

**MANAV RACHNA UNIVERSITY, FARIDABAD**

Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

Dr. Ashish Pandey, Contact No: +919711718013, **Email ID:** ashishpandeysouthdelhi@gmail.com
Designation: Assistant Professor (Management Department), **Skype Name:** ashishpandeysouthdelhi_1,
LinkedIn: <https://www.linkedin.com/in/dr-ashish-pandey-19022a127/>,
Academia Link: <https://independent.academia.edu/AshishPandey275>
Google Scholar Link: <https://scholar.google.com/citations?hl=en&user=p7AizFEAAA>
Research Gate Link: https://www.researchgate.net/profile/Ashish_Pandey32
Microsoft Academic Link: <https://academic.microsoft.com/profile/jfh1fh2f-6ij6-49f7-826j-846hf03hj4g0/Dr.AshishPandey/no-publications>

**CAREER SUMMARY**

A **PhD in Management Studies, M.B.A & B. Com Honours** with 9.8 Years of Experience in Lecturing, Curriculum Development, Placement Coordination, Event Coordination, Research, Report Preparation, Writing, Student Counselling, Team Management, Marketing, Sales, Corporate Training, Business Development, Client Servicing and B2B Marketing

POSITIONS HANDLED

Marketing Manager, Content Writer, Assistant Professor, Head of Research Department, Consultant, Advisor and Director

RESEARCH PUBLICATIONS

1	Retail Marketing: A Critical Analysis	ISSN: 2454-7301 (Print), 2454-4930 (Online) Journal: The Research Journal, Volume 3, Issue 6, Nov-Dec 2017
2	A Comprehensive Study on Evolution, Present Scenario and Future Prospects of Retailing	ISSN: 2319-9490 Journal: International Journal of Current Research in Life Sciences, Volume 7, No. 2, February 2018
3	A Comprehensive Analysis of Stress Management in the Present Business Environment	ISSN: 2394-7926 Journal: International Journal of Management and Applied Science, Volume 4, Issue 1, Jan 2018
4	A Study on Recent Developments in Retail Marketing	ISSN: 2394-7926 Journal: International Journal of Management and Applied Science, Volume 4, Issue 1, Jan 2018
5	Retail Marketing Confronts for Rural Regions: A Comprehensive Analysis	ISSN: 0973-4562 Journal: International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16588-16593
6	Retail Marketing Confronts for Urban Regions: A Comprehensive Analysis	ISSN: 0973-4562 Journal: International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16594-16599
7	Advantages of Retail Marketing in Rural Regions: A Thorough Analysis	ISSN: 0973-4562 Journal: International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16600-16605
8	Advantages of Retail Marketing in Urban Regions: A Thorough Analysis	ISSN: 0973-4562 Journal: International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16606-16611
9	Retail Marketing for Rural and Urban Regions: A Comparative Study	ISSN: 0973-4562 Journal: International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16612-16617

RESEARCH PAPER PRESENTATIONS

1	A Comprehensive Analysis of Stress Management in the Present Business Environment	International Conference on Business Management and Social Innovation, New Delhi, India, 5th Nov 2017
2	A study on Recent Developments in Retail Marketing	International Conference on Business Management and Social Innovation, New Delhi, India, 5th Nov 2017
3	Retail Marketing: A Critical Analysis	International Conference on Interdisciplinary Research for Sustainable Development, Chandigarh, Punjab, India, 6-7 Nov 2017
4	The Growing Importance of Retail Marketing in the Present Business Environment	International Conference on Ethics and Integrity in Management and Legal Practices, K.R. Mangalam University, Gurgaon, Haryana, India, 8-9 Feb, 2019
5	Role of Economic & Business Media in Political Image Branding	12 th International Conference on Indian Politics & Role of Media, Tecnia Institute of Advanced Studies, New Delhi, India, 14 th March, 2019
6	Online Defamation: A comparative analysis and evaluating the responsibility of the Internet Service Providers in the Indian legal framework	National Conference on 'Emerging Horizons of Indian Law', RNB Global University, Bikaner, Rajasthan, India, 14-15 December, 2019

CHAPTERS CONTRIBUTED IN BOOKS

1	A Comprehensive Analysis of Stress Management in the Present Business Environment	Book: World Research Forum for Engineers and Researchers, IRAJ, New Delhi International Conference, November, 2017 ISBN: 978-93-87405-24-0
2	A study on Recent Developments in Retail Marketing	Book: World Research Forum for Engineers and Researchers, IRAJ, New Delhi International Conference, November, 2017 ISBN: 978-93-87405-24-0

CONTRIBUTION AS CO-AUTHOR IN BOOKS

1	Uniting the Indian Diaspora Around the World	Copyright: Indian Diaspora Club Year of Release: 2019
2	Glorious Diaspora Pride of India	Copyright: Indian Diaspora Club Year of Release: 2019

INTERNATIONAL CONFERENCES ATTENDED

1	Conference of Youth (COY 11), United Nations, Paris, France, 26-28th November, 2015
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CONTRIBUTION AS CO-EDITOR IN BOOKS

1	Voyage of Indian Diaspora From India to Fiji and Australia: Migration, Momentum and Milestone	Copyright: Diaspora Foundation Year of Release: 2019
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ARTICLES PUBLISHED

1	Indo Fiji Relations	Book: Voyage of Indian Diaspora from India to Fiji and Australia: Migration, Momentum and Milestone Copyright: Diaspora Foundation Year of Issue: 2019
2	Dairy Marketing and Consumer Perception: A Comprehensive Analysis of the Major Dairy Companies and Consumption Markets Across the Globe	Magazine: Marketing Mastermind Copyright: IUP Publications Month & Year of Issue: October, 2020
3	Marketing Management of Circular Economy: A Comprehensive Analysis with Specific Reference to Major Dairy Firms Operating All Across the Globe	Magazine: Marketing Mastermind Copyright: IUP Publications Month & Year of Issue: December, 2020
4	Reflections & Perspectives of Kuhadas Vivekananda	Magazine: News Street Month & Year of Issue: April, 2021 Section: Indian Diaspora
5	Career after MBA in Retail Marketing Management	Magazine: News Street Month & Year of Issue: May, 2021 Section: View Point
6	Digital Marketing Strategies for Real Estate Industry	Magazine: News Street Month & Year of Issue: Jul Mid, 2021 Section: Business
7	Marketing Strategies for Telecom Industry	Magazine: News Street Month & Year of Issue: Jul End, 2021 Section: Business

FACULTY DEVELOPMENT PROGRAMS CONDUCTED

1	Strengthening Online Education as Per Learner Requirements and Expectations	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 6th to 10th July 2020
2	Enhancing Mentor-Mentee Synergy through New and Innovative Teaching Pedagogies	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 6th to 10th September 2020
3	Application and Utility of Visual-Aid Teaching Methods and Practices	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 19th to 23rd October 2020
4	Utility and Viability of Project-Based Curriculum and Learning	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 16th to 20th November 2020
5	Application of Tablet-Based Education in the Present Learning Environment	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 14th to 18th December 2020
6	Need and Importance of ICT Tools in Education	Organizer: Chitkara Business School, Chitkara University, Rajpura, Punjab, India Conducted on: 12 th June 2021

FACULTY DEVELOPMENT PROGRAMS ATTENDED

1	Decoding NEP 2020 and Way Forward	Organizer: Chitkara Business School, Chitkara University, Punjab, India Duration: 19 th to 23 rd April 2021
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MANAGEMENT DEVELOPMENT PROGRAMS CONDUCTED

1	Enhancing Managerial Leadership through Innovative and Modern Organizational Structures and Less Decentralization	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 8th to 12th April 2019
2	Human Resource Development Tools and Techniques for Organizations with Considerable International Employees	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 13th to 17th May 2019
3	Understanding the Mechanics and Operations of Supply Chain Management System for Global Online Retail Giants Today	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates

		Duration: 7th to 11th October 2019
4	Integration of Project Management and Information Technology	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 18th to 22nd November 2019
5	Understanding the Meaning and Dynamic Nature of Strategic Marketing and the Roadmap Ahead	Organizer: Cornerstone College of International Studies, Fujairah, United Arab Emirates Duration: 16th to 20th December 2019

TRAINING PROGRAMS CONDUCTED

1	Employee Induction, Basics of Sales, Marketing and Business Development	Organization: Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India Dates: 3 rd January, 2013-6 th January, 2013
2	Business Development Strategy for Northern India	Organization: Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India Dates: 7 th December, 2013-10 th December, 2013
3	Logistics Management and Cost Cutting	Organization: Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India Dates: 15 th September, 2015-18 th September, 2015
4	Teacher's Training for Marketing Management of Indigenous Knowledge and Information Technology	Institution: Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India Duration: 2 nd August, 2016-4 th August, 2016
5	Modern Research and Innovation Tools for Enhancing the Growth & Development of Research Scholars	Institution: ICFAI University, Baddi, Himachal Pradesh, India Date: 4 th February, 2021

EVENTS CONDUCTED

1	Changing Scenario of Packaging Industry in India and Future Prospects	Conducted on 11 th February, 2013 at The Metropolitan Hotel, New Delhi, India
2	Indo-South Korean Relations: Taking Indian Industries and Commerce to New Heights	Conducted on 2 nd May, 2014 at Radisson Blu MBD Hotel, Noida, Uttar Pradesh, India for All India Indo Korean Friendship Association
3	Webinar on Analysing Case Study for the Employability Perspective: A Job Interview	Conducted on 8th October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
4	Webinar on an Insight to Fundamentals of Accounting and Finance	Conducted on 21 st October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
5	Webinar on Entrepreneurship as a Career Opportunity	Conducted on 28 th October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
6	Special Lecture on Significance of Soft Skills in the Present-Day Business Hiring and Overall Development	Conducted on 30 th October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
7	Webinar on China as a New Market Leader is a Fallacy- Story of Belt Road Initiative in 2020	Conducted on 11 th November, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
8	Webinar Series Coordination for various Themes and Topics at ICFAI University	Conducted between 1 st October, 2020 till 11 th November, 2020

TEAM SIZES HANDLED

25+ personnel

MEMBERSHIPS

Centre for Development Studies & Activities (CDSA), New Delhi, India, Consultancy Development Centre, New Delhi, India, Council for Advancement of People's Action & Rural Technology, New Delhi, India, Institute of Social Studies Trust, New Delhi, India, Society for Development Studies, New Delhi, India

COURSES TAUGHT

Pre-PhD Coursework, Master of Business Administration (MBA), Master of Commerce (M. Com), MA in Education Management and Leadership, MA in Human Resource Management, MSc in Logistics and Supply Chain Management, MSc in Strategic Marketing, Bachelor of Business Administration (BBA), Bachelor of Commerce Honours (B. Com), B.A. (Hons) in Business Management

TYPES OF CURRICULUMS TAUGHT

Coursework-Based Curriculum, Module-Based Curriculum, Thesis-Based Curriculum, Research-Based Curriculum

RESEARCH PROFICIENCY

SPSS, Stata, R Software, JMP, SAS, Matlab, Conquest

DIGITAL LEARNING AND MANAGEMENT SYSTEM PLATFORMS EXPERTISE

CollPoll, Chalkpad ERP Solution, TCS ION LMS, LearnCube, WizIQ, ezTalks, Cisco Webex Meetings, Electa LMS, BrainCert Enterprise LMS, Newrow Smart

CERTIFICATIONS

Four Months Certification in Entrepreneurship, Planning and Small Business Management

TECHNICAL PROFICIENCY

MS Office, Operating System, Enterprise Resource Planning, ION, All Other Essential IT Devices and Services

PROFESSIONAL SKILLS

Marketing, Business Development, B2B Marketing, Brand Management, Advertising Management, Corporate Communications, Marketing Communications, Public Relations, Market Strategizing, Lecturing, Mentoring, Curriculum Development, Soft Skills Training, Research, Writing, Placement Coordination, University-Industry Interface, Event Management, Student Counselling, International Affiliations