishakhapatnam.
- One-week online AICTE Recognized Faculty Development Programme on Curriculum Implementation from 20-04-20 to 24-04-20.
- One-week online AICTE Recognized Faculty Development Programme on Teaching and Learning for Accreditation in Technical Education from 27-04-20 to 01-05-20.
- One-week online AICTE Recognized Faculty Development Programme on Academic Leadership Enhancement in Technical Institutions from 04-05-20 to 08-05-20.
- TEQIP-III sponsored webinar on Modes of Teaching and Learning in Lockdown held on 11th May ,2020 organized by SWAYAM-NPTEL Local Chapter Guru Nanak Dev Engineering College, Ludhiana.
- One-week online AICTE Recognized Faculty Development Programme on NBA Accreditation and Examination Reforms from 17/05/2021 to 21/05/2021.

Training Programmes conducted as Coordinator

- Three-day short-term training Programme on “New initiatives and directions in entrepreneurship and management” conducted in collaboration with NITTTR at GNDEC from 18th March 2010 to 20th March 2010.
- Three-day Entrepreneurship development Programme conducted in collaboration with STEP from 11th March 2013 to 13th March 2013.

National Seminar conducted

- Organizing Secretary, PCMA & GNDEC joint National Seminar on “Make in India: Challenges in Manufacturing and Engineering Industry”, 23rd September 2016.

Expert Talks delivered

- Expert talk on “Entrepreneurship & Small Business Management-The Promotion Strategy”, delivered in EDP in STEP on 4th June 2015.
- Expert talk on “Leadership Modes”, delivered in FDP in STEP on 31st July 2015.
- Expert talk on “Entrepreneurship & Small Business Management-The Promotion Strategy”, delivered in EDP in STEP on 4th June 2015.

- Delivered an expert lecture on “Marketing and Advertisement through various channels like social media & follow up” in the EDP organized by STEP under the aegis of the NSTEDB, Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Department of Science & Technology, Government of India at Lovely Professional University on 15th February 2017.
- Addressed participants as Evaluation consultant in 6 online projects in the (UKWDP) for competency enhancement of Technical workforce of Uttarkhand state, 2020.

Travel Grants/ Presented Papers (Outside India)

- Dubai (UAE)/ International/ GNDEC funding/ Amount as per GNDEC-AICTE norms/ 5th January/ 7th January/ 2012
- Bangkok (Thailand)/ International/ TEQIP-II/ Amount as per TEQIP-II norms/ 6th November/ 8th November/ 2013.
- Mauritius/ International/ GNDEC/ As per GNDEC-AICTE norms/ 29 June/ 1 July/ 2015.
- Rome/ International/ TEQIP-II norms/21 October /23 October / 2016. (Invited Paper)

Travel Grants/ Presented Papers (Within India)

- Amanjot Kaur Gill, Sandeep Singh Gill and Sukhdev Singh, “Business Ethics and Corporate social responsibility: An empirical study of Business in Ludhiana”, 4th International Conference Management Next: Paradigms and Innovation, Gyan Jyoti Institute of Management & Technology, Mohali. 19-20 Feb. 2010.
- Amanjot Kaur Gill and Sandeep Singh Gill, “Ethical behavior and corporate social responsibility: A case study,” Third International Conference on Computer Application, Pondicherry, 27 - 29, Dec. 2012.
- Amanjot Kaur Gill et al., “The Science & Technology Entrepreneurs Park (STEP), GNDEC, Ludhiana: A Case Study” 6th National Conference on Innovative Approaches in Management, Law & Social Sciences for Sustainable Growth and Development, Solan, November 28-29, 2014.
- Amanjot Kaur Gill and K N Kapil, “Sales Person - Organizational Fit and it’s Impact on their Formal and Informal Behavior at Work: a Review”, 2014 NIT-MTMI International Conference on Emerging Paradigms and Practices in Global Technology, Management & Business Issues, NIT, Hamirpur, December 22-24 , 2014
- Amanjot Kaur Gill et al., “Employees’ Satisfaction about HR Policies and Practices: a study on Agro-Based Industries in Punjab (India)”, International Conference on Emerging Trends in Engineering and Management (ICETEM’14), Sree Narayana Gurukulam College of Engineering, 30th and 31st December 2014.
- Gurpreet Kang and Amanjot Kaur Gill, “Impact of Emotional Intelligence on job satisfaction: An empirical study”, 2nd International Business Conference on ‘Value Creation for

Sustainable Development', Sri Guru Granth Sahib World University, Fatehgarh Sahib March 17-18, 2015.

- Amanjot Kaur Gill, "Talent Management: A Study of Selected Textile Companies in Ludhiana", International Conference on Mathematics, Physics & Allied Sciences", Carmel College of Arts Science & Commerce for Women, Goa, March 03-05, 2016.

Additional Duties (Past & Present)

- Member college library advisory committee.
- Departmental representative college magazine committee.
- Department Timetable and Academic coordinator.
- Department ISO 9000 coordinator and academic coordinator.
- Incharge, Parwaaz Club-A Departmental professional club for students of MBA.
- Faculty Coordinator of Student Chapter of Ludhiana Management Association.
- Nodal Person FM-CRS, GNDEC, Ludhiana w.e.f. October 2014.
- Member College anti ragging committee.
- Member College cultural committee.
- Incharge Department Alumni cell.
- Convener, Departmental Dissertation Research Committee.
- Chairman, Internal Question paper rationalization committee.

Additional Academic activities beyond classroom teaching

- Proactive role and discharge of counseling duty during MBA admissions every year.
- Acted as Head Examiner for PTU evaluation Centre.
- Acting as AICTE observer in CMAT exam since 2012.
- Acted as Observer in NEET exam for UG medical entrance.
- Organization and accompanying of educational/Industrial and recreational tours for students.
- Organized "Managerial Flair" an inter and intra college professional event under the aegis of Parwaaz club on 11th February 2010.
- Participation in exam conduct, evaluation, and viva voce exams in and outside the college. Empaneled as paper setter in universities.

- Guidance of students as a Mentor/Advisor.
- Consultant in HRM/ Capacity enhancement.
- Member conduct committee in annual college Athletics meet.
- Proactive role in conduct of annual Convocation.
- Proactive role in preparation for NAAC/NBA/ISO certification.

(AMANJOT KAUR GILL)

Name: Dr. Harmohan Singh Dhall
Designation: Assistant Professor

Educational Qualifications :

- Ph.D. from I.K.G.P.T.U, Kapurthala
- M.B.A. from P.A.U., Ludhiana
- B.E from G.N.D.E.C Ludhiana

Experience:

Industrial experience of 9 years working as Sr.Manager exports with Nahar Group of Companies,
Teaching experience of 10 years as Assistant professor with Guru Nanak Dev Engineering College, Ludhiana in the Department of Business Administration.

Research Publications

- Dhall, Harmohan Singh & Singh, Dr Sukhdev, (2017), “Impact of u.s. financial crisis on the performance of selected equity ipos in india”, International Journal of global trade and business perspectives, e-ISSN: 2319-9067, p-ISSN: 2319-9059, Vol. 6, Issue 3, pp. 78-86.
- Dhall, Harmohan Singh & Singh, Dr Sukhdev, (2017), “Pricing Determinants of selected fixed price IPOs issued in India”, IOSR Journal of Business and Management, e-ISSN: 2278-487X, p-ISSN: 2319-7668, Vol. 19, Issue 7, pp. 113-121.
- Dhall, Harmohan Singh and Singh, Dr. Suhdev, (2017). Pricing determinants of selected boobuilt IPOs issued in India”, ”, IOSR Journal of Business and Management, e-ISSN: 2278-487X, p-ISSN: 2319-7668, Vol. 19, Issue 10, pp. 32-40.

Conference Papers

Presented 10 research papers in International and National conferences.

FDP/STTP organized

- Coordinated two weeks AICTE sponsored Faculty development programme on “ Capital Markets and Financial Instruments”.
- Coordinated one week AICTE sponsored Short Term Training Programme on “ Advances in Research Methodology”.

FDPs/STTPs/Workshops Attended

Attended various FDPs/ STTPs/ Workshops. (List enclosed)

Details of FDPs/ STTPS/ Workshops/ Seminars attended

S No	Duration / Dates	Sponsoring Agency	Title
1	1 week (22.08.2008 – 28.08.2008)	ISTE & PEDDA	Non conventional energy resources
2	1 week (06.01.2009 – 10.01.2009)	NITTTR Chandigarh	Understanding soft computing and its applications

3	1 week / (12.01.2009- 16.01.2009)	NITTTR Chandigarh	Educational auditing and feedback system for excellence in technical institutions
4	3 days (18.03.2010- 20.03.2010)	NITTTR Chandigarh	New initiatives and directions in entrepreneurship and management
5	2 weeks(02.12.2011-16.12.2011)	AICTE	Capital Markets and Financial Instruments
6	2 weeks(21.05.2012-01.06.2012)	AICTE	Mulyi criteria optimization tools in research
7	1 week(14.05.2012-18.05.2012)	NITTTR Chandigarh	Strengthening Research Methodology
8.	1 week(22.07.2013-26.07.2013)	TEQIP-II	Finite element methods to solve engineering problems
9	1 week(29.07.2013-03.08.2013)	TEQIP-II	Computational tools for engineers
10	1 week(04.02.2013-08.02.2013)	NITTTR Chandigarh	Induction training programme through ICT
11	2 weeks(10.06.2013-21.06.2013)	TEQIP-II	Recent advances in manufacturing technology
12	1 day / 14.02.2013	BIS Chandigarh & GNDEC	Utilization of engineering standards
13	1 week(04.10.2014-08.10.2014)	TEQIP-II	Latest trends in information and communication technologies
14	1 week(13.01.2014-17.01.2014)	TEQIP-II	Natural Language processing
15	1 week(29.06.2015-03.07.2015)	IIT Roorkee	Econometric modelling of cross sectional and time series data
16	1 week(17.08.2015-21.08.2015)	IIT New Delhi	Financial Management
17	2 weeks(27.12.2015-05.01.2016)	TEQIP-II	Waste management and optimization techniques
18	2weeks(16.05.2016-27.05.2016)	TEQIP-II	Computing tools to facilitate multidisciplinary research

19	2weeks(11.12.2017-23.12.2017)	AICTE	Waste management by additive manufacturing
20	1 week(27.05.2019-01.06.2019)	TEQIP-II	Pedagogical tools and techniques-Effective teaching and comprehensive progress
21	2 weeks(10.08.2020-21.08.2020)	Ministry of Electronics and Information Technology (MeitY), Government of India.	ICT Tools for Teaching, Learning Process and Institute

FDPs Coordinated

S No	Duration/ Dates	Sponsoring Agency	Title
1	1 week(24.06.2019-29.06-2019)	AICTE	Advances in research methodology
2	2 weeks(02.12.2011-16.12.2011)	AICTE	Capital Markets and Financial Instruments

Paper presentations in Conference/Seminar

S No.	Title of the conference/seminar / date	National /international	Title of paper presented
1	Management next: paradigms and innovations/ 19-20 feb 2010	International	A study of Indian banls and stock markets “the interrelationship”
2	Changing dimensions of Indian financial sector / 30.01.2010	national seminar	The challenges ahead- a critical analysis of financial crisis 2007-2008
3	Technological and management advancements: issues and challenges: 2011/ 10.10.2011	international	Technology and integration of capital markets
4	Emerging paradigms in business ethics / 03.11.2012	National	Public sector equity issues and investor returns
5	International Business conference / 07-08 nov 2014	International	Performance of Indian equity IPOs- comparative study

6	Contemporary issues in management / 14.11.2014	National seminar	A comparative study of risk and returns of selected ICICIPAMC and SBIFMPL schemes
7	Make in India: Challenges in manufacturing and engineering industry / 23.09.2016	National	A comparative analysis of non performing assets of Indian banks
8	Research development and socio economic change / 31.10.2017	National	Pricing determinants of IPOs – a study of select technology firms
1	Global contemporary issues in business and management: challenges ahead / 22.10.2016	National	A comparative study of the performance of selected equity initial public offers(IPOs) in India in the pre and post period of US financial crisis 2008

Dr. Harmohan Singh Dhall

Dr. (Mrs.) Navdeep Kaur Chahal,

Assistant Professor,

Department of Business Administration,

Guru Nanak Dev Engineering College, Ludhiana

Ph no: 98-763-43366, 700-959-2941

Office: 0161-2490339-Ext.1902

E-mail Id- nav271@gmail.com, drnav27@gndec.ac.in

Research and Teaching Experience: 13 Years

- Registered Regular Ph.D programme in January 2005 under the registration no: L-2004-BS-42-D in the Department of Business Management at Punjab Agricultural University(PAU), Ludhiana.
- 1 year Teaching Experience at RIMT, Group of Institutes Mandi Gobindgarh. (July18, 2008 to 6 August, 2009).
- Joined as Assistant Professor in Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana. (Joining date 7 August, 2009) and continue till date.
- Guided 5 Ph. D candidates under IKG Punjab Technical University, Jalandhar.

Area of Interests:

Marketing Management, Service Marketing, Service Quality, Retail Management.

Educational Qualifications:

Degree	University/College	Year of Passing	Percentage/OCPA
Ph.D*	Punjab Agricultural University, Ludhiana	Award of degree in March, 2009	7.58/10 (Ist Div)
M.B.A	Punjab Institute of Management &Technology, Mandi Gobindgarh, Punjab Technical University, Jalandhar	May,2004	74.5 (Ist Div)
B.B.A	Guru Nanak Girls College, Ludhiana Punjab University, Chandigarh, Punjab	April-May,2002	60.3 (Ist Div)

***Award of Honour of highest OCPA in Ph.D programme in 2007 from Department of Business Management, College of Basic Sciences and Humanities, P.A.U, Ludhiana.**

Research Work:

- M.B.A Project:** To Study the Impact of Print Media Advertising on Purchase Behaviour of Consumers.
- Ph.D Dissertation:** Complaint Redressal System of selected White Goods Companies”.

Present Status of Ph.D. candidates under Guidance: -

Sr. No	Name of the Candidates	Date of Registration	Regd No.	Current Ph.D. status
1.	Deepak Sood	August, 2010	1009007	Successfully completed
2.	Prateek Kalia	August, 2010	10009028	Successfully completed
3.	Raju Rosha	August, 2011	1109053	Successfully completed
4.	Surinder Singh Khullar	August, 2012	1209046	Successfully completed
5.	Ajwinder Singh	August, 2013	1109013	Successfully completed

FDPs/SDP Organized:

- Coordinated one-week TEQIP-III sponsored Faculty Development Programme on “Pedagogical Tools and Techniques -Effective Teaching &Comprehensive Progress” in 2019.
- Coordinated two weeks AICTE, New Delhi Faculty Development Programme through online mode in 2020.
- Coordinated two weeks AICTE, New Delhi Faculty Development Programme through online mode in 2020.
- Coordinated two-week TEQIP-III sponsored Student Development Programme on “Enhancing Student’s Employability through Interdisciplinary Engagement” in 2021

Grants Received/Sanctioned:

- Sanctioned Rs. 4,00,000/-from TEQIP-III to conduct the FDP on Pedagogical Tools and Techniques -Effective Teaching &Comprehensive Progress” in 2019.
- Received Rs.4,50,133/-from AICTE, New Delhi under AQIS Scheme to organize the Faculty Development Programme on “Innovative Pedagogical Methodologies and Tools for Effective Learning in Engineering Education”in 2020.
- Sanctioned Rs. 4,00,000/-from TEQIP-III to conduct the SDP on “Enhancing Student’s Employability through Interdisciplinary Engagement” in 2021.

Related Experience:

- Did summer training at Hero cycles limited from 1 July 2003 to 15 Sept 2003, during my M.B.A program and worked on the project “**To Study the Marketing Aspects Related to Hero Bicycles with Special Emphasis on Four P’s of Marketing Mix.**”
- During Doctoral program, eight weeks industrial training, from June 2006 to July2006 in MNC Nestle India Limited,Moga and worked on the project “**Brand Equity and Consumer Behaviour and Retailers Survey**”

Publications: (National/International)

1. Retail Scenario: Upcoming Opportunity, Authored by Ramandeep Singh, and Co- authored- Navdeep Kaur, Souvenir, 2007 P.AU, Kisan Club (Regd.) Directorate of Extension Education, Punjab Agricultural University, Ludhiana.
2. Service quality, its impact on customer complaining behaviour and Recovery efforts- A Review. Authored by: Navdeep Kaur and Co- authored- Dr. Pratibha Goyal, published in IMSJ Punjabi University, Patiala issued in October-2009. Vol-13, page no13-23.
3. Complaint Redressal System and Service quality Gaps- A study of White Goods Companies. Authored by: Navdeep Kaur and Co- authored- Dr. Pratibha Goyal, published in RIMT- Journal of Strategic Management and Information Technology, issue 2009 Vol 6 number 1 to 4. ISSN 0975-5438.
4. SERVQUAL Analysis and Customer complaining behaviour of Selected White Goods Companies. Authored by: Dr. Navdeep Kaur and Co- authored- Dr. Pratibha Goyal, accepted for international conference held at GJIMT, feb-18-19, 2010.
5. Service Quality and Website Quality in Online Shopping: An Analogy. by Kalia, P., Kaur, N., and Singh, T. (2014) In: Proceedings of the PCMA-CU 10th International Conference on Business, Management and Economics, Chandigarh University, Chandigarh 8-9 February 2014.
6. Importance of Website Quality in Online Shopping. Kalia, by Kalia P., Kaur, N., and Singh, T. (2014) In: Proceedings of the 1st International Conference on 'Issues and Perspectives in Brand Management, Baba Farid College of Management and Technology, Bathinda, 20-22 February 2014, pp.107-109.
7. E-SERVQUAL and Electronic Retailing. Kalia, P., Kaur, N., and Singh, T. (2013) In: Proceedings of the 3rd National Conference on Trends and Issues in Product and Brand Management, Bathinda, 20-21 March 2013. pp. 84-87.
8. Impact Of Demographic Factors On People's Preference Regarding Various Investment Options – A Study At Ludhiana (Punjab) by Sood D and Kaur Navdeep, In Golden Research Thoughts an International Recognized Multidisciplinary Research Journal, ISSN No: 2231-5063, Vol III Issue VIII Feb 2014, having Impact factor of 2.2052.
9. An Analytical Study On Investors Perception Regarding Different Investment Schemes With Reference To Punjab” by Sood D and Kaur Navdeep, In ZENITH International Journal of Business Economics & Management Research ,ISSN 2249- 8826 ZIJBEMR, Vol.4 (2), FEBRUARY (2014) having Impact factor of .586.

10. A Study Of Saving And Investment Pattern Of Salaried Class People With Special Reference To Chandigarh (India) by Sood D and Kaur Navdeep, In International Journal of Research in Engineering, IT & Social Sciences (ISSN 2250-0588), Vol 5 Issue 2, Feb 2015, having Impact factor of 5.07.
11. Impact Of Demographic Factors On Investment Risk Behaviour Of Individual Investors-A Study In Punjab by Sood D and Kaur Navdeep, In Golden Research Thoughts an International Recognized Multidisciplinary Research Journal, ISSN No: 2231-5063, Vol-4 ,Issue-8 Feb 2015, having Impact factor of 3.4052.
12. Demography and Indian Investors- A Big Picture by Sood D and Kaur Navdeep, In International Journal of Advanced Research International Journal of Advanced Research (2015), Volume 3, Issue 4, 487-501 Issue . ISSN 2320-5407
13. Emerging Marketing Tool: Impact of Green Marketing Practices on businesses submitted at UBS Ludhiana by Kaur Supreet and Dr. Kaur Navdeep as a Co-author.
14. Going Green: Methods and Initiatives by Telecom Companies in The Indian Telecommunication Sector- submitted at Arya College Civil Lines Ludhiana. Selected for publication but copy not yet received with ISSN NO. by Kaur Supreet, Dr Bhupinder Singh Chahal and Dr. Navdeep as Co-Author's.

Chapter's in National Books with ISBN number:

1. Indian Capital Markets-Sustainable and Development Perspectives. by: Dr. Navdeep Kaur and Co-authored: Shaveta Goyal, published in "Sustainable Development" Edited by Dr. B. S. Bhatia, Director General RIMT- Computer Sciences and Management Studies, Mandi Gobindgarh. ISBN NO: 818-450-2818
2. Marketing and B2C E-Commerce: The Indian Scenario by Kalia, P., Kaur, N., & Singh, T. (2015). Internet In A. Vashisht, G. Suri, & R. B. Kaur (Eds.), Innovation Management (pp. 127–134). Delhi, India: Excel India Publishers. ISBN NO: 97-893-848-69151.

Guest Lecture Delivered:

- Delivered Guest Lecture on "Historical background of Indian Values vis a vis Entrepreneurship" at LCET (Ludhiana College of Engineering & Technology Ludhiana. Organized by S.T.E.P (Govt. of India) , Ludhiana
- Delivered Guest Lecture on "Customer satisfaction and customer index" at GNDEC Polytechnic, Ludhiana.
- Delivered Guest Lecture on "Capital budgeting" at GNDEC Polytechnic, Ludhiana.

- Delivered Guest Lecture on “Market Survey: Tools and Techniques. at STEP, GNDEC, Ludhiana.

FDPs and Seminars Attended:

1. One Week Faculty Development Program attended Sponsored by NITCON Govt. Undertaking at RIMT- Engineering College, Mandi Gobindgarh.
2. Two Days SPSS Analysis attended at LM Thapar Engineering College, Patiala
3. Two Days International Conference attended and presented paper at Punjabi University, Patiala.
4. Two Days National Conference attended sponsored by UGC at Punjabi University, Patiala.
5. One day ISO Training sponsored by Moody International Ltd. attended at Guru Nanak Dev Engineering College, Ludhiana.
6. Three days Entrepreneurship Programme sponsored by NITTTR Chandigarh.
7. Three days workshop attended sponsored by International Management Institute, New Delhi with collaboration of Punjab Agricultural University, Ludhiana.
8. Two days International conference attended and presented paper at Desh Bhagat Institute of Management, Mandi Gobindgarh.
9. Five days FDP on “Student Evaluation” sponsored by NITTTR CHD with collaboration of GNDEC, LDH.
10. Two weeks FDP on “Capital markets” sponsored by AICTE, New Delhi with collaboration of GNDEC, LDH.
11. Two weeks FDP on “Recent advancements in Production and supply chain Management” sponsored by Deptt. Of Production, GNDEC, Ldh under TEQIP.
12. Two weeks Capacity Building program in Social Sciences at Centre for Research in Rural and Industrial Development (CRRID) Chandigarh.

Recent FDPs and Seminars Attended/MOOCs /Online courses in 2019-2021:

Sr. No	Mode	Certificate Name	Awarding Agency	Status
1	Online	How to conduct evidence-based research	Elsevier Researcher Academy	Successfully Completed
2	Online	Discover how metrics can boost funding and networking opportunities	Elsevier Researcher Academy	Successfully Completed
3	Online	Funding Hacks for Researchers	Elsevier Researcher Academy	Successfully Completed

4	Online	The key to successful academic collaborations	Elsevier Researcher Academy	Successfully Completed
5	Online	How to manage and publish your research data	Elsevier Researcher Academy	Successfully Completed
6	Online	How to produce highly visible research: Useful tips for researchers	Elsevier Researcher Academy	Successfully Completed
7	Online	Research collaborations	Elsevier Researcher Academy	Successfully Completed
8	Online	How researchers store, share and use data	Elsevier Researcher Academy	Successfully Completed
9	Online	How to secure funding - ECR edition	Elsevier Researcher Academy	Successfully Completed
10	Online	The Fundamentals of Digital Marketing	Google Digital Garage	Successfully Completed
11	Online	Industry 4.0	AICTE, Globsys	in progress
12	Online	Journal of visualization Experiments	Balani Infotech Pvt.Mgt,Noida	Successfully Completed
13	Online	Assertiveness Skills for Professional Development.	St. Xavier's P.G.College	Successfully Completed
14	Online	One week National E-Workshop on Emerging Dimensions of Qualitative Research	University Institute Of Applied Management Sciences,Panjab University, Chandigarh	Successfully Completed
15	Online	Practical Curriculum In Virtual Learning	East West College of Management, Department of Management Studies, Bangalore	Successfully Completed
16	Online	One Day International Virtual Conference -Novel Corona and Novel Challenges: Life Ahead with Covid - 19	UGC Cell, SGGS College, Chandigarh.	Successfully Completed
17	Online	Orientation to MOOC via SWAYAM	Tamil Nadu Teachers Education University Centre for MOOC - SWAYAM	Successfully Completed

18	Online	National Level webinar on “Economic impact of Covid on the industry and jobs”	St.Joseph’s College of Arts and Science (Autonomous) Cuddalore	Successfully Completed
19	Online	National Level Webinar on “Research Methodology in Social Science”	I.Q.A.C. and M.Com Section, Bharatiya Vidya Bhavan’s Hazarimal Somani College of Arts & Science, Shri Manubhai Maneklal Sheth Junior College of Arts & Science and Jayaramdas Patel College of Commerce & Management Studies. & Department of Commerce, University of Mumbai	Successfully Completed

Computer Skills

- I. MS Word, MS Excel, MS Power Point and Corel Graphics
- II. Statistical software like GSTAT for Data Analysis

Additional Academic activities beyond classroom teaching.

- Editorial Member of College Newsletter.
- TEQIP-III Department representative.
- Member, College anti ragging committee.
- Member, Press Note preparation of Department news.
- Proactive role and discharge of counseling duty during MBA admissions every year.
- Acted as Observer in NEET exam for UG medical entrance.
- Organization and accompanying of educational/Industrial and recreational tours for students.
- Participation in exam conduct, evaluation, and viva voce exams in and outside the college. Empaneled as paper setter in universities.
- Guidance of students as a Mentor/Advisor.

- Proactive role in conduct of annual Convocation.
- Proactive role and department representative in preparation for NAAC/NBA certification.

Personal Details

Father's Name : S. Gurmeet Singh Buaal
Mother's Name : Smt. Ranjeet Kaur Buaal
Husband's Name : Dr. Bhupinder P S Chahal
Gender : Female
Date of Birth : 27th January, 1981.
Nationality : Indian.
Languages known : English, Punjabi and Hindi
(Read, write and speak)
Permanent Address : House No.104, Street No.4 Punia Colony
Sangrur, Punjab.
Pin: 148001

(DR. NAVDEEP KAUR CHAHAL)

Prof. Amarpreet Kaur

Assistant Professor,
Department of Business Management,
Guru Nanak Dev Engineering College,
Ludhiana
Contact No.- 0161-2490339, Mob. No.- +91 93161 91047
Email: amarpreetmakkar000@gmail.com

Experience: 14 years Teaching and 15 Months Health Department

Sr. No.	Post	Organization	Period
1	Assistant Professor	Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana	3 rd August 2010 to till Date
2	Lecturer	M.I.M.I.T, Malout	1 st November 2001 to November 2004
3	Block Statistical Assistant	P.H.C, Tibba, Dist. - Kapurthala	8 th April 2004 to 3 rd July 2009

Academic Qualification

Sr. No.	Class/Degree	University
1	MBA	PTU, Jalandhar
2	B.Ed	Panjab University Chandigarh
3	BA	Panjab University Chandigarh

Research Guidance

Guided over 70 MBA final research projects besides numerous Training Projects.

FDPs and Seminars Attended:

Participation: (seminars/workshops/conferences/FDPs/training/MOOCs)

Sr. No.	Title	Duration	Institution
1	Academic Enhancement on Research Methodology	26 th June to 29 th June 2020	Inspira Research Association, Jaipur
2	Supply Chain Management: Challenges and Strategies	13 th July -17 th July 2020 under TEQIP-3	Dr. B.R. Ambedkar National Institute of Technology, Jalandhar
3	Building Your Research Acumen	30 th May to 11 th July on every Consecutive Saturday)	Gopal Narayan Singh University, Jamuhar, Sasaram, Bihar
4	National Webinar "Research Methodology "	11 th June 2020	Bhaktavatsalam Memorial College for Women, Chennai

5	National level Webinar “Outcome Based Education: Philosophy, Practices and Implications in Post Covid-19”	19 th June 2020	Institute of Management Research and Development, Shirpur
6	FDP “Pedagogical Tools And Techniques-Effective Teaching & Cpmprehensive Progress” TEQIP-III	May 27, 2019 to June 1, 2019	Guru Nanak Dev Engg. College, Ludhiana
7	“Effective Classroom Communication” TEQIP-III	11 th July 2019 to 12 th July, 2019	Guru Nanak Dev Engg. College, Ludhiana
8	Research Methods for Engineers	31 st May 2016 to 4 th June 2016	Guru Nanak Dev Engg. College, Ludhiana
9	Open Source Technologies	4 th Jan. 2016 to 8 th Jan. 2016	Guru Nanak Dev Engg. College, Ludhiana
10	Make in India: Challenges in Manufacturing & Engg. Industry	23 rd Sept. 2016	Guru Nanak Dev Engg. College, Ludhiana

Additional Academic activities beyond classroom teaching

- Proactive role and discharge of counselling duty during MBA admissions every year.
- Organization and accompanying of educational/Industrial and recreational tours for students.
- Participation in exam conduct, evaluation and viva voce exams in and outside the college.
- In charge computational lab, Department of Business Administration.

Area of Interests

Strategic Management, Entrepreneurship and Project Management, Organizational Development, Marketing Management, Consumer Behaviour, Human Resource Management, Training and Development, Managerial Economics.

Personal Skills

Comprehensive problem solving abilities, excellent verbal and written communication skills, ability to deal with people diplomatically, willingness to learn team facilitator hard worker.

Personal Details

Father’s Name : Late S. Sohail Singh Makkar
 Mother’s Name : Smt. Balwant Kaur
 Gender : Female
 Date of Birth : 5 December, 1977
 Nationality : Indian.
 Languages Known : English, Punjabi and Hindi (Read, write and speak)
 Permanent Address : 186/ 138-B Punjabi Bagh, Near Gurmat Gian Missionary College, Ludhiana

Mandeep Kaur Khosa

*Presently working as Assistant Professor in Guru Nanak Dev Engineering College, Ludhiana
Worked in Department of Commerce, Guru Nanak Girls College, Model Town, Ludhiana-141002,
Tel: 91.9464912297. monakhosa@gmail.com*

OBJECTIVE

Looking for position that maximally utilizes my current knowledge in Commerce, want to explore more of my potentials.

EDUCATION

PHD: Pursuing in finance from CT University

MBA(Masters in business administration) IGNOU, Delhi: Finance and HR, June 2018.

M.Com (Masters in Commerce) North Maharashtra University, Maharashtra India

Percentage of marks: 69.9

Graduation: April 2002

B.Com (Bachelors in Education) North Maharashtra University, Maharashtra India).

Percentage of Marks: 60.00

April 2000

PUBLICATIONS:

Paper presented at IIM Raipur on blockchain technology

Paper presented in international conference at Chitkara university, awarded as best paper award.

Paper presented in 2018 in IMTC on Blockchain technology, awarded as best paper award and published in international journal

Paper presented in a seminar held in Khalsa college for women in 2014

EXPERIENCE

Teaching

Assistant Professor: Department of Commerce, Guru Nanak Girls College, Model Town, Ludhiana-141002, June 2011- April 2019

Assistant Professor: Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana, July 2019- Till date.

Teaching:

- a. Strategic Management, Marketing Management, Research Methods, Organisational Behaviour and Human Resource Management to M. Com Students.
- b. Management Accounts, Indirect Tax, Business Management, Business Environment, Banking and Insurance, Financial Management, Advanced accountancy, Cost accountancy to B. Com students
- c. Business Studies and Accounts to 10+1 and 10+2 Commerce students.

SKILLS

GDCA (Government Diploma in Cooperation and Accounting)

Tally 7.5

C++

Basic Knowledge of Computers and Internet

CO-CURRICULAR ACTIVITIES

Administration Duties (as Head)

Involved in preparation of items for various cultural and sports activities in the college

In charge In-House Examinations

AWARDS AND SCHOLARSHIPS

Highest scorer in Accounts in B.Com (Final) 2000

Highest Scorer in Organized Market in M.Com (Final) 2002

Best paper award in international conference

LANGUAGES

English (Fluent) Punjabi (native), Hindi (fluent) Marathi (fluent)

REFERENCES

Mrs. Sukhneet Kalha (Assistant Professor in GNGC)

CURRICULAM VITAE

Dr. Prabhpreet Kaur
Assistant Professor,
Department of Business Administration,
Guru Nanak Dev Engineering College, Ludhiana
E-Mail Id: mba_prabhpreet@gndec.ac.in

EDUCATIONAL QUALIFICATIONS:

Sr. No.	Certificate/ Degree	Board/ university	Marks Obtained	Total Marks	Percentage & Division
1	B.Com	P.U.CHD	1144	1800	63.5 FIRST
2	M.Com	P.U.CHD	1962	2800	70.07 FIRST
3	Ph.D.Course Work	SGGSWU, Fatehgarh Sahib(Pb.)	CGPA		7.66 FIRST
4	Ph.D.	SGGSWU, Fatehgarh Sahib(Pb.)	Completed		

2. Experiences:

A. **Total Teaching experience:** 5 years out of which :i) worked as Assistant Professor in P.G. Department of Commerce at Mata Ganga Khalsa College, Manji Sahib Kottan, Ludhiana for 4 years, ii) 5 months teaching P.G. classes at SSGSWU Fatehgarh Sahib Punjab. 6 months Worked as Assistant professor (Commerce) in *Gulzar Group of Institutes, Ludhiana*.

iii)

B. **Research Experience:** i).6 students were guided in 2019 for Final Research Project of M.Com

ii). 4 students of MBA 4th Semester under guidance for Project Report

3. Participation in Extra –curricular Activities: Vice- President of CSA at Master Tara Singh Memorial College, Ludhiana.

4. Title of Summer Training Project: Analysis of Selected Mutual Fund Schemes of SBIMF

5. Research Publications

Papers Published in UGC Approved and Refereed Journals

1. Kaur Prabhpreet “Impact of Working Capital Investment Strategies on Efficiency of Working Capital in Pharmaceutical Industry, *Indian Journal of Finance*, Vol 15 (12), 39-56.

2. Kaur Prabhpreet “Working Capital Efficiency of Pharmaceutical Sector during Economic Situations, *Indian Journal of Commerce*, (ISSN: 0019-512X) Vol-74(1&2), 76-82.
3. Kaur Prabhpreet “Managing impact of operating cash flows on working capital efficiency of pharmaceutical companies: an empirical study *Wesleyan Journal of Research*, Vol 13 (10), 13-23.
4. Kaur Prabhpreet, Impact of Profitability on Working Capital Efficiency during Different Economic Situations in Pharmaceutical Sector: *PIMT JOURNAL OF RESEARCH (ISSN: 2278-7925)* Vol-13(4), 76-82.
5. Kaur Prabhpreet, Enhancing working capital efficiency of pharmaceutical industry through working capital financing strategies ,*Indian Management Studies Journal (ISSN 0974-4355)* Vol. No.23(1), 87-110.
6. Kaur Prabhpreet, Singh Ravi Inder& Kaur Harsh Vineet ,Impact of Economic Conditions on Working Capital Efficiency of Multinational Pharmaceutical Companies *IOSR Journal(p-ISSN:2319-7668)*, Vol. 20(3),41-51.
7. Kaur Prabhpreet, Singh Ravi Inder& Kaur Harsh Vineet, Impact of Economic Conditions on Working Capital Efficiency and Profitability of Pharmaceutical Companies. *PCMA Journal ISSN No. 0974-9977*, Vol.No.10(2),26-41.
8. Kaur Prabhpreet, Kaur Ramnik & Singh Sukhdev Risk and Return Analysis of Selected ICICIPAMC& SBIFMPL Schemes: A Comparative Study :*PCMA Journal ISSN No. 0974-9977* Vol.No.10(2),223-223.
9. Kaur Prabhpreet, Kaur Ramnik and Singh Sukhdev, “ A Comparative Study of social Performance of selected Public and private Sector Banks, Published in the *Indian Management Studies Journal*, School of Management Studies, Punjabi University, Patiala ISSN No. 0974-4355.
10. Singh Sukhdev & Kaur Prabhpreet, “Emerging Dimensions in Corporate reporting- A case Study of TCS”, pp 111-115 held on August 10-11, 2010 UGC Sponsored national Conference on August 10-11, 2010 held at Government Ludhiana

Papers Published In Conferences Proceedings

1. Singh Sukhdev & kaur Prabhpreet, Inventory Control Practices of selected Manufacturing Companies of India, *Contemporary Issues in Business and Management*, Shaheed- E- Azam Printing Press Pvt. Ltd. (ISBN No.978-81-929890-0-6)Pg 139-155.
2. Kaur Prabhpreet & Kaur Kirandeep, “Performance of Selected Mutual Fund Schemes of ICICI”, *Contemporary Issues in Capital Market*, National Book Trust(ISBN No.978-81-930480-5-4), New Delhi Pg 33-39.
3. Kaur Damanpreet, Kaur Prabhpreet and Kaur Ramnik, “Sustainability of Banks through Mergers”, *Global Contemporary Issues in Business and Management Challenges Ahead*, **Twenty-First Century Publications Patiala**(ISBN No.978-93-85449-80-2) Organized by PG Department of Commerce and Economics, Sikh National College, Banga, PP: 8-24.

4. Kaur Prabhpreet & Kaur Kirandeep Impact of Green Marketing on Consumer Behaviour, Kalyani Publishers (ISBN No. 978-93-272-5756-4) Organized by P.G. Department of Commerce & Management Arya College, Ludhiana.

Papers Presented in International Conferences

1. Kaur Prabhpreet & Singh Sukhdev, Risk and Return Analysis of Selected SBI Mutual Fund Schemes” International Business Conference held at Multani Mal Modi College Patiala on **November 7-8, 2014**
2. Kaur Prabhpreet & Singh Sukhdev, Tax Saving Schemes of Mutual Funds and Other Avenues of Investment: A Comparative Study”- “Value Creation for Sustainable Business” International Business Conference held at Sri Guru Granth Sahib World University Fatehgarh Sahib on March 17-18, 2015
3. Kaur Prabhpreet, A Comparative Study on Performance of Merging Indian Banks” International Business Conference held at UBS, Panjab University Regional Centre, held on June 27,2019.

Papers Presented in National Conferences

1. Kaur Prabhpreet & Singh Sukhdev,” A Comparative Study of Risk and Return of Selected ICICIPAMC and SBIMPL Schemes”, “Contemporary issues in Management, National Seminar held at School of Management Studies, Punjabi University Patiala on November 14, 2014
2. Kaur Prabhpreet & Sharma Shivani . “Business Opportunities in Organic Farming in India” ICSSR Sponsored Seminar held at Arya College Ludhiana on February 6-7, 2015
3. Kaur Prabhpreet & Nisha, “Promotion of Floriculture in Punjab” ICSSR Sponsored Seminar held at kamla Lohtia Dharam College, Ludhiana on February 14, 2015
4. Kaur Prabhpreet & Singh Sukhdev, “Entrepreneurial Opportunities in Small Scale Power Sector in Punjab”, Make n India: Challenges and Opportunities, National seminar held at Sri Aurobindo College of Commerce and Management Ludhiana on February 21, 2015
5. Kaur Prabhpreet & Singh Sukhdev, “ Innovative Managerial Strategies of Selected Companies of India” “ Advancement in Information Technology and Innovative Management , National Seminar held at S.C.D. Government College Ludhiana on February 24,2015
6. Kaur Prabhpreet, “Corporate Social Performance- A case Study of Hindustan Uniliver Ltd.” UGC Sponsored National Seminar held at Guru Teg Bahadur national College Dakha on February27-28, 2015
7. kaur Prabhpreet & kapoor Richa, “Harnessing Organic Products Export Potential” UGC Sponsored national Seminar held at GHG Khalsa College Guru Sar Sadhar held on March 20-21,2015

8. Prabhpreet kaur & Ms Damanpreet Kaur "Sustainability Of Banks Through Mergers" UGC Sponsored national Seminar held at Sikh National College, Banga on October 22,2016 .
9. Kaur Ramnik and Kaur Prabhpreet "Impact of Spirituality on Commerce and Management Teachers", Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, Roop Nagar on 27th - 28th November, 2015.
10. Kaur Prabhpreet and Kaur Ramnik "Sustainability of Banks through Mergers", Sikh National College, Charan Kanwal, Banga, S.B.S. Nagar on 22nd October,2016.
11. Kaur Prabhpreet and Kaur Ramnik" Transformation through Working Capital Management- A Comparative Study of Aurobindo Pharma and Abbot, Ramgarhia Girls College, Miller Ganj, Ludhiana on 18th February,2017.
12. Kaur Prabhpreet and Kaur Ramnik, "Corporate Governance Practices in fertilizer Industry" GTB National College, Dakha held on 18th February, 2017.
13. Kaur Prabhpreet "Impact of economic situation on working capital policies" RIMT University Mandi Gobindgarh, on 31thOctober, 2017
14. Kaur Prabhpreet and Singh Sukhdev "Effect of Economic Situations on Working Capital Efficiency of Selected Pharma Giants", Gulzar Group of Institutions, Ludhiana on 31 May, 2022.

6. Workshops Attended

1. Attended Workshop on Global Workshop on Research: Issues and Methods at SGGSWU, Fatehgarh Sahib from February 29, 2016.
2. Attended a seven days Workshop on DATA ANALYSIS IN RESEARCH at SGGSWU, Fatehgarh Sahib from January 7-13, 2017.
3. Attended Workshop on Advances in Research Methodology at GNE College, Ludhiana from June 24-29, 2019.

7. Expert Lectures Delivered

1. Delivered an expert lecture on "Research Methods in Communication" (**22nd, February, 2022**) organized by *Desh Bhagat* Foundation Group of Institutions, *Moga. College sponsored by AICTE-MRSPTU online Faculty Development Programme.*
2. Delivered an expert lecture on "Teaching through Social Media" (**1st, March, 2021**) organized by *Desh Bhagat* Foundation Group of Institutions, *Moga. College sponsored by AICTE-MRSPTU online Faculty Development Programme.*
3. Delivered an expert lecture on "How to use Social Media for Entrepreneurship & Business Development (**4th, March, 2021**) organized by *Desh Bhagat* Foundation Group of Institutions, *Moga. College sponsored by AICTE-MRSPTU online Faculty Development Programme.*
4. Delivered an expert lecture on "Working Capital Management", organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Government of India on 23rd June, 2017.

5. Delivered an expert lecture on “Purchasing Techniques and Principles”, organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Government of India on 22rd September, 2017.
6. Delivered an expert lecture on “Impact of Working Capital Management on Pharmaceutical Companies”, organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Government of India on 9 Jan., 2017.
7. Delivered an expert lecture on “Determinants of Working Capital Management”, organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Government of India on 18 JUNE, 2017.
8. Delivered an expert lecture on “Working Capital Management and_How to Assess Working Capital Requirement for SSI”, organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Government of India on 5th December, 2018.
9. Delivered an expert lecture on “Working Capital Management” organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (DST-NIMAT), Government of India on 3rd January, 2018.
10. Delivered an expert lecture on “Working Capital Assessment & Management in SSI” organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (NSTEDB DST-NIMAT), Government of India on 27th January, 2021.
11. Delivered an expert lecture on “Working Capital Management & Working Capital Assessment & Management in SSI” organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (NSTEDB DST-NIMAT), Government of India on 1st March, 2021.
12. Delivered an expert lecture on “Working Capital Management and_How to Assess Working Capital Requirement for SSI”, organized by STEP under the aegis of Department of Science and Technology- National Implementing and Monitoring Agency for training (NSTEDB DST-NIMAT), Government of India on 28th January, 2021

8. Radio Talks Delivered

1. “Entrepreneurship Schemes for Girls” talk recorded at FM Gold, AIR Ludhiana on January 2, 2020.
2. “Challenges and Need for Women Entrepreneurs” talk recorded at AIR Jalandhar on 20.11.18
3. “How to Keep Work-Life Balance” talks recorded at FM Gold, AIR Ludhiana on 17.9.18.

10. Book Published:

1. Book published by **International Publishers Lambert Academic** titled **Efficiency of Working Capital Management in Pharmaceutical Industry** (ISBN No. 978-620-2-68403-3).

2. Book published by National Press Associates, **New Delhi** titled “**Emerging Trends in Commerce and Management**” (ISBN No. 978-81-948872-3-2)
3. Book published by National Press Associates, **New Delhi** titled “**Emerging dimensions in Management and Commerce**” (ISBN No. 978-93-90863-05-1)

11. Seminars ,workshop & FDP Organized :

Date/s	Name of Activity	Remarks
October 6, 2018.	Organized Workshop titled, “Financial Planning for Faculty” and lecture was delivered by Ms. Pooja M.Kohli, a Company Secretary by Profession and Resource Person of Securities and Exchange Board of India (SEBI)	Without Financial Obligation to the College
October 27-28, 2018.	Engagement of faculty members , M.Com & B.Com Students in an International Conference	Faculty members, M.Com II & B.Com III students’ Research Papers were Published in conference Proceedings
October 29-31, 2018.	Organized Three day Entrepreneurship Awareness Programme for the college students	Without Financial Obligation of the college
February 11, 2019	Organized Job Fair at Mata Ganga Khalsa College for Girls, G.T. Road, Kottan, and Ludhiana.	Colleges participated in job fair 1) <i>Sri GuruTeg Bahadur Khalsa College, Anandpur Sahib,</i> 2) <i>Khalsa College, Patiala,</i> 3) <i>AS College, Khanna,</i> 4) <i>GGs Khalsa College for Women, Jhar Sahib.</i>
March 11, 2019	Organized Expert Lecture on Personality Development by Ms. <i>Shika Rishi faculty STEP ,Ludhiana</i>	Organized for English Department Students.
Nov.6-8,2019	Organized Three Day Entrepreneurship Awareness Programme for the college students	Without financial obligation to the college
January 10-Feb.10,2021	Organized 24 day Women Entrepreneurship Awareness Programme for the college students	Without financial obligation to the college
April18-22,2022	Organized one week FDP Short Term Course on 'Developing Values & Ethics'	Without financial obligation to the college

12. Conference Co- Chaired: “Trends in Science, Engineering & Management (NCTSEM’22)” held at Gulzar Group of Institutions, Ludhiana on 31 May, 2022.

CURRICULUM VITAE

Dr. Kshma Kaushal

Assistant Professor in Management



Qualification: Ph.D. (Management), M.Phil, B.Ed., M.Com. B.Com.

Marital Status: Married

Email: kshma.kaushal@gmail.com

Educational and Professional Qualifications:

S. No.	Examination	Year of Passing	School/ College	Board/ University	Percentage
1.	Matric	1997	Atam Public Senior Secondary School, Ludhiana	PSEB, Mohali	74.00
2.	10+2	1999	Atam Public Senior Secondary School, Ludhiana	PSEB, Mohali	72.22
3.	B. Com.	2002	Guru Nanak College for Women, Model Town, Ludhiana	Panjab University, Chandigarh	60.62
4.	M. Com.	2004	Gujranwala Guru Nanak College, Civil Lines, Ludhiana	Panjab University, Chandigarh	69.36
5.	B. Ed. (Teaching of Commerce & English)	2007	D. D. Jain College of Education, Ludhiana	Panjab University, Chandigarh	70.52
6.	M. Phil. Commerce	2009	-	Vinayaka Mission University	63.5

7	Ph.D. Management- Business Administration	2018	-	IK Gujral Punjab Technical University Jalandhar, Kapurthala	76.66
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Ph.D. Thesis Title:

“Portfolio Optimization: A Comparative Study of Indian and Foreign Companies”

Teaching Experience:

S. No.	Period	Post	Institution	Subjects Taught
1.	1-9-2022 to till date	Assistant Professor	Guru Nanak Dev Engineering College, Ludhiana	Managerial Economics Liberalization and Business Environment EDP Macro Economics
2	13-8-2018 to 10-6-2021	Assistant Professor	RIMT University, Mandi-Gobindgarh.	Financial Management Financial Accounting Mercantile Law Mergers and Acquisitions Business Statistics Business Ethics & CSR
3	11-1-2018 to 30-4-2018 14-7-2014 to 31-3-2015 18-7-2013 to 29-3-2014 21-7-2012 to 31-3-2013	Assistant Professor	Guru Nanak National College, Doraha	Corporate Accounting Project Planning and Control, Strategic Management, Project Management

4.	18-7-2011 to 28-4-2012	PGT Commerce	Guru Nanak Model Senior Secondary School, Doraha	Accounts, Statistics, Economics

Research Publication in Journals:

1. Kshma Kaushal & Sukhdev Singh, “Allocation of Stocks in a Portfolio Using Antlion Algorithm: Investors’ Perspective” published in “The IUP Journal of Applied Economics” which is included in the list of (**Australian Business Deans Council i.e. ABDC**) in January 2017, Vol.XVI, Pg-34-49. [IMPACT Factor: 0.11, source: <http://citec.repec.org/s/2014/icficfjae.html>] Also indexed in EBSCO™
2. Kshma Kaushal & Sukhdev Singh, “Portfolio optimization Using Nature Inspired Computing Techniques: A Review”, International Journal of Advanced Research (IJAR), September 2016 , Pg-822-826. [IMPACT FACTOR- 7.08, source: www.journalijar.com]
3. Kshma Kaushal & Sukhdev Singh, “ Using AntLion algorithm for portfolio optimization on the basis of time period of investment”, International Journal of Research in Commerce and Management, Vol. 8, Issue 9, 2017, pp. 10-13. **Indexed in EBSCO™**
4. Kshma Kaushal & Sukhdev Singh, “Portfolio Optimization using Wind Driven Optimization”, Advances and Applications in Statistics” **Volume 53, Issue 3, Pages 225 - 241 (September 2018)**, Journal indexed in **Australian Business Deans Council. (ABDC)** [Impact Factor: 1.045, source: <http://globalimpactfactor.com/advances-and-applications-in-statistics/>], Journal also indexed in **ESCI (Thomson Reuters-Clarivate Analytics)**
5. Kshma Kaushal & Sukhdev Singh, “Optimization of a Portfolio of Indian Companies Using WDO, GA and ALO”, International Journal for Research in Applied Science & Engineering Technology (IJRASET), Volume 5 Issue XI November 2017.
6. Kshma Kaushal & Sukhdev Singh, “Portfolio optimization: A comparative analysis of Genetic algorithm, wind driven optimization and antlion optimization techniques on the basis of tracking error”, RIMT Journal of Strategic Management and Information Technology, ISSN 0975-5438, 2019, Vol. 16, No. 1 to 4

Book Chapter:

1. Kshma Kaushal and Sukhdev Singh, “A Comparative Study of Genetic Algorithm, Wind driven Optimization and Antlion optimization for portfolio optimization on the basis of benchmark return and tracking error”, in book on Emerging Trends in Commerce and Management, National Press Associates, New Delhi, ISBN: 978-81-948872-3-2

Research Paper Presented/Events Attended:

1. “Make in India: Embracing Growth and Change, in Seminar on make in India: Challenges in Manufacturing and Engineering Industry , held at GNDEC Ludhiana, held on 23 September,2016.
2. “Human Rights and Punjabi Society”, in State level Seminar on Impacts of Migration in Punjab, held on Feb. 14,2015 at Guru Nanak National College, Doraha.
3. “Performance comparison of portfolio of stocks of companies of all sectors with that of public sector banks using Markowitz Model in MATLAB™”, in National Seminar on Emerging paradigms in banking sector, held on 15 March, 2014 at Gujranwala Guru Nanak Khalsa College, Ludhiana.
4. “Currency Trading: An overview and fundamental issues”, in International Conference on Education, Management and Technology, held at Gian Jyoti Institute of Management and Technology, Mohali , held on 2 Feb. 2013.

Workshop/ Courses Participation:

1. Attended Two Day Workshop on “Applications of MATLAB™ in Engineering” at **Thapar University, Patiala** on 24-25 August, 2013.
2. Swayam NPTEL Course on “Principles of Management”- conducted by **IIT Kharagapur**.
3. One Week AICTE Sponsored FDP on “ Advances in Research Methodology” held at **Guru Nanak Dev Engineering College, Ludhiana**
4. “ Research Methodology and Statistical Data analytics using SPSS”, THE ICFAI University, Tripura [online]
5. “ Goods and Service Tax”, Ramthakur College, Tripura [online]
6. “Moodle 3.0x: Complete educator guide to Moodle”, Udemy [online]

(Dr. KSHMA KAUSHAL)