

- GCMRM-2015, Global Conference on Managing in Recovering Markets, 11-13, March, 2015, Organised by MDI, Gurgaon.

National Conferences / Seminars(Attended)

- o Title of paper presented: “Information Systems for integrated Information : A Study of Tourism Sector”
- National Conference on Tourism in India: Challenges Ahead, March.06-07,2009, Organised by TBS,University of Jammu
 - o Title of paper presented: “Marketing of Agricultural products – with special emphasis on branding using geographical indicators”
- National Seminar on Spices ,October 22-24,2009, Organised by SKUAST, Jammu
 - o Title of paper presented: “Re-engineering of Tourism Processes with ICT: An Integrated Approach”
- National Conference on Trans – Himalyan Tourism Reconciling Development and Conservation, 05-06 March, 2010, organized by The Business School, University of Jammu
 - o Title of paper presented: “Microfinance: Sustainable Financial Services and Strategic Linkages”
- National Seminar on Microfinance: Banking Solution to Poverty and Low Income Trap, April 05-06,2010, Organised by BGSB Rajouri
 - o Attended
- 22nd Annual Management Education Convention 2010, 26-28 August, 2010, Organised by AIMA at India Habitat Centre, New Delhi
 - o Title of paper presented: “Impact of Switching Behavior in Cellular Service Provider: A Case Study”
- National Conference on Global Competitiveness of Indian Business, 12-13 February, 2011, organized by
- University School of Management, Kurukshetra University, Kurukshetra
 - o Title of paper presented: ‘Integrating Tourism and Supply Chain Management Strategies : A New Research Imperative”
- 4th National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovation, 18-19, March 2011, Organised by The Business School, University of Jammu
 - o Title of paper presented: “Integrating Marketing Campaigns for Brand Building: A study of J&K Tourism”

- 4th National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovation, 18-19, March 2011, Organised by The Business School, University of Jammu
 - o Title of paper presented: “Knowledge Management in Indian Hospitals”
- 3rd National Conference on Clinical Medicine with Rational Pharmacotherapeutics, 25-27 November, 2011
- Organised by Govt. Medical College and Hospital, Jammu
 - o Title of paper presented: “Knowledge Management Enabler Scale:A Confirmatory Factor Analysis”
- Workshop on Acquisition, Nurturing, and Retention of Talent : A Futuristic Approach, 3-4 May, 2013, Organised by Dept of HRM, Central University of Jammu, Jammu
 - o Title of paper presented: “Application of Knowledge Based CRM to Tourism Sector”
- National Conference on Integrated Strategies for Marketing Tourism and Allied Services, 26-27, March 2014, Organised by TBS, University of Jammu
 - o Title of paper presented: “Social Media : Fast Growing Tourism Platform”
- National Conference on Integrated Strategies for Marketing Tourism and Allied Services, 26-27, March 2014, Organised by TBS, University of Jammu
 - o Title of paper presented: “ERP Systems for Higher Education Institutions”
- National Seminar on Role of Governance e, Leadership and Management for Quality Enhancement in Higher Education Institutions, 5-6, Sept, 2014, Organised by HMV College, Jalandhar
 - o Title of paper presented: “Impact of Online Couponing on Customer Perception of Price Fairness, Customer Satisfaction and Purchase Intentions : An Empirical Analysis”
- NBRC-2015, National Business Research Conference on Sustainable Resource Management in North West Himalayas: Social, Economic, Cultural and Political Interfaces, 18-19, March, 2015, Organised by
- Kathua Campus, University of Jammu
 - o Title of paper presented: “The Impact of Social Media Marketing on Value Equity, Brand Equity and Relationship Equity”
- National Seminar on Strategies for Business Excellence in Global Era , 21 March , 2015, Organised by
- Kurukshetra University, Kurukshetra
 - o Title of paper presented: “SWOT Analysis of Medical Tourism in India”

- National Conference on Integrated Strategies for Marketing tourism and Allied Services, 24 March, 2015, Organised by The Business School, University of Jammu
 - o Title of paper presented: “Impact of Social Media Marketing on Customer Buying Perceptions : A Study of Select Online Travel Agencies” Integrated Strategies for Marketing tourism and Allied Services,
- 24 March, 2015, Organised by The Business School, University of Jammu

Ms. Saloni Devi

- Presented a paper titled “Role of Employee Engagement in Tourism Industry” in the One day National Conference on Integrated Strategies for Marketing Tourism and Allied Services (Under UGC SAP-DRS –II) held in the Business School, University of Jammu on March 24, 2015.
- Presented a paper titled “Role of Ethics in Tourism and Hospitality Industry” in the Two day National Conference on Integrated Strategies for Marketing Tourism and Allied Services(Under UGC SAP-DRS –II) held in the Business School, University of Jammu on March 26-27, 2014.
- Presented a paper titled “HRIS: An Effective Tool for Strategic Human Resource Management” in 3rd Annual International Conference on “ Innovation Management and Business Prospects” organized by “SMBS India & SMBS Canada” on 15-16 June 2013 in Haridwar (U.K).
- Presented a paper titled “Intellectual Capital Management in Higher Education Sector” in HR Workshop on Acquisition, Nurturing and Retention of Talent – A Futuristic Approach from 3rd -4th May 2013 at Department of Human Resource Management, Central University of Jammu.
- Presented a paper titled “Potential of Medical Tourism in Jammu Region” in National Seminar on Restoring Cultural Linkages- the Silk Route Connection to Destination Marketing “from 30th – 31st March, 2013 at Department of Human Resource Management, Central University of Jammu.
- Presented a paper titled “Integrating Human Resource Management and Knowledge Management for Augmenting Organisational Capabilities.” in 12th International Conference on Global Contemporary Issues, Innovations & Future challenges in Business, IT & Management’ from 5th – 6th January ,2013 organised by Research Development Association and Research Development Research Foundation, Jaipur in collaboration with Rajasthan Chamber of commerce and Industry, Rajasthan.
- Presented a paper titled “Impact of Learning Orientation on Employee Creativity and Employee Performance” in National conference on Emerging Trends in Management on 24th November 2012 organised by Sai School of Management and Commerce Studies, Sri Sai University Palampur, Himachal Pradesh.
- Presented a paper titled “Work- life Balance Practices and Issues in Tourism Industry” in The Two day International Conference on Sustainable Practices in Trans – Himalayan

Destinations under (UGC SAP-DRS-I) held at The Business School, University of Jammu from 2nd -3rd March 2012

- Presented a paper titled “ Linkage Between Work Environment Stressors, Job Related Well- being and Job performance” in 11th International Conference on Frontier Global Issues & challenges in the New Millennium on Emerging Economy, Accounting, Finance, Information & Communication Technology, Business & Management from 5th – 6th January, 2012 organised by Research Development Association and Research Development Research Foundation, Jaipur in collaboration with Rajasthan Chamber of commerce and Industry, Rajasthan.
- Presented a paper titled “ Integrated Marketing Campaigns For Brand Building : A study OF J&k Tourism.” in the 4TH National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovations under (UGC SAP –DRS-I) held in the Business School, University of Jammu on March 18-19, 2011

Orientation Course

- Attended UGC- Sponsored General Orientation Course in Management conducting by Academic Staff College, University of Jammu from 30/05/2012- 26/06/2012

Workshops

Attended the Workshop on “Research Methodology and Application of SPSS for Data Analysis” for Economics and related Disciplines for SC/ST scholars at Department of Statistics, University of Jammu in collaboration with Indian Council of Social Science Research from 18TH -27TH February 2013.

Ms. Farah Choudhary

- Paper presented, “Visual Merchandising for Local Handicraft Retailers of J&K” in Integrated Strategies for marketing Tourism and Allied Services. 24th march, 2015 held in The Business School, University of Jammu.
- Paper presented, “A conceptual Model of Destination Image and Loyalty” in Sustainable Destination Excellence:Rebuilding from Crisis and Diasters . 20-21st March, 2015 held at School of Hospitality & Tourism Management, University of Jammu.
- Paper presented, “Consumer behaviour and its relationship to online visual merchandising: Insights into online travel agencies in India” in Service Integration for Value-Generation in Tourism and Allied Services” being held on February 26-27, 2016 held in The Business School, University of Jammu.
- **General Orientation Course** : 4th July, 2012 to 31st July, 2012, Academic Staff College, Jammu University

28. Student projects (w.e.f. June, 2009 to Feb., 2015)

- percentage of students who have done in-house projects including inter-departmental projects : No
- percentage of students doing projects in collaboration with other Universities/ industry / institute 100%

Student Projects (w.e.f. June, 2009 to Feb., 2015)

2009-10

S.No.	Name of Student	Project
1.	Ajay Kumar	Preparation of business development strategy
2.	Akash Gupta	Preparation of process flow manuals for the software development
3.	Anil Kumar Sharma	Competition Dossier
4.	Anuj Gupta	Setting up of Lab for Commercial Business
5.	Farah S. Choudhary	Working capital financing
6.	Meena Gupta	To study the efficiency of Airtel's SVU & their mode of communication
7.	Nikhil Sharma	How to increase the sale of Walky?
8.	Nipun Hans	Enterprise mapping, consumer attitude and institutional sales of enterprise business services for TTSL
9.	Rakesh Kumar Gupta	Roll out of TTSL Exclusive outlets in increase reach & width & customer analysis to increase walk-ins.
10.	Sahil Sawhney	Community Participation Model
11.	Sakshi Koul	Working Capital management
12.	Vipasana Koul	Management of Non performing Assets
13.	Vireshwar Singh	To study mutual funds
14.	Ehsan Ul Haq	Trade scheme benefits through retailers
15.	Anisha Gupta	To find direct new sales associates for the company and to improve the efficiency of the existing one.
16.	Anupam Mahajan	Procurement process
17.	Nidhi Sharma	Potential of Airtel Postpaid services and customer satisfaction in corporate in Jammu.
18.	Rishi Koul	Inventory management of Mehsana Asset and Sitr Stores.
19.	Sohila Khorana	Management of non-performing assets
20.	Sourabh Gupta	Procurement process in ONGC
21.	Sudhanshu	Study of Procurement Process
22.	Varinder Dabgotra	Inventory Management
23.	Swati Mehta	Analysis of financial statement of BSNL India
24.	Sagar Gupta	Retail Banking
25.	Aakash Gupta	Four Quadrant analysis of Airtel
26.	Abhishek Singh	Setting up of Distribution Channel
27.	Ankush Kalgotra	To determine the efficiency of CSS's of Airtel & their means of communication
28.	Anubhav Sharma	Strategic analysis of emerging markets for private sector bank: In perview of HDFC bank.
29.	Gurpreet Kour	Buying behavior of high Networth individuals towards Netconnect Broadband+ in Chandigarh.
30.	Kunal Dogra	Tata Photons Sales & Promotions
31.	Pallavi Arora	To study the efficiency of super value vouchers of Bharti Airtel.
32.	Radhu Gupta	Changes in Organisation Behaviour due to Rescession
33.	Rahul Kumar Verma	HR as a strategic Business Partner
34.	Purva Gupta	Competency Mapping
35.	Rameshwari Slathia	Work Life Balance
36.	Sakshi Bajaj	Employee Engagement & productivity
37.	Hamid Abdullah	Employee satisfaction on pay & allowances
38.	Nimesha Tikoo	Employee Satisfaction with respect to performance Appraisal of J&K Bank
39.	Juhi Khanna	Talent Management
40.	Swati Gupta	Training & Development & its ill effect on Motivation, Morale, Efficiency, Job satisfaction, adopting new technology & reducing employee turnover
41.	Vibhu Johar	To study the efficiency of super value vohure
42.	Shammi Kumar	To study the efficiency of super value vohure
43.	Sahil Kumar	To increase the sales of TATA Walky in Jaipur
44.	Vukesh Vaid	Comparison of various Telecom Companies in J&K.

2012

S.No.	Name of Student	SUMMER INTERNSHIP COMPANY FULL NAME
1	Isha Bandral	Reliance Mutual Fund
2	Lakhan Deep Khajuria	J&K bank, Gurgaon
3	Himani Sharma	Power Grid Corporation of india ltd.
4	SUSHANT MAKHNOTRA	HDFC BANK
5	SAGARIKA CHADHA	HINDUSTAN COCA COLA BEVERAGES PRIVATE LIMITED, JAMMU
6	Bilal Baseerat	Tata Teleservices Head office jammu
7	ROHIT GUPTA	JAMMU AND KASHMIR BANK LTD
8	Navjot Singh Slathia	Reliance Capital Asset Managemnt
9	CHAITANYA GUPTA	AGKNOWLEDGETECH
10	KARNIDH KAUR REEN	Pantaloon Retail Limited
11	AKHIL GUPTA	Sharekhan Stock Trading Corporation Limited
12	HEENA NARGOTRA	Vodafone South limited, Chandigarh
13	SUHALI GUPTA	HSIL(HINDWARE)-GURGAON
14	Anupama Chowdhary	Indian oil corporation ltd.
15	Malvika Kapoor	J&K Bank Limited
16	PRIYANKA KUMARI	TATA TELESERVICES LTD.
17	Sheenam Sharma	Future Ggroup Pantaloon
18	AKHIL GOUR	RELIANCE CAPITAL (reliance mutual funds)
19	PALLVI ARORA	JAMMU AND KASHMIR BANK
20	ISHA CHAMAN	TATA TELE SERVICES LTD
21	ADITYA PAUL SHARMA	RICOH INDIA LIMITED, CHANDIGARH, INDIA
22	Amit Pal Singh	Premium Transmission Ltd
23	Shivani Rana	Vodafone South limited, Chandigarh
24	Manasvi Gupta	OCM India Ltd
25	Nitin Gupta	RELAINCE CAPITAL ASSET MANAGEMENT
26	Pranav Gupta	Tata Motors PCBU ,gurgaon ,haryana
27	Madhur Krishan Khullar	Human Biosciences India ltd
28	Abhinav Gupta	To study the Market position & improvements in KARA
29	Meenakshi Mattoo	INDIAN OIL CORPORATION LIMITED
30	Arun Gupta	Future Group Pantaloon
31	AMAN TALLA	GIE GOLD CREATIONS
32	MANOJ KUMAR	TATA TELE SERVICES LTD(TTSL)JAMMU
33.	Shivali Sharma	ICICI Prudential Life Insurance

2013

S.No.	Name of Student	Project
1	Abhimanyu Sadhu	Marketing of POS terminal
2	Ajay Kumar	To study the distribution system in R.S. Pura region & provide recommendations for optimizing service level to the outlets
3	Ankit Gupta	Reasons for not improving mobile banking/INB/CINB/despise multifold increase in mobile registrations & suggestions for increasing mobile transactions
4	Ankush Bagal	Expansion of distribution channel of Reliance communications
5	Ansh saraf	Execution system of Coca-cola
6	Arjun Gupta	GTM execution of Airtel Whatsapp Pack & geographical mapping of high STD zones & ways to increase shares in these zones
7	Dinesh Bargetra	Retailer satisfactionwith Coca-cola
8	Geetanjli Sharma	Value chain analysis of almonds

9	Jatinder Singh	Media understanding, marketing basics and understanding current radio listenership scenario in Tri-city
10	Karishma Khullar	GTM execution of Airtel Whatsapp Pack & geographical mapping of high STD zones & ways to increase shares in these zones
11	Kunal Gupta	Market Penetration of Axix Bank in Jammu
12	Manish Mahajan	Marketing of POS
13	Meghna Jamwal	GTM execution of Airtel Whatsapp Pack & geographical mapping of high STD zones & ways to increase shares in these zones
14	Prerna Bali	Increase productivity in the company (sales force) by effective strategy for communication among remote people
15	Rachita Jain	Comparative analysis of products & services of Axix Bank with its competitors, Paloura, Jammu.
16	Sahil Amla	Investment behavior in stock market
17.	Sahil Sharma	Channel Partner satisfaction survey
18	Shivam Gupta	To study the distribution system in Nagrota region & provide recommendations for optimizing service level to the outlets
19	Shwetanshu Gupta	GTM execution of Airtel Night Store & barriers and use case study of mobile internet for the age group above 40
20	Sidharth Gupta	To study the decrease in current account inspite of presence of branches in hub cities and comparison with other private banks.
21	Tushar Khajuria	To enhance productivity of field executives at distribution points
22	Vishal Gupta	Unexplored areas of Agricultural financing
23	Ankita Kapoor	Channel Partner satisfaction survey
24	Divya Gupta	Effectiveness of inbranch advertisements & marketing techniques
25	Gagandeep Singh Ishar	Value chain analysis of walnuts
26	Kritika Handoo	Study of adjusted gross revenue
27	Mehak Gupta	Investment behavior in stock market
28	Mehak Kohli	Effectiveness of recruitment policy
29	Shipika Pandita	HDFC loan services
30	Shivam Bhagat	Analysis of product & marketing strategies of Kotak Mahindra Bank
31	Shivani Gupta	GTM execution of Airtel Night Store & barriers and use case study of mobile internet for the age group above 40
32	Sushant Gupta	To enhance productivity of field executives at distribution points
33.	Taniya Mahajan	Currency management issues & challenges with reference to the state of J&K.
34.	Vrinda Gupta	Investment behavior in stock market
35.	Haneet Kour	Analysis of different product & marketing strategies
36.	Deepika Broca	3G penetration through I.T. & H.D.Os in Jammu city
37.	Natasha Thakur	LUT & its improvement
38.	Raghav Gupta	Key drivers of Pepsico's beverage brand sales through modern trade retailers : a study in Bangalore
39.	Reetesh Kumar	Implementation of ISO certification
40.	Sandeep Singh	LUT & its improvement
41.	Sandeep Singh	Expansion of distribution channel of Reliance Communications
42.	Surbhi Safaya	3G penetration through I.T. & H.D.Os in Jammu city
43.	Tanvi Bhargav	Comparative study of the customer service provided by SBI vis-à-vis other banks
44.	Nirbhay Sharma	Financial inclusion – success or failure of business correspondents in J&K.
45.	Parav Gupta	CB Analysis of network sites
46.	Sakshi Kher	Impact of removal of minimum balance requirement in Saving Bank A/c
47.	Virender Singh	Expansion of distribution channel of Reliance Communications
48.	Vishav Deep Sharma	Implementation of ISO certification in organisations

2014

S.No.	Name of Student	Project
1	Akshay Kumar Wazir	Consumer preference in selected brand (Loreal, Kara, Revlon) of wipes on the basis of brand, price & Quality
2	Amandeep Kaur	A study of Govt. sponsored schemes: SKEWPY & JKSES
3	Amit Kumar	3G penetration through IT Outlets and HDO's in Jammu city.
4	Arjun Jaral	A study of effectiveness and enhance the return from R-OFFER
5	Arjun Kalsotra	To enhance the sales and revenue contribution in Army Area, Udhampur
6	Arun Kumar	Perception of customers in terms of Satisfaction in HDFC Bank.
7	Hanul Jain	Study of competitive analysis of sales of Kara wet wipes in Jammu region.
8	Jaspreet Singh	Customer satisfaction towards J&K Bank modern day products.
9	Monika Tufchi	To study the consumer preferences towards Kara wet wipes in Chandigarh market
10	Muneesha Kumari	Agriculture extension- Demand and supply of services-Future of technology led Extension in J&K State.
11	Paheli Sharma	Comparative study of Aircel for knowing customer experience of using dataservices & perception.
12	Pankaj Bhagat	Customer Satisfaction
13	Radhika Gupta	New age financial products and their role in transforming modern banking .
14	Rahul Sharma	Mail Activation, Brand Showcases
15	Rahul Thakur	To enhance the productivity of FOS
16	Rajan Raina	To enhance growth & productivity of UAO & UEO and taking winback.
17.	Rakesh Kumar	3G penetration through IT and HDO's in Jammu city.
18	Riya Chadha	To study the effectiveness of competitive advantages/ disadvantages of KARA over competitors on sales in Jammu region.
19	Rohin Gupta	Customer Awareness for Life Insurance.
20	Sahil Sharma	Consumer behavior towards financial product- A J&K Bank study
21	Shevani Tickoo	To study the marketing and branding activities of MGI Infra. Pvt. Ltd.
22	Surbhi Sharma	Adoption of strategies to enhance the sales opportunity nad consumer satisfaction in Amritsar.
23	Tanveer Singh Sachdeva	Assessing financial products of J&K Bank.
24	Ujjwal Jalotra	To improve productivity of canopy executive.
25	Angel	A study of loans offered by HDFC
26	Chaitanya Dubey	Satisfaction level of retail banking customer comparative study between SBI & HDFC.
27	Gautam Anand	Financing working capital with special reference to Small & Medium scale Enterprises.
28	Namish Gupta	A project on Home Loans
29	Pankhuri Gupta	Study of netbanking habits of customers and other banking services with respect to HDFC.
30	Pooja Sharma	Retail Banking
31	Raghav Khullar	Digital Banking in HDFC
32	Reshav Mahajan	Market Analysis and Credit Monitoring Analysis for MGI.
33.	Rohit Chander	To enhance the productivity of UAO
34.	Sawan Gupta	A project on working capital financing for fresh Working Capital & enhancement in Working Capital Limit & trading.

35.	Shubham Sharma	Comparative study of Savings A/c of HDFC & ICICI
36.	Yatin	Liquidity Risk Analysis (Analysing Liquidity Risk using BASEL III tools and performing Stress testing).
37.	Akash Bali	A study of retailers' perception towards Kara wet wipes in Srinagar.
38.	Mandeep Singh Chib	Analysis of Outstation Travellers of Airtel network.
39.	Nitika Gupta	To study that is Life Insurance a necessity .
40.	Sanamdeep Kaur	Comparative analysis of telecom marketing from the perspective of Reliance.
41.	Sanjay Kumar Sukha	A study of alternate channels to promote Kara wet wipes in Srinagar.
42.	Sumit Sharma	A study of retailers' perception regarding Soft drinks – A comparative analysis of Pepsi Vs. Coca cola in Kathua & Samba District.
43.	Varsha Sharma	To study the customer perception about insurance
44.	Vidit Gupta	Customer relationship Management
45.	Zirish Kaul	To study the consumer awareness of Kara skincare wipes in Chandigarh.
46.	Ajesh Dubey	Recruitment, training and development in DHFL Pramerica
47.	Arushi Slathia	Retail loan with special emphasis on education & mortgage loan.
48.	Avni Gupta	Process & Analysis of the distributor claims.
49.	Devina Jain	Retail loan with special emphasis on car loan.
50.	Karishma Mengi	Network Cost optimization of Reliance communications Pvt. Ltd.
51.	Nirmal Kumar	A project on Report on Term Loans
52.	Shagun Gupta	Priority sector Loans : Education & Housing Loan
53.	Shally Raina	To study the changing technology and its effect on customer needs in banking industry with reference to HDFC Bank.
54.	Shikha Gupta	Scope of Agriculture Gold Loans in SBI, Rajouri.
55.	Shivali Choudhary	Retail Loans with special emphasis on commercial vehicle loan.

29. Awards / Recognitions Received at the National and International Level By

• Faculty

Prof. Neelu Rohmetra

1. Fulbright-Nehru USIEF Education Administrators Seminar Grantee/Awardee 2013. (Washington DC, Chicago and Nebraska Lincoln and Omaha)
2. Nomination by The British Council as 14 member Indian Delegation to UK under South Asia Dialogue on Skill Development Issues in South Asia, 2013.
3. Education Leadership Award 2013 in World Education Congress at Mumbai, June 28 2013.
4. Received “International Achiever’s Award for Educational Excellence” during the “International Achiever’s Summit” at Bangkok on August 27, 2010.

5. UFHRD Certification for the ALAN MOON MEMORIAL PRIZE for the paper “Human Resource Systems and Organisation Effectiveness: The Case of Indian Rural Banking” during 10th International HRD Conference at Newcastle Business School, Northumbria University, UK, June 10-12, 2009

Prof. Versha Mehta

- Received award for the “Best Professor” in Information Systems Management in “Dawang Mehta B-School Affaire Award” ceremony organized in collaboration with Industry at Taj Lands Mumbai held in 2012.

Prof. B.C.Sharma

- Prof. B.C. Sharma awarded Best professor in Financial management by DNA (2013)

Prof. P.S. Manhas

- Awarded Commonwealth Professional Fellowship by Commonwealth Scholarship Commission, United Kingdom for the year 2014, funded by the UK *Department for International Development* (DFID).
- Awarded Hungarian Faculty Research Fellowship by Hungarian Scholarship Board, Budapest, HUNGARY under the Indo Hungarian Educational Exchange Program for the year 2012-13.
- Awarded Shastri Indo-Canadian Institute’s “Canadian Studies Faculty Research Fellowship” funded by the International Academic Relations Division of Foreign Affairs, Canada for the year 2009.

Dr. Amisha Gupta

- Adjudged for the Best Paper Award for the paper titled “Mutual Funds in India: A Strategic Option in Investment Decision Making” at the Fifth National Conference on Indian Capital Market: Emerging Issues organized by IBS Gurgaon, Feb. 4-5, 2011.
- Doctoral / post doctoral fellows

Students Seminars/Conferences/Workshops Organized and the Source of Funding (National/ International) with details of outstanding participants, if any, (w.e.f. June, 2009 to Feb., 2015)

Outstanding Participants : The Business School is winner of Youtharva 2014 & 2015.

Title of the Conference/Seminar/Workshop	Date	Collaboration
Business Fest	Oct. 24-25 2009	
Alumni Get together	Oct. 18, 2009	
DD Workshop	Sept. 2009	
• Quiz Competition on 'Environment'	Sept. 29, 2010	Tata Photon Plus
• Symposium on 'Rural Co-operative Credit Structure in J&K State'.	Sept. 23, 2010	National Bank for Agriculture and Rural Development (NABARD).
• Industrial Visit for MBA Students to Cadila Pharmaceutical Ltd. and Berger Paints, Samba	Sept. 10, 2010	-
• 'Go Green' drives organized in The Business School	Sept. 6, 2010, Aug. 26, 2010	Tata Tele Services and Bharti Infratel Ltd.
• International Conference on 'Geo -Thermal and Other Energy Resources of Ladakh: Technological and Business Viability'	July 05-07, 2010	Institute of Energy Research and Training, University of Jammu
• Workshop on Fundamental Career Planning	April, 2010	-
• Student workshop on 'Preparing for Campus Placement'	Feb. 21, 2011	-
• Student workshop on 'Equity Market Trading and Depository Services'	Feb. 4, 2011	Bombay Stock Exchange, Mumbai
• Inter-University State Level Business Fest (Lakshya 2011)	Jan. 11-12, 2011	-
• Workshop on 'Financial Awareness for Young Investors'	November 5, 2011	SEBI, Mumbai
• Seminar on "Indo-US Cultural Relations"	September 7, 2011	Embassy of United States of America, New Delhi
• Industrial visit for MBA students to Vardhman, TVS and LG at Baddi (HP)	April, 2011	
• National Conference under UGC-SAP (DRS-1) on 'An Integrated Approach to Tourism Development: Contemporary Practices and Innovation'	March 18-19, 2011	Sponsors: UGC and Tourism Department J&K Government
• 3rd International Conference on 'Cross-Cultural Management: Practice and Research'.	March 03-05 2011	Sponsors: J&K Bank Ltd., Association of Indian Management Schools (AIMS) and Tata Indicom

Title of the Conference/ Seminar/Workshop	Date	Collaboration
• Lecture on Research Methodology	December 17, 2012	Prof. Manoj Sharma, UBS, Chandigarh
• Lecture on Sustainable Development	November 24, 2012	Prof. Ashok Ogra, APEEJAY Business School
• Guest Lecture	October 25, 2012	Future Learning Murlidhar Rao
• Performance Management System	October 5, 2012	Vikas Shah
• Efficient Market Theory	September 27, 2012	Bhagwati Prasad
• Personality Development Workshop	September 24 to 26, 2012	Manjot Gill, Mind Bridge Consultants
• Capital Market Opportunities	August 31, 2012	Raunak Langhe
• Work Ethics	August 31, 2012	Rashmi Gupta
• E-MAT Workshop	August 29 to 30, 2012	Praxis EL
• Lecture under Leadership Connect	March 27, 2012	Prof. Sita Vanka, Dr. Monica Forret
• Personality Development Lecture	March 16, 2012	MA Foi Ranstad
• Lecture under Leadership Connect	February 8, 2012	Mr. Parvesh Vaid

2013

Title of the Conference/ Seminar/Workshop	Date	Collaboration
• Personality Development Workshop	September 30-October 5, 2013	Manjot Gill, Mind Bridge Consultants
• How to Invest in Stock Market	August 29, 2013	Sh. Harvinder S. Sokhi, RM, BSE
• Industry- Academia Interface	March 16, 2013	National HRD Network
• Social Entrepreneurship	February 4, 2013	Mr. Dhruv Lakra
• Personality Development Workshop	January 22-23, 2013	Mr. Tanveer Singh Noor

2014

Title of the Conference/ Seminar/Workshop	Date	Collaboration
• Guest Lecture	Oct. 10, 2014	Mr. Ajay Wali, International Business Marketing Head, Indo Asian
• Guest Lecture	Oct. 8, 2014	Mr. Subhash Jagota, CEO. Global Business Solutions
• Personality development Workshop	Sept. 28 , 2014	Manjot Gill, Mind Bridge Consultants
• Guest Lecture	Sept. 18 , 2014	Dr. Harish Ahuja, President corporate Strategy, Hindustan Power Project Pvt. Ltd.
• Guest Lecture	Mar. 22, 2014	Mr. Tanveer Singh Noor
• Business Fest-“ Youtharva”	March 5-6, 2014	Student Driven Activity
• Guest Lecture	Sept. 26, 2014	Sh. Satish Jakota
• Guest Lecture	Sept. 18, 2014	Prof. Manoj Kumar, Flame B-School
• Guest Lecture	Feb. 23, 2014	Mr. V.K.Singh, IAS, ADGP Security

2015

Title of the Conference/ Seminar/Workshop	Date	Collaboration
• Personality development Workshop	Sept. 30, 2015 Oct. 03, 2015	Manjot Gill, Mind Bridge Consultants
• Industrial visit	Sept. 26, 2015	Chenab Textile Mill, Kathua
• Guest Lecture	Sept. 23, 2015	Bhagwan Dass Sharma, DGM, Lupin
• Guest Lecture	Aug. 14, 2015	Prof. Ramesh Kasetwar (Ph. D MPM, BEFIE, MIMA), Mr. Aditya Kitroo
• Guest Lecture	Aug. 7, 2015	Mr. Nirmal Bhardwaj, CEO, Resurgent Pvt. Ltd. (Alumni IIT-Kharagpur & IIM-A)
• Induction Session	July 30, 2015	Manisha Negi (Production Manager, Airtel) Arvind Mattoo (CEO, DMZ Cube)
• Workshop on women in leadership	April. 16, 2015	Organised by PH Chamber of commerce headed by Chairman Vikrant Kuthiala
• Interaction session on 'Industrial Academia Collaboration for overall development of students'	April 06, 2015	Vagish Sharma, NSDC, New Delhi
Lecture on Efficient Communication & Presentation Skills	March 30, 2015	Dr. Y P Sachdeva From Punjab Agricultural University, Ludhiana

Two day national conference on integrated strategies for marketing tourism & allied services	March 24-25, 2015	UGC-SAP DRS-II
Interaction session on 'Building Competencies for success'	March 16, 2015	Namrata Kour, Barclays Bank, Birmingham, UK
Export awareness programme, first generation entrepreneur organized by DGFT	March, 09, 2015	Mr. Amit Kumar (Dy, DGFT) Mr. Ashok Kumar Mattoo (GM, RBI)
Business Fest 'youtharva 2015'	Feb 5-6, 2015	Student Driven Activity

2016

Title of the Conference/ Seminar/Workshop	Date	Collaboration
International Women Day celebration	March 8, 2016	Pledge for parity -women empowerment programme in collaboration with Vodafone 2016
Guest lecture	March 4, 2016	Mr. Ravinder Desai, COO, Airtel, J&K Circle
"Service Integration for Value - Generation in Tourism and Allied Services"	27-28 Feb., 2016	UGC-Sap DRS-II
Guest lecture	Jan. 6, 2016	Sh, Rakesh Shalla, COO, Vodafone

31. Code of ethics for research followed by the departments :

The School encourages original ideas in the contemporary context relevant for the academia and the industry perspective to be taken up as research areas to provide a broader significance & relevance for the society as a whole.

32. Student Profile programme-wise (w.e.f. June, 2009 to Feb., 2015)

MBA

Name of the Programme	Applications received	Selected		Pass percentage	
PG		Male	Female	Male	Female
2009	216	26	17	63.88%	100%
2010	497	29	12	75.33%	83.33%
2011	526	17	19	94.11%	100%
2012	384	29	27	89.65%	96.29%
2013	308	31	28	93.54%	71.42%
2014	249	34	25	100%	
2015	217	27	35	100%	

PGDBM

Name of the Programme	Applications received	Selected		Pass percentage	
PG		Male	Female	Male	Female
2009-10	408	23	23	39.13%	52.17%
2010-11	369	21	17	57.14%	70.58%
2011-12	90	16	18	81.25%	88.88%
2012-13	77	21	09	57.14%	
2013-14	49	27	09	51.85%	77.77%
2014-15	62	25	06	64%	
2015-16	109	28	10	-	-

33. Diversity of students (w.e.f. June, 2009 to June, 2014)

MBA

Name of the Programme	% of students from the same University	% of students from other Universities within the State	% of students from Universities outside the State	% of students from other Universities
PG				
2009	34	02	07	Nil
2010	31	03	07	Nil
2011	31	Nil	05	Nil
2012	53	Nil	03	Nil
2013	50	03	06	Nil
2014	49	03	07	Nil
PGDBM				
2009	45	Nil	01	Nil
2010	37	Nil	01	Nil
2011	33	Nil	01	Nil
2012	28	Nil	02	Nil
2013	34	Nil	02	Nil
2014	29	Nil	02	Nil

35. Student progression (w.e.f. June, 2009 to June, 2014).

Student progression	Percentage against enrolled
UGtoPG	--
PG to M.Phil.	--
PG to Ph.D.	
Ph.D. to Post-Doctoral	5%
Employed	70%
Campus selection	
Other than campus recruitment	
Entrepreneurs	25%

36. Diversity of staff

Percentage of faculty who are graduates	
of the same university	75%
from other universities within the State	--
from universities from other States	25%
from universities outside the country	N.A.

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period (w.e.f. June, 2009 to Feb., 2015).

- Dr. Amisha Gupta
- Dr. Anil Gupta
- Dr. Komal Nagar
- Dr. Rachna

38. Present details of departmental infrastructural facilities with regard to AICTE Form

(a) Library :

	Existing		Newly Added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	16469		141	Rs.65625		
Reference Books	400		15			
e-Books						
Journals	27					

(b) Internet facilities for staff and students :

(c) Total number of class rooms : 05

(d) Class rooms with ICT facility : 04

(e) Students' laboratories : 01 Computer Lab

(f) Research laboratories : 01 Research Scholar Computer Lab.,
Video Conferencing

39. List of doctoral, post-doctoral students and Research Associates (w.e.f. June, 2009 to June, 2014).

Awarded Ph.D. (June 2009-Feb. 2015)

(a) from the host institution/university : Jammu University

1. Ajay Kumar Gupta
2. Dinesh Gupta (MCA Deptt.)
3. Amisha Gupta
4. Anuradha Sharma
5. Mandeep Singh
6. Saranpreet Kour Broca
7. Vivek Sharma
8. Vinod Kumar (Commerce Deptt.)
9. Ridhi Sharma
10. Neeraj Sharma
11. Pallavi Arora
12. Bhanu Partap Singh
13. Goldy Mahajan
14. Aubid Hussain Parrey
15. Meenakshi Gupta
16. Ankita Nanda
17. Anju Thapa
18. Anish Yousaf
19. Prateek
20. Shelleka Gupta

b) from other institutions/ universities :

1. Subash Chander Raina- IGNOU
2. Farzana Gulzar- University of Kashmir, Srinagar
3. Tejeshwar Singh-Visveswariam University, Beligium, Karnataka
4. Sandeep Singh Chib- Rani Durgawati Vishwavidalaya, Jabalpur, MP

5. Mubhashir Nabi- PTU
6. Naveeda Seher- BGSBU, Rajouri
7. Beenish shameem- BGSBU, Rajouri
8. Shafqat Ajaz- BGSBU, Rajouri
9. Gaurav Sehgal- IGNOU
10. Naresh Kumar- M.D.U, Rothak
11. Kumar shailesh- Pune University
12. Deepak Manhas- SMVDU, Katra
13. Hena Sharma- SMVDU, Katra
14. Neha Aggarwal- SMVDU, Katra
15. Sanjeev Lalhotla- SMVDU, Katra
16. Noor-ul-assar-beg- PTU

40. Number of post graduate students getting financial assistance from the University : Nil

The students are not getting any financial assistance from the University.

Other Scholarship :

- Bharti Foundation for 2 students Rs. 50,000 each from 2009-12
- Mahindra financial scholarship for 3 students Rs 25,000 each 2016

41. Was any need assessment exercise undertaken before the development of new programmes ?
If so, highlight the methodology. NO

In future we will plan to organize a seminar by inviting experts from Industry & Academia for development of new Curriculum.

42. Does the department obtain feedback from

- a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the

feedback? : The School is using Choice Based Credit System under which the faculty incharge of a course is responsible for the curriculum, its upgradation, content & delivery both in terms of lectures as well as tutorials for continuous evaluation of the students on broad based parameter vis-à-vis seminars, presentations, assignments, case studies, active participation, snap test to encourage holistic learning environment.

- b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

We follow overall University Policy.

- c. alumni and employers on the programmes offered and how does the department utilize the feedback?

We send our students for Summer Trainings in different organizations & after completion of training the students have to submit detailed project report duly vetted by the mentor from industry under whom the project is undertaken which is then evaluated by panel of faculty members wherein certificate from industry expert is duly taken cognizance of.

43. List the distinguished alumni of the department (maximum 10) :

1. Mr. Anil Sangra, Managing Director, LVO Car Vivadent Marketing Privates Ltd., Mumbai.
2. Mr. Deepak Jasrotia, National Marketing Manager, LG Electronics Pvt. Ltd., Delhi. Business Head, Mobile communications.
3. Ms. Sheetal Nanda, I.A.S., Deputy Commissioner, Samba.
4. Mr. Rajesh Mahajan, M.D. Brookes Labs Ltd., Mumbai.
5. Mr. Sudeep Ghoshal, General Manager Sales (East), Eveready Industries India Ltd.
6. Mr. Vikas Shah, COO, WaterHealth Pvt. Ltd., Hyderabad.
7. Mr. Ajay Wali, Vice President- International Business Indo Asian (LEGRAND France Group Brand).
8. Mr. Vivek Sharma, Senior Vice President, E-Commerce & Email Business Rediff.com India Ltd. (NASDAQ : REDF), Mumbai.
9. Mr. Manjot Gill, CEO, Mind Bridge Consultants, Chandigarh.
10. Mr. Dharmender Khajuria, COO, Bharti Airtel Ltd., western UP.
11. Mr Indu Singh, DGM, JK Organisation (JK Tyres Ltd., JK Paper Ltd., JK Lakshmi Cement Ltd, JK Fenner Ltd., Delopt)
12. Ms. Vineeta Dixit, Public Policy & Government Relations at Google
13. Ms. Rashmi Gupta, Manager, Institutional Research & Planning, Durham College, Canada.
14. Ms. Madhulika Bhatt, GM, ICICI Bank
15. Mr. Bhagwati Prasad, APCC, Director (Singapore)

16. Mr. Sanjeev Dayal Verma, IAS
 17. Mr. Rakesh Khajuri, MD, JK Agro
 18. Mr. Puneet Kumar, Director Sales, Microland
 19. Mr. Vikram Gupta, CEO, Airmesh
 20. Renu Seth, GM, IDBI
 21. Mr. Manoj Kumar, Professor Flame University, Pune
 22. Mr. Arun Kumar, IAS
 23. Mr. Dinesh Sharma, Marketing Faculty at SJM School of Management, IITB, Mumbai, India
 24. Sapna Gupta, Chief manager, J&K Bank, Bari Brahmana
 25. Varinder Kaur, Chief manager, J&K Bank, Bari Brahmana
44. Give details of student enrichment programmes (special lectures/workshops/seminar) involving external experts
(w.e.f. June, 2009 to Feb., 2015).

Industrial visits:

2009: Industrial visit to Cadila, Samba

2009: Industrial visit to Berger Paints, Samba

2010: Industrial visit to Vardhaman, TVS, LG, Chandigarh Baddi

2015: Industrial visit to Chenab textile mill, Kathua

Title of the Conference/Seminar/Workshop	Date	Collaboration
Business Fest	Oct. 24-25 2009	
Alumni Get together	Oct. 18, 2009	
DD Workshop	Sept. 2009	
• Quiz Competition on 'Environment'	Sept. 29, 2010	Tata Photon Plus
• Symposium on 'Rural Co-operative Credit Structure in J&K State'.	Sept. 23, 2010	National Bank for Agriculture and Rural Development (NABARD).
• Industrial Visit for MBA Students to Cadila Pharmaceutical Ltd. and Berger Paints, Samba	Sept. 10, 2010	-
• 'Go Green' drives organized in The Business School	Sept. 6, 2010, Aug. 26, 2010	Tata Tele Services and Bharti Infratel Ltd.

• International Conference on 'Geo -Thermal and Other Energy Resources of Ladakh: Technological and Business Viability'	July 05-07, 2010	Institute of Energy Research and Training, University of Jammu
• Workshop on Fundamental Career Planning	April, 2010	-
• Workshop on 'Financial Awareness for Young Investors'	Nov. 5, 2011	SEBI, Mumbai
• Seminar on "Indo-US Cultural Relations"	Sept. 7, 2011	Embassy of United States of America, New Delhi
• Industrial visit for MBA students to Vardhman, TVS and LG at Baddi (HP)	Apr. 2011	-
• National Conference under UGC -SAP (DRS -I) on An Integrated Approach to Tourism Development: Contemporary Practices and Innovation'	Mar. 18-19, 2011	Sponsors: UGC and Tourism Department, J&K Government
• 3rd International Conference on 'Cross-Cultural Management: Practice and Research'.	Mar. 03-05, 2011	Sponsors: J&K Bank Ltd., Association of Indian Management Schools (AIMS) and Tata Indicom
• Student workshop on 'Preparing for Campus Placement'	Feb. 21, 2011	-
• Student workshop on 'Equity Market Trading and Depository Services'	Feb. 4, 2011	Bombay Stock Exchange, Mumbai
• Inter-University State Level Business Fest (Lakshya 2011)	Jan. 11-12, 2011	-
• Workshop on 'Financial Awareness for Young Investors'	November 5, 2011	SEBI, Mumbai
• Seminar on "Indo -US Cultural Relations"	September 7, 2011	Embassy of United States of America, New Delhi
• Industrial visit for MBA students to Vardhman, TVS and LG at Baddi (HP)	April, 2011	
• National Conference under UGC-SAP (DRS-I) on 'An Integrated Approach to Tourism Development: Contemporary Practices and Innovation'	March 18-19, 2011	Sponsors: UGC and Tourism Department J&K Government
• 3rd International Conference on 'Cross-Cultural Management: Practice and Research'.	March 03-05 2011	Sponsors: J&K Bank Ltd., Association of Indian Management Schools (AIMS) and Tata Indicom
• Student workshop on 'Preparing for Campus Placement'	February 21, 2011	-
• Workshop on 'Financial Awareness for Young Investors'	November 5, 2011	SEBI, Mumbai
• Lecture on Research Methodology	December 17, 2012	Prof. Manoj Sharma, UBS, Chandigarh
• Lecture on Sustainable Development	November 24, 2012	Prof. Ashok Ogra, APEEJAY Business School
• Guest Lecture	October 25, 2012	Future Learning Murlidhar Rao
• Performance Management System	October 5, 2012	Vikas Shah
• Efficient Market Theory	September 27, 2012	Bhagwati Prasad
• Personality Development Workshop	September 24 to 26, 2012	Manjot Gill, Mind Bridge Consultants
• Capital Market Opportunities	August 31, 2012	Raunak Langhe
• Work Ethics	August 31, 2012	Rashmi Gupta
• E-MAT Workshop	August 29 to 30, 2012	Praxis EL
• Lecture under Leadership Connect	March 27, 2012	Prof. Sita Vanka, Dr. Monica Forret
• Personality Development Lecture	March 16, 2012	MA Foi Ranstad
• Lecture under Leadership Connect	February 8, 2012	Mr. Parvesh Vaid

• Personality Development Workshop	September 30-October 5, 2013	Manjot Gill, Mind Bridge Consultants
• How to Invest in Stock Market	August 29, 2013	Sh. Harvinder S. Sokhi, RM, BSE
• Industry- Academia Interface	March 16, 2013	National HRD Network
• Social Entrepreneurship	February 4, 2013	Mr. Dhruv Lakra
• Personality Development Workshop	January 22-23, 2013	Mr. Tanveer Singh Noor
• Guest Lecture	Oct. 10, 2014	Mr. Ajay Wali, International Business Marketing Head, Indo Asian
• Guest Lecture	Oct. 8, 2014	Mr. Subhash Jagota, CEO. Global Business Solutions
• Personality development Workshop	Sept. 28 , 2014	Manjot Gill, Mind Bridge Consultants
• Guest Lecture	Sept. 18 , 2014	Dr. Harish Ahuja, President corporate Strategy, Hindustan Power Project Pvt. Ltd.
• Guest Lecture	Mar. 22, 2014	Mr. Tanveer Singh Noor
• Business Fest-“ Youtharva”	March 5-6, 2014	Student Driven Activity
• Guest Lecture	Sept. 26, 2014	Sh. Satish Jakota
• Guest Lecture	Sept. 18, 2014	Prof. Manoj Kumar, Flame B-School
• Guest Lecture	Feb. 23, 2014	Mr. V.K.Singh, IAS, ADGP Security

45. List the teaching methods adopted by the faculty for different programmes :

Case Studies, field work, workshops, classroom teaching, role plays, management games etc.

46. How does the department ensures that programme objectives are constantly met and learning outcomes are monitored ?

We ensure that the objectives of MBA Programme are met by imparting a curriculum wherein we take utmost care that the content & quality of the curriculum is at par with the best of the institutions in the fields of Management. Also , we intervene the curriculum by introducing case studies, management games, simulations, interactive sessions, encouraging presentations and an environment of learning where the students are constantly kept involved by encouraging their participation. The faculty encourages the queries to be raised by the students by providing them a platform for discussion for ascertaining feedback.

47. Highlight the participation of students and faculty in extension activities (w.e.f. June, 2009 to Feb., 2015).

Business Fest LAKSHYA 2009

Business Fest LAKSHYA 20011

Business Fest YOUTHARVA 2014

Business Fest YOUTHARVA 2015

Business Fest YOUTHARVA 2016

Management Club Activities : Students engage themselves in various Management Club Activities such as Business Quiz, Group discussions, management games etc.

Social Emersion Programme :

Blood Donation Camp (2013)

Bharti Infratel Plantation drive (2011)

Tata Plantation drive

Pledge for parity-women empowerment programme in collaboration with Vodafone 2016

Diwali where students raise charity for orphanage and underprivileged children- Aradhna and SOS Home

Soch (An event in Youtharva which is linked with social cause)

Competition of Social pocket film held every year

Year wise Placements of the department (2009-2015)

YEAR	NUMBER OF STUDENTS PLACED	Average Package
2009-10	25	2.75
2010-11	31	2.5
2011-12	23	2.5
2012-13	15	2.75
2013-14	18	2.75
2014-15	40	3.0
2015-16	23	3.5

Placement in the 2009

Name of the company / institution	No. of Students placed
Water Health India Pvt . Ltd	6
HDFC Standard life	4
HCL	2
IIDFC AMC	1
Reliance Communications	2
Airtel	2
ICICI LOMBARD	2
TTSL	2
ICICI Prudential	2
Reliance Money	2

Placement in the 2010

Name of the Company	No. of Students Selected
Water Health	10
SBI Life	2
Bry Ash Pvt. Ltd.	1
Airtel	2
EMBEX	2
Mindone Consultants	1
HDFC Bank	5
PARDAN NGO	2
Kotak Securities	5
Anand Rathi	1

Placement in the 2011

Name of the company / institution	No. of Students placed
Water Health India Pvt . ltd	2
HDFC Bank	6
YES Bank	2
Pratishtha	3
AXIS Bank, Chandigarh	2
AXIS Bank, Delhi	1
ICICI LOMBARD	4
ONCRA	1
Kotak Bank	1
ABC Consultancy	1

Placement in the 2012

Name of the company / institution	No. of Students placed
Water Health India Pvt . ltd	2
HDFC Bank	6
HDFC Life	3
ITC	1

Placement in the 2013

Name of the company / institution	No. of Students placed
Hdfc Bank	6
Axis Bank	6
Water Health India Pvt. Ltd.	2
KIES	2
Havells pvt. Ltd. Delhi	2

Placement in the 2014

Name of the company / institution	No. of Students placed
ICICI Bank	7
HDFC LIFE	5
Airtel	3
HDFC Bank	3
Yes Bank	5
Reliance Communications	5
Indus Bank	8
SARWESHWAR	3
Renault	3
ICICI Bank	8

Placement in the 2015

Name of the company / institution	No. of Students placed
Ceasefire	3
vodafone	3
Reliance Communications	2
Vulcan Express	4
ADROIT	4
Jaro Education	1
Hdfc Bank	6
Airtel	3

Year wise Awards & Recognition of the department:

- Business Fest LAKSHYA 2009- Overall outstanding performance
- Award of merit 2009- 2nd prize in student research convention (north zone)
- Business fest Tatva, SMVDU, Katra (2010)- 2nd prize in Quiz and Business plan
- 17th BSA Dewang Mehta B-School Leadership Award (2010)
- Business Fest LAKSHYA 2010-11- Overall winner
- Display your talent (2010-11)- 1st prize in skit, memorial trophy for all round best performance in theatricals, 3rd prize in one act play
- Dainik Bhaskar B-school leadership award (2011)
- Outstanding B-school Marketing Award (Jury Special Award 2011-12)
- 20th BSA Dewang Mehta B-School Leadership Award (2012)
- Display your talent (2012-13)- Dr. Jagmohan Singh Memorial Trophy for best team in debating
- 21st BSA Dewang Mehta B-School Leadership Award (2013)
- Business Fest Anushthan 2013, Kathua Campus – 1st Prize
- Business Fest YOUTHARVA 2014- Overall outstanding performance
- 22nd BSA Dewang Mehta B-School Leadership Award (2014)
- Business Fest YOUTHARVA 2015- Overall outstanding performance

General Extension Association of the Faculty

Civil Society Forum: Indian Institute of Public Administration {IIPA}

(Membership of the Faculty of The Business School)

Prof. Keshav Sharma

Prof. Neelu Rohmetra (Executive)

Prof. Versha Mehta

Prof. B.C. Sharma

Prof. Alka Sharma (Office Bearer & Executive Member)

Dr. Anil Gupta (Office Bearer)

Dr. Komal Nagar (Office Bearer)

Contribution by the faculty towards corporate life of University

- Prof. Keshav Sharma Registrar, University of Jammu.
- Prof. Neelu Rohmetra, Rector, Kathua Campus, University of Jammu (w.e.f. July 2012 to present)
- Rector, Billawar Campus, University of Jammu (w.e.f. July 2012 to present)
- Prof. Versha Mehta Provost Girls Hostel, University of Jammu
- Prof. B.C. Sharma Dean student placement, Nodal Officer Project UDAAN
- Prof. Alka Sharma Co-chair person campus cultural committee

Prof. Neelu Rohmetra

General Extension Association

- Activities organised under the banner of Jammu Chapter National HRD Network in the capacity of President/Secretary during the period.
- Lectures delivered at Indian Institute of Public Administration, J&K Branch.
- Capacity building activities and Sessions conducted for Department of Postal Services (J&K)
- Associated with CII, Jammu Chapter (Higher Education Issues)
- Associated with PHD Chamber of Commerce, Jammu Chapter
- British Council Certified SPRING BOARD TRAINER
- UGC accredited trainer for trainers under the UGC Nation – wide initiative of “Capacity Building Programme for Women Managers”
- Resource Person for Development of Indian army Personnel of 10 Infantry Division, Indian Army, Akhnoor, 2009.
- Working closely with Department of Life Long Learning with respect to various academic and training activities.

Prof B.C.Sharma

- Member, State Council, CII
- Secretary, NHRDN, Jammu Chapter
- Resource person Academic Staff College

Prof. Alka Sharma

- Associated with Trainings and Placement Activities of The Business School since 2002 – 03 session.
- Conducted a training session on “Communications” during a One Day MDP on “Developing Management Competencies”, organized by Indian Institute of Public Administration on September 20th, 2008.
- Conducted a training session on “Creating Customer Delight” for team leaders of HCL technologies on October 30, 2009.
- Conducted training session on “Positive Attitude” during a one day MDP on Bio Waste Management, organized by Indian Institute of Public Administration on March 20th, 2010.
- Organized a one day training session on “Leadership” for Indian Institute of Public Administration on June 23, 2014 and delivered a session on Basics of Leadership.
- Resource person for Academic Staff College of University of Jammu.

Prof. Sameer Gupta**Corporate Trainings**

- Conducted Training session on “Corporate Governance and CSR” during National Workshop on “Road Map of CSR in PSUs” for Officers of NHPC at Jammu September 14-15, 2012
- Conducted Training Sessions on “Corporate Governance and CSR” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu April 24- 27,2012
- Conducted Training Sessions on “Adoption of IFRS in India” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu March 15-17,2012
- Conducted Training Sessions on “Flagship Schemes of Government” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu Jan 16-18, 2012

Invited Lectures as Resource Person

Invited as resource person for delivering lectures in the training programs of various institutions, viz. Indian Audit and Accounts Department, RTI, Jammu, NABARD, Power GRID corporation, MSME Development Institute, J&K Entrepreneurship Development Institute (J&KEDI), Sher-i-Kashmir Police Academy, J&K Institute of Management & Public Administration, etc.

- “Share Market Manipulations, Fake Share, Debentures (Case Studies)” during Six Day Training Programme for Police Officers on “Investigation of Economic Crimes” organized by Shere-I-Kashmir Police Academy, Udhampur May 14, 2012
- “Types & Devices of Financial Statement Analysis” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu April 27, 2012
- “Corporate Social Responsibility, Role of ICSI in Promotion of Corporate Governance” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu April 26, 2012
- “Elements of Corporate Governance & Factors influencing CG” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu April 25, 2012
- “Corporate Governance concept at International Level & in India” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu April 24, 2012
- “Adoption of IFRS in India” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu March 17, 2012
- “Elements of Financial statement Analysis” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu March 16, 2012
- “Introduction about International Accounting Standards Board and Structure of IFRS” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu March 15, 2012
- “Book Keeping & Accounting” during Three week EDP on Poultry Farming under Seed Capital Fund Scheme of J&KEDI, 27 Feb-15 March, 2012 organized by J&K Entrepreneurship Development Institute (J&KEDI) Jammu Feb 29, 2012
- “Audit of Social welfare Schemes” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu Jan 18, 2012
- “Flagship Schemes of Government” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu Jan 17, 2012
- “International Trade Theory, Impact of Global Economic Crisis, Corporate Finance” during Management Training Program for Audit officers organized by Indian Audit and Accounts Department, RTI, Jammu Jan 16, 2012
- “Entrepreneurship, its Need and Essential Qualities” under Entrepreneurship Development Program organized by Government of India, Ministry of MSME, MSME Development Institute, Jammu July 15, 2011

- “Share Market Manipulation, Fake Share, and Debentures” during Police Officers Training Program organized by Sher-i-Kashmir Police Academy, Udhampur May 12, 2011
- “Risk Taking Behavior & Problem Solving Creativity” under Entrepreneurship Development Program organized by J&K Entrepreneurship Development Institute (J&KEDI), Ramban March 30, 2011
- “Quality Management & Manpower management” under Entrepreneurship Development Program organized by J&K Entrepreneurship Development Institute (J&KEDI), Ramban March 29, 2011
- Chaired the Technical Track “Community Participation in Tourism Industry” during National Seminar on An Integrated Approach to Tourism Development: Contemporary Practices and Innovations, The Business School, University of Jammu. March 18-19, 2011
- “Establishment of An Enterprise” under Prime Minister Employment Generation Program (PMEGP) organized by J&K Entrepreneurship Development Institute, Jammu March 14, 2011
- “Business Plan Preparation” under Prime Minister Employment Generation Program (PMEGP) organized by J&K Entrepreneurship Development Institute, Jammu March 14, 2011
- Chaired the Technical Session during 3rd International Conference on Cross-Cultural Management: Practice and Research, ICCCR & HRM, University of Jammu March 03-05, 2011
- Keynote Speaker -Role of Government (in Public-Private Partnership), during AICTE sponsored Three Day National Seminar on Emerging Business Trends in India, SKIT, Jaipur October 25-26, 2010
- “Co-operative Banking in 21st Century” during Symposium on Cooperative Credit Structure in J&K- A Road Map organized by NABARD, Jammu September 23, 2010
- “Income Tax, Corporate Tax and Direct Tax Code” under Training Program on Accounts, & Commercial Taxation for officers of Power GRID Corporation of India Ltd. August 18-20, 2010
- “Panel Discussion” during Convention on Creativity and Innovation organized by Mind Bridge Asia, Chandigarh, May 7, 2010
- “Basics of Finance” under Entrepreneurship Development Programme (EDP) organized by J&K Entrepreneurship Development Institute (J&KEDI), Jammu February 26, 2010
- “Basics of Accounting and Finance” under Entrepreneur Development Programme (EDP) organized by Government of India, Ministry of MSME, MSME Development Institute, Jammu February 24, 2010

- “Book Keeping & Accounting” under Management Development Programme (MDP) organized by Government of India, Ministry of MSME, MSME Development Institute, Jammu January 25, 2010
- “Book Keeping & Accounting” under Entrepreneurship Development Programme (EDP) organized by J&K Entrepreneurship Development Institute (J&KEDI), Jammu January 18, 2010
- “Finance for Non-Finance Executives” under Staff Training for Samsung Engineering organized by Mind Bridge Asia, Chandigarh December 12, 2009
- “Basics of Accounting and Finance” under Entrepreneur Skill Development Programme (ESDP) organized by Government of India, Ministry of MSME, MSME Development Institute, Jammu September 10, 2009

Dr. Amisha Gupta

- Co-Chaired a technical session in Two Day International Conference on “Shifting paradigms in applied economics and management: Course Correction”, at Shri Mata Vaishno Devi University, Katra, August 1-2, 2015.
- Chaired a technical session in Two Day National Conference on “Business Dynamics: Contemporary issues and Challenges”, at The Management School, Kathua Campus, University of Jammu, March 21-22, 2014
- Chaired a technical session in One Day Regional Seminar on “Employment Volatility in context with Economic Dynamism”, at The Business School, Bhaderwah Campus, University of Jammu, on Oct. 25, 2013.
- Resource Person in the Training Programme on “Management Competencies at IIPA J&K regional Branch, Aug. 31, 2013.

Dr. Anil Gupta

Invited as Resource person for Executive / Corporate Trainings at

1. Training Programme on Management Competences at Indian Institute of Public Administration, J&K Regional Chapter. **Target Group:** Government Officers. **Focus:** Creating Synergy and Inspiring Trust. **Period:** June 23, 2014
2. Training Programme on Management Competences at Indian Institute of Public Administration, J&K Regional Chapter. **Target Group:** Government Officers. **Focus:** Customer Service in Public Sector. **Period:** August 31, 2013
3. Management Development Programme (MDP) on “Marketing and Customer Service” at Department of Post Office, J&K Circle. **Target Group:** Post Masters **Focus:** Improving Customer Service. **Period:** April 2012

4. Employee Training Programme on “Communication Skill for Role Effectiveness” (6 Lectures) at Power Grid Corporation of India Limited. **Target Group:** Middle Level Executives. **Focus:** Conflict Management, Negotiation. **Period:** September 7-9, 2011
5. Management Interaction Program (MIP-2) at NITCO (*17 Independent Sessions*). **Target Group:** Branch Managers (All India Level). **Focus:** Review of *Balanced Score Card* for Delivering High Business Performance. **Period:** November 2010 – December 2010
6. Management Development Program (MDP) on the theme “Conflict Management” at Power Grid Corporation. **Target Group:** Junior Engineers and Supervisors **Period:** 11th December 2010
7. Management Development Program (MDP) on the theme “Conflict Management” at **Power Grid Corporation**. **Target Group:** Senior Level Managers. **Period:** July 2010
8. Management Development Program (MDP) on theme “Creativity at Workplace” at **Indian Institute of Public Administration (IIPA)** – Regional Branch Jammu. **Target Group:** Middle Level Managers (Hospitals and Nursing Homes). **Period :** 20th March 2010
9. Management Interaction Program (MIP-1) at NITCO (*17 Independent Sessions*). **Target Group:** Branch Managers (All India Level). **Focus:** Implementation of *Balanced Score Card* for Delivering High Business Performance. **Period:** November 2009 – April 2010
10. Resource Person at Employee Development Program at **National Hydro Electric Power Corporation (NHPC)**. **Focus:** Creativity and Innovation. **Target Group:** Junior Level Employees. **Period :** 23rd October 2009
11. Development Program at 10 Infantry Division, **Indian Army**, Akhnoor. **Target Group:** Senior Army Officers including Colonels, Brigadiers and GoC. **Focus:** Change Management. **Period:** 10th October 2009

Organized various Academic activities within University of Jammu

- Faculty Coordinator, Youtharva 2014 and 2015 – A Student Fest organized by The Business School, University of Jammu
- **Workshop on Research Methodology**, organized by The Business School, University of Jammu in collaboration with Great Lakes Institute of Management, Chennai during March 2013 **Status:** Workshop Coordinator
- **3rd International Conference** on the theme “**Cross-Cultural Management: Research and Practice**”, March 3-5, 2011 organized by International Centre for Cross Cultural Research & Human Resource Management, University of Jammu. **Status:** Conference Secretary
- International Conference on “**Sustainable Destination Excellence: Innovations in Alternative Tourism**”, February 17-18, 2011 organized by School of Hospitality and Tourism Management, University of Jammu. **Status:** Conference Coordinator

- **Tourism Entrepreneurship Development Summit (TEDS 2010)**, March 27-28, 2010 organized by Jammu & Kashmir Entrepreneurship Development Institute (JKEDI) and School of Hospitality and Tourism Management, University of Jammu. **Status:** Conference Co-ordinator
- **2nd International Conference** on the theme “**Cross-Cultural Management: Research and Practice**”, February 24-25, 2010 organized by International Centre for Cross Cultural Research & Human Resource Management, University of Jammu. **Status:** Conference Secretary
- HR Conference on the theme “**Cross Cultural Management : Research and Practice**”, February 5-6, 2009 organized by International Centre for Cross Cultural Research & Human Resource Management, University of Jammu. **Status:** Conference Co-ordinator

Dr. Komal Nagar

- | | |
|---|------------------------|
| ▪ Member, Placement Cell | 2005-2009 |
| | 2014 to Present |
| ▪ Member, Department Admission Committee | 2005-2009 |
| ▪ Member, Course and Curriculum Design (MBA-IB) | 2010 |
| ▪ Member, MBA Admission Committee | 2005-2012 |
| ▪ Member, Structure and Curriculum Design for MBA and
MBA-International Business | 2011 |
| ▪ Member, Departmental Affairs Committee | 2012-Present |
| ▪ Member, Structure and Curriculum Design for
Masters in Hospital Administration (MHA) | 2013 |
| ▪ Member, Structure and Curriculum Design for PG Diploma
in Retail Management (PGDRM) | 2014 |

Dr. Rachna Mahajan

S.No	Title of the Training Programme/ Workshop	Dates	Sponsoring Agency
1.	Research Methods and Statistical Analysis	23.03.2009-24.03.2009	Dept. of Commerce, University of Jammu
2.	Refresher Course	15.01.2009 – 06.02.2009	Academic Staff College , JU
3.	Refresher Course	03.03.2010 – 23.03.2010	Academic Staff College , JU
4.	Operation Research for Effective Managerial Decision Making: Concepts, Models and Practices	17.10. 2011- 21.10.2011	Dept. of Management Studies , IIT, Delhi
5.	ERP Mission	05.11.2011 - 06.11.2011	NMEICT, MHRD, Govt of India , SMVDU
6.	Orientation Course	15.12.2010 - 11.01.2011	Academic Staff College , JU
7.	Management Development Programme on Decision Support Systems	25.02.2013- 01.03.2013	Department of Science and Technology & Indian Institute of Foreign Trade, Delhi
8.	Refresher Course	15.01.2014 – 05.02.2014	Academic Staff College , JU

48. Give details of “beyond syllabus scholarly **activities**” of the department.

- Industry Interactions of students for practical exposure
- Publications in books, journals etc.
- Research Projects (Department is having UGC-SAP DRS-II Project in Tourism Management)
- Annual Tourism Conference
- Workshop of Research Methodology
- Internal evaluation is spread throughout the semester and includes snap test, quiz etc as well.

Innovative practices adopted in 2015

- Syllabus revision with corporate inputs.
- Engaging people from corporate to conduct classes and interact with students on regular basis.
- Regular Alumni interaction and involvement for overall development of The Business School.

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.

Yes

UGC

AICTE

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied

New knowledge is generated and all the functional areas by working on relevant industry & societal themes by undertaking major projects, publishing books, research papers & contributing in seminars & conferences.

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths

- 29 Yr. old B-School
- Highly qualified faculty
- Infrastructure at par with Best B-Schools in Univ. sys.

- Repository of knowledge Base in respect of no. of scholars perusing research, books, research papers etc.

Weaknesses :

- No. of classrooms for holding classes for specialization
- No Brain storing room
- Less library space & no reading room for students

Opportunities :

- Consultancy projects
- To have collaboration 7 MOUs with Academic & Corporate
- To improve quality of placement interns of level in various sections
- Building
- Tie ups for student exchange programme
- To improve our ranking

Challenges:

- Being situated in Jammu, limits industrial exposure available within the region.
- To attract students from far off states
- Being the Univ. department, has to compete with more autonomous institutions of higher learning which has very strong industry interfaces

Best practices of the department

- Guest lectures from eminent academicians and corporate personalities arranged on regular basis to enlighten the students.
- Personality development workshop conducted for skill up gradation of the students by the department every year.
- A strong network of the alumni created by the department.
- Publications of the faculty members in high impact journals.
- Teaching-learning is not limited to lectures but many components like presentations, group discussion, role play, industrial visits etc. are included.
- Faculty visits foreign universities on frequent basis for workshops and conferences.
- State of the art infrastructure for students and scholars.

52. Future plans of the department ;

- Improve our ranking
- To build collaborations with institutes of higher level & Industry
- To further improve the quality of curriculum
- Student exchange Programme
- TBS is in the process of establishing JUEC (Jammu University Entrepreneurship Cell) in collaboration with Bengaluru Angels to inspire entrepreneurs from Jammu University to set up their start ups.

EVALUATIVE REPORT OF THE DEPARTMENT

1. Name of the Department : School of Hospitality and Tourism Management
2. Year of establishment: 2005
3. Is the Department part of a School/Faculty of the university? : Faculty of Business Studies
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.) : BBA(HM), MBA(HT), Post Graduate Diploma in Global Destination Management, Ph.D
5. Interdisciplinary programmes and departments involved:- Post Graduate Diploma in Global Destination Management, Department involved in Global Understanding Course
6. Courses in collaboration with other universities, industries, foreign institutions, etc. : The School offers a Certificate course in Global Understanding in collaboration with 25 foreign Universities from 16 countries. This course provides opportunity to students from various Universities and countries to study and collaborate with their peers through face to face class meetings using live video, audio and chat technologies. Through lectures, small group discussions and by working with individual partners, the students learn about universal issues ranging from family structure to cultural prejudices and stereotype.

This course being run in collaboration with East Carolina University and other 23 partners has won the Andrew Heiskell Award for Innovative International Education in 2008.
7. Details of programmes discontinued, if any, with reasons : No Programme has been discontinued.
8. Examination System: Annual/Semester/Trimester/Choice Based Credit System :- Semester and Choice Based Credit System.
9. Participation of the department in the courses offered by other departments: Nil

10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor (Tenure)	01	1 on Lien	–
Associate Professors	Nil	Nil	–
Asst. Professors	01	01	–
Others (Asst Prof. Tenure) One Prof. & One Assistant Prof. are Concurrent	01	Nil	–

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of years of experience	No. of Ph.D/M.Phil students guided for the last 4 years
Prof. Parikshat Singh Manhas	Ph. D, Post Masters in ECIS (Seattle University. USA), MBA	Director	Branding, Marketing, Tourism	14 Years & 7 Months (approx.)	05
Dr. Anil Gupta	Ph. D, MBA, FPM (ICFAI)	Assistant Professor	Marketing	10 years & 4 months	01
Dr. Suvidha Khanna	Ph. D, MTM, UGC-JRF	Assistant Professor	Tourism	7 years & 6 months (approx)	Nil

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors :

- Prof. Siddiq Wahid, Vice Chancellor, Islamic University, Kashmir
- Prof. Manjula Choudhary, Former Director IITTM, Gwalior
- Prof. S.K. Mishra, Former Director, IITTM, Gwalior
- Prof. Kapil Kumar, IGNOU, New Delhi
- Prof. Sandeep Kulshreshtha, Director IITTM, Gwalior

- Prof. S.P. Bansal, Vice Chancellor, Maharaja Agrasen University, Solan
- Prof. A.K Bhatia, Kuoni Academy
- Prof. S.C. Bagri, Uttaranchal University
- Prof. K. Mathur, Jodhpur University
- Mr. Chander Shekhar Barua, IITTM, Gwalior
- Prof. R.A. Sharma, Jiwaji University
- Prof. Badar Alam Iqbal, Aligarh University

Visiting Faculty from the Industry

- Mr. Gour Kanjilal, IATO, Delhi
- Mr. Harkripal Singh, Chief Representative, TAAI
- Mr. Vikash Khandori, Cox & Kings
- Col. Sumant Bhatia, Colonels World Wide
- Mr. Anil Mathur, Travel Writer, HT
- Mr. V.K. Sehgal, Quest Travel Services
- Capt. Anil Gour, Masters Tour & Travel
- Swami Girijeshanandaji, Ramakrishna Mission, Jammu
- Mr. Ajay Khajuria, Ex-Director Tourism, J&K Govt.
- Prof. A.N.Sadhu, Deptt. of Economics, University of Jammu
- Prof. Shashi Kant, Deptt. of Botany, University of Jammu
- Col. A.S.Shekhawat, Ex-Principal-Jawahar Institute of Mountaineering and Winter Sports

13. Percentage of classes taken by temporary faculty – programme-wise information :- BBA(HM) - 90%, MBA(HT) – 74%

14. Programme-wise Student Teacher Ratio :- MBA(HT) – 15:1, BBA(HM) - 20:1

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual:

Position	Sanctioned	Filled
Sr.Assistant	01	Nil
J.Assistant	01	01
Library Attendant	01	01
Peon	03	03

16. Research thrust areas as recognized by major funding agencies:- Destination Marketing, Branding, Hospitality Marketing, Tourism Management, Tourism Education and HR.

17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise. (w.e.f. 1st June 2009 to 28th February 2015) :

The Faculty at School of Hospitality and Tourism Management undertakes various research projects and continuously present their research work at various national and international conferences. In a span of last 5 years, SHTM has been able to get the following research projects:

- **Prof. Parikshat Singh Manhas**(Project Director) : ICSSR Major Research Project titled “Analyzing Travel Risk perceptions: A Study of Brand Burn Management in Airlines Industry” by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India) Amount **Rs. 8,00,000/-** (July, 2014).
- **Prof. Parikshat Singh Manhas** (Project Director) : ICSSR Major Research Project titled “Destination Brand Personality Dimensions - Developing a Strategic Model for Indian Economic Growth” by Indian Council of Social Science Research (Ministry of Human Resource Development, Govt. of India) Amount **Rs. 4,89,125-**(March 2011).
- Dr. Vinay Chauhan, Co-Investigator : **Dr. Suvidha Khanna.**: UGC Major Research Project on the theme, “An Assessment of Competency Based Tourism Education in India: An Industry Perspective”. Principal Investigator: Sanctioned Amount: **Rs. 5, 29,400-**(2010)
- Principal Investigator: **Prof. Parikshat Singh Manhas:** UGC Major Research Project on the theme, “Destination Brand Positioning Analysis using Tri- Component Model of Attitude”. Sanctioned Amount: **Rs. 5, 55,200-**(2009)

18. Inter-institutional collaborative projects and associated grants received

a) National collaboration b) International collaboration (w.e.f. 1st June 2009 to 28th February 2015) : Nil

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received. (w.e.f. 1st June 2009 to 28th February 2015).

20. Research facility / centre with

- state recognition : Nil
- national recognition : Nil
- international recognition: Nil

21. Special research laboratories sponsored by / created by industry or corporate bodies : Nil

22. Publications: (w.e.f. 1st June 2009 to 28th February 2015):

- * Number of papers published in peer reviewed journals (national / international): 36(National)+34(International)
- * Monographs: Nil
- * Chapters in Books: 22

- * Edited Books: 07
- * Books with ISBN with details of publishers:-

Prof. Parikshat Singh Manhas

1. **Manhas, P. S.,** & Tukamushaba, E. K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*. Volume 45, pp. 77–87, ISSN: 0278-4319. (SSCI)
2. **Manhas, P.S.,** & Kour, P. (2015). Impact of destination Logo and Taglines on Brand Awareness: A Case of Indian Silk Route. *Indian Journal of Applied Hospitality and Tourism Research*, Volume 7, pp. 48-56. ISSN 0975-4954.
3. **Manhas, P. S.,** & Bhagat, A. (2015). Impact of Globalization on the Socio-Economic Growth of India: A Sustainable Approach. *Research Review*, Volume IV (January), pp. 113 - 124, ISSN: 2277-4033.
4. **Manhas, P. S.,** & Kour, P. (2014). Analyzing Tourism Potential and Destination Image of Indian Silk Route: Trend Analysis Approach. *International Journal of Tourism and Travel*, Volume 7, No. 1 & 2, pp. 7-13. ISSN 0974-2603.
5. **Manhas, P. S.,** & Kour, P. (2014). Holistic Approach to Wellness- A Case Study of Himalayas. *Journal of Hospitality and Tourism Cases*. Volume 3, Number 2, pp. 38 - 46, ISSN 2164-9987.
6. **Manhas, P. S.,** Kour, P., & Bhagat, A. (2014). Silk Route in the light of circuit tourism: An avenue of tourism internationalization. Elsevier Procedia - Social and Behavioral Sciences. 144 (2014), pp. 143 – 150, ISSN: 1877-0428.
7. **Manhas, P. S.,** & Bhagat, A. (2014). Significance of Sustainable Development Indicators in Indus basin Regions. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*. Volume 3, Issue 1, March, pp. 75-88, ISSN: 2289-1471.
8. **Manhas, P. S.** & Kour, P. (2014). E-Learning: An Emerging Trend to Strengthen Hospitality and Tourism Teaching - Learning Process. *Indian Journal of Applied Hospitality & Tourism Research*, Volume 6, January, pp. 94 – 100. ISSN: 0975-4954.
9. **Manhas, P. S.,** Kour, P., & Bhagat, A. (2013). Linking E-Tourism and Cultural Digitalization: A Sustainable Marketing Approach Towards Silk Route Image. *Journal of Tourism (JoT)*, Volume XIV, N0. 2, pp. 23 - 33. ISSN: 0972-7310.
10. **Manhas, P. S.** & Dogra, J. (2013). Quality Management Practices and Tourism Destination Branding: Inter-relationship and Preferential Study of the Components. *Journal of Services Research*, Volume 13 Number 1, April – September, pp. 75 – 93. ISSN: 0972-4702.
11. **Manhas, P. S.** & Ramjit. (2013). Customer Experience and Its Relative Influence on Satisfaction and Behavioural Intention in Hospitality and Tourism Industry. *South Asian Journal for Tourism & Heritage* (International Referred Research Journal), Volume 6 Number 1, January, pp. 53 - 68. ISSN: 0974-5432

12. **Manhas, P. S.** & Najar, A.H. (2012). Destination Potential Towards Tourist Arrivals and its Impact on its Economic Sustenance. *NITHM Journal of Tourism and Hospitality Management*, Volume II, Issue II, July - December 2012, pp. 20 -26. ISSN: 2231-6213 Earth.
13. **Manhas, P. S.** & Sharma, M. (2012). An Empirical Assessment of Brand Personality of Heritage Destinations. *Tourism Development Journal*, Volume 10, No. 1, pp. 52 – 62. ISSN: 09757376.
14. **Manhas, P. S.** (2012). Role of Online Education in Building Brand Image of Educational Institutions. *Journal of Economics, Finance & Administrative Science*, Vol. 17, No. 32, July, pp. 75 - 85. ISSN: 2007-1886.
15. **Manhas, P. S.** (2012). Understanding the Impact of Graduates Satisfaction on Brand building in Hospitality and Tourism Schools. *Journal of Institute of Humanitarian Researches, Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K. Zhubanov, Aktobe, Kazakhstan* No. 2 (14), May, pp. 63 - 72. ISBN: 9965-777-16-0.
16. **Manhas, P. S.** & Sharma, V. (2012). Brand Building Strategies through Promotional Campaigns: An Empirical Study. *Zenith International Journal of Business Economics & Management Research*, Vol.2 Issue 5, May, pp. 153 – 181. ISSN: 2249 8826.
17. **Manhas, P.S.** & Gulzar, F. (2012). A Review and A Conceptual Framework of ‘Irrational Influences’ on Consumer Purchase Behavior (CPB). *Pranjana: The Journal of Management Awareness* Vol.15,No.1, January to June, pp. 29 -35. ISSN: 0971-9997.
18. **Manhas, P. S.** & Sharma, M. (2011). Comparative Assessment of Tourist Satisfaction amongst Competing Destinations in the Foothills of Jammu and Kashmir Himalayas India. *Journal of Tourism (JoT)*, XII (2), pp. 37 – 50. ISSN: 0972-7310.
19. **Manhas, P. S.** & Dogra, J. (2011). Hospitality and tourism management graduates expectations: Future implications for the educators. *Journal of Tourism (JoT)*, XII (1), pp. 103 – 112. ISSN: 0972-7310.
20. **Manhas, P. S.** & Ramjit. (2011). Customer Perception of Service Quality in Hospitality Industry: Importance Performance Analysis. *Tourism Issues*, Volume 14, January, pp. 97 – 113. ISSN: 1791-0064.
21. **Manhas, P.S.** & Sharma, V. (2011). Role of Promotional Mix in Brand Building: A Study of Fast Moving Consumer Goods in India. *Pranjana: The Journal of Management Awareness* Vol.14, No. 2, July to December. ISSN: 0971-9997.
22. **Manhas, P. S.** & Gulzar, F. (2011). Customer Relationship Management in the Hospitality Industry. *Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism*, Volume 2, Issue 1, October, 2010 – March 2011, pp. 51 – 56. ISSN: 0975 – 9352.
23. Mahajan, V. & **Manhas, P. S.** (2011). Brand Image & its Impact on Tourist Arrivals in India. *International Journal of Tourism and Travel*, Volume 4, No. 1, January, pp. 29 -34. ISSN No. 0974-2603.

24. **Manhas, P. S.** (2010). Strategic Brand Positioning Analysis through Comparison of Cognitive and Conative Perceptions. *Journal of Economics, Finance and administrative Science*, Volume 15 Issue 29, December, pp. 15 – 33. ISSN: 2007-1886.
25. **Manhas, P. S.** & Mahajan, V. (2010). Tourist Perceptions about Tourism Potential in Himalayan Destinations. *Tourism Development Journal*, Volume 8, No. 1, pp. 80 – 84. ISSN: 09757376.
26. **Manhas, P. S.** & Gulzar, F. (2010). Understanding Tourism Industry: A Paradigm Shift towards Brand Building. *Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism*, Volume 1, Issue 2, April - September, pp. 57 – 63. ISSN: 0975 – 9352.
27. **Manhas, P. S.,** Gupta, A. (2009). Impact of Global Economic Recession on Destination Branding. *Journal of Tourism*, Volume X, Number 2, pp. 109 – 121. ISSN: 0972-7310.
28. Chia, R., Poe, E and **Manhas, P. S.** (2008). An Interactive Virtual Global Cultural Course: Building a Real Time Cost Effective Global Collaborative Learning Environment. *International Journal of Emerging Technologies in Learning (iJET)*, Volume 3 Number 1, pp. 32 – 35. ISSN: 1863-0383.
29. Sharma, K., Gupta, D. R. & **Manhas, P. S.** (2007). Online Marketing Strategies for Heritage Sites in India. *The Green Portal*, Volume 4, Number 1 July, pp 28 – 37.
30. Mehta, V. & **Manhas, P. S.** (2006). Leveraging Information Systems Tools, Security and Online usage in Banking and Insurance Sector. *Journal of Services Research*, Volume 5 Number 2 October 2005 – March 2006, pp. 193 – 204. ISSN: 0972-4702.
31. **Manhas, P. S.** (2003). Business-to-Business E-commerce and Second Generation Reforms – Redefining Business Paradigms. *Indian Journal of Marketing*, 33(12), December, pp. 9-12. ISSN: 0973-8703.
32. Sharma, K., Gupta, D. R., & **Manhas, P. S.** (2003). Rural Marketing Challenges in the New Millennium: A Case Study. *Delhi Business Review*, 4(1) January-June, 2003, pp.23-27 and *Pranjana*, 5(2) July-December 2002, pp.77-82, ISSN: 09719997.
33. Sharma, K., Gupta, D. R., & **Manhas, P. S.** (2002), Internet Marketing – Opportunities and Challenges. *The Business Review*, 9(1) September, pp. 7-13.

Refereed Book Chapters

1. **Manhas, P. S.,** & Kour, P. (2014). E-Tourism Approach to Silk Route Image Formation: A Perspective Tool for Marketing. In Gupta S.K. and Aggarwal N. (Eds.), *TOURISM & HOSPITALITY INDUSTRY: Modern State, Problems & Perspectives*. Aman Publications, Delhi. ISBN No. 978-81-8204-083-0. (Approved for Publication)
2. Gupta, D.R., **Manhas, P.S.** & Dada, Z.A. (2014). Theorizing Peace Dividends of International Tourism: A Literary Insight into the Post-Industrial Paradigm. In Parikshat Singh Manhas, Deepak Raj Gupta & Anil Gupta (Ed.), *Strategic Development Policies and Impact Studies*

of Sustainable Rural and Community-based Tourism (pp.81-95). Primus Books, Delhi, India. ISBN 978-93-80607-61-0.

3. **Manhas, P. S. & Ramjit.** (2013). Developing Tourist Destinations through Application of Promotional Mix. In Madhuri Sawant and Rajesh Ragde (Ed.), *Contemporary Tourism Planning: Introspecting Problems and Prospects* (pp. 83 – 98). Excel India Publishers, New Delhi, India. ISBN: 978-93-82880-57-8.
4. **Manhas, P. S, Dávid Lóránt & Kovács Gyöngyi.** (2013). Environmentalism and Responsible Development: Green Ways In The Modern Tourism and Catering Industry Through Marketing. In: Dinya László, Némethy Sándor, Nyíri Attila (szerk.) ZÖLD INNOVÁCIÓK A KÁROLY RÓBERT FŐISKOLÁN: TÁMOP-4.2.1-09/1-2009-0001 projekt "FITC" létrehozása és hatékony m?ködtetése a Károly Róbert F?iskolán" Konferencia helye, ideje: Gyöngyös, Magyarország, Gyöngyös: Károly Róbert F?iskola, pp. 51-54.ISBN: 978-963-9941-71-7.
5. **Manhas, P. S, Ajay K. Manrai, Lalita A. Manrai & Ramjit.** (2013). Role of structural Equation Modelling in Theory Testing and Development. In Luiz Moutinho (*University of Glasgow, UK*) and Kun-Huang Huarng (*Feng Chia University, Taiwan*) (Ed.), *Quantitative Modelling in Marketing and Management* (pp. 27-42). Hackensack, NJ [u.a.] : World Scientific, ISBN 978-981-440771-7.
6. **Manhas, P. S. & Sharma, M.** (2012). Examining the Impact of Destination Image and Destination Loyalty: An Integrated Approach. In P. Chaudhary (Ed.), *Heritage and Cultural Routes: An Anthology* (pp. 486 – 494). Shubhi Publications, Gurgaon, India. ISBN: 978-81-829-0141-4.
7. **Manhas, P. S. & Dada, Z. A.** (2012). Rebuilding Destination Functionality: A strategic framework towards crisis communication. In Manhas, Parikshat Singh, (Ed.), *Sustainable and Responsible Tourism: Trends Practices and Cases* (pp.180 -196). PHI Learning Private Limited, New Delhi, India. ISBN: 978-81-203-4564-5.
8. **Manhas, P. S, Gupta, D. R. & Dogra, Jeet.** (2012). Destination Brand Building, Promotion and Branding: Impact Analysis of Brand Building Elements. In A. Aima, P.S. Manhas & J. Bhasin (Eds.), *Tourism Destination Management: Strategies Practices and Policies* (pp. 390 – 405). Kanishka Publishers, Distributors, New Delhi, India. ISBN: 978-81-8457-370-1.
9. **Manhas, P. S. & Gulzar, F.** (2012). Redefining Brand Image – An Integrated Approach for Tourism Industry. In M. R. Dileep (Ed.), *International Marketing in Tourism* (pp. 85 – 94). Anmol Publication Pvt. LTD., New Delhi. ISBN: 978-81-261-4934-6.
10. **Manhas, P. S. & Ramjit.** (2012). Sustainable Management System in Indian Hospitality and Tourism Industry: The Managers' Perspective. In M. S. Sarma, S. S. Sarkar & C. Goswami (Eds.), *Sustainable Tourism: Issues and Challenges* (pp. 129 – 142). MacMillan Publishers India Ltd., New Delhi. ISBN: 978-935-059-069-0.

11. **Manhas, P. S.** & Sharma, M. (2011). Destination Image and Destination Personality: Analysis of their Impact on Intention to Recommend. In L. K. Bansal & P. Gautam (Eds.), *Tourism and Hospitality Industry: Challenges and Innovations* (pp. 382 – 396). Neha Publishers & Distributors, New Delhi, India. ISBN: 978-93-80318-22-6.
12. **Manhas, P. S.**, Ramjit, Dogra, J. (2011). Expectation and Satisfaction Level of Tourists Visiting Heritage Sites and its Efficacy to Attract Tourist. In S. P. Bansal, S. Kulshreshtha & P. Gautam (Eds.), *Tourism for Development – A Managerial Approach* (pp. 423 – 442). Kanishka Publishers, Distributors, New Delhi. ISBN: 978-81-8457-312-1.
13. Gupta, D. R., **Manhas, P. S.** & Dada, Z. A, (2011). From Cataclysm to Opportunity: Post Conflict Reconstruction of Destinations towards Brand Building. In S. P. Bansal, S. Kulshreshtha & P. Gautam (Eds.), *Tourism for Development – A Managerial Approach* (pp. 362 – 380). Kanishka Publishers, Distributors, New Delhi. ISBN: 978-81-8457-312-1.
14. **Manhas, P. S.**, Ramjit. & Chib, S. S. (2011). Sustainable Waste Management Practices: A Study of Attitude and Beliefs of Hospitality Practitioners. In P. S. Manhas (Ed.), *Sustainable Destination Excellence: Innovations in Alternative Tourism* (pp. 27 – 33). Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.
15. **Manhas, P. S.** & Sharma, M. (2011). Brand Personality of Heritage Destinations of J&K: A case study of Mubarak Mandi. In P. S. Manhas (Ed.), *Sustainable Destination Excellence: Innovations in Alternative Tourism* (pp. 231 – 239). Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.

Edited Books

1. **Manhas, Parikshat Singh**, (2014), *Destination Brand Positioning of Violence Prone Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-650-4
2. **Manhas, Parikshat Singh.**, Gupta, Deepak Raj., & Gupta, Anil., (2014), *Strategic Development Policies and Impact Studies of Sustainable Rural and Community-based Tourism*, Primus Books, Delhi, India. ISBN 978-93-80607-61-0.
3. **Manhas, Parikshat Singh**, (2012). *Sustainable and Responsible Tourism: Trends Practices and Cases*, PHI Learning Private Limited, New Delhi, India. ISBN: 978-81-203-4564-5
4. **Manhas, Parikshat Singh**, (2012). *Strategic Brand Positioning of Tourism Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-380-0.
5. Aima, Ashok., **Manhas, Parikshat Singh.**, & Bhasin, Jaya. (2012). *Tourism Destination Management: Strategies Practices and Policies*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-370-1.
6. Aima, Ashok., **Manhas, Parikshat Singh.**, & Bhasin, Jaya. (2012). *Innovative Tourism and Sustainable Development: Issues and Challenges*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-371-8

7. **Manhas, Parikshat Singh**, (2011). *Sustainable Destination Excellence: Innovations in Alternative Tourism*, Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.

Books with ISBN Number and other details

1. **Manhas, Parikshat Singh**, (2014), *Destination Brand Positioning of Violence Prone Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-650-4
2. **Manhas, Parikshat Singh.**, Gupta, Deepak Raj., & Gupta, Anil., (2014), *Strategic Development Policies and Impact Studies of Sustainable Rural and Community-based Tourism*, Primus Books, Delhi, India. ISBN 978-93-80607-61-0.
3. **Manhas, Parikshat Singh**, (2012). *Sustainable and Responsible Tourism: Trends Practices and Cases*, PHI Learning Private Limited, New Delhi, India. ISBN: 978-81-203-4564-5
4. **Manhas, Parikshat Singh**, (2012). *Strategic Brand Positioning of Tourism Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-380-0.
5. Aima, Ashok., **Manhas, Parikshat Singh.**, & Bhasin, Jaya. (2012). *Tourism Destination Management: Strategies Practices and Policies*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-370-1.
6. Aima, Ashok., **Manhas, Parikshat Singh.**, & Bhasin, Jaya. (2012). *Innovative Tourism and Sustainable Development: Issues and Challenges*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-371-8
7. **Manhas, Parikshat Singh**, (2011). *Sustainable Destination Excellence: Innovations in Alternative Tourism*, Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.

Dr Suvidha Khanna

Chapters in Book

1. Khanna,S(2012). Customer Satisfaction in the Aviation Industry-a Case of Jet Airways. M.R.Dileep (eds.) *International Marketing in Tourism.*, pp.139-155, Anmol publications Pvt-ltd., New Delhi.
2. Khanna, S. & Arora, M. (2014). impact of green image on guest satisfaction in hospitality industry. Gupta, Slath & Thakur (eds.). *Tourism and Hospitality Industry: Status and Development* (pp.244-254), Neha publishers and Distributors.
3. Khanna, S. & Pathania, N. (2014). travel motivations and travel behaviour of tourists visiting ladakh: an impact analysis. Rohmetra, Singh & Sharma (Eds.). *Sustainable Business Practices-Issues Revisited* (pp.77-89), New Delhi, Excel Books.
23. Details of patents and income generated : Nil
24. Areas of consultancy and income generated : Nil

25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad (w.e.f. 1st June 2009 to 28th February 2015) :

Prof. Parikshat Manhas

- **Visiting Professor**, Faculty of Bashkir Philology and Journalism, Bashkir State University, Ufa, Bashkortostan, Russia (December 2012).
- **Visiting Professor**, K. Zhubanov State University of Aktobe, Aktobe, Republic of Kazakhstan (April, 2012 to May, 2012).
- **Visiting Professor**, Graduate School of Business, ESAN University, Lima, Peru (2011)

Dr. Anil Gupta

- Raj, L., J. Sharma, **A. Gupta** (2014), “Examining the Role of Participation and Citizenship Behaviour in Patient Satisfaction”, *Kohinoor Journal of Management Development and Research*, Vol 2, Issue 2, pp. 16-28 [ISSN – 2249-023X]
- Beg, N. and **A. Gupta** (2014), “Strategic Planning for Governance in Higher Education System: A Conceptual Approach”, *Abhinav International Journal of Research in Management and Technology*, Vol. III, pp. 32-39 [ISSN 2320-0073]
- **Gupta, A.**, A. Yousaf, N. Arora (2013), “Mapping Sponsorship Linked Marketing in Indian Premier League”, *IIM Kozhikode Society and Management Review*, Vol. 2 Issue 1 , pp. 61-72 [ISSN 2277-9752]
- Kaur, G. and **A. Gupta** (2013), “Mehta Soya: A Promotional Conundrum (Case Study Analysis)”, *Vikalpa: The Journal of Decision Makers*, Vol 38, Issue 1, pp.113 – 117 [ISSN 0256-0909] Indexed in EBSCO
- Yousaf, A. and **A. Gupta** (2013), “Illuminating Viewer Based Brand Equity in Sports”, *International Journal of Engineering and Management Sciences*, Vol. 4, Issue 2 , pp. 160-172 [ISSN 2229-6425] Indexed in EBSCO
- Naik, A.Y. and **A. Gupta** (2013), “Branding of Sport Teams: Reconceptualising the Fan Based Brand Equity Model”, *International Journal of Marketing and Business Communication*, Vol. 2, Issue 3 (2013), pp 31-40 [ISSN 2277-484X]
- Naik, A.Y. and **A. Gupta** (2013), “Indian Premier League and Team Brand Building: Validating the Spectator Based Brand Equity Model in Context of Television Viewers”, *Metamorphosis: A Journal of Management Research (IIM-L)*, Vol. 11, Issue 1 , pp. 36-51 [ISSN 0972-6225]
- Dogra R. and **A. Gupta** (2012), “Barriers to Community Participation in Tourism Development: Empirical Evidence from a Rural Destination”, *South Asian Journal of Tourism and Heritage*, Vol. 5, Issue 1 , pp. 129-142 [ISSN 0974-5432]

- **Gupta, A.,** D.R. Gupta, N. Arora (2010), “The relationship between perceived travel risk, travel safety, travel anxiety and intentions to travel: A Path Analysis study of domestic traveller in India”, *International Journal of Tourism and Travel*, Vol. 3, No. 1, pp. 25 – 35 [ISSN - 0974-2603]
- Arora, N. and **A. Gupta** (2009), “A Path Analytic Assessment of the Structural Relationship between Exhibition Service Quality, Attendee Satisfaction and Future Behavioural Intentions: A Study at GITB, India”, *Tourism Development Journal*, Vol. 7 No. 1 , pp. 20 – 31 [ISSN- 0975-7376]

26. Faculty serving in

a) National committees b) International committees c) Editorial Boards d) any other (please specify) :

Prof. Parikshat Manhas

- Member, All India Board of Hospitality and Tourism Management (AIB – HTM) of All India Council of Technical Education – AICTE, Government of India..
- Board member of the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) as Director of Research.
- Member - Research Committee and Education Committee of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).
- World Centre of Excellence for Destinations (CED) organisations System of Measures for Excellence in Destinations (SMED) representative for India and South East Asia
- Editorial Board Member of the ICHRIE Penn State Research Report Board of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Hospitality and Tourism Research (JHTR) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Management and Sustainability.
- Editorial Board Member of the Journal of Hospitality and Tourism Education (JHTE) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Hospitality and Tourism Cases (JHTC) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal Regional Statistics of the Hungarian Central Statistical Office, Hungary.
- Editorial Board Member of the Asia-Pacific Journal of Innovation in Hospitality and Tourism published by Center for Research and Innovation in Tourism of the Division of Hospitality, Tourism and Culinary Arts, Taylor’s University, Malaysia.

- Editorial Team Member of TEAM (Tourism Educators Association of Malaysia) Journal of Hospitality and Tourism.
 - Founding Editor in Chief of International refereed journal, “Global Partners in Education Journal” An open source Journal published by Emerging Academic Initiatives, East Carolina University, USA.
27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs). (w.e.f. 1st June 2009 to 28th February 2015):
- Dr Anil Gupta Gupta attended Refresher Course in Business Studies, ASC, JU during Feb 2014.
28. Student projects (w.e.f. 1st June 2009 to 28th February 2015)
- percentage of students who have done in-house projects including inter-departmental projects : Nil
 - percentage of students doing projects in collaboration with other universities / industry / institute : Nil
29. Awards / recognitions received at the national and international level by
- Faculty
 - Prof. Parikshat Singh Manhas : Awarded Commonwealth Professional Fellowship by Commonwealth Scholarship Commission, United Kingdom for the year 2014, funded by the UK Department for International Development (DFID).
 - Prof. Parikshat Singh Manhas: Awarded Hungarian Faculty research fellowship by Hungarian Scholarship Board, Budapest, Hungary under the Indo Hungarian Educational exchange programme for the year 2012-2013.
 - Prof. Parikshat Singh Manhas has been awarded Shastri Indo-Canadian Institute’s “Canadian studies faculty research fellowship” funded by the International Academic Relations Division of Foreign Affairs, Canada for the year 2009.
 - AICTE Career Award for Young Teacher (CAYT) to Dr. Parikshat Singh Manhas with a sanctioned amount Rs. 10,50,000. Studies Faculty Research Fellowship” funded by International Academic Relations Division of Foreign Affairs, Canada for the year 2009.
 - Doctoral / post doctoral fellows : Nil
 - Students : Nil
30. Seminars/ Conferences/Workshops organized and the source of funding (national /international/ with details of outstanding participants, if any. (w.e.f. 1st June 2009 to 28th February 2015):

- a) International Conference on “Sustainable Destination Excellence: Innovations in Alternative Tourism.” 2013.
 - b) International Conference on “Sustainable Destination Excellence: Rebuilding from Crisis and Disasters” 2014.
31. Code of ethics for research followed by the departments: -Department follows the norms of the UGC for the research.
32. Student profile programme-wise: (w.e.f. 1st June 2009 to 28th February 2015)

Name of the Programme	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
MBA (HT)					
2009	229	13	15	100%	100%
2010	72	12	15	100%	93.3%
2011	59	12	14	100%	92.85%
2012	43	9	12	100%	75%
2013	43	12	09	100%	96%
2014	30	08	15	Result awaited	Awaited
	-	-	-	-	-

Name of the Programme	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
BBA (HM)					
2010	Entrance Test followed by GDPI	19	07	89.47%	100%
2011	Admission Through JUET	18	05	88.8%	100%
2012	Admission Through JUET	06	05	96%	100%
2013	Admission Through JUET	09	04	90%	100%
2014	Admission Through JUET	13	02	89%	100%

Name of the Programme	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
Ph.D	–	–	–	–	–
2009	05	02	–	–	–
2010	03	01	–	–	–
2011	04	02		–	–
2012	10	03	04	–	–
2013	04	01	01	–	–
2014	01	01		–	–

33. Diversity of students (w.e.f. 1st June 2009 to 28th February 2015)

Name of the Programme	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
MBA (HT)				
2009	92	3.5	3.5	–
2010	85	–	14.8	–
2011	88.4	7.6	3.84	–
2012	80	–	19.04	–
2013	66.6	–	33.3	–
2014	73	4.34	21.7	–

34. How many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise. (w.e.f. 1st June 2009 to 28th February 2015):

- No. of students who have cleared Civil Services: 02
- No. of students who have cleared Defence Services: 01
- No. of Students who have cleared NET: 12
- No. of Students who have cleared other competitive exams: 09

35. Student progression (w.e.f. 1st June 2009 to 28th February 2015)

Student progression	Percentage against enrolled
UG to PG	100%
PG to M.Phil.	Nil
PG to Ph.D.	25%
Ph.D. to Post-Doctoral	Nil
Employed <ul style="list-style-type: none"> • Campus selection • Other than campus recruitment 	100%
Entrepreneurs	

36. Diversity of staff

Percentage of Faculty who are graduates	
of the same university	100%
From other universities within the state	Nil
From universities from other states	Nil
From universities outside the country	33%

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period (w.e.f. 1st June 2009 to 28th February 2015) :

01 (Dr Anil Gupta awarded Ph.D on 15-10-2010)

38. Present details of departmental infrastructural facilities with regard to

a) Library –

Total No of Books: 3066

No. of Magazines: 06

Journals : 04

Newspaper: 06

- b) Internet facilities for staff and students : - Computer Lab with 15 PC with ICT Facility and 04 PCs to Staff with ICT facility.
 - c) Total number of class rooms: 04
 - d) Class rooms with ICT facility : 04
 - e) Students' laboratories: Food & Beverage Lab
 - f) Research laboratories : Nil
39. List of doctoral, post-doctoral students and Research Associates (w.e.f. 1st June 2009 to 28th February 2015)
- a) from the host institution/university :
 - b) from other institutions/universities:

List of Doctorals from the Host Institution/University

1. Nidhi Pathania
2. Jeet Dogra
3. Ravinder Dogra
4. Vishal Ray
5. Manik Arora
6. Parvinder Kour
7. Akshi Bhagat
8. Inderpuneet
9. Sandeva

List of Research Associates from the host institution.

1. Inderpuneet
- b) List of doctoral from other institutions/ Universities:
1. Ramjeet
 2. Zubair
 3. Shunali
 4. Parvinder Kour
 5. Vinay Thusoo

40. Number of post graduate students getting financial assistance from the university. : Nil
41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology. : Nil
42. Does the department obtain feedback from
- faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback? :- Yes, to upgrade teaching and learning practice. The feedback is utilised by updating the curriculum after getting it vetted through BOS and Academic Council
 - students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback? : Yes
 - alumni and employers on the programmes offered and how does the department utilize the feedback? : Yes, The department gets feedback from the alumni regarding curriculum development and technological changes
43. List the distinguished alumni of the department (maximum 10) :
1. Abhishek Sharma, Asst. Manager, Mata Vaishno Devi Shrine Board.
 2. Anu Zutshi, Manager, Marketing Operations at India Exotica Travels.
 3. Vijay Kumar Thappa, IRCTC, India.
 4. Pawan Deep Singh, Producer/Trainer, Take One , Shri Times (Editor)
 5. Vishal Ray, JK Entrepreneurship Development Institute.
 6. Amrik Singh, Thomas Cook
 7. Esha Nagial, Thomas Cook
 8. Shushravya Sharma, Team Leader, Luxury India Holidays.
 9. Roopali Gupta, Asst Manager, Le Passage To India.
 10. Harbant Singh Jasrotia, Se. Executive, Thomas Cook.
44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts. (w.e.f. 1st June 2009 to 28th February 2015):
- Special Lectures have been conducted by the Department from time to time and some of the experts who participated from various institutes include:
- a) Dr. Cesar Castaneda, Director of Operations , World Centre of Excellence for Destinations.
 - b) Dr. David Lorant , College Professor, Szent Istvan University. Jean Monnet Professor, European Commission, Education, Audio-Visual And Cultural Executive Agency. Visiting Professor, University of Economy in Bydgoszcz (Wy Sza Szkoła Gospodarki).
 - c) Mr. Gour Kanjilal, IATO, Delhi

- d) Prof. Badar Alam Iqbal, Aligarh University
- e) Prof. S.C. Bagri, Uttaranchal University
45. List the teaching methods adopted by the faculty for different programmes. : ICT Technology and Case Study Method.
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored? : Nil
47. Highlight the participation of students and faculty in extension activities.
(w.e.f. 1st June 2009 to 28th February 2015):
- NSS, NCC, International Youth Day , Jashn-E –Riyasat, World Tourism Day, World Heritage Day, World AIDS Day, Prof Parikshat Singh Manhas Associate, Dean in The Department of Dean Student Welfare, Dr. Suvidha Khanna, Member of Campus Cultural Committee.
48. Give details of “beyond syllabus scholarly activities” of the department. : Guest Lectures, Workshops, etc are conducted for students.
49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details. : NA
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied. : Nil
51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths <ol style="list-style-type: none"> 1. 4 Contemporary Courses 2. 100% Placements 3. Up-to-date Library 4. IT Facility 5. Govt. of India Funding 	Weakness <ol style="list-style-type: none"> 1. More Practical Labs required 2. Marketing of Courses need to strengthened
Opportunities <ol style="list-style-type: none"> 1. Collaborations 2. New Projects 3. Industry Academia Linkages 	Challenges <ol style="list-style-type: none"> 1. Recruitment of qualified Faculty 2. Increasing student enrolment for BBA (HM) 3. Setting up of Practical Labs for Hotel Management.

52. Future plans of the department.
- Celebration of World Tourism Day 2016
 - Various activities will be organized under the project entitled on “ Comprehensive Tourism revival framework for socio-economic development in post-conflict Kashmir : Lessons from Northern Oreland” under UGC-UKIERI Thematic Partnership-2016.

EVALUATIVE REPORT OF THE CENTRE

1. Name of the Centre: International Centre for Cross Cultural Research and Human Resource Management (ICccR & HRM), University of Jammu, Jammu.

2. Year of Establishment: 2008

3. Is the Centre part of a School/Faculty of the University?:

Faculty of Business Studies, University of Jammu

4. Names of programmes offered (UG, PG, M.Phil, Ph.D, Integrated Masters, Integrated PhD., D.Sc., D.Litt., etc.):

The Academic Programmes at the International Centre include:

- 2-Year full-time MBA (International Business) MBA (IB).
- 1-Year full-time Post Graduate Diploma in Composite Culture Management (PGDCCM) under UGC 'Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas'.
- 3-months' Certificate Courses in:
 - i) Cross-Cultural International Management
 - ii) Human Resource Management Practices and Labour Laws

Certificate Courses to begin from May-June 2016 as Summer Schools:

- i) Certificate Course in Business Communication Skills
- ii) Certificate Course in Entrepreneurial and Project Management Skills
- PhD Programme:

The process of starting the PhD Programme at ICccR & HRM, University of Jammu is in progress and likely to begin from Academic Session 2016-17.

5. Interdisciplinary programmes and departments involved:

The programmes offered by ICccR & HRM (MBA-IB and PGDCCM) are interdisciplinary in nature and enable the students to look into various international business and management issues mainly through the prism of culture from psychological, behavioural, sociological and managerial perspectives. Students explore the concept of culture in depth and analyse its influence on both interpersonal and inter-organisational interaction, with the objective of developing analytical and practical skills for managing effectively in a multicultural workplace. It is expected that having

completed this course students will have a greater appreciation of the “hidden” aspects of international business and management.

Even the PGDCCM programme is seen as an add-on opportunity to the participants who come from various disciplines, and can groom themselves with management acumen, skills and competencies. The Programme serves as value-adding stance in the existing learning, thus making them employable to be able to cater to market requirements.

6. Courses in collaboration with other universities, industries, foreign institutions, etc. N.A.

7. Details of programmes discontinued, if any, with reasons. : N.A.

8. Examination System: Annual/Semester/ Trimester/Choice Based Credit System:

a) MBA-IB: Choice Based Credit System (Semester based; 2-Year Programme)

b) PG Diploma in ‘Composite Culture Management’: Semester based (1-Year Programme)

9. Participation of the department in the courses offered by other departments.

MBA-International Business curriculum constitutes a total of 136 credits, out of which 8 (4+4 in Semester III and IV) credits are earned by the student by exercising his/her option in favour of any course offered by other departments in the University of Jammu, other than ICccR & HRM, in Semester III and Semester IV under the Choice Based Credit System.

10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/ Asst. Professors/others)

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor	---	---	---
Associate Professors	---	---	---
Asst. Professors	02 (UGC Sanctioned under Post Graduate Diploma in Composite Culture Management under ‘Innovative Scheme Programme in Teaching and Research in Interdisciplinary and Emerging Areas’.	02	

	Confirmation of the State Govt. Received for taking over the liability w.e.f. April 2017)		
Others	---	---	---

11. Faculty profile with the name, qualification, designation, area of specialization, experience and research under guidance (to date)

Name	Qualification	Designation	Specialization	No. of years of experience	No. of Ph.D./M.Phil students guided for the last 4 years.
Prof. Neelu Rohmetra (Gold Medalist) Professor of Management Studies, The Business School	Ph.D (Management) Post Doctorate (UK) IVLP(USA) Fulbright Fellow	Founder Director, International Centre for Cross Cultural Research and Human Resource Management (ICccR & HRM)	Human Resource Development, Organization Behavior, Change and Intervention Strategies, Cross-Cultural Management	Over 27 years	4 PhDs awarded, (3 submitted)
Dr. Pallvi Arora (Gold Medalist)	Ph.D (Management), MBA, NET-JRF	Assistant Professor	Human Resource Management, Cross-Cultural Management, Cultural Studies.	Over 2 years	Eligible to supervise PhD candidates
Ms. Isha Sharma	MBA, NET (PhD Submitted)	Assistant Professor	Human Resource Management and Strategic Management	Over 2 years	---

Dr. Ridhi Sharma (Contractual)	Ph.D (Management), MBA	Lecturer	Human Resource Management and Marketing Management	Over 3 years as contractual faculty	---
Mr. Amrinder Singh (Contractual)	PhD, MBA, SET	Lecturer	Finance and Marketing Management	Over 3 years as contractual faculty	---
Ms. Neha Gupta (Gold Medalist) (Contractual)	MBA, NET (PhD Submitted)	Lecturer	Finance and Human Resource Management	2 years as contractual faculty	---
Dr. Shafqat Ajaz (Contractual)	Ph.D (Management), MBA	Lecturer	Finance and Marketing Management	Over 3 years as contractual faculty	---
Mr. Dalip Raina (Contractual)	MBA (PhD Submitted)	Lecturer	Human Resource Management and Marketing Management	Over 2.5 years as contractual faculty	---

**12. List of senior Visiting Fellows, adjunct faculty, emeritus professors and corporate visitors
(Total Visitors: Approximately 61**

Academic Visitors: 28

Corporate Visitors: 33

LIST OF ACADEMIC VISITORS (28) :

- 1. Prof. Rakesh Mohan Joshi**, Chairperson, International Relations and Research, Indian Institute of Foreign Trade (IIFT), New Delhi
- 2. Prof. Ashok Ogra**, Director, Apeejay Institute of Mass Communication, New Delhi.
- 3. Prof. S.K. Jain**, Vice Chancellor, Shri Mata Vaishno Devi University, Katra
- 4. Prof. Masayuki Susai**, Trustee Nagasaki University, Japan.
- 5. Prof. Ion Voicu Sucala**, Technical University, Cluj Napoca, Romania.

6. **Prof. Aahad Ahmad**, NTU, Singapore.
7. **Prof. A.K. Sahejpal**, Punjab University, Chandigarh.
8. **Prof. Rajen K. Gupta**, MDI, Gurgaon.
9. **Prof. Rajen Saxena**, Vice-Chancellor, NMIMS University, Mumbai.
10. **Prof. Harish Choudhary**, Indian Institute of Technology, New Delhi.
11. **Prof. Anup Singh**, Vice Chancellor, Nirma University , Ahmedabad.
12. **Prof. Neharika Vohra**, IIM-Ahmedabad.
13. **Prof. Dinesh Sharma**, Shailesh J. Mehta School of Management, IIT- Mumbai.
14. **Dr. Sabeha Mufti**, Professor, Media Education Research Centre (MERC), Kashmir University, Srinagar.
15. **Prof. Purnima Singh**, Indian Institute of Technology, New Delhi.
16. **Prof. Vipin Gupta**, California State University, San Bernardino, USA.
17. **Prof. Sita Vanka**, University of Hyderabad, Hyderabad.
18. **Prof. A.S. Sidhu**, Guru Nanak Dev University, Amritsar.
19. **Dr. Manoj Kumar**, IIM-Rohtak.
20. **Dr. Forret Monica**, Director, Department of Managerial Studies, St. Ambrose University
21. **Prof. Roshan Lal Raina**, IIM- Lucknow.
22. **Prof. S.B. Dash**, then at IIM- Lucknow.
23. **Prof. S. Bhargava**, then at Department of Management, IIT, Mumbai.
24. **Prof. A.M. Shah**, then Dean Academic Affairs, University of Kashmir, Srinagar.
25. **Prof. S.K. Kalra**, MDI, Gurgaon.
26. **Prof. Kanika Bhal**, IIT-Delhi.
27. **Prof. Poonam Puri**, Manchester Metropolitan University, UK.
28. **Prof. Shabir**, Dean, Faculty of Business Studies, University of Kashmir

LIST OF CORPORATE VISITORS AND OTHER VISITORS (33):

- **Sh. N.N. Vohra**, Hon'ble Governor, J&K State and Chancellor, University of Jammu.
- **Sh. Devinder Rana**, then Political Advisor to the Hon'ble Chief Minister, J&K State.
- **Mr. D.K. Bakshi**, Chief Mentor and CEO, Global Talent Company Ltd., Bangkok, Thailand.
- **Mr. Vidya Bhushan Dhar** from Posera Inc., Toronto, Canada.

- **Mr. Deepak Manchanda**, Professional Speaker and Member, CAPS (Canadian Association of Professional Speakers), Canada.
- **Sh. Raj K. Nehru**, Associate Director, CONCENTRIX- A SYNnex Corporation Company, Gurgaon.
- **Subedar Major and Honorary Captain Bana Singh, PVC**, a retired Indian soldier, and a recipient of the nation's highest military award, the Param Vir Chakra).
- **Ms. Ashima Koul**, Managing Director, Yakjah Reconciliation and Development Network, New Delhi.
- **Dr. Anil Khandelwal**, Ex-Chairman and MD, Bank of Baroda.
- **Mr. Annil Suri**, Vice President, Jammu Chapter NHRDN.
- **Mr. Manish Loomba**, Head Sales and Marketing, Radikal Foods Ltd., New Delhi.
- **Mr. Imran Ahmad**, Circle Head Operations, Ericsson Jammu and Kashmir.
- **Ms Jyotsna Fotedar**, Project Head Consultants Thailand, Malasiya, India and Singapore.
- **Mr. Manjot K.S.Gill**, Mindbridge Asia Consulting Firm.
- **Ms. Khair-ul-Nissa**, Director, World Trade Center, Noida.
- **Sh. KK Goyal**, Assistant Director, MSME-DI, Jammu.
- **Deepika Rana**, Development Officer, JK Handicrafts.
- **Mr. Manish Trehan**, CEO, Philos Consulting, Gurgaon.
- **Dr. Haseeb Drabu**, Economic Expert and Former Chairman, J&K Bank.
- **Mr. Dharminder Khajuria**, Chief Operating Officer, Bharti Airtel Limited, J&K Circle.
- **Mr. Anil Kumar**, DGM-HR, ONGC Academy Dehradun.
- **Mr. Marcus Dare**, Randstad India Ltd., Chennai
- **Lydia Barraza**, Cultural Affairs Officer, Embassy of United States of America
- **Mr. Thothari Raman**, Chairman, SEAA Trust, New Delhi
- **Sh. Mustaq Ahmad**, Chairman and CEO, J&K Bank Ltd.
- **Mrs. Aruna C. Newton**, Infosys, Bangalore.
- **Mr. G.P. Rao**, Reliance Group, Kuala Lumpur, Malaysia.
- **Sh. Aquil Busrai**, Executive Director- HR, IBM, Gurgaon.
- **Ramakrishna**, Head-HR, Loop Mobile.
- **Sh. Pankaj Soota**, VP (Business Head), Bharti Airtel, Jammu.
- **Ms. Jyotsna Ray**, CEO & Director, TARAA Human Development and Facilitation Consultants Pvt. Ltd., New Delhi.
- **Mr. Akhil Chopra**, Associate Trainer, Centre for Investment Education and Learning.
- **Mr. Pankaj Sodi**, Relationship Manager, ICICI Prudential Mutual Fund.

13. Percentage of classes taken by temporary faculty-programme-wise information

Name of the Programme	Percentage of classes taken by temporary faculty
MBA-IB	50 %
PGDCCM	50 %

14. Programme-wise Student Teacher Ratio:

Name of the Programme	Student-Teacher Ratio
MBA-IB	4:1
PGDCCM	3:1

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual.

Non-Teaching:

Junior Assistant: 01 (Permanent)

Orderly (Helper): 01

(Proposals submitted with the Authorities for consideration to provide staff; decision awaited)

16. Research thrust areas as recognized by major funding agencies.

Some of the ongoing research studies/projects at the International Centre are in the following areas:

- Leadership issues across Cultures
- Enterprise and Entrepreneurship
- Gender Studies
- Multiculturalism and Sustainable Development
- Composite Culture Management
- Cross-Cultural Communication/ Intercultural Negotiations
- Knowledge Management and Technology Transfer
- Cross-Cultural Competencies and Organizational Management.
- Change Management and Intervention Strategies
- Organization Climate and Work Ethics
- Diversity Management Studies

- Cultural Intelligence
- Other Extension and Outreach Projects

17. Number of faculty with ongoing projects from a) national, b) international funding agencies and c) Total grants received. Give the names of funding agencies, project title and grants received project-wise (w.e.f 1st June 2009 to date)

Name of Faculty: Professor Neelu Rohmetra (Director, ICccR & HRM and Professor, The Business School)

TOTAL PROJECTS OF PROFESSOR NEELU ROHMETRA DURING REFERENCE PERIOD:	
04	
Completed Projects: 02	
Ongoing Projects: 02	
<ul style="list-style-type: none"> Title of the Project 	Principal Investigator: Women and Leadership: The Case of Select organisations in Corporate India (June 2012 to March 2015) (Report submitted to UGC in August 2015) (at The Business School, University of Jammu) (Completed)
Grant Received	Rs. 7.5 lacs
Funding Body	University Grants Commission (Major Research Project)
<ul style="list-style-type: none"> Title of the Project 	Project Coordinator: UGC Innovative Scheme under promotion of interdisciplinary research and teaching under the broad theme of “Composite Culture Management” (1-Year Post Graduate Diploma in ‘Composite Culture Management’ introduced at ICccR & HRM (April 01, 2012 – March 31, 2017)
Grant Received	Rs. 49.50 lacs + Positions of two assistant Professors duly filled in January 2014. (3-Years Progress Report with UGC submitted)
Funding Body	UGC, New Delhi
<ul style="list-style-type: none"> Title of the Project 	Deputy Coordinator: Special Assistance Programme (SAP)-DRS II (April 2013- March 2018) (at The Business School, University of Jammu)
Grant Received	Rs. 56 lacs
Funding Body	University Grants Commission
<ul style="list-style-type: none"> Title of the Project 	Project for Enhancement of Capacities for the Census of India 2011 (2010-2011) (Status: Completed) (at ICccR & HRM) (Completed)
Grant Received	Rs. 3 Lacs
Funding Body	Phase I and Phase II of the UNICEF and Ministry of Home Affairs supported Capacity Building Project in association with TARAA Human Development and Facilitation Consultants, New Delhi.

18. Inter-institutional collaborative projects and associated grants received (w.e.f 1st June 2009 to date):

National and International Collaborations

The International Centre is working with international partners as:

- The **Technical University of Cluj-Napoca, CLUJ NAPOCA, Romania**, 2008-13 (The process of renewal is in progress)
- **West University of Timisoara, Romania**, (MOU under progress)

National Collaborative Initiatives:

- The International Centre shall also act as a nodal centre at University of Jammu for offering Skill Development Programs in collaboration with **Global Village Foundation, Concentrix Ltd and NASSCOM Foundation** for which Professor Neelu Rohmetra shall act as the Nodal Facilitator for the University of Jammu and shall also be coordinating with the colleges and campuses of the region for the purpose. The underlying objective of the Skill Development Initiative is to provide training to create a scalable and sustainable ecosystem that brings together Government, Corporate and Academia. As a part of CSR initiative undertaken by the Concentrix Ltd and NASSCOM Foundation, 2-Month Certificate Programme on Skill Development was launched at two nodal centres namely ICccR & HRM and Kathua Campus, the University of Jammu that aim to develop the employability skills of youth across the region.
- As one of its major recent initiatives ICccR & HRM has initiated the process of seeking **Memorandum of Cooperation (MOC) with World Trade Center, Noida** for facilitating joint industry programmes in training, research projects, innovation and entrepreneurship.
- The International Centre has also been associated and partnered with **UNICEF and Ministry of Home Affairs supported capacity building project for National Census: 2011-12**, with Prof. Neelu Rohmetra as the Project Coordinator for the Jammu Province.
- The International Centre is collaborating with **Association of Indian Management Schools (AIMS); Indian Institute of Foreign Trade (IIFT), New Delhi; IIM-Ahmedabad, IIT-Bombay and Shri Mata Vaishno Devi University (SMVDU), Katra** and the like to create opportunities for professional development of the students for promoting employability and entrepreneurship.

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received (w.e.f 1st June 2009 to date)

Title of the Project	UGC Innovative Scheme under promotion of interdisciplinary research and teaching under the broad theme of “Composite Culture Management” (1-Year Post Graduate Diploma in ‘Composite Culture Management’ introduced at ICccR & HRM (April 01, 2012 – March 31, 2017) <i>Project Coordinator: Prof. Neelu Rohmetra(Director, ICccR & HRM)</i> <i>Deputy Coordinator: Dr.Anil Gupta</i>
Grant Received	Rs. 49.50 lacs + Positions of two assistant Professors duly filled in January 2014.
Funding Body	UGC, New Delhi

20. Research facility/centre with

- State recognition
- National recognition
- International recognition- N.A.

21. Special research laboratories sponsored by/created by industry or corporate bodies:
N.A. (However, some industry-academia initiatives have been undertaken /in progress: Please refer ‘18’)

22. Publications (w.e.f. 1st June 2009 to date)

PROFESSOR NEELU ROHMETRA (DIRECTOR, ICCCR & HRM AND PROFESSOR, THE BUSINESS SCHOOL)

Total Publications of Prof. Neelu Rohmetra during Reference Period		
<ul style="list-style-type: none"> • Books: 05 (01 International; 04 National) • Total Research Papers: 30 (International and National) • No. of papers with titles in Peer Reviewed Journals (National/ International): 09 • No. of Full Papers in Conference Proceedings with ISSN/ISBN No.: 20 • Book Chapters: 02 		
	NO. OF PAPERS WITH TITLES IN PEER REVIEWED JOURNALS (NATIONAL/ INTERNATIONAL) (Total No. =09)	<ol style="list-style-type: none"> 1. ‘International Entrepreneurship: Analyzing the Impact of Cultural Differences Across Nations’, International Journal of Applied Business and Economic Research, Vol.13, No. 3, 2015 (ISSN:0972-7302) (with Pallvi Arora) 2. ‘Business and Human Rights Violation: A Study on Select Corporate Human Rights violation cases in India as well as

	<p>FULL PAPERS IN CONFERENCE PROCEEDINGS WITH ISSN/ISBN No. (Total No. = 20)</p>	<p>global context’, International Journal of Economics, Finance and Management, Vol. 3, No. 6, 2014, ISSN:2326-9561 (with Isha Sharma)</p> <p>3. A Study of Existing Management Education Models Across South Asian Region and its Development by Focusing on Public Private Partnerships’ , <i>AMDISA Journal</i>, 2013 [ISBN: 978-93-5097-503-9] (with Isha Sharma)</p> <p>4. ‘Cultural Intelligence and Customer Satisfaction: A Quantitative Analysis of International Hotels in India’, <i>Review of Management and Economic Engineering</i>, Vol. 11, 1 (43). 2012 [ISSN No. 1583-624X] (with Pallvi Arora)</p> <p>5. ‘The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality ‘PERSPECTIVE’, International Journal of Engineering and Industrial Management, Vol. 4, pp. 59-76. 2012 [ISSN 1647-578X] (with Pallvi Arora)</p> <p>6. ‘International Careers Across Cultures: A Choice or Rejection?’ International Journal for Diversity in Organizations, Communities and Nations, Vol. 11(1) 2011: pp. 57-75. [ISSN No. 1447-9532]. (with Pallvi Arora)</p> <p>7. ‘Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry’, <i>International Review of Business Research Papers</i>, Vol. 6(5) 2010: 216-234. [ISSN No. 1837-5685](with Pallvi Arora)</p> <p>8. ‘Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry’ 2010, published online at http://www.bizresearchpapers.com/17.%20Pallvi%20Aroara-FINAL.pdf [ISSN No.1832-9543](with Pallvi Arora)</p> <p>9. ‘Human Resource Systems and Organisational Effectiveness: The Case of Indian Rural Banking’, Journal of IPM Meerut, Volume 10, No.2, July-December 2009. (with Jaya Bhasin)</p> <p>10. ‘Expatriate Adjustment and Cross Cultural Orientation: An Empirical Study of Foreign Nationals Working in India’ accepted for presentation and inclusion in Conference Proceedings at the University Forum for Human Resource Development (UFHRD) 2016 to be held at Manchester Metropolitan University during June 8-10, 2016.</p>
--	---	--

		<p>11. 'Knowledge Creation and Transfer for Entrepreneurial Spillovers: Role of academia in bridging the transnational practices and contexts' published in the Conference Proceedings of International Conference on "Transnational entrepreneurs and international SMEs in emerging economies: Drivers and Strategies" organized by the Indian Institute of Management Bangalore (IIMB), May 20-22, 2015 at IIM-Bangalore, India. (ISBN: 987-93-84743-81-9) (with Isha Sharma)</p> <p>12. 'Culturally Intelligent Organizations: Towards Success in Global Business World' published in conference proceedings of the 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015, pp. 615-628 (ISBN: 978-81-924713-8-9) (with Pallvi Arora)</p> <p>13. 'Economic Growth and Human Development: A Theoretical Comparison of Select Countries' published in the conference proceedings of 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015, pp.604-608, (ISBN: 978-81-924713-8-9) (with Isha Sharma)</p> <p>14. 'Spouse Influence on Expatriate Global assignment-A Review of Existing Studies' published in the Conference Proceedings of Global Conference organized by MDI, Gurgaon, India in association with Australian Centre for Asian Business, University of South Australia, Adelaide, Australia and Faculty of Economics and Faculty of Economics and Business, University of Maribor, Slovenia, on 'Managing Recovering Markets' March 11-13, 2015 (ISBN: 978-81-929149-3-0) (with Tina Bhat) (Paper presented)</p> <p>15. 'Leadership Behaviour of International Managers in Multinational Corporations in India : A Conceptual Reflection' published in the conference proceedings of the International Conference On Research And Sustainable Business (ICRSB), organized by Department of Management Studies, Indian Institute of Technology (IIT) Roorkee, India, March 8-9, 2014 (ISBN No : 9789383842193) (with Tina Bhat) (Paper presented)</p>
--	--	---

		<p>16. 'Navigating Cultural Diversity through Cultural Intelligence: A Case of Hospitality Industry in India' published in Conference Proceedings of the 3rd Biennial Conference of the Indian Academy of Management, 12-14 December, 2013 at the Indian Institute of Management, Ahmedabad, India.[ISBN No. 978-81-920800-2-4.] (with Pallvi Arora) (Paper presented)</p> <p>17. 'Business and Human Rights Violation: A study on Select Corporate Human Rights Violation Cases in India as well as Global Context', published in proceedings 2nd International Conference on Business Social Partnership: Towards Value Based Social Engagement, University of Delhi, September 07-09, 2013 (with Isha Sharma) (Paper presented)</p> <p>18. 'Innovative Training Practices for Crisis Management', published in conference Proceedings (with ISBN) of UFHRD 2013 International Conference: "HRD in Turbulent Seas – Continued Global Economic Uncertainty: Challenges and Opportunities", Brighton Business School, University of Brighton, UK, June 5-7, 2013. (with ISBN: 9781-905593-87-3) (Paper presented)</p> <p>19. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE' published in the Conference Proceedings of 13th International HRD Conference- The future of HRD- 2020 and beyond: Challenges and Opportunities, (http://hrdconference.fam.ulusiada.pt/?page_id=78) held at UNIVERSIDADE LUSÍADA DE VILA NOVA DE FAMALICÃO, 23-25 May 2012, pp. 234-245. (ISBN: 978-989-96090-3-7) (with Pallvi Arora) (Paper presented)</p> <p>20. Keynote Speech on "Cross Cultural HRD:2020" published in the Conference Proceedings of 13th International HRD Conference- The future of HRD- 2020 and beyond: Challenges and Opportunities, (http://hrdconference.fam.ulusiada.pt/?page_id=78) held at UNIVERSIDADE LUSÍADA DE VILA NOVA DE FAMALICÃO, 23-25 May 2012, pp. 23-24. (ISBN: 978-989-96090-3-7) (Keynote delivered)</p>
--	--	---

		<p>21. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE' published wp – content /uploads /2012/05/ Papers_UFHRD2012_vFINAL_part2.pdf. (with Pallvi Arora) (Paper presented)</p> <p>22. 'Cultural Intelligence and Customer Satisfaction: A Quantitative Analysis of International Hotels in India' published in Conference Proceedings of 2nd RMEE International Management Conference "Management of Crisis or Crisis of Management?", 15-17 September, 2011 in the Technical University of Cluj Napoca, Romania, pp. 545-556. (ISSN: 2247-8639, ISSN-L 2247-8639) (with Pallvi Arora) (Paper presented)</p> <p>23. 'Efficient Corporate Communication: A New Mechanism of Crisis Management' published in conference proceedings of 2nd RMEE Management Conference: "Management of Crisis or Crisis of Management?" September 15-17, 2011 in Technical University of Cluj-Napoca, Romania.(ISSN: 2247-8639, ISSN-L 2247-8639) (with Rachna Gupta)</p> <p>24. 'Talent Crisis and its Impact on Organisational Commitment' published in conference proceedings of 2nd RMEE Management Conference: "Management of Crisis or Crisis of Management?" September 15-17, 2011 in Technical University of Cluj-Napoca, Romania.(with ISSN: 2247-8639, ISSN-L 2247-8639)(with Shaveta Sawhney) (Paper presented)</p> <p>25. 'Knowledge Creation and its Transfer: A diagnosis into Industry-Academia Interface in Select Indian Academic Institutions', published in proceedings of Eleventh Global Conference on Flexible Systems Management (IIMK-GLOGIFT 11), (ISBN 978-81-906294-8-5), December 9-12, 2011 (with Isha Sharma) (Paper presented)</p> <p>26. 'HRD Audit: A Comparative Study of State Universities in Jammu and Kashmir, India' published in proceedings of 1st RMEE (Review of Management and Economic Engineering) International Conference: Twenty Years After: How management Theory Works, September 16-18,2010, organized by Technical University of Cluj-Napoca, Romania. (ISBN: 978-973-7695-99-4) (with Neeraj Sharma) (Paper presented)</p>
--	--	---

		<p>27. 'International Careers Across Cultures: A choice or Rejection' (Abstract) published in Proceedings of 10th International Conference on "Diversity in Organisations, Communities and Nations", Queens University, Belfast, Northern Ireland, July 19-21, 2010. (with Pallvi Arora) (Paper presented)</p> <p>28. 'Understanding Intra-National Diversity Across Cultural Value Orientations: A comparative Study of Indians' (Abstract) published in Proceedings of 10th International Conference on "Diversity in Organisations, Communities and Nations", queens University, Belfast, Northern Ireland, July 19-21, 2010. (with Anil Gupta) (Paper presented)</p> <p>29. 'Human Resource Systems and Organisational Effectiveness- The Case of Indian Rural Banking', paper published in the proceedings and the Programme, presented at the International Conference on HRD Complexity and Imperfection in Practice, at Newcastle Business School, Northumbria University, UK, June 10 – 12, 2009 (ISBN: 13978-1-86135-362). (Paper presented)</p>
	<p>CHAPTERS IN BOOKS (Total No. = 2)</p>	<p>30. 'The Changing Face of Indian Organizations: Incorporating Cultural Literacy to Make a Difference' published as Book Chapter in the Book titled "Investigating Cultural Aspects in Indian Organizations- Empirical Evidence" Springer, 2014— India Studies in Business and Economics Book Series, pp. 159-169, (Editors: Vijay Periera and Ashish Malik) (ISBN: 978-3-319-16097-9) (with Pallvi Arora).</p> <p>31. 'Managing Transitions and Knowledge Imperatives: The HRD perspective of Indian Banking Industry', paper in edited book titled 'Management Perspectives in the New Age: Strategy, Markets and People' 2011, Excel Books: New Delhi. (Editors: Neelu Rohmetra and Dinesh Sharma) (ISBN: 978-81-7446-905-2) (with Anuradha Sharma)</p>
	<p>BOOKS PUBLISHED (No. =5) (01 :International, 04: National)</p>	<p>1. <u>Cross-Cultural Management: Practice and Research</u> (2014), Primus Books, Ratnasagar, New Delhi, ISBN: 978-93-80607-71-9 (with Anil Gupta)</p> <p>2. <u>Business Dynamics: Contemporary Issues and Challenges</u> (2014), Excel Books, New Delhi, ISBN: 978-93-5062-373-2 (Dr. Bhanu Pratap Singh and Vishal Sharma)</p>

	<p>3. <u>Sustainable Business Practices: Issues Revisited</u> (2014), Excel Books, New Delhi, ISBN: 978-93-5062-374-9 (Dr. Bhanu Pratap Singh and Vishal Sharma)</p> <p>4. Emotional Intelligence in the Telecom Sector: Strategy, Communication and Motivation Connect (2012) (with Anuradha Sharma), Lambert Academic Publishing, April 30, 2012 ISBN-10: 3848436477 ISBN-13: 978-3848436477</p> <p>5. <u>Management Perspectives in the New Age: Strategy, Markets and People</u> (2011), EXCEL BOOKS, New Delhi. ISBN: 978-81-7446-905-2 (with Dinesh Gupta)</p>
--	--

DR. PALLVI ARORA

Total Publications of Dr. Pallvi Arora during Reference Period <ul style="list-style-type: none"> • Total Research Papers: 12 (International and National) • No. of papers with titles in Peer Reviewed Journals (National/ International): 06 • No. of full papers in Conference Proceedings with ISSN/ISBN No.: 06 • Book Chapters: 01 		
	NO. OF PAPERS WITH TITLES IN PEER REVIEWED JOURNALS (NATIONAL/ INTERNATIONAL):06	Total Research Papers in Peer Reviewed Journals: 06 Details are as under: <ol style="list-style-type: none"> 1. 'International Entrepreneurship: Analyzing the Impact of Cultural Differences Across Nations', International Journal of Applied Business and Economic Research, Vol.13, No. 3, 2015(ISSN:0972-7302) (with Neelu Rohmetra) 2. 'Cultural Intelligence and Customer Satisfaction: A Quantitative Analysis of International Hotels in India', <i>Review of Management and Economic Engineering</i>, Vol. 11, 1 (43). 2012 [ISSN No. 1583-624X] (with Neelu Rohmetra) 3. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE'', <i>International Journal of Engineering and Industrial Management</i>, Vol. 4, pp. 59-76. 2012 [ISSN 1647-578X] (with Neelu Rohmetra) 4. 'International Careers Across Cultures: A Choice or Rejection?' <i>International Journal for Diversity in Organizations, Communities and Nations</i>, Vol. 11(1) 2011: pp. 57-75. [ISSN No. 1447-9532]. (with Neelu Rohmetra)

	<p>NO. OF PAPERS WITH TITLES IN CONFERENCE PROCEEDINGS AS FULL PAPERS WITH ISBN=06</p>	<ol style="list-style-type: none"> 5. 'Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry', <i>International Review of Business Research Papers</i>, Vol. 6(5) 2010: 216-234. [ISSN No. 1837-5685 (with Neelu Rohmetra) 6. 'Cultural Intelligence: Leveraging Differences to Bridge the Gap in the International Hospitality Industry' 2010, published online at http://www.bizresearchpapers.com/17.%20Pallvi%20Aroara-FINAL.pdf [ISSN No.1832-9543] (with Neelu Rohmetra) 7. 'Culturally Intelligent Organizations: Towards Success in Global Business World' published in conference proceedings of the 12th AIMS International Conference on Management in collaboration with IIM-Kozikode, from January 02-05, 2015, pp. 615-628 (ISBN: 978-81-924713-8-9) (with Neelu Rohmetra) 8. 'Navigating Cultural Diversity through Cultural Intelligence: A Case of Hospitality Industry in India' published in Conference Proceedings of the 3rd Biennial Conference of the Indian Academy of Management, 12-14 December, 2013 at the Indian Institute of Management, Ahmedabad, India. [ISBN No. 978-81-920800-2-4.] (with Neelu Rohmetra) 9. 'Diversity Matters: Analyzing the Role of "Culturally Intelligent" Workforce and Cross Cultural Trainings in the Service Industry', published in Conference Proceedings of the 2-day International Conference on "Contemporary Issues in Business, Management and Finance (CIBMF-II)" held in the Department of Business and Financial Services, University of Kashmir, 28-29 September, 2013. (with Neelu Rohmetra) 10. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE' published in the Conference Proceedings (with ISBN) of 13th International HRD Conference- The future of HRD- 2020 and beyond: Challenges and Opportunities, (http://hrdconference.fam.ulusiada.pt/?page_id=78) held at UNIVERSIDADE LUSÍADA DE VILA NOVA DE FAMALICÃO, 23-25 May 2012, pp. 234-245. (with Neelu Rohmetra)
--	---	--

		<p>11. 'The Interface between Cultural Intelligence and Customer Satisfaction- The Hospitality 'PERSPECTIVE' published wp – content /uploads /2012/05/ Papers_UFHRD2012_vFINAL_part2.pdf. (with Neelu Rohmetra)</p> <p>12. 'Cultural Intelligence and Customer Satisfaction: A Quantitative Analysis of International Hotels in India' published in Conference Proceedings of 2nd RMEE International Management Conference "Management of Crisis or Crisis of Management?", 15-17 September, 2011 in the Technical University of Cluj Napoca, Romania, pp. 545-556. (with Neelu Rohmetra)</p>
	<p>• CHAPTER IN BOOKS</p> <p>01</p>	<p>Total Number of Book Chapters during the reference period:</p> <p>1</p> <p>Details are as under:</p> <p>1. 'The Changing Face of Indian Organizations: Incorporating Cultural Literacy to Make a Difference' published as book chapter in the book titled "Investigating Cultural Aspects in Indian Organizations- Empirical Evidence" Springer, 2014– India Studies in Business and Economics book series, pp. 159-169, (ISBN: 978-3-319-16097-9) (with Neelu Rohmetra)</p>

MS. ISHA SHARMA

<p>Total Publications of Ms. Isha Sharma during Reference Period</p> <ul style="list-style-type: none"> • Total Research Papers: 06 (International and National) • No. of papers with titles in Peer Reviewed Journals (National/ International): 03 • No. of full papers in Conference Proceedings with ISSN/ISBN No.: 03 		
	<p>No. of papers with titles in peer reviewed journals(National/ International): 3</p>	<p>1. Sharma, I., & Rohmetra, N. (2014). Business and Human Rights Violation: A Study on Select Corporate Human Rights violation cases in India as well as global context', International Journal of Economics, Finance and Management, Vol. 3, No. 6.</p> <p>2. Sharma, I.(2014), A study of existing management education models across South Asian region and its development by focusing on public private partnerships published in IOSR Journal, ISSN: 2319-7668, Volume 16, Issue 11, PP 41-46 (with Prof. Neelu Rohmetra).</p>

	<p>No. of papers with titles in conference proceedings as full papers with ISBN=03</p>	<ol style="list-style-type: none"> 3. Sharma, I.(2015), Knowledge Spillovers: Role of Academia in Bridging the Industry-Academia Divide published in International Journal of Innovations in Engineering and Management, Vol. 4; No. 1: ISSN: 2319-3344 (Jan-June 2015) PP 56-64 4. Paper entitled “Knowledge Creation And Its Transfer: A Diagnosis Into Industry-Academia Interface In Select Indian Academic Institutions” authored by Prof. Neelu Rohmetra and Ms. Isha Sharma accepted and presented during the Eleventh Global Conference on Flexible Systems Management (IIMK-GLOGIFT 11) at Indian Institute of Management Kozhikode Campus from 9th to 12th of December 2011. ISBN: 978-81-906294-8-5 5. Paper titled: A study of existing management education models across South Asian, region and its development by focusing on partnerships published in the conference proceeding of the International Conference held by AMDISA 12th South Asian Management Forum, Feb. 14-16 2016 held at Pune. ISBN: 978-93-5097-503-9 6. Paper presented in Twelfth AIMS International Conference on Management (AIMS-12), IIM Kozhikode, January 2-5, 2015, Paper Titled: Economic Growth and Human Development “A Theoretical Comparison of Select Countries.” (ISBN: 978-81-924713-8-9)
--	---	--

23. Details of patents and income generated (w.e.f. 1st June 2009 to 28th Feb. 2015): N.A.

24. Areas of consultancy and income generated (w.e.f. 1st June 2009 to 28th Feb. 2015): N.A.

25. Faculty selected nationally / internationally to visit other laboratories/institutions/industries in India and abroad (w.e.f. 1st June 2009 to date):

Professor Neelu Rohmetra (Director, ICccR & HRM and Professor, the Business School) has been selected nationally and internationally to visit other institutions in India and abroad (w.e.f. 1st June 2009 to date). Details are as under:

DETAIL OF VISITS OF PROFESSOR NEELU ROHMETRA DURING THE REFERENCE PERIOD		
	Total No. of Visits (India/Abroad) : Total visits Abroad : (Select) Total visits in India: (Select)	26 10 16
	VISITS IN INDIA AND ABROAD (Select) (Total No. =26, International/ National)	Details of International/National Visits as Guest Invitee/ Key Note Speaker/Awardee /Fellowships (Select). FELLOWSHIPS/DELEGATE DURING THE REFERENCE PERIOD (INTERNATIONAL): <ol style="list-style-type: none"> <i>USA:</i> Visit to Washington DC, Chicago and Nebraska Lincoln and Omaha as Fulbright-Nehru USIEF Education Administrators Seminar Grantee/Awardee 2013. <i>UK:</i> Visit to UK as nominee by The British Council as 14 member Indian Delegation to UK under South Asia Dialogue on Skill Development Issues in South Asia, 2013. KEYNOTE SPEAKER/SESSION CHAIR (INTERNATIONAL) <ol style="list-style-type: none"> <i>UK:</i> Chaired Session on Management Papers and Presenter on “Analysing the Role of Cross-Cultural Experience and Cultural Intelligence in Developing Global Leaders” during 10th Annual London Business Research Conference, Imperial College London, August 10-11, 2015. <i>UK:</i> Presenter at Brighton Business School, University of Brighton, UK, on “Innovative Training Practices for Crisis Management”, during UFHRD 2013 International Conference “HRD in Turbulent Seas – Continued Global Economic Uncertainty: Challenges and Opportunities”, June 5-7, 2013. <i>PORTUGAL, Europe:</i> Keynote Speaker during UFHRD 2012 Conference at Universidade Lusiana de Famalicão, Portugal, May 23-25, 2012. http://hrdconference.fam.ulusiada.pt/?page_id=78

	<p>6. <i>ROMANIA, Europe:</i> Session Chair and speaker at 1st RMEE (Review of Management and Economic Engineering) International Conference: Twenty Years After: How Management Theory Works, September 16-18, 2010, organized by Technical University of Cluj-Napoca, Romania.</p> <p>7. Conducted Doctoral Workshop on the ‘Art of Writing for Leading Academic Journals’ during 1st RMEE Management Conference: “Twenty Years After – How Management Theory Works”, Technical University, Cluj Napoca, Romania</p> <p>8. <i>ROMANIA, Europe:</i> Keynote Speaker for the for 2nd RMEE Management Conference: “Management of Crisis or Crisis of Management?” September 15-17, 2011 in Technical University of Cluj-Napoca, Romania.</p> <p>9. <i>BELFAST, Northern Ireland:</i> Presenter during 10th International Conference on Diversity in Organisations, Communities and Nations, organized at Queen’s University, Belfast, Ireland, July, 2010.</p> <p>10. <i>UK:</i> Chaired Symposia on “HRD Theory and Changing Implications” and Presenter during International Conference on <u>HRD Complexity and Imperfection in Practice</u>, at Newcastle Business School, Northumbria University, UK, June 10 – 12, 2009.</p> <p>KEYNOTE SPEAKER/SESSION CHAIR/INVITED GUEST (NATIONAL) (Select)</p> <p>11. <i>Indore:</i> Session Chair of ‘Business Case Competition’ and Presenter during AIMS 27th Annual Management Education Convention on “Mission Mode, Public Policy and Strategic Perspective: The Role of Management Institutions”, August 25-27, 2015. (Also acted as Jury Member for the Best Case Study)</p> <p>12. <i>Jalandhar:</i> Session Chair on ‘Human Resource Management’ and Presenter during International Conference on “Strategies for Global Competitiveness and Economic Growth” organized by Lovely Professional University, Punjab, August 21-22, 2015.</p> <p>13. <i>Noida:</i> Attended the AIMS Executive Meeting and Round</p>
--	--

		<p>Table at AMITY University, Noida, October 31, 2014. (Invited Member and Speaker)</p> <p>14. <i>Katra</i>: UGC supported National Conference on the Conference theme “Contemporary Issues in Business with reference to Global Economic Meltdown”, SMVDU, Katra, March 29,2013. (Key Note Speaker)</p> <p>15. <i>New Delhi</i>: Attended National Conclave on ‘Organization Development, Enterprise and Resources: An Approach to Managing for Results’ at Department of Management Studies IIT Delhi under Prof. Vinayshil Gautam (Conclave Convener and Chair), January 18-19, 2013. (Invited Speaker)</p> <p>16. <i>New Delhi</i>: Attended CII – Planning Commission of India Conference on Education Management, New Delhi, May 2012.</p> <p>17. <i>New Delhi</i>: Attended Symposium at the Department of Management Studies, IIT Delhi under the Abdul Aziz Al_Sagar Emeritus Chair Professor Activities on Organizing for Growth: Emerging Concerns in Management of Enterprise, Finance and Resources (under Prof. Vinayshil Gautam- Symposium Convener and Chair), at IIT Delhi, February 10-11, 2012 (Status: Invited Speaker)</p> <p>18. <i>Hyderabad</i>: Attended AIMS Round Table of Dean and Directors on : ‘Each One, Teach One’, organised by Deccan School of Management, Hyderabad, September 29,2011. (Invited Speaker)</p> <p>19. <i>Bhubaneswar</i>: Attended 23rd AIMS National Convention on “Emerging Paradigms in Management Education” organised by Regional College of Management (Autonomous), Bhubaneswar, August 26-27, 2011. (Invited Speaker)</p> <p>20. <i>New Delhi</i>: Attended Round Table on “Advancing International Quality through Collaboration”, organised by Standards for Educational Advancement and Accreditation (SEAA), New Delhi in collaboration with California State University, San Bernardino, USA, April 29, 2011. (Invited Speaker)</p>
--	--	---

		<p>21. <i>New Delhi:</i> Attended Annual General Meeting of members of NHRDN, Delhi and NCR Special Event, held at the PHD Chambers of Commerce and Industry, New Delhi, April 28, 2011.</p> <p>22. <i>Gurgaon:</i> Attended the 14th National HRD Network National Conference – 2010 on “Towards the Next Orbit”, December 1-3, 2010, Gurgaon. (Invited Guest as President Jammu Chapter)</p> <p>23. <i>New Delhi:</i> Attended the 22nd AIMS Annual Management Education Convention on “India 2020: Challenges and Opportunities for Management Education”, August 26-28, 2010, New Delhi. (Invited Speaker)</p> <p>24. <i>Srinagar:</i> Attended AIMS Round Table Conference on “Total Quality Management in Business Education” organized by The Business School, University of Kashmir, June 2, 2010. (Invited Speaker)</p> <p>25. <i>New Delhi:</i> Attended Top Rankers Conference on: “Evolution and Revolution of Collective Leadership for Organisational Excellence”, December 18-19, 2009, New Delhi. (Invited Speaker)</p> <p>26. <i>Mumbai:</i> Attended 17th Business School Affaire and DEWANG MEHTA Business School Awards, November 4-5, 2009, Mumbai to receive Dewang Mehta Excellence in Management Education Leadership Award 2009 for University of Jammu, Jammu. (Invited Guest as recipient of B-School Leadership Award for Jammu University)</p>
--	--	--

26. Faculty serving in (w.e.f. 1st June 2009 to date)

• **NATIONAL COMMITTEES**

	<p>NATIONAL COMMITTEES (Select)</p>	<p>Professor Neelu Rohmetra (Director, ICccR & HRM and Professor, The Business School)</p> <ul style="list-style-type: none"> • Executive Member Indian Institute of Public Administration, J&K Regional Branch, Jammu, 2016-18 • Nodal Facilitator for Skill Development Initiatives of University under collaboration with NASSCOM Foundation and Concentrix Ltd, 2016
--	--	---

	<ul style="list-style-type: none"> • Executive Member (North) Association of Indian Management Schools, (2014-15 and 2011-12) • Executive Member Indian Institute of Public Administration, J&K Regional Branch, Jammu. 2013-15 • President for the Jammu Chapter of National HRD Network (from October 2013 onwards) • Founder Secretary/Coordinator for the Jammu Chapter of National HRD Network (2003 to October 2013) • Member, Academic Council, University of Jammu • Member, Academic Council, Baba Ghulam Shah Badshah University, Rajouri, J&K State, 2009-2010 and 2012-13 • Member, Expert Panel for MBA (Human Resource Management) in Central University, Jammu, Jammu,(2012) • Member, Academic Board for MBA (Human Resource Management) in Central University of Himachal Pradesh, Shahpur, Kangra, Himachal Pradesh w.e.f 2011 onwards. • Member, Board of Studies in Management, Islamic University, Awantipora, Kashmir w.e.f. 2012 onwards. • Member, UGC, New Delhi, Expert Committee for granting the Deemed University Status/Autonomous Status to Colleges and various other purposes in the area of Management Studies w.e.f 2009 onwards. • Member, MHRD Govt. of India Expert Committee for various purposes in the area of Management Studies w.e.f 2009 onwards. • Coordinator National Skill Development Corporation (NSDC) supported Project UDAAN of the J&K State Government for Jammu (December 2011 to July 2012) • Coordinator UNICEF and MHA Govt. of India supported Capacity Building Programme for CENSUS 2011 (2010 & 2011) • Vice Chancellor's Nominee for State Level Committee for monitoring the implementation of Tobacco Products, J&K Govt, 2010. • Vice Chancellor's Nominee to the Governing Board and Academic Council of MIER College of Education (Autonomous), (2014 onwards.)
--	--

		<ul style="list-style-type: none"> • Professional Member, All India Management Association (AIMA) • Life member of All India Commerce Association (Life) • Life member of Academy of HRD Network Hyderabad, (NHRDN) (Life)
--	--	---

• **INTERNATIONAL COMMITTEES**

	MEMBERSHIP OF PROFESSIONAL BODIES / INTERNATIONAL COMMITTEES	<p style="text-align: center;">Professor Neelu Rohmetra (Director, ICccR & HRM and Professor, The Business School)</p> <ul style="list-style-type: none"> • Member and academic partner as Subject expert for the Master's Programme 'International Human Resources Management-Best Practices' (Spring 2016), at West University of Timisoara, Romania, Faculty of Economics and Business Administration. • Member Panel of Examiners (Doctoral level), Faculty of Business and Government, University of Canberra, Australia, 2015 • Member Scientific Committee and the Keynote Speaker for 2nd RMEE Management Conference, Technical University of Cluj-Napoca, Romania, 2011. • Member Scientific Committee for 1st RMEE Management Conference, Technical University of Cluj-Napoca, Romania, 2010. • Professional Membership University Forum for HRD, UK and all its allied networks (UFHRD, UK; AHRD, USA) • Alumni Commonwealth Commission in London/The British Council (Life) • Alumni USIEF-CIES Fulbright Community (Life) • Alumni US State Department, USA (Life) • Member, Academy of International Business, USA (AIB)
		<p style="text-align: center;">Dr. Pallvi Arora</p> <ul style="list-style-type: none"> • Member, National HRD Network, Jammu Chapter

• **EDITORIAL BOARDS**

	EDITORIAL BOARDS	<p style="text-align: center;">Professor Neelu Rohmetra (Director, ICccR & HRM and Professor, The Business School)</p> <ol style="list-style-type: none"> 1. Member Review Panel for the International Journal <u>Africa Education Review</u>, 2015. 2. Member International Editorial Board for <u>International Journal of Cross- Cultural Management</u>, Sage Publication, UK. (to present) 3. Member International Advisory Board for <u>Human Resource Development International</u>, Routledge, Taylor and Francis Group, UK (to present) 4. Member International Advisory Board for <u>Review of Management and Economic Engineering</u> (the Journal of the Romanian Managers and Economic Engineers Association, Cluj Napoca, Romania) (2010 to present)
--	-------------------------	---

• **Any other (please specify)**

	ANY OTHER (GIVE DETAILS)	<p style="text-align: center;">Professor Neelu Rohmetra (Director, ICccR & HRM and Professor, The Business School)</p> <p>Administrative/Academic Roles (select)</p> <p>Current</p> <ul style="list-style-type: none"> • Rector, Kathua Campus, University of Jammu (w.e.f. July 2012 to present) • Rector, Billawar Campus, University of Jammu (w.e.f. July 2012 to present) • Founder Director, International Centre for Cross-Cultural Research and Human Resource Management, University of Jammu, Jammu (w.e.f. March 2008 to present) • Coordinator UGC Innovative Programme for Inter-disciplinary teaching and research sanctioned in favour of ICccR & HRM (w.e. f April 01, 2012 to present) • Deputy Coordinator UGC SAP, The Business School (w.e.f. July 2012 to present) <p>Previous (select)</p> <ul style="list-style-type: none"> • Director, The Business School, University of Jammu, Jammu (July 31, 2009 to August 01, 2012)
--	---------------------------------	--

		<ul style="list-style-type: none"> • Dean Students Placement, University of Jammu, Jammu (December 07, 2011 to July 02, 2012) • Convener Board of Studies in Management, University of Jammu (July 02, 2012 -September 2012) <p>General Roles:</p> <ul style="list-style-type: none"> • Coordinator National Skill Development Corporation (NSDC) supported Project UDAAN of the J&K State Government for Jammu (December 2011 to July 2012) • Coordinator UNICEF and MHA Govt. of India supported Capacity Building Programme for CENSUS 2011 (2010 & 2011) • Coordinator for University of Jammu for MOU between Technical University Cluj Napoca since March 2008 -2013. • Introduced several new programmes as 2-years full -time MBA: International Business (MBA-IB) and 1-year Post Graduate Diploma in ‘Composite Culture Management’ under UGC Innovative Programme. • Worked as Chairman Technical Sessions and panellist in various Conferences and Seminars both National as well as International attended during the last 5 years. • Working as a part of several committees with the University of Jammu. • Working as Examiner/ subject Expert at Doctoral/ Master’s level for various universities at National level. • Working as Member/ Subject Expert Selection Panel for various Universities/Institutions at National level. • Worked as Convener for various Committees for organising University Convocations, State/National level cultural Festivals, and Conventions like 101st Indian Science Congress etc. • Organised numerous International and National Conferences/ Seminars/Workshops/Symposia/Conclaves/Business Fests/ Extension Lectures/Placement activities/Alumni Meets etc during the period in the capacity as Convener/Chair. (Over 50 during the period)
--	--	---

26. Faculty recharging strategies (UGC, ASC, Refresher/ Orientation programs, workshops, training programs and similar programs) (w.e.f. 1st June 2009 to date)

1. ICT-Based Faculty Development Workshop for management faculty in association with National Institute for Technical Teacher's Training and Research (NITTTR), Chandigarh, December 01-05, 2014.
2. Faculty Development Programme/ Brainstorming Session in collaboration with IIFT, New Delhi and SMVDU, Katra, May 20, 2014 (Facilitator: Prof. Rakesh Mohan Joshi and Prof. S.K. Jain).

27. Student projects (w.e.f. 1st June 2009 to date)

- **Percentage of students who have done in-house projects including interdepartmental:**

The students as well as the faculty at the ICccR & HRM in collaboration with the Kathua Campus, University of Jammu are working on a project to determine the socio-economic indicators of Jagti township, Nagrota (District Jammu)

- **Percentage of students doing projects in collaboration with other universities/industry/institute.**

All students of MBA-IB have to undergo a compulsory 6-8 weeks of training at the end of the 2nd Semester with an organization/industry. Thus, 100% of the students undergo projects in collaboration with industry.

The students of MBA: International Business (MBA-IB) Programme are also in the process of engaging in a project with Yakjah Reconciliation and Development Network, New Delhi, which is a peace building network that facilitates the progress of dialogue, capacity building and advocacy by bridging regional gaps, besides unleashing end-to-end frameworks for youth leadership and expression.

28. Awards/recognitions at the national and international level by (w.e.f. 1st June 2009 to date)

- **Faculty**

AWARDS/RECOGNITION RECEIVED BY PROF. NEELU ROHMETRA (DIRECTOR, ICCCR & HRM) AND PROFESSOR, THE BUSINESS SCHOOL)

1. **'PAHAL' CHATRA SHAKTI SAMMAN – 2015** by PAHAL – A Social Organisation at Jammu, October 15, 2015.
2. Received **Award for Contribution in the field of Literature** by Managing Committee, JAMMU CLUB, Jammu, November 30, 2014.
3. **Fulbright-Nehru USIEF Education Administrators Seminar Grantee/Awardee 2013.** (Washington DC, Chicago and Nebraska Lincoln and Omaha)
4. **Nomination by The British Council as 14 member Indian Delegation to UK** under South Asia Dialogue on Skill Development Issues in South Asia, 2013.

5. **EDUCATION LEADERSHIP AWARD 2013** in World Education Congress at Mumbai, June 28 2013.
 6. Received **DEWANG MEHTA LEADERSHIP AWARD** for Excellence in Business Education for University of Jammu (2009 and 2012) for contributions during the tenure as the Director, The Business School, University of Jammu.
 7. Received **Award for achieving excellence in the field of Management** by Rotary Club, Jammu Tawi on International Women's Day, March 08, 2011.
 8. Received "**International Achiever's Award for Educational Excellence**" during the "International Achiever's Summit" at Bangkok on August 27, 2010.
 9. **UFHRD Certification for the ALAN MOON MEMORIAL PRIZE** for the paper "Human Resource Systems and Organisation Effectiveness: The Case of Indian Rural Banking" during 10th International HRD Conference at Newcastle Business School, Northumbria University, UK, June 10-12,2009.
- **Doctoral/post doctoral fellows:** N.A.
 - **STUDENTS: (AT STATE/NATIONAL/INTERNATIONAL LEVEL)**
 1. Varun Sharma, Priya Verma, Kunal Jain, students of MBA-IB, won 1st prize at the Second National Level Business Plan Competition, organized by the Entrepreneurship Development Cell, Shri Mata Vaishno Devi University, Katra, February 13, 2016
 2. Varun Sharma, Priya Verma, Kunal Jain and Agni Tikoo, students of MBA-IB, bagged first prize during the National Business Plan Competition in collaboration with Jammu Chapter National HRD Network for their business plan titled 'Cloris Extractors Pvt. Ltd.', November 03, 2016.
 3. Kunal Jain, Shivam Mahajan, Agni Tikoo and Anurag Sharma, students of MBA-IB won the first prize at Jashn-E-Riyasat – 2015 organised by School of Hospitality and Tourism Management, University of Jammu for their documentary on 'Various Issues Confronting Tourism in J&K' in the competition titled 'Darpan e Riyasat', October 28, 2015.
 4. Ms. Anjali Gupta, student of MBA-IB secured IInd position in Flower Arrangement in 'Display Your Talent-2015' organized by University of Jammu, Jammu.
 5. Ms. Urvashi Sharma, student of MBA-IB secured IInd position in Sketching in "Display Your Talent-2015' organized by University of Jammu, Jammu and Certificate of Merit in Flower Arrangement.
 6. Ms. Neha Singh bagged Ist Prize for the 'best solo speaker' during workshop on "Doing Business Internationally", April 4, 2013.
 7. Ch. Himanshu Singh was awarded Prize for the 'best presenter in group presentation' during workshop on "Doing Business Internationally", April 4, 2013.

8. Team of Mr. Abhmanyu Malhotra, Mr. Ashish Kumar Isher, Mr. Karun Mahajan, Mr. Manish Sharma and Ms. Sandeep Kour won IIIrd prize in 'Ad-Nirman' in "Anushthan-2013": The Business-cum-Tech Fest organised by Kathua Campus, University of Jammu, February 1-2, 2013.
9. Ms. Meenali Dussa, Ms. Sukankshi Bharti and Ms. Ruhi Gupta won prizes during the The Business Fest "TATVA-2012" organised by Shri Mata Vaishno Devi University, Katra.
10. Students of MBA (IB) have also made their presence felt in the Certificate Course provided by "VIRTUAL INTERNATIONAL STUDIES" where they went through video conferencing with the students of East Carolina University, Morocco University, China Agricultural University and Tomsk State Pedagogical University, Russia. The group comprised of Ms. Meenali Dussa, Mr. Ishan Mathur, Mr. Gurvinder Singh and Mr. Rakshit Gupta.
11. Students also participated in Quiz competition organised by American Centre (Cultural Attaché of US Embassy) and secured 2nd prize. The team comprised of Mr. Ishan Mathur, Mr. Rakshit Gupta and Ms. Nisha Mantoo. Mr. Ishan Mathur also participated in TATA Crucible Quiz held at TAJ Hotel, New Delhi.
12. Mr. Jaitesh Singh participated in a one month Course on 'International Business Environment' at London School of Economics and Political Science, London, UK. The London School of Economics and Political Science (informally the London School of Economics or LSE) which is a public research University specializes in social sciences and is a constituent college of Federal University of London, UK.

29. Seminars/Conferences/Workshops organized and the source of funding (national/international) with details of outstanding participants, if any (w.e.f. 1st June 2009 to date)

- Investor Awareness Programme in association with Centre for Investment, Education & Learning (CIEL), March 29, 2016 (Facilitators : Mr. Akhil Chopra, Associate Trainer, Centre for Investment Education and Learning (CIEL) and Mr. Pankaj Sodi, Relationship Manager, ICICI Prudential Mutual Funds.
- Cultural Event 'Saksham', February 24, 2016 (Guest Visitor: Subedar Major and Honorary Captain Bana Singh, PVC , a retired Indian soldier, and recipient of the nation's highest military award, the Param Vir Chakra)
- Session on 'Business, Society and Policy Connect', February 17, 2016 (Guest Speakers: Professor Poonam Dhawan, Dean Academic Affairs, University of Jammu was the Chief Guest on the occasion and Ms. Ashima Koul, Managing Director, Yakjah Reconciliation and Development Network, New Delhi).
- Two-day Level II Workshop on 'Conscious Leadership and Social Change', February 11-12, 2016 (Facilitator: Ms. Ashima Koul, Managing Director, Yakjah Reconciliation and Development Network, New Delhi).

- Programme on ‘Roadmap to Success’ in association with Global Talent Company Ltd., Thailand, Bangkok, January 29, 2016 (Facilitators: Mr. D.K. Bakshi, Chief Mentor and CEO, Global Talent Company Ltd., Bangkok, Thailand, Mr. Vidya Bhushan Dhar from Posera Inc., Totonto, Canada and Mr. Deepak Manchanda, Professional Speaker and Member, CAPS (Canadian Association of Professional Speakers, Canada).
- Brain Storming Session on ‘Emotional Intelligence’, November 04, 2015 (Facilitator: Sh. Raj K. Nehru, Associate Director, CONCENTRIX- A SYNEX Corporation Company, Gurgaon)
- National Business Plan Competition in collaboration with NHRDN Jammu Chapter, November 03, 2015 (Guest Visitors: Mr. Annil Suri Vice President, Jammu Chapter NHRDN, Mr. Manish Loomba, Head Sales and Marketing, Radikal Foods Ltd., New Delhi, Mr. Imran Ahmad, Circle Head Operations, Ericsson Jammu and Kashmir, Ms Jyotsna Fotedar, Project Head Consultants Thailand, Malasiya, India and Singapore.)
- Three-days Recruitment Skills Workshop in association with MindOne Consultants, Chandigarh, October 17-19, 2015. (Facilitator: Manjot Gill).
- Interactive Session held with Director, World Trade Center, Noida, April 15, 2015 (Facilitator: Khair-ul-Nissa)
- Workshop on Conscious Leadership, February 27-28, 2015 (Facilitator: Ashima Kaul, Yakjah)
- Awareness Seminar on ‘Enterprise and Entrepreneurship in the State of Jammu & Kashmir: Seeking Opportunities in Tourism, Agro Products and Handicrafts” in collaboration with NHRDN Jammu Chapter, February 02, 2015 (Guest Facilitators: Annil Suri, President BBIA and Vice-President, Jammu Chapter, NHRDN, Sh. KK Goyal, Assistant Director, MSME-DI, Jammu, Deepika Rana, Development Officer, JK Handicrafts, Prof. BC Sharma, Dean Student Placements and Secretary, Jammu Chapter, NHRDN, Dr. Rajendra Mishra, Associate Professor, The Business School, University of Jammu, Dr. Anil Gupta, Assistant Professor, TBS and Joint Secretary, Jammu Chapter, NHRDN and Dr. Suvidha Khanna, Assistant Professor, SHTM, University of Jammu)
- ICT-Based Faculty Development Workshop for management faculty in association with National Institute for Technical Teacher’s Training and Research (NITTTR), Chandigarh, December 01-05, 2014.
- Comprehensive Personality Development Workshops for Management Students, in association with MindOne Consultants, Chandigarh, October 11-13, 2014. (Facilitator: Manjot Gill).
- Workshop on research, training and entrepreneurial initiatives in association with World Trade Center, Noida, September 02, 2014. (Facilitator: Khair-ul-Nissa, Director, World Trade Centre, Noida).
- Harvard Business School Case-Based Analysis Session in association with Shailesh J. Mehta School of Management, IIT Bombay, August 08, 2014. (Facilitator: Prof. Dinesh Sharma).

- Faculty Development Programme/ Brainstorming Session in collaboration with IIFT, New Delhi and SMVDU, Katra, May 20, 2014 (Facilitator: Prof. Rakesh Mohan Joshi and Prof. S.K. Jain).
- Management Students' Conclave on the themes "Building International Careers" and "Enterprise and Entrepreneurship", November 19, 2013.
- Pre-Recruitment Skill Development Workshop for MBA-IB students, October 7-8, 2013.
- Industrial Visit to Intex Industries and Shalimar Floorings Pvt. Ltd., SIDCO Industries Estate, Bari-Brahmana, Jammu, October 5, 2013.
- Workshop on "Doing Business Internationally: Asia Vs Europe" in collaboration with Global Management Centre, California State University San Bernardino, USA and Kathua Campus, University of Jammu, April 4, 2013. (Facilitator: Prof. Vipin Gupta)
- NLP workshop in association with Randstad India Ltd., October 8-9, 2012 (Facilitator: Marcus Dare)
- Placement Preparation Workshop in association with MindBridge Asia, Chandigarh, September 28-29, 2012 (Facilitator: Manjot Gill)
- Placement Preparation Workshop in association with MA Foi Academy, April 20, 2012.
- Workshop on Networking Behaviours in association with University of Hyderabad and Department of Managerial Studies, St. Ambrose University, Davenport, Iowa, USA, March 18, 2012 (Facilitator: Prof. Sita Vanka and Dr. Forret Monica).
- Workshop on Indo-US Cultural Relations in association with Embassy of United States of America, September 2011 (Facilitator: Lydia Barraza, Cultural affairs Officer, Embassy of United States of America)
- 3rd International Conference on "Cross-Cultural Management: Practice and Research", March 2011.
- 2nd International Conference on "Cross-Cultural Management: Practice and Research", February 2010.
- 1st International Conference on "Cross-Cultural Management: Practice and Research", February 2009.

The Seminars/Conferences at the International Centre have been organized using:

- UGC Unassigned Grants
- Non-Plan Grant.
- Industry Sponsored funds

- AIMS
- State Government
- Funds from Coordinating and Collaborating Agencies.

30. Code of ethics for research followed by the departments.

As applicable to the University of Jammu, Jammu.

31. Student profile programme wise: (w.e.f. 1st June 2009 to date)

Name of the Programme (refer to question no. 4)	Selected		Pass Percentage	
	Male	Female	Male	Female
MBA-IB (Session 2011) Intake capacity:25	12	13	100%	100%
MBA-IB (Session 2012) Intake capacity:25	11	14	100%	100%
MBA-IB (Session 2013) Intake capacity:25	4	0	100%	100%
MBA-IB (Session 2014) Intake capacity:25	15	10	100%	100%
MBA-IB (Session 2015) Intake capacity:30	8	14	Currently pursuing	Currently pursuing
PGDCCM (Session 2013) Intake capacity:30	2	12	100%	100%
PGDCCM (Session 2014) Intake capacity:30	4	8	100%	100%
PGDCCM (Session 2015) Intake capacity:30	4	6	Currently pursuing	Currently pursuing

32. Diversity of students (w.e.f. 1st June 2009 to date)

Name of the Programme (refer to question no. 4)	% of students from same University	% of students from other universities within the State	% of students from Universities outside the State	% of students from other countries
MBA-IB (Session 2011)	100%	---	---	---
MBA-IB (Session 2012)	44%	40%	16%	---
MBA-IB (Session 2013)	25%	---	75%	---
MBA-IB (Session 2014)	64%	8%	28%	---
MBA-IB (Session 2014)	82%	---	18%	---
MBA-IB (Session 2015)	81.81%	---	18.19%	---
PGDCCM (Session 2013)	64%	36%	---	---
PGDCCM (Session 2014)	83%	17%	---	---
PGDCCM (Session 2014)	100%	---	---	---
PGDCCM (Session 2015)	100%	---	---	---

33. How many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise. (w.e.f. 1st June 2009 to date)

NET Examination qualified by 2 students:

- Vaneet Kaur (student of MBA-IB, Batch:2011)
- Rakshit Gupta (student of MBA-IB, Batch:2012)

34. Student progression (w.e.f. 1st June 2009 to date)

Student Progression	Percentage against enrolled
UG to PG	N.A.
PG to M.Phil	N.A.
PG to Ph.D	0.01% (Registered) (Others are in the process of seeking registration to the PhD programme)

Ph.D to Post-Doctoral	N.A.
Employed <ul style="list-style-type: none"> • Campus Selection • Other than Campus recruitment • Preparing for Competitive Examination • Call for Interviews/Written examination cleared 	13.70% 31.51% 17.80% 20.55%
Entrepreneurs	12.33%

35. Diversity of Staff

Percentage of faculty who are graduates	
Of the same University	29%
From other Universities within the State	71%
From Universities from other States	---
From Universities outside the country	---

36. Number of faculty who were awarded M.Phil., Ph.D, D.Sc. and D. Litt. during the assessment period (w.e.f. 1st June 2009 to date):

04 (including permanent and contractual):

1. Dr. Pallvi Arora, Ph.D, 2012
2. Dr. Ridhi Sharma, Ph.D, 2013
3. Dr. Shafqat Ajaz, Ph.D, 2013
4. Dr. Amrinder Singh, Ph.D, 2015

(03) Ph.D Submitted

1. Ms. Isha Sharma, 2015
2. Mr. Dalip Raina, 2015
3. Ms. Neha Gupta, 2015

37. Present details of departmental infrastructural facilities:

SNAPSHOT OF EQUIPMENT & INFRASTRUCTURE AT ICccR & HRM

S.No.	Name of the Equipments	Qty.
1.	Laptop	01
2.	Interactive Boards	03
3.	Writing Board for Class Rooms	03
4.	Scanners	02
5.	LCD Projectors	06
6.	Laser Printers	05
7.	Desktops	20
8.	Xerox Machine	04
9.	Online UPS (UPS 5.0 KVA)	01
10.	Online UPS (UPS 1.0/3.0 KVA)	06
11.	Video Conferencing Unit	1
12.	Projector Screen with Remote	1.

Detail of departmental infrastructural facilities with regard to:

- a. Library:** Departmental library currently with about 1000 books and several Journals the International Centre also has access to online research databases subscribed by University of Jammu like EBSCO, INFLIBNET, Business Source Complete etc.

Currently, the International Centre has the following Journals:

- Harvard Business Review
- Journal of International Business Studies
- Journal of Human Values
- IIM-B Management Review
- Indian Journal of Training and Development
- Paradigm, while requisition has been made for other important journals.

List of Journals (in process of subscription w.e.f. April 2016):

- Cross Cultural Management: An International Journal
- Management Decision
- Academy of Management Journal

- Academy of Management Review
 - Entrepreneurship: Theory and Practice
 - Human Relations
 - Journal of International Economics
 - International Journal of Cultural Studies
 - Academy of Management Perspectives
 - Cornell Hospitality quarterly
 - California Management Review
 - Human Resource Management Journal (UK)
 - International Business Review
 - International Journal of Intercultural Relations,
- and many more important national as well as international journals.

List of Periodicals (in process of subscription w.e.f. April 2016):

- Business Today
- Forbes India
- The Wall Street Journal
- Outlook Money
- The Economist
- Chronicle
- Inc. Magazine
- Time Magazine
- Fortune
- Fast Company
- Entrepreneur
- Bloomberg Businessweek

Newspapers: National newspapers like the Economic Times and many local newspapers are available in the library.

(Additional requisition for books, journals as well as periodicals stands submitted to the Central Library, University of Jammu against their Circular for subscription)

b. Internet facilities for staff and students: Yes

Wi-Fi facility is available in the International Centre. A **separate computer laboratory** with computer systems installed for students **with internet facility**. Smart board and projection systems are also installed to offer interactive learning to students. The **virtual/e-learning takes place in the computer laboratory itself**.

The permanent faculty also has independent computer systems installed in the faculty room as well as computer systems are installed in two classrooms with internet facility which facilitate conducting Webinars etc.

c. Total number of classrooms: 03 (1 big and 2 small)

d. Classrooms with ICT facility:

All three classrooms are well equipped with state of the art ICT facility with the following amenities to support teaching-learning process:

- Wi-Fi facility
- Video-conferencing facility
- LCDs
- Projectors
- Smart-Boards for interactive learning

Other Equipments:

- Scanners
- Photocopiers

e. Student laboratories: A Behavioural Lab which is an interdisciplinary laboratory designed for the study of human subjects seeks to be established in the International Centre on the pattern of XLRI, Jamshedpur wherein provisions for group lab, multi-person lab, conference room, video lab and softwares like qualtrics shall be made to augment the research in the management domain.

f. Research Laboratories: As the process of seeking permission for the PhD Programme is in process, a fully equipped research laboratory shall be created in the International Centre wherein research scholars/doctoral students would carry out their research work.

38. List of doctoral, post-doctoral students and Research associates (w.e.f. 1st June 2009 to 28th Feb. 2015):

No current enrolments. However, the recommendation to start the PhD Programme at ICccR & HRM has already been given and discussed in the Academic Council followed by the approval of the Campus Deans vide Order No. F.Acd/I/15/14786-89, dated 30.12.2015.

Accordingly, the process of constitution of the DRC is in progress after which the PhD Programme shall be initiated from the Academic Session 2016.

39. Number of post graduate students getting financial assistance from the University.
N.A.

40. Was any need assessment exercise undertaken before the development of the new programme (s)? If so, highlight the methodology.

Keeping into consideration the growing relevance of global and international business studies, the need for offering specialized and sectoral MBA specifically in the domain of International Business, bearing international perspective and global character was recognized.

The course structure of MBA-IB aims at developing the ability of students to apply knowledge and understanding of international business and management to complex issues, both systematically and creatively, to improve business and management practice. The course targets to infuse lifelong learning skills and personal development so that students are able to work with self-direction and originality and to contribute to business and society at large.

MBA- International Business delivers management theory and practice combined with a unique professional focus on global business and enterprise. Our postgraduates have opportunities in management of multinational companies, smaller and medium-sized businesses or government institutions and consultancies, thus ensuring the market viability of the programme.

The programme (MBA-IB) is offered in top-class Universities and Institutions at National and International Level and is in great demand as specialized Business Administration Programme. Also, in the wake of opening up of economies, this Programme makes the students ready and employable in multinational and domestic corporations, well equipped to deliver in the international/national contexts.

In the interest of focused effective delivery, governance, debate, research execution and management of International Business and cross cultural concerns impacting the practice of management in global arena, the MBA-IB programme as well as the Post Graduate Diploma in Composite Culture Management (PGDCCM) were developed to acquaint the students of the region with the upgradations taking place in the global business world. The areas of specialization offered by ICcR & HRM are international business, composite culture management and human resource management. The curriculum for these specializations as well as the programmes have been designed keeping in view the IIFT, New Delhi, pattern which is one of the top 10 B-Schools in the nation and are independently covering these domains. These programmes are nowhere available/offered in the State of J&K.

Such like Programmes being offered by ICcR & HRM are offered by a number of prominent universities and institutions across the globe and nation that have a similar area of study. These

include EAP-Centre for Cross Cultural Management Research, Oxford, UK, IIFT, New Delhi, Amity University, Gurgaon, FMS, Delhi School of Economics, University Business School, Punjab University and many more.

The Post Graduate Diploma in Composite Culture management (PGDCCM) is a one-year full-time programme over two semesters. The premise for discussion of relevance and market viability of this course is that a systematic and critical understanding of 'composite culture' is important for international managers. By studying this Course, students enhance their current performance in a holistic manner because of interdisciplinary course content. The Course targets not only students from business area but also from various other disciplines including psychology, sociology, education, political sciences, social sciences, economics etc. In addition, it enhances the student's career prospects as a manager working in contexts where an understanding of cross-cultural issues is an important ingredient for success.

The course structure of Post Graduate Diploma in Composite Culture Management enables students to:

- Identify some of the factors that influence how decisions are made in cross-cultural management contexts.
- Identify, describe and explain key models used for comparing cultures, critically assessing the practical value of these in the context of cross-cultural management decision-making in international corporations.
- Critically assess some of the ethical issues inherent in cross-cultural and international management decision-making against a background of 'globalisation' and 'culture shift'.
- Identify, describe and explain significant aspects of overlap between national and organisational cultures, critically assessing the impact of culture-specific expectations on international HRM and decision-making.
- Identify and analyse the role of effective communication in contexts for international and cross-cultural management generally, and specifically in the field of international marketing that is a prerequisite for entering into corporate world.
- Critically discuss the role that managers play in response to stakeholder perceptions of wants and needs and in the design and administration of systems for managing incentives and rewards.
- Identify and analyse how organisational disputes and conflicts arise, and how they might be resolved in cross-cultural management contexts.
- Demonstrate skills relevant to analysing and managing staffing decisions in headquarters and subsidiaries of international organisations, taking into account issues of diversity, such as gender.

Composite culture management enables students to look into various international business and management issues mainly through the prism of culture. Students explore the concept of culture in depth and analyse its influence on both interpersonal and inter-organisational interaction, with the objective of developing analytical and practical skills for managing effectively in a multicultural workplace. It is expected that having completed this Course students will have a greater appreciation of the “hidden” aspects of international business and management. Students undertake this Course not only because it is well-versed in the literature on Composite Culture Management, but also well prepared for intercultural encounters in an international business setting.

This programme is interdisciplinary in nature and is seen as an add-on opportunity to the participants who come from various disciplines, and can groom themselves with management acumen, skills and competencies. The Programme serves as value-adding stance in the existing learning, thus making them employable to be able to cater to market requirements.

41. Does the department obtain feedback from

- a. Faculty on curriculum as well as teaching-learning evaluation? If yes, how does the department use the feedback?** Yes, this feedback enables to evaluate areas that are of significant importance to the domain of International Business even in terms of recent developments to strengthen the curriculum.
- b. Students on staff, curriculum and teaching-learning evaluation and how does the department utilize the feedback?** Yes, this feedback enables to ensure that the teaching-learning interfaces are taking place appropriately and to incorporate any relevant/appropriate techniques that can augment this process.
- c. Alumni and employers on the programmes offered and how does the department utilize the feedback?** Only of informal nature through interaction off and on.

42. List of distinguished alumni from the department (maximum 10)

- 1) Vaneet Kaur (worked with Sarveshwar Basmati Rice Pvt. Ltd. and now pursuing PhD)
- 2) Gurvinder Singh (working with Axis Bank Ltd. as Asst. Manager)
- 3) Sukankshi Bharti (working with Jammu Links)
- 4) Meenali Bhola (working with Standard Chartered)
- 5) Satbeer Singh (working with CMIE Ltd.)
- 6) Ila Gupta (working as Probationary Officer at Canara Bank Ltd.)
- 7) Nidhi Sharma (working with ICICI Bank Ltd.)
- 8) Rakshit Gupta (working with Sarveshwar Basmati Rice Pvt. Ltd.)

9) Naveen Mehra (working with RBL Bank Ltd.)

10) Vanidra Wattal (working as Probationary Officer at Canara Bank Ltd.)

PLACEMENT DETAILS

Session 2011

S. No	Name	Placement
1	Aprajita Sharma	Preparing for competitive examinations
2	Devyani Jamwal	J&K Bank, Interview Result Awaited
3	Nidhi Sharma	Deputy Branch Manager, ICICI Bank, Haryana
4	Gagan Mahajan	Assistant Manager, Axis Bank, Jammu
5	Gurvinder Singh	Assistant Manager, Axis Bank, Jammu
6	Ila Gupta	Probationary Officer, Canara Bank Ltd.
7	Ishan Mathur	JK Group, Jammu
8	Jaimesh Singh	Preparing for competitive examinations
9	Kanav Sharma	Probationary Officer Vijaya Bank
10	Kavita Choudhary	Infosys, Bangalore
11	Manav Bhardwaj	Development Officer, LIC India.
12	Meenali Dussa	Standard Chartered Bank, Bangalore
13	Naveen Mehra	RBL Bank Ltd.
14	Nisha Mantoo	Preparing for competitive examinations
15	Rakshit Gupta	Sarveshwar Basmati Rice Pvt Ltd. Jammu (Campus Placement)
16	Ruhi Gupta	Preparing for competitive examinations
17	Satbeer Singh	Centre for Monitoring Indian Economy Ltd
18	Sheetal Raina	State Bank of India
19	Adheeshwar Singh Slathia	Entrepreneur
20	Sukankshi Bharti	Jammu Links
21	Tushar Sharma	Entrepreneur
22	Vaneet kaur	Currently Pursuing Ph.D, placed through Campus placement at Sarveshwar Basmati Rice Pvt. Ltd., Jammu.
23	Vinidra Wattal	Probationary officer, Canara Bank Ltd.

Session 2012

S.No.	Name	Placements
1.	Ashish Kumar Isher	Lecturer, SKUAST Jammu
2.	Himanshu Singh	HDFC Life Ltd, Jammu
3.	Divya Karan Andotra	Preparing for Competitive Exams
4.	Gulzar Singh Suden	J&K Bank
5.	Karun Mahajan	Sarveshwar Basmati Rice Pvt. Ltd. (Campus Placement)
6.	Manish Sharma	Preparing for Competitive Exams
7.	Nadhia Mahajan	Preparing for Competitive Exams
8.	Neha Singh	Lecturer, Institute of Management Sciences, Jammu
9.	Nitika Goel	Preparing for Competitive Exams
10.	Rahul Sharma	Preparing for Competitive Exams
11.	Rajni Gupta	Narayana Hospital, SMVDSB
12.	Ramyata Gupta	Junior Engineer, Power Development Department, J&K
13.	Rudra Sharma	Entrepreneur
14.	Sahil Bakshi	Entrepreneur
15.	Sahil Mahajan	Probationary Officer, Canara Bank, Jalandhar
16.	Saima Khanam	Preparing for Competitive Exams
17.	Sandeep Kaur Risam	Sarveshwar Basmati Pvt. Ltd, Jammu (Campus Placement)
18.	Saniya Mahajan	Preparing for Competitive Exams
19.	Sheeba Koul	E Clinic work Corporation, Ahmedabad
20.	Shivangi Mehta	Kashmir Overseas Pvt. Ltd, Jammu
21.	Smiksha Verma	Preparing for Competitive Exams
22.	Vironica Marwah	Preparing for Competitive Exams
23.	Abhimanyu Malhotra	Entrepreneur

Session 2013

S.No.	Name	Placements
1.	Manoj Wadhera	Entrepreneur
2.	Nitish Mahajan	Entrepreneur
3.	Inderjeet Singh	Entrepreneur

Session 2014

S.No	Name	Placements
1.	Abhinav Gupta	Axis Bank Written cleared Interviews Awaited
2.	Abhinay Sharma	Entrepreneur (Sankalp Weddings, Jammu)
3.	Aditya Arora	Axis Bank Written cleared Interviews Awaited
4.	Akriti Mahajan	Axis Bank Written cleared Interviews Awaited
5.	Anjali Gupta	Yes Bank (Campus Placement)
6.	Ashima Mahajan	Yes Bank (Campus Placement)
7.	Aseem Kohli	Axis Bank Written cleared Interviews Awaited
8.	Ayush Sharma	Axis Bank Written cleared Interviews Awaited
9.	Harsheen Kour Sarna	Axis Bank Written cleared Interviews Awaited
10.	Naina Maini	Axis Bank Written cleared Interviews Awaited
11.	Navneet Singh Randhawa	Airtel Ltd (Campus Placement)
12.	Niharika Kharyal	Axis Bank Written cleared Interviews Awaited
13.	Poland Singh	Axis Bank Written cleared Interviews Awaited
14.	Priya Pandita	-
15.	Raghav Gupta	-