

## Dr. Parampal Singh

Associate Professor,  
Department of Business Administration,  
Guru Nanak Dev Engineering College, Ludhiana  
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### 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

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

### Academic Qualification

<b>Ph.D.</b>	Marketing (2014)	Guru Nanak Dev University, Amritsar.
<b>MBA</b>	Marketing/ Finance (1998)	Guru Nanak Dev University, Amritsar.
<b>M.Sc. (Hons School)</b>	Microbiology (1996) ( <b>Merit Holder</b> )	Guru Nanak Dev University, Amritsar.
<b>BSc (Hons School)</b>	Microbiology (1994) ( <b>Gold Medalist</b> )	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. 2<sup>nd</sup> 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 21<sup>st</sup>- 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 11<sup>th</sup> -12<sup>th</sup> 2015.
4. 9<sup>th</sup> MBFEMT International Conference at **Jawaharlal Nehru University, New Delhi**, "The Influencing Role of Children in Family Decision Making: A study of Mothers Perception". February 7<sup>th</sup> -8<sup>th</sup> 2015.
5. 11<sup>th</sup> 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. 3<sup>rd</sup> 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". 30<sup>th</sup> 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**", 23<sup>rd</sup> September, 2016.
2. Seminar Make in India: Challenges in manufacturing and Engineering Industry, by PCMA, "**Compulsive Buying Behaviour: A meta Analysis**", 23<sup>rd</sup> September, 2016.
3. 6<sup>th</sup> 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 20<sup>th</sup> to 22<sup>nd</sup> January 2020.
2. MDP organized by **IIM (Indian Institute of Management)** Udaipur on “*Management Capacity Enhancement*” from 30<sup>th</sup> march-4<sup>th</sup> April 2015.
3. Short term Course organized by **IIT (Indian Institute of Management)** Roorkee on “*Advances In the Management*” from 14<sup>th</sup>-18<sup>th</sup> July 2014.
4. Short term course organized by **NITTTR** on “*Strengthening Research Methodology*”, 14<sup>th</sup>- 18<sup>th</sup> July 2012
5. Workshop by **GNDEC**, “*Ludhiana on Content Management System*” from 22<sup>th</sup> -23<sup>th</sup> May 2012.
6. Short term course organized by **NITTTR** on *Student Evaluation* 24<sup>th</sup>-28<sup>th</sup> July 2011.
7. Faculty Development programme organized by **GNDEC** Ludhiana on *Fundamentals of Research Methodology* from 11<sup>th</sup>- 15<sup>th</sup> July 2011.
8. Short term programme at **IIT Roorkee** under QIP Programme on “*Decision Making Techniques for engineering and Management*”. 7<sup>th</sup>-11<sup>th</sup> March 2011.
9. Staff Development Programme organized by **GNDEC**, Ludhiana on “*New Initiatives and directions in entrepreneurship and management*”, from 18<sup>th</sup>- 20<sup>th</sup> March 2010.
10. Short term programme at **GNDEC** (Ludhiana) organized by the **NITTTR** Chdon “*Educational Auditing and Feedback System for Excellence in Technical Institutions*”. 12<sup>th</sup> – 16<sup>th</sup> January 2009.

11. Workshop on “*Research Methods and Research Paper Writing*” conducted by **AIMA** ( All Indian Management Association), New Delhi on 15<sup>th</sup> -16<sup>th</sup> January 2009.
12. Faculty Development Program at Thapar University Patiala on SPSS 17. From 30<sup>th</sup> - 31<sup>th</sup> January 2009.
13. Short term programme organized by the **NITTTR** at Chandigarh on “*Strategic Management for excellence*” from 28<sup>th</sup> -1<sup>st</sup> July 2008.
14. Short term programme at **GNDEC** (Ludhiana) organized by the **NITTTR** Chd on *Innovation and Creativity Development* from 14<sup>th</sup> – 18<sup>th</sup> 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, 15<sup>th</sup> 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 23<sup>rd</sup>, 2015 at GGNIMT, Ludhiana.
2. Session Chair (Management) in International conference “**Research and Society**” held at GGNIMT, Ludhiana on 29<sup>th</sup> 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 29<sup>th</sup> 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](mailto:amanjot@gndec.ac.in).

### **Experience: 19 years (Teaching & Research)**

<b>S.No.</b>	<b>Post</b>	<b>Organization</b>	<b>Period</b>
1.	Assistant Professor (Senior Scale)	Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana	10 <sup>th</sup> 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**

<b>S.No.</b>	<b>Class/Degree</b>	<b>Board/University</b>	<b>Year</b>
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” 6<sup>th</sup> 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, 30<sup>th</sup> and 31<sup>st</sup> December 2014.
- Gurpreet Kang and Amanjot Kaur Gill, “Impact of Emotional Intelligence on job satisfaction: An empirical study”, 2<sup>nd</sup> 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", 5<sup>th</sup> 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 16<sup>th</sup> June 2008 to 20<sup>th</sup> 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 21<sup>st</sup> June 2008 to 23<sup>rd</sup> June, 2008.
- One-week MHRD/AICTE sponsored summer school on “Innovation & creativity development” conducted by NITTTR at GNDEC from 14<sup>th</sup> July 2008 to 18<sup>th</sup> 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 12<sup>th</sup> January 2009 to 16<sup>th</sup> January 2009.
- One-day Awareness Training Program on Quality Management System (ISO 9001:2008) held on 16<sup>th</sup> 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 18<sup>th</sup> March 2010 to 20<sup>th</sup> March 2010.
- Two weeks AICTE sponsored short term training programme on “Capital markets and financial instruments” conducted by GNDEC from 2<sup>nd</sup> December 2011 to 16<sup>th</sup> December 2011.
- One-week short term training programme on “Strengthening research methodology” conducted by NITTTR at GNDEC from 14<sup>th</sup> May to 18<sup>th</sup> May 2012.
- One-week short term training programme on “Induction Training Programme Through ICT” conducted by NITTTR at GNDEC through ICT from 4<sup>th</sup> February to 8<sup>th</sup> 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 6<sup>th</sup> to 10<sup>th</sup> 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 13<sup>th</sup> to 17<sup>th</sup> 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 20<sup>th</sup> to 31<sup>st</sup> 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 26<sup>th</sup> to 28<sup>th</sup> February 2014 at Chandigarh.
- Residential Training Programme on “Project Management & Financial Monitoring” organized by National Productivity Council from 26<sup>th</sup> to 30<sup>th</sup> May 2014 at Gangtok, Sikkim.
- One-week short term training Programme on “Open-Source Technologies Through ICT” conducted by NITTTR at GNDEC from 4<sup>th</sup> January 2016 to 8<sup>th</sup> 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 07<sup>th</sup> December to 09<sup>th</sup> 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 18<sup>th</sup> March 2010 to 20<sup>th</sup> March 2010.
- Three-day Entrepreneurship development Programme conducted in collaboration with STEP from 11th March 2013 to 13<sup>th</sup> March 2013.

### **National Seminar conducted**

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

### **Expert Talks delivered**

- Expert talk on “Entrepreneurship & Small Business Management-The Promotion Strategy”, delivered in EDP in STEP on 4<sup>th</sup> June 2015.
- Expert talk on “Leadership Modes”, delivered in FDP in STEP on 31<sup>st</sup> July 2015.
- Expert talk on “Entrepreneurship & Small Business Management-The Promotion Strategy”, delivered in EDP in STEP on 4<sup>th</sup> 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 15<sup>th</sup> 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/ 5<sup>th</sup> January/ 7<sup>th</sup> January/ 2012
- Bangkok (Thailand)/ International/ TEQIP-II/ Amount as per TEQIP-II norms/ 6<sup>th</sup> November/ 8<sup>th</sup> 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” 6<sup>th</sup> 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, 30<sup>th</sup> and 31<sup>st</sup> December 2014.
- Gurpreet Kang and Amanjot Kaur Gill, “Impact of Emotional Intelligence on job satisfaction: An empirical study”, 2<sup>nd</sup> 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 11<sup>th</sup> 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](mailto:nav271@gmail.com), [drnav27@gndec.ac.in](mailto: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:**

<b>Degree</b>	<b>University/College</b>	<b>Year of Passing</b>	<b>Percentage/OCPA</b>
<b>Ph.D*</b>	Punjab Agricultural University, Ludhiana	Award of degree in March, 2009	7.58/10 (Ist Div)
<b>M.B.A</b>	Punjab Institute of Management &Technology, Mandi Gobindgarh, Punjab Technical University, Jalandhar	May,2004	74.5 (Ist Div)
<b>B.B.A</b>	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: -**

<b>Sr. No</b>	<b>Name of the Candidates</b>	<b>Date of Registration</b>	<b>Regd No.</b>	<b>Current Ph.D. status</b>
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 Ist 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:**

<b>Sr. No</b>	<b>Mode</b>	<b>Certificate Name</b>	<b>Awarding Agency</b>	<b>Status</b>
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 : 27<sup>th</sup> 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 <sup>rd</sup> August 2010 to till Date
2	Lecturer	M.I.M.I.T, Malout	1 <sup>st</sup> November 2001 to November 2004
3	Block Statistical Assistant	P.H.C, Tibba, Dist. - Kapurthala	8 <sup>th</sup> April 2004 to 3 <sup>rd</sup> 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 <sup>th</sup> June to 29 <sup>th</sup> June 2020	Inspira Research Association, Jaipur
2	Supply Chain Management: Challenges and Strategies	13 <sup>th</sup> July -17 <sup>th</sup> July 2020 under TEQIP-3	Dr. B.R. Ambedkar National Institute of Technology, Jalandhar
3	Building Your Research Acumen	30 <sup>th</sup> May to 11 <sup>th</sup> July on every Consecutive Saturday)	Gopal Narayan Singh University, Jamuhar, Sasaram, Bihar
4	National Webinar "Research Methodology "	11 <sup>th</sup> June 2020	Bhaktavatsalam Memorial College for Women, Chennai

5	National level Webinar “Outcome Based Education: Philosophy, Practices and Implications in Post Covid-19”	19 <sup>th</sup> 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 <sup>th</sup> July 2019 to 12 <sup>th</sup> July, 2019	Guru Nanak Dev Engg. College, Ludhiana
8	Research Methods for Engineers	31 <sup>st</sup> May 2016 to 4 <sup>th</sup> June 2016	Guru Nanak Dev Engg. College, Ludhiana
9	Open Source Technologies	4 <sup>th</sup> Jan. 2016 to 8 <sup>th</sup> Jan. 2016	Guru Nanak Dev Engg. College, Ludhiana
10	Make in India: Challenges in Manufacturing & Engg. Industry	23 <sup>rd</sup> 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)