TEJINDER SHARMA

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**Academic Background**

2002 Doctor of Philosophy, Kurukshetra University, Kurukshetra, India

2002 Post Graduate Diploma in Computer Applications, Kurukshetra University, Kurukshetra, India

1993 MBA Kurukshetra University, Kurukshetra, India

1991 BSc (Dairying) National Dairy Research Institute, Karnal, India

#### Work Experience

Sep’2013-till date Professor in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Marketing Research, Computers, to post graduate students. Supervising Doctoral and M.Phil research.

Sep’2010- Sep’2013 Associate Professor in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Logistics, Retailing, Comparative Management to post graduate students. Supervising Doctoral and M.Phil research.

Sep’ 2007 – Sep’2010 Reader in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Logistics, Retailing, Comparative Management to post graduate students. Supervising Doctoral and M.Phil research.

Aug. 1998-Sep. 2007 Lecturer, in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Logistics, Retailing, Industrial Marketing, E-Commerce to post graduate students.

April- Sep. 1998 Lecturer in Department of Business Management, Guru Jambheshwar University, Hisar, India. Teaching Export Procedures, Logistics to post graduate students.

Oct. 1995-April 1998 Area Manager (Marketing), Gujarat Ambuja Proteins Limited, Ahmedabad. Major responsibilities include marketing and export of corn wet milling products.

April 1994 - Sep. 1995 Marketing Executive, Cipla Ltd., Mumbai, Marketing of pharmaceuticals

**Research Projects**

Principal Investigator, Major Research Project, ‘*Potential and Consumer Behaviour of Subsistence Marketplaces: A Study in Haryana,*’ funded by University Grants Commission, New Delhi, India, Rs. 492000/-, Allocation revised as Rs. 6,36 lacs, 1st July, 2011 to 31st Dec, 2013 (Ongoing)

Co-Investigator, *Environment Management Survey*, JAZ ANZ, Australia, PI-Dr. Ambika Zutshi, Deakin University, Melbourne, 1st September, 2012 till date, (Ongoing)

Completed minor research project, jointly with Dr. Mahabir Narwal, on the topic *Customers’ Perception of Social Responsibility of MNCs: A Study of Soft-drinks and Chocolate Industry,* Funding received from UGC under Department’s DRS Programme.

Paper Coordinator of E-Pathshala Project of Ministry of Human Resource Development to develop e-content and videos for following papers:

(i) Paper 05, Principles and Practices of Management (40 Modules) under the subject

 ‘Management’ (Available on: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>)

(ii) Paper 07, International Human Resource Management (40 Modules) under the subject ‘Human Resource Management’ ( <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>)

**Administrative Responsibilities**

* Chairman, Department of Commerce, Kurukshetra University, Kurukshetra, since 18th July, 2020 till date
* Coordinator, PMM Faculty Development Centre, Kurukshetra University, Kurukshetra, since 1st January 2021 till date
* Director Youth & Cultural Affairs, since 9th October 2018 to 15th May 2020
* Director, Public Relations, since May 2016 to 15th May 2020
* Advisor, International Students, since May 2018 to 15th May 2020
* Nodal Officer NIRF, October 2016 to April 2017
* Nodal Officer CM Window (Social Media) March 2018 – September 2018
* Nodal Officer, AIU-AGM, 2015
* National Service Scheme Coordinator, Kurukshetra University, since Jan, 2013 to May 2016
* National Service Scheme Program Officer, UTD, KUK, October, 2011 to September 2013
* Member, University Court, Kurukshetra University, Kurukshetra, since Dec, 2009 to Dec 2011.
* Member NAAC Steering Committee, since 2005
* Member IQAC Committee, April 2015 till date
* Member DRS – SAP Committee, University of Jammu, Jammu, since April 2014 to March 2018
* Member PGBOS, Central University of Haryana, Mahindergarh, September 2015 till date
* Member, Post-Graduate Board of Studies, Kurukshetra University, Kurukshetra (several terms)
* Convener, Training & Placement Cell, Department of Commerce, Kurukshetra University, Kurukshetra (2005-2007)
* Course Coordinator for Post Graduate Diploma in Export Marketing Management, being offered by Directorate of Correspondence Courses, Kurukshetra University, Kurukshetra, since 2002.
* Member of several organizing committees of various international and national level events organized in the University campus

**Publications**

Dhanwan N., Dutta K., Sambyal R., Sharma T., Facilitators and inhibitors of new product development in small and medium enterprises, Apeejay Journal of Management and Technology (UGC Care Listed)

Sharma T., Kumar V., Rani M., Assessing the Satisfaction of farmers towards Crop Insurance Scheme Using the American Customer Satisfaction Index, International Journal of Indian Culture and Business Management, DOI: 10.1504/IJICBM.2023.10056632

Devi P., Sharma T., Examining the Satisfaction Level of Insurance Policy Holders at Subsistence Marketplaces: The Bottom-up Approach, International Journal of Indian Culture and Business Management, DOI: 10.1504/IJICBM.2022.10049798

Sharma T., Sheetal K., Khosla D., Covid 19 and Online Education: Leveraging Service Dominant Logic Perspective, International Journal of Business Excellence, DOI: 10.1504/IJBEX.2021.10041555

Saini A., Elangovan R., Sharma T., Influence of Social Media on Consumers’ Brand Choice: A Moderated Mediation Model, International Journal of Business Excellence, DOI: 10.1504/IJBEX.2021.10042658

Devi P., Sharma T., Adoption of Insurance Products among Low-income Consumers (Subsistence Marketplaces), International Journal of Business Excellence, DOI: 10.1504/IJBEX.2022.10047813

Saini S., Sharma T., Parayitam S. (2023) The Relationship Between Financial Knowledge, Investment Strategy and Satisfaction From Pension Schemes: Evidence From India, Asia Pacific Markets, pp 1-35. <https://doi.org/10.1007/s10690-023-09408-9>

Devi P., Sharma T. (2022) Consumer Behaviour towards Insurance Products at Subsistence Marketplaces: The Bottom Up Approach, HSB Research Review, 16-17 (2-1), pp 91-101.

Kumar V., Sharma T. (2022) Current Challenges Faced by Farmers in Crop Insurance New Evidence from Indian Farmers, Bimaquest, 22(3), 43-60.

Kunal, Sharma T. (2022) An Empirical Study of Customer Satisfaction and Customer Loyalty Intentions for Payment Banks, Digital Marketing Outreach: The future of marketing practices, ed. Dr. Kavita Sharma & Swati Agarwal, 1st Edition, Routledge India, pp 43-55. ISBN: 978-0-367-13750; DOI: 10.4324/9781003315377

Rani R., Sharma T. (2021) Carbon Footprinting: A Study of Plywood Industry in District Yamunanagar (India), Climate Resilience and Environmental Sustainability Approaches: Global Lessons and Local Challenges, ed. Kaushik A., Kaushik C.P., Attri S.D., Springer Singapore, pp 257-272.

Sharma, T. (2020). Dynamics in academics and consumer research in post-COVID 19 scenario. Skyline Business Journal. 16(1), pp 81-85. DOI: <https://doi.org/10.37383/SBJ160108>

Sharma T., Roland Gau, Tajdini S. (2018) Lifestyle Segmentation of Subsistence Level (BoP) Consumers, Indian Journal of Commerce, 71(2), 1-13

Mandal P., Sharma T., Sharma S. (2017) Perception and Switch Intention of Rural Customers Towards Organized Retail, International Journal of Business Forecasting and Marketing Intelligence, 01/2018; 4(1): 13

Sharma T., Mangalaraj, G., Natarajan, V.S., (2016) E-Governance in Developing Countries: A case study of E-Disha initiative in the Indian state of Haryana, International Journal of Indian Culture and Business Management Vol 13, No. 1, ISSN 1756-0047

Reena (Ramneek Kaur), Sharma, T., (2015) Faculty Perspectives of Internal Marketing Practices: An exploratory in B-Schools in Punjab, NMIMS Management Review, Vol XXVI, Jan-Feb, pp 54-63.

Sharma T., Chawla G. (2014) Consumer Perception and Opinion towards Advertising: An Empirical Study on Consumer Behaviour in South Delhi, 3(2), 46-55

Chawla M., Sharma T. (2014) Service Quality in Higher Education: A Comparative Study of Management and Education Institutions, NMIMS Management Review, 24, 59-72

Chopra, R., Chawla, M., Sharma T., (2014) Service Quality in Higher Education: A comparative study of management and educational institutions, NMIMS Review, Vol XXIV, April-May, pp 59-73

Sharma T., Dudeja, M. (2013) Business Ethics in SMEs: an empirical study of selected units of Haryana, International Journal of Indian Culture and Business Management*,* Vol. 7, No. 3, pp 307-323, ISSN: 1753-0806

Sharma T., Kumar S. (2013) Brand Positioning Strategies in Knitwear Industry, GNA Journal of Management and Technology, Vol VIII, No. 1, July. ISSN- 0974-5726

Narwal M., Sharma T. (2013) Social Reference Group Influence on Consumer Decision Making in Subsistence Marketplaces, GNA Journal of Management and Technology, Vol VIII, No. 1, July. ISSN- 0974-5726

Natarajan, V. S., Parayitam**, S**., & Sharma, T. (2012). The relationship between web quality and user satisfaction: The Moderating Effects of Security and Content,"International Journal of Business Excellence*,* Volume 5,No 1/2, 52-76 ISSN 1756-0047

Sharma T., Turka S.K., Natarajan, V.S., (2012) Qualitative Factors as Determinant of Firm Location: A Case Study of Paddy Processing Industry in Northern India, International Journal of Indian Culture and Business Management, Vol. 5, No. 2, pp 111-131 ISSN: 1753-0806

Sharma T., (2012) A Qualitative Study of Longitudinal and Geographic Variations amongst Consumers in Subsistence Marketplaces, Business Analyst, Vol 33, Issue 1 (Apr-Sep), pp 161-176. ISSN 0973-211X

Sharma T., (2012) Longitudinal and Geographic Variations Among Consumers in Subsistence Marketplaces in India, Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead, Proceedings of International Conference in Marketing, IIM Lucknow, January 12-14, 2012, Noida Campus, pp 27-28.

Sund Sr., J.B., Natarajan V.S., Kalyanaram Gurumurthy, Sharma T., (2012) Evolution of GSM Technology Market in India: A Bass Model Approach, Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead, Proceedings of International Conference in Marketing, IIM Lucknow, January 12-14, 2012, Noida Campus, pp 370-71.

Sharma T., Natarajan V.S., Sharma G.D. (2011) Euclidean Mapping of Attributes in Small Cars: A Case Study of Tata Nano, Proceedings of The Association of Collegiate Marketing Educators, 15

Sharma T., Natarajan V., (2010) User Perceived Constituents of Website Quality: An Empirical Study, *E-Business Review,* Vol X, pp 128-131. ISSN: 1550-7793

Turka S., Sharma T., (2010) Determinants of Dairy Plant Location: An Empirical Study, Gyan Management, Vol 4, Issue 1, Jan-June, pp 18-29. ISSN: 0974-7621

Sharma T., Turka S.K., Bhutta M.K.S., Natarajan V., (2010) Location Strategies of Dairy Plants in India, International Journal of Indian Culture and Business Management, Vol 3, No. 3, pp 239-259 ISSN: 1753-0806

Sharma T., Natarajan V. (2010) User Perceived Constituents of Website Quality: An Empirical Study, Proceedings of 10th Annual Conference of International Academy of E-Business, International Academy of E-Business, San Francisco, April 1-4, 2010.

Sharma T., Turka, S.K., Sharma P., (2010) Emerging Opportunities in Social Entrepreneurship, Udyog Yug, Sep, pp 4-8.

Sharma S., Sharma T. (2010) Prospects of Rural Retailing in India, Udyog Yug, Aug, 7-11.

Suresh S., Sharma T.,(2010) Special Economic Zones as an Industrial Location, Udyog Yug, May, pp 10-15.

Sharma T., Kumar S., (2010) Dynamics of Location Decision: Implications for Regulatory Policy, Udyog Yug, December, pp 25-28

Narwal M., Sharma T., (2008) Perceptions of Corporate Social Responsibility in India: An Empirical Study, Journal of Knowledge Globalisation, Vol 1, No. 1, Spring, pp 61-79. ISSN: 1938-7717

Sharma T., Narwal M. (2008) Societal Perception of Corporate Social Responsibility: An Empirical Study, Corporate Social Responsibility: Theory and Practice with Case Studies, 395-405

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, ed. David Crowther & Nicholas Capaldi, Ashgate Research -Companion to Corporate Social Responsibility, Chapter 15, pp 287-303

Sharma T., (2007) Learning Organisations: Practices in Multinational and Indian Companies, Apeejay Journal of Management & Technology, Vol 2, No. 2, July-Dec, pp 1-8.

Sharma T., Dhandha S., (2007) Perceptions of Customer Value: An Empirical Study, Indian Management Studies Journal, Vol II, No. 1, April, pp 15-48

Sharma T., Narwal, M., (2006) Managing Marketing Crisis: The CSR Perspective, Social Responsibility Journal, Social Responsibility Research Network, Leicester, Vol 2, No. 2, pp 124-130.

Sharma T., (2005) Value Delivery Systems: A study of selected industries (abstract of Ph.D thesis), Finance India, Vol XIX, No. 1, March, pp 205-212.

Sharma T., Narwal M., (2005) Societal Perceptions of Corporate Social Responsibility, Social Responsibility in India, ed.s David Crowther, Renu Jatana, Social Responsibility Research Network, London, pp 27-31.

Sharma T., (2004) Determinants of manufacturing location: An empirical study, Economic Dateline, Vol IV, No. 1 & 2, January-February, pp 30-34.

Sharma T., Kapoor S., (2004) Response to Global Competition, Proceedings of NATCOM 2004, Annual Conference of Indian Institute of Materials Management, Pune.

Sharma T., Kapoor S., (2004) Fighting Global Competition, Logistics Focus, Vol 2, Issue III, pp 21-24.

Sharma T., Bhardwaj Y., (2003) E-Commerce: Value Based Systems Approach, Management Dynamics in Integrating World Market, ed.s I.C. Agarwal, Peeyush Ranjan Agarwal, Geetika, SMS MNREC, Allahabad, pp 223-229.

Sharma T., (2003) Cut Fat not Muscle, Cargo Talk, Vol III, No. 4, May-June, pp 23.

Sharma T., (2003) Third Party Logistics – Do’s and Don’ts, Logistics Focus, Vol 1, Issue 2, pp 15

Sharma, T, (2002) E-Governance: The process reengineering perspective, Indian Journal of Public Administration, October-December Vol XLVIII, No. 4, pp 606-616.

Sharma T., (2002) Determinants of Manufacturing Location: A study of selected industries, Proceedings of VIth Annual Conference of Society of Operations Management, Indian Institute of Management, Kozikhode, December (Only abstract published)

Sharma T, Davar S.C., (2001), Competing is Easy Indian Management, 2001, July, pp 79-81.

Sharma, T, Narwal M, (2002) Rural Marketing: Need for Strategic paradigm, Kautilya, Haryana Economic Journal, Vol XXI, No. 1-2, pp 23-31.

Sharma T., Kapoor S., (2000) Modeling Logistics for Value Maximisation Proceedings of NATCOM 2000, Indian Institute of Materials Management, New Delhi, pp 25-32.

Sharma T., (2000) Delivering Customer Value Through Technology, Headstart, May 17th.

Sharma T., (1998) Will Rupee Do it All? Export Import Trade Flash, Feb. pp19

**Accepted for Publication**

Saini A., Elangovan R., Sharma T., Influence of Social Media on Consumers’ Brand Choice: A Moderated Mediation Model, International Journal of Business Excellence (Forthcoming Issues)

Sharma T., Kapoor S., Khosla D., Covid 19 and Online Education: Leveraging Service Dominant Logic Perspective, International Journal of Business Excellence (Forthcoming Issue)

Devi, P., Sharma, T., Adoption of Insurance Products Among Low Income Consumers (Subsistence Marketplaces), International Journal of Business Excellence.

**Editorial Assignments**

Editor of Proceedings of *National Seminar on Business Solutions for Sustainable and Inclusive Growth,* Department of Commerce, Kurukshetra University, Kurukshetra.

Guest Editor for Prabandhan, Indian Journal of Management, Special Issue on Corporate Governance, Corporate Social Responsibility and Business Ethics, Parts 1 & 2, Vol 3, No.s 7 & 8, July & August Issues, 2010

Referee/Associate Editor/ Editorial Board Member for the following journals:

* International Journal of Indian Culture and Business Management, Inderscience

Publication, ISSN: 1753-0806

* NMIMS Management Review, Narsee Monjee Institute of Management Studies,

Mumbai, ISSN 0971-1023

* International Journal of Marketing & Business Communication, Publishing India Group,

New Delhi, ISSN 2277–484X

* Gyan Management, Gyan Jyoti Institute of Management, ISSN: 0974-7621 Mohali
* Journal of Policy and Organizational Management, ISSN : 0976-7738 & ISSN: 0976-

7746 Bioinfo Group.

**E-Content & Study Material for EPG Pathshala Project of Ministry of Human Resource Development**

(A) Paper Coordinator Paper 05, Principles and Practices of Management (40 Modules) under the subject ‘Management’

 (Available on: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>).

Authored e-text and videos for the following modules:

(i) Module 2: Managers: Types, Roles & Skills: <https://youtu.be/ap43HfZPCCk>

(ii) Module 4: Taylor’s Scientific Management: <https://youtu.be/WnAodF-SiRY>

(iii) Module 5: Henri Fayol’s Principles of Management: <https://youtu.be/MUdRbbbfCrI>

(iv) Module 15: Management by Objectives: <https://youtu.be/599xJFNi_bA>

(v) Module 16: Decision Making Techniques & Processes: <https://youtu.be/X4Jr3KIslVI>

(vi) Module 27: Leadership: Concept, Styles & Traits: <https://youtu.be/dLAuzwU0lmY>

(B) Paper Coordinator Paper 07, International Human Resource Management (40 Modules) under the subject ‘Human Resource Management’

 (<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>)

Authored e-text/ videos for the following modules:

(i) Module 21: Outsourcing and HRM: <https://youtu.be/EAqzUM1XJF8>

(ii) Module 22: IT and Human Resource Management: <https://youtu.be/66OjO6ktYBE>

(iii) Module 23: International Industrial Relations: <https://youtu.be/Ccq4e0AWs3A>

(iv) Module 24: Discipline in International Human Resources: <https://youtu.be/FFSHUkY_8L0>

(v) Module 25: Stress Management: <https://youtu.be/qI7wzyFmtL0>

(vi) Module 26: Knowledge Management: <https://youtu.be/9dnv_A6FHME>

(vii) Module 27: Repatriation and In-patriation: Implications for HRM: <https://youtu.be/VgYvGmUoxuM>

(viii) Module 28: Leadership Styles in Japan and US: <https://youtu.be/2JkdQCOCQ_0>

(ix) Module 29: Leadership Styles in China: <https://youtu.be/xY7XqigD3Pg>

(x) Module 30: Leadership Styles in India: <https://youtu.be/csTNbVUSQyc>

(C) Prepared the study material for over 50 lessons for Distance Education Programmes – MBA, M. Com, PG Diploma in Export Marketing, B. Com, etc. of Kurukshetra University, Guru Jambheshwar University, Uttrakhand Open University, Pondicherry University

**Conferences Organized**

Seminar Director, 7th International Gita Seminar, *World Peace and Harmony: Insights from Srimad Bhagwadgita,* KurukshetraUniversity, Kurukshetra, 29-30 Nov, 1st Dec, 2022

Seminar Organizing Secretary, 6th International Gita Seminar, *Vishwa Guru Bharat: Lessons from Bhagwadgita,* KurukshetraUniversity, Kurukshetra, 9-11th December, 2021

Track Chair, *Eighth Subsistence Marketplaces Conference,* Loyola Marymount University, Los Angeles, May 30-June 1, 2020 (organized virtual due to Covid 19 pandemic)

Track Chair, *Second Bottom Up Immersion Conference,* Subsistence Marketplace Initiative, Mexico, June 2-5th, 2020 (forthcoming)

Conference Co-Chair, *First Bottom Up Immersion Conference,* Subsistence Marketplace Initiative of University of Illinois at Urbana Champaign, Chennai & New Delhi, January 4-9, 2018

Track Chair, *Marketing in South Asia track*, Annual Conference of Association of Collegiate Marketing Educators, ACME, Houston, March 13, 2015

Organized, *National Seminar on Higher Education in India: Striving for Excellence, 23-24 October, 2013*

Organized *National Seminar on Business Solutions for Sustainable and Inclusive Growth,* 15-16 March, 2013.

Organized *International Conference on Perspectives in Strategic Management*, 24-25th November, 2007, Department of Commerce, Kurukshetra University, Kurukshetra

**Papers presented**

**International Conferences**

Sharma T, (2016) Lifestyle Segmentation of Subsistence Level Consumers, Marketing and Product Planning Conference, American Marketing Association, California Polytechnic State University, San Luis, Obispa, CA, 23-25 June.

Sharma T., (2016) Product Innovation in Subsistence Marketplaces, Fourth Subsistence Marketplace Conference, University of Illinois at Urbana Champaign, June 17-19.

Sharma T., (2015), Chaired a Technical Session, International Conference on Contemporary Issues in International Business, Tourism and Sustainability: Issues and Challenges, Maharaja Agrasen University, Baddi, H.P., April 18-19, 2015.

Sharma T.; (2013) Students’ Perspective of Service Attributes: A Comparative Study of Public and Private B Schools in India, 2014 Annual Conference of the Emerging Markets Conference Board, IIM Lucknow, Noida Campus, January 9-11.

Sharma T. (2012) E-Governance Adoption by Subsistence Level Citizens: A Study of E-Governance Initiatives in Indian State of Haryana, The Fourth Subsistence Marketplace Conference, Loyola University, Chicago, 27-29th July, 2012

Sund, James B., Vivek S. Natarajan, Gurumurthy Kalyanaaram, Sharma T. (2012) Evolution of GSM Technology Market in India: A Bass Model Approach, International Conference in Marketing, Indian Institute of Management, Lucknow (Noida) Jan 12-14, 2012

Sharma T. (2012) Longitudinal and Geographic Variations Among Consumers in Subsistence Marketplaces in India, International Conference in Marketing, Indian Institute of Management, Lucknow (Noida) Jan 12-14, 2012

Sharma T., (2012) Competition in Global Economic Slowdown: Opportunities and Challenges for Indian Companies, First International Conference on Global Economic Slowdown, Commerce and Management Association of India, Bangkok, Feb, 7- 10, 2012

Sharma T., Natarajan V. (2010) User Perceived Constituents of Website Quality: An Empirical Study, 10th Annual Conference of International Academy of E-Business, San Francisco, April 1-4, 2010

Sharma T., Dhanda S., (2007) Customer Value: Study of Rural and Urban Customers, International Conference on Product Development for Developing Country Markets: Scope, Challenges and Management, Indian Institute of Management, Bangalore, December 17-19.

Sharma T., (2007) Effectiveness of Social Advertisements: An Empirical Study, *6th International* Conference *on Social Responsibility*, organized jointly by De Montfort University, UK & University Teknologi MARA, Kuala Lumpur, 11-14th June..

Sharma T., Narwal M., (2005) Societal Perceptions of Corporate Social Responsibility, Proceedings of IVth International Conference on Corporate Social Responsibility, organized by London Metropolitan University and ML Sukhadia University, Udaipur, Feb, 21-23.

Sharma T. (2002) Determinants of Manufacturing Location: An Empirical Study, 6th Annual Conference of Society of Operations Management, IIM Kozhikode, Dec 20-22.

**National/ Regional**

Sharma T., (2015) Invited Talk on Determinants of Outward FDI of India, UGC Sponsored National Seminar on Impact of FDI in Different Sectors, SD (PG) College Panipat, March 22-23, 2015.

Sharma T., (2015) Chaired a Technical Session, UGC Sponsired National Seminar on Corporate Regulatory Reforms – Perspective, Issues and Challenges under New Company Law, Jalandhar Chapter of Institute of Companies Secretaries of India, DAV College Jullandhar, March 21st, 2015.

Sharma T., (2015) Advancement in Information Technology & Innovation in Management, Department of Computer Science and Business Administration, SCD Government College, Ludhiana, February 24th, 2015.

Sharma T., (2014) Integrating Planet, People and Profits: Qualitative Evidence from textile industry, 67th All India Commerce Conference of Indian Commerce Association, KIIT University, Bhubneshwar, December 27-29, 2014.

Sharma T., (2014) Internal Marketing and Internal Customer Satisfaction: A study of educational services, 67th All India Commerce Conference of Indian Commerce Association, KIIT University, Bhubneshwar, December 27-29, 2014.

Sharma T., (2013) Understanding Subsistence Level Marketplace: A Study in Haryana, National Seminar on Business Solutions for Sustainable and Inclusive Growth, Department of Commerce, Kurukshetra University, Kurukshetra, March 16-16, 2013.

Sharma T., (2013) Valedictory Address on Emerging Scenario of Indian Markets, UGC Sponsored National Seminar on Emerging Scenario of Indian Markets, DAV Centenary College, Phillaur (Jullandhar), January 21-22, 2013.

Sharma T., (2013) Chaired a Technical Session, UGC Sponsored National Conference on Contemporary Innovative Practices in Management, Hans Raj Mahila Mahavidalaya, Jullandhar, September 22, 2013.

Sharma T. (2012) Governance in Globalized Regime, UGC Sponsored National Seminar on Governance in Neo-Liberal Era, Rashtriya Kanya Manavidalaya, Shimla, 30th June-1st July.

Sharma T., (2012) Chaired Technical Session, National Conference on Value Creation and Sustainability in Competitive Era, Budha College of Management, April 28th, 2012.

Sharma T., (2012) FDI in Retailing, National Seminar on Role of Foreign Direct Investment in Sustainable Growth of Indian Economy, Dr. B.R. Ambedkar Government College, Jagdishpura Kaithal, March 19, 2012.

Sharma T., (2011) Issues and Challenges in Consumer Rights, National Seminar on Consumer Protection and Welfare in India, Government PG College, Ambala Cantt., March 16-17, 2011.

Sharma T. (2012) Financial Inclusion of Subsistence Marketplaces: Role of Banking Sector, UGC Sponsored National Seminar on Issues and Challenges for Indian Banking Industry in Globalized and Information Technology Era, Kamla Lohtia Sanatan Dharam College, Ludhiana, 28-29th Feb.

Sharma T. (2011) Chaired Technical Session on Corporate Social Responsibility & Business Ethics for Good Corporate Governance, Rashtriya Kanya Mahavidalaya, Shimla. June 4-5.

Sharma T. (2011) Chaired Technical Session at UGC Sponsored National Seminar on Financial Re-engineering in India, Arya PG College, Panipat, March 22-23.

Sharma T., Natarajan V (2011) Relationship of Website Quality & Users' Satisfaction, National Seminar on Global Competitiveness of Indian Business, University School of Management, Kurukshetra UNiversity, Kurukshetra, 12-13 Feb, 2011.

Sharma T. (2011) Higher Education: A Case for Status Quo, National Conference on Indian an Emeging Service Economy: Issues and Challanges, Guru Nanak National College, Doraha, 18-19 Feb.

Sharma T., (2011) Resource Person, National Seminar on Retail Sector in India: Problems and Prospects, Markanda National College, Shahbad Markanda, Kurukshetra, January 28, 2011.

Sharma T. (2010) Business Ethics & Corporate Social Responsibility, Two-Day National Seminar on Ethical Issues in Teaching, DAV College for Girls, Yamunanagar, Oct 30-31

Sharma T. (2010) Globalization: Issue & Challenges, National Seminar on Liberalization, Privatization abd Globalization: Issues, Challenges & Prospects, DAV (PG) College, Karnal, October 5-6.

Sharma T., (2010) Social Opportunities for Rural Entrepreneurs, 63rd All India Commerce Conference, University of Goa, Goa, 1-3rd Oct.

Sharma T., (2009) Retailing in Changing Paradigm, National Seminar on Changing Dimensions in Indian Retail Sector, DAV College, Cheeka, February 21-22.

Sharma T., (2009) Corporate Governance in India: Emerging Issues, National Seminar on Corporate Governance, Hindu Kanya College, Kapurthala, February 2-4th. Chaired Technical Session.

Sharma T., (2009) Corporate Social Responsibility: A Case Study of Jindal Steel and Power Ltd., 6th International Conference on Business Challenges and Opportunities in South Asia, PCMA, Panjab University, Chandigarh, October 24-25.

Sharma T., (2008) Globalisation of Business: Opportunities & Challenges for Indian Business, International Conference on Globalisation of Indian Business, Punjab Commerce & Management Association, KIMTW, Ludhiana, December 8-9.

Sharma T., (2008) Mitigating International Risk, National Seminar on Mitigating Risk: A New Paradigm, Gurunanak College for Women, Ludhiana, September 26.

Sharma T., (2008) Resource Person, National Seminar on Customer Relationship Management in Banking and Insurance Sector, PCMA, Doraha Institute of Management & Technology, Doraha, February 24th, 2008.

Sharma T., (2007) Developing Effective Research Methodology, UGC Sponsored Conference cum Workshop on Statistics in Research Methodology, Guru Nanak Khalsa College, Yamuna Nagar, March 28.

Sharma T., (2007) Marketing of Services, Faculty Development Programme on Marketing Skills in Current Economic Environment, Doraha Institute of Management & Technology, Doraha, Ludhiana, February 17.

Sharma T., (2005) CSR in Financial Sector, National Seminar on Management of Financial Services, Department of Business Management, Guru Jambheshwar University, Hisar, March 19.

Sharma T., Narwal M., (2004) CSR: Analysing Marketing Crisis, National Seminar on Issues & Challenges in Contemporary Management, Department of Commerce, Kurukshetra University, Kurukshetra, April 29-30.

Sharma T., (2004) Learning Practices in Organizations: A Comparative Study of Indian and Multinational Companies, National Seminar on Issues & Challenges in Contemporary Management, Department of Commerce, Kurukshetra University, Kurukshetra, April 29-30.

Sharma T., (2004) Residents’ Perception of Group Housing Societies, *National Seminar on Managerial Issues in Seamless Economy,* G.J. University, Hisar, February 27-28th, 2004

Sharma T. (2003) Electronic Documentation: A study of the use of EDI in Export Logistics, *National Seminar on Supply* Chain *Management – A Global Perspective*, organized at University Business School, Panjab University, Chandigarh, on February 17th.

Sharma T., (2001) Newer Value Chains in IT Age, *XXIst Annual Conference of Haryana Economic Association,* MA College, Jagdhri, March 23-24.

Davar S.C., Sharma T., (2001) Value Building Strategies, *National Conference in Managerial Responses to Corporate Sector in the New Millennium,* Institute of Management Studies and Research (IMSAR), MD University, Rohtak, February 17-18.

Sharma T., Bhardwaj Y., (2001) E-Commerce: Value-based systems approach, *Integrating world markets,* Proceeding of *International Conference on Integrating World Markets- Living Excellence through Technology & Beyond..,* School of Management Studies, SMSMNREC Allahabad, January 5-6th.

Sharma T., Davar S.C., (2000) Generic Competitive Strategies and Corporate Restructuring, *Contemporary Issues* in *Corporate Restructuring in India in the NewMillennium,* Department of Management, Kurukshetra University, Kurukshetra, March 11-12.

Sharma T., (1998) *Modelling* the Services Differentiation, *Marketing of Services,* Panjab University, Chandigarh, December 9th, 1998. (Joint paper)

**Conferences/ Workshops/ Seminars Attended**

National Workshop on Structural Equation Modeling, *Department of Commerce and Business Management,* Gurunanak Dev University, Amritsar*,* April 6-8, 2013.

Punjab State Conference on Empowering SMEs & Beyond, Institute of Company Secretaries, Jullandhar Satellite Chapter, December 15th.

One Day Workshop on Innovations in Lesson Writing for Distance Learners, Directorate of Distance Education, Kurukshetra University, Kurukshera, Sep 25th.

National Seminar on Technology Innovation in Open and Distance Learning, *Directorate of Distance Education,* Kurukshetra University, Kurukshetra, March 1st, 2012.

Global Commerce Education Summit, *The Institute of Chartered Accountants of India,* New Delhi, December 5th, 2011.

Workshop on Application of Statistical Methods in Research, *Department of Commerce, Punjabi University, Patiala*, January 29, 2011.

National Conclave cum Conference on International Financial Reporting Standards, *Punjab Commerce & Management Association, GNAIMT*, Phagwara, June 13-14, 2009.

National Seminar on Strategic Issues & Challenges in the Financial Sector, *Department of Commerce, Government College, Panchkula*, March 10-11th, 2008.

Acted as a Rapportier in the Technical Session on Capital Market Reforms: Contemporary Issues and Challenges, organized by *Department of Commerce, Punjabi University, Patiala*, February 10-11, 2005.

Refresher Course (27.10.2005-16.09.2005) Academic Staff College, Kurukshetra University, Kurukshetra

Refresher Course (27.8.2003-16.9.2003) Academic Staff College, H. P. University, Shimla.

Workshop on Curriculum Development in Commerce, *Department of Commerce, Kurukshetra University, Kurukshetra,* August 6-7th, 2003.

Refresher Course 30.06.2000-20.07.2000) Academic Staff College, Kurukshetra University, Kurukshetra

Annual Conference of Indian Institute of Materials Management, NATCOM, December 1-2, 2000, New Delhi.

Awareness Programme on Technology Management, *Department of Scientific and Industrial Research, Ministry of Science and Technology & REC Kurukshetra,* December 11th, 1999

Training Programme on Export Documentation, *Technical Teachers Training Institute, Chandigarh,* November 1998

Orientation Course (21.01.1999-17.02.1999) Academic Staff College, Kurukshetra University, Kurukshetra

Patents Awareness Workshop, *Regional Engineering College, Kurukshetra,* October 9th, 1999.

**Invited Talks**

Entrepreneurship and Economic Development of India, SD College, Ambala Cantt., January 11th, 2020, Fostering Entrepreneurship among Youth

Two Days National Conference on Current Trends in Business and Economics S.D. College, Panipat, February 7-8, 2020, Emerging Opportunities for India (Invited Talk)

National Seminar on Emerging Scenario in Service Sector B.P.R. College, Kurukshetra, February 29th, 2020, Developments in Service Sector: Opportunities for India (Guest of Honor)

8th Subsistence Marketplace Conference: Symbiotic Academic Social Enterprise in Subsistence Marketplaces, Loyola Marymount University, Los Angeles, May 30-Jun1st, 2020 (Online)

Product Innovation in Subsistence Marketplace (Track Chair)

Expert Lecture Series on Ressurgence of Human Excellence During Challenging Times of Covid 19, DAV Institute Management,, Faridabad, 11th May, 2020 (Online), Strategic Paradigms in Online Education

Lecture Series on Managing Pandemic Shivaji College, University of Delhi, New Delhi, 10th May, 2020 (Online) Building Self Reliant India in Post Covid Regime

Four Weeks Faculty Induction Programme Human Resource development Centre, GNDU, Amritsar, 19th September, 2020 Building Indian Economy after Covid 19

Two Weeks Refresher Course in Business Studies, Human Resource development Centre, Bhagat Phool Singh Mahila Vishwavidalaya, Khanpur, November 7th, 2020, Rebuilding Economy After Covid: The Road Ahead

UGC Sponsored Two Weeks Online Refresher Course in Business Studies, Human Resource development Centre, GJU, Hisar, December 8th, 2020 Atamnirbhar Bharat: The Road Ahead

Making Education Relevant: Global Confluence of Intellectuals International Chamber of Service Industry, October 16th, 2020 (Online) National Education Policy: The Road Ahead

International E-Conference on Transition from Digital inclusion to Digital Empowerment Sharda University, Noida, November, 26-27, 2020 (Online), Online Customers’ Reviews: Insights of Food Delivery App using Sentiment Analysis (Best Paper Award)

**Doctoral Research Guidance**

**Awarded**

Dhanda, Suresh (2006) Customer Value: A Comparative Study of Rural and Urban Customers, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Kumar, Suresh (2007) Factors Influencing the Choice of Manufacturing Location: A Study of Selected Industries, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Dudeja, Manisha (2011) Business Ethics in Small and Medium Enterprises: An Empirical Study, Department of Commerce, Kurukshetra University, Kurukshetra (Submitted)

Sharma, Sunit (2012) Prospects for Organized Retail in Rural Markets, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Sharma Sanjeev (2013) Branding Strategies of Knitwears: A Study of Selected Units, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Ramneek, Internal Marketing in Service Quality Practices: A Study of Selected Units in Service Sector, Department of Commerce, Kurukshetra University, Kurukshetra (Submitted)

Geetanjali (2014), Commercial Advertising: Awareness and its Impact, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Rani, Neeraj (2019), New Product Development in Small and Medium Enterprises, Department of Commerce, Kurukshetra University, Kurukshetra (Submitted)

Anupam (2019), Factors influencing Overseas Investment by Indian Companies, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Shallu (2021), Investors’ Perception and Satisfaction from New Pension Scheme, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

**Ongoing Doctoral Research**

Six doctoral scholars pursuing research under my guidance

#### Membership

Life Member, Indian Commerce Association

Member, Social Responsibility Research Network, De Montfort University, Leicester ,UK, 2005 to present

Founder General Secretary of Society of Marketing for Educators and Professionals, 2003

Member, Haryana Economic Association, 2000-01; 2001-02.

Ahmedabad Management Association, Ahmedabad, India, 1995-96

Scholarship

Received Indian Council for Agricultural Research Scholarship, awarded by Indian Council of Agricultural Research for academic performance for the period 1987-1991.

**Countries visited**

 USA (thrice), Malaysia, Thailand, Vietnam

 Invited as Domain Expert three times in Subsistence Marketplaces Conferences organized by University of Illinois at Urbana Champaign in 2012, 2014 and 2016