

Curriculum Vitae

Prof (Dr) Amit Jain

PhD, MBA, FDP (IIM Ahmedabad)

President (Vice Chancellor)

Amity University Rajasthan (NAAC A+)

Visiting Professor- University of Technology Sydney, Szechenyi Istvan University, Hungary, Selye Janos University, Slovakia, RWU, Germany

Member - Indian Society for Training and Development (ISTD), IIM Ahmedabad Alumni Association, All India Management Association (AIMA) (M)+919784963090, amit_pjain@yahoo.com



Brief Profile

Prof. (Dr) Amit Jain is currently **President (Vice Chancellor)** of **Amity University Rajasthan**. Prior to this Prof. Amit served the university as **Pro Vice Chancellor, Dean Faculty of Management, and Director of Business School**. Prof. Jain has held senior positions like **Director-International Collaborations, Director-School of Hotel Management**, Professor-Marketing TAPMI School of Business, Manipal University Jaipur and has been a **founding faculty member** of JK Lakshmipat University where he led corporate training and consultancy. He has been a **Visiting Professor** with **UTS Sydney, SZE Hungary, J. Selye Univ. Slovakia, and RWU Germany**. Prof Amit has been actively involved in teaching, training, research & administration for around 25 years.

Prof. Amit holds a Ph.D. from Sardar Patel University and has completed FDP from IIM Ahmedabad. Having led a multidisciplinary university, Dr. Jain is well versed with rankings, quality and statutory compliances of UGC, NAAC, QS, THE, Bar Council, Pharmacy Council, Rehabilitation Council and Council of Architecture. Dr. Jain has worked extensively on the internationalization of higher education. He has been associated with Bank of Baroda, Union Bank, SP University, NCHMCT, IICD, etc. as a guest faculty. Dr. Jain serves on Rajasthan state panel on higher education for Confederation of Indian Industry (CII) and champions industry academia collaboration. He has served as National council member and chairperson Jaipur chapter of Indian Society for Training & Development and is a Member of AIMA and IIM Ahmedabad Alumni Association.

Prof. Amit is a passionate trainer and has designed and conducted training programmes/sessions for executives of various organizations including IDBI Bank, Bank of Baroda, BKT Tyres, JK Tyre, JK Paper, JK Lakshmi Cement, Claris Life. Sciences, Veeda Clinical Research, Natraj Foods, Trimurti FoodTech, E-mall Infotech, Euro India Foods, Fenner India, Gravita India, ECGC, GAIL, AUBank, Wonder Home Finance, Central Bank of India etc., on topics related to Marketing Orientation, Effective Selling Skills, Customer Relationship Management, Managerial Effectiveness, Leadership and Communication Skills. He also conducts Faculty Development Program on Academic Leadership, Teaching effectiveness and Case methods.

Prof. Amit has guided six PhD scholars and has more than seventy five publications to his credit including five books, one patent, two copyrights, several case studies, book chapters and Journal publications. Dr. Jain has presented research papers at National and International conferences organized by institutes like Singapore Management University (SMU), University of Technology, Sydney, IIM, and IIT. He has also received awards for three research papers at reputed Conferences. Dr. Jain has also completed two industry-funded projects.

Dr Amit has delivered several keynote addresses and chaired sessions at Conferences. He has served as an Editorial Board Member of Indian Journal of Training and Development and Chief Editor of Amity

Management Review. His area of interest for Research, Training and Consultancy includes Marketing Strategy, Sales, Marketing Communications, Digital Marketing, Entrepreneurship and Sustainability. Dr. Jain loves travelling, cycling, and listening to music.

Work Experience:

- **President (Vice Chancellor) with Amity University Rajasthan from Dec 2022 till date.**
- Pro Vice-Chancellor, Dean Faculty of Management Studies & Director of Amity Business School with Amity University Rajasthan from June 2019 to Dec 2022.
- Director - International Collaborations & Professor-TAPMI School of Business at Manipal University Jaipur (MUJ) from June 2018 to June 2019.
- Worked as Director, School of Hotel Management and Professor TAPMI School of Business, Manipal University Jaipur from November 2015 to June 2018.
- Worked as Professor Incharge of Corporate Training and Consultancy and Chairperson MBA Programme at JK Lakshmipat University from April 2011 to November 2015. Associate Professor Institute of Management from August 2010 to April 2011.
- Worked as Associate Professor with CPIMR, Ahmedabad affiliated with Gujarat Technological University from August 2007 to August 2010.
- Worked as Assistant Professor with CPIMR affiliated to Gujarat University from October 2001 to July 2007.
- Have been associated as a visiting/guest faculty with various Management Institutes, Training Institutes, and Universities including Bank of Baroda Staff College, Ahmedabad Management Association (AMA), H.L. Center for Professional Education, Som Lalit Institute of Management Studies (Part-time PGDBM for working executives), Sardar Patel University, ICFAI University.
- Honorary Visiting Professor, University of Technology, Sydney, Australia (2012) & Szechenyi Istvan University, Hungary, Selye Janos University, Slovakia (2015), Selye Janos University, Slovakia (2017), RWU Germany (2026)

Academic Interest Areas:

Teaching courses related to Management, Strategy, and Marketing academic areas at the Undergraduate, Postgraduate, and Doctoral Levels. Special Areas of interest include-

- Marketing Management
- Integrated Marketing Communications
- Sales Management
- Services Marketing
- International Marketing
- Consumer Behavior
- Digital Marketing
- Social Media Marketing

- Entrepreneurship

I am a believer in innovative teaching and learning methodology with the ability to use a good mix of lectures, case studies, application exercises, and audio-visual aids. Experience in conducting training sessions for diverse groups of participants including front-line executives and senior managers. Experience in teaching working executives of various age groups and managerial levels at executive PGP and career-oriented diploma courses.

Certifications

- FDP IIM Ahmedabad, 2009
- “Understanding Media by Understanding Google by Northwestern University (Coursera)
- "Social Media Data Analytics by Rutgers the State University of New Jersey on Coursera. Certificate earned on Friday, December 30, 2016, 10:01 AM GMT".

Additional Academic Responsibilities:

- Member Editorial Board of the Indian Journal of Training and Development (2016-2017, 2020-2022). Chief Editor- Amity Management Review (2019-2024)
- Part of curriculum design and examination committees of several universities including Gujarat University, Gujarat Technological University, P.S.G.R. Krishnamal College for women affiliated with Bharathiar University, and Sardar Patel University.
- Ph.D. Reviewer and examiner with several Public and Private Universities.
- Doctoral Research Committee member, IIS Univ, VGU.
- External Examiner with NCHMCT for M.Sc. Dissertations.

Additional Administrative Responsibilities:

- Mentor/Patron Amity Innovation Incubator, Jaipur
- Advisor International Programme (June 2017-June 2018), Manipal University Jaipur
- Chairperson MBA Programme (2013-2015) at JK Lakshmipat University, Jaipur.
- Professor-Incharge- Corporate Training and Consultancy with JK Lakshmipat University. Responsible for designing, Marketing, and Conduct of Management Development Programmes conducted at the Management Development Centre of the University.
- Chairperson Academic Forum and Library Committee with JK Lakshmipat University. Member of core team supervising ERP implementation. (2010-2011).

- In-charge research projects 2009-2010 at CPIMR. Academic coordinator- Subjects, teaching plans, timetable, and guest lectures (2008-2010) at CPIMR. In charge of library and faculty resources (2008-2010) at CPIMR

Publications:

Journal

1. Saxena, A., Pancholi, G. and Jain, A. (2026). *Climate smart agriculture and sustainability: A bibliometric analysis. International Journal of Sustainable Society*, Vol. 18, No. 2, pp. 206–223. DOI: <https://doi.org/10.1504/IJSSOC.2026.10065346>
2. Raj, S., Kulshreshtha, S., Jain, A. and Sharma, V. (2026). Extraction and characterization of Himalayan natural plant Fibers for blended textile production. *Vegetos*, DoI: <https://doi.org/10.1007/s42535-026-01731-6>
3. Verma, S., Jain, A., Saxena, A. (2025). *Investigating the Dynamics of Online Reviews, Electronic Word of Mouth and Consumer Purchase Intentions with Respect to E-Tailers*. *Journal of Content, Community & Communication*. <https://doi.org/10.31620/JCCC.12.25/04>
4. Pandhi, S., Kumari, N., Jain, A. and Sharma, V. (2025). Emerging Technologies in Food Safety: AI-Powered, Nano-enabled, and Biosensor-Based Strategies for Rapid Contaminant Detection. *Food Analytical Methods* <https://doi.org/10.1007/s12161-025-02844-5>.
5. Sahu, D., Raj, S., & Jain, A. (2024). Sustainable solutions: Transforming textile waste from design to marketing. *Journal of the Textile Association*, 85(4), 395-400. <https://doi.org/10.5281/zenodo.14604189>
6. Barhate, D., Pathak, S., Singh, B. K., Jain, A., & Dubey, A. K. (2024). A systematic review of machine learning and deep learning approaches in plant species detection. *Smart Agriculture Technology*, 9(October), 100605. <https://doi.org/10.1016/j.atech.2024.100605>
7. Sharma, M., Saxena, A., Jain, A. et al. (2024) Robotic Process Automation in Scholarly Literature: A Bibliometric Review from 2001-2022. *Journal of System and Management Sciences*, Vol. 14 No. 7, pp. 264-282. DOI:10.33168/JSMS.2024.0714
8. Pancholi, G., Saxena, A., Jain, A. et al. (2024) A Bibliometric Analysis of Employee Withdrawal Behaviour: Current Status, Development, and Future Research Directions. *Journal of the Knowledge Economy* DOI:10.1007/s13132-024-02090-w
9. Chourasiya, A., Bhardwaj, A., Saxena, A., & Jain, A. (2023). Revalidation of Super's career stage model with respect to the service industry. *International Journal of Learning and Intellectual Capital*, 20(6), 612-632. <https://doi.org/10.1504/IJLIC.2023.134899>
10. Jain, A., & Mishra, P. (2023, May 8-14). Education 4.0: Revitalizing the Future of Higher Education. *University News: A Weekly Journal of Higher Education*, 61(19), 3-9.
11. Hinchey, M., Jain, A., Kaushik, M. et al. (2023) Guest Editorial: Intelligence for systems and software engineering. 19, 1–4. <https://doi.org/10.1007/s11334-023-00526-1>.

12. Choudhary, A., Jain, A., Gupta, T., & Shah, T. R. (2022). A greener world through Collaborative Consumption of Apparel: An Exploratory Study of consumers' perception and preferences. *Electronic Green Journal*, 1(47). DOI: [10.5070/g314754088](https://doi.org/10.5070/g314754088)
13. Kaur, R., Jain, A. & Sharma, J. (2021), Effectiveness of health risk communication during pandemic: An Explorative Study. *Journal of content, community & communication*, Vol. 14, No. 6, pp. 176-187, ISSN: 2395-7514 (Print), ISSN: 2456-9011 (Online). DOI: [10.31620/jccc.12.21/14](https://doi.org/10.31620/jccc.12.21/14)
14. Shah, T. Shah, T., and Jain, A. (2021), The role of technology readiness in students' perception and behavior towards e-learning technologies, *Int. J. Learning Technology*, Vol. 16, No. 3 (2021), pp.197–224. DOI: [10.1504/ijlt.2021.119468](https://doi.org/10.1504/ijlt.2021.119468)
15. Radhika, R. Jain, A. & Agarwal, R. (2020), Electronic Performance Monitoring: A Literature Review, *Amity Management Review*, Vol. 9, No. 1 &2 (2020), 67-75, ISSN 2230 – 7230.
16. Jain, A. and Kumar, A. (2020), Effectiveness of Make in India Campaign through Sentiment Analysis, *Amity Management Review*, Vol. 6, No. 2 (2017) & Vol. 7 No. 1 & 2 (2018), 22-30, ISSN 2230 – 7230.
17. Mishra, S. and Jain, A. (2019) 'A study of Role Conflict in Higher Education Institutions, *Asian Journal of Multidimensional Research*, Vol. 8, Issue 4, 309-321.
18. Jain, A., Mishra, S. and Yadav, G. (2018) 'Physical, emotional and spiritual health of faculty: an exploratory study', *Int. J. Work Organization and Emotion*, Vol. 9, No. 4, pp.348–361. DOI: [10.1504/IJWOE.2018.097176](https://doi.org/10.1504/IJWOE.2018.097176)
19. Jain, A., Jain, S. & Jain, S. (2017). Customer Engagement through Social Media: Learnings from Hospitality Industry in India. *International Journal of the Computer, the Internet and Management*, 25(2), 41–48.
20. Bhatia, M. Jain, A. (2017) Development of multi-item measurement scale for green consumer behavior. *International Journal of Society Systems Science*, 9(3), 199–221. DOI: <http://dx.doi.org/10.1504/IJSSS.2017.087434>
21. Singh, Vaishali, Jain, Amit and Choraria, Sapna, (2016), Exploring the Role of Complaint Handling among Complaining Consumers, *Vision: The Journal of Business Perspective*, 20, issue 4, p. 331-344. ISSN 0972 2629 DOI: [10.1177/0972262916668739](https://doi.org/10.1177/0972262916668739)
22. Jain, A., Pushplata Goyal, A. Khandelwal, S. & Jain, G. (2015) Socio-Cultural Impact of Film Celebrities on Teenagers: An Empirical Study. *International Journal of Indian Culture and Business Management*, Vol. 11, No. 3, 2015, 308-322 DOI: <http://dx.doi.org/10.1504/IJICBM.2015.071589>
23. Shah, T. and Jain, A. (2015) Customer Oriented Service Culture and its impact on Customer Loyalty in Organized Retail Context. *International Journal of Indian Culture and Business Management*, Vol. 11, No. 1, 23-42. DOI: <http://dx.doi.org/10.1504/IJICBM.2015.070247>
24. Singh, V., Jain, A. (2015) Consumer Trust in Retail: Development of a Multiple Item Scale. *Journal of Economics, Business, and Management* Vol 3. No. 10, 971-976, ISSN 2301-3567. DOI: <http://dx.doi.org/10.7763/JOEBM.2015.V3.318>

25. Bhatia, M. & Jain, A. (2013) Green Marketing: A Study of Consumer Perception and Preferences in India. *Electronic Green Journal*, Vol. 1, Issue 36. ISSN 1076-7975. DOI: <https://doi.org/10.5070/G313618392>
26. Datta, A. & Jain, A. (2017) Millennials' Perception of Work Environment: A climate study Amongst Employees of Hotel Industry. *Synergy Journal of Management*, 19 (1 & 2), 23-30, ISSN 0973-922X.
27. Verma, T. & Jain, A. (2014) Employer Branding: HR Practices for Competitive Advantage. *Synergy Journal of Management*, 15 (1 & 2), 56-64, ISSN 0973-922X.
28. Bhatia, M. & Jain, A. (2014) Consumer Skepticism with respect to Green Claims in Advertisements of real estate sector in India. *Journal of Marketing Vistas*, Vol 3. No. 2., 12-20 ISSN 2249-9067
29. Jain, A., (2010) Celebrity Endorsements in Indian Advertising: Strategy or Trend? *Atharva A Journal of Management Research*, 2(2),21-33. ISSN 2231-4350
30. Jain, A. & Shah, T. (2010) Call Center Executives' Listening Behavior and Customers' Intention to Call. *Ganpat University Faculty of Management Studies Journal of Management and Research (GFJMR)*, 1, 28-49. ISSN 2229-4651
31. Jain, A. & Patel, R. (2010) Effectiveness of celebrity endorsers in various product categories. *Journal of Marketing Trends*, 1(2), 1-11. ISSN 0976-0881
32. Patel, R., Jain, A., & Rathod, R. (2009) An empirical study on Antecedents and consequences of cognitive dissonance while buying electronic products, *Synergy Journal of Management*, 11(2), 45-65, ISSN 0973-922X
33. Jain, A. & Patel, R. (2009) An Empirical Study on Brand Recall Associated with Celebrity Endorsers and Effectiveness of Celebrity Endorsers in Advertisements. *SCOUR*, 3(2), 74 – 85, ISSN 0973-6123
34. Jain, A. & Jain, S. (2006) Consumer Protection in E-services. *Synergy Journal of Management*, 7&8 (1 & 2),1-8, ISSN 0973-922X.
35. Jain, S., & Jain, A. (2006) E-portfolio – A valuable learning and Assessment tool in higher education. *University News*,44(3) 9-12, 17, ISSN 0566-2257.
36. Jain, S., & Jain, A. (2005) Transforming education using e-learning. *Indian Journal of Training and Development*, 35(4), 112-124, ISSN 0971-5592.
37. Jain, A., Raval, M., & Rajyaguru, M. (2005) Acceptability of EBPP amongst individuals, corporate and institutes in Ahmedabad, *E-Business*,6(9), 38-52, ISSN 0972-5180.
38. Jain, A. & Rathod, R. (2005) Distribution and retailing trends in rural markets- a study in villages of Gujarat. *Indian Journal of Marketing*,35(17), 17-20, ISSN 0973 8703.

Case Studies and Book Chapters

39. Choudhary, A., Jain, A., Shah, T. S., Gupta, T., & Kumar, S. (2026). Future Trends in Apparel Consumption Through Collaborative Models: A Systematic Literature Review and Bibliometric Framework. *Industry 5.0's Impact on Economic Innovation*, 221-262. <https://www.igi-global.com/chapter/future-trends-in-apparel-consumption-through-collaborative-models/398070>

40. Jain, A., & Mishra, P. (2025). Mapping the landscape of Internationalization of Higher Education in India: A Bibliometric Study of Trends and Patterns. In *Trends, Internationalization and Regional Developments in Higher Education* (Chapter). Springer. DOI/Book identifier: 10.1007/978-981-96-0473-9
41. Jain, A., & Mishra, P. (2025). The impact of artificial intelligence on learning, teaching, and institutional efficiency in higher education. In Singh. S & Pandey. B. N. (Eds.), *Navigating higher education through NEP 2020: Metrics of excellence and digital virtues* (pp. 393–404). EDSOL Informatics Pvt. Ltd.
42. Verma, S., Jain, A., Pancholi, G., & Saxena, A. (2025). Exploring the Influence of Electronic Word of Mouth on Customer Satisfaction: A Bibliometric Study. In S. Misra, M. Kaushik, A. Jain, & C. Banerjee (Eds.), *Human-Centric AI in Digital Transformation and Entrepreneurship* (pp. 51-76). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-8009-3.ch003>
43. Vismita, P., Jain, A. (2024) Human AI: Intervention for Cognitive Impairment in Children, Reddy, K. (Ed.). (2024). *Principles and Clinical Interventions in Social Cognition*. IGI Global |Pages:15, DOI: 10.4018/979-8-3693-1265-0.ch005
44. [Gundeti, S.](#), [Jain, A.](#) and [Bhatnagar, D.](#) (2023), "Bibliometric Analysis of Film Marketing Research from 1976 to 2021", [Grima, S.](#), et. al. (Eds.) *Digital Transformation, Strategic Resilience, Cyber Security and Risk Management (Contemporary Studies in Economic and Financial Analysis, Vol. 111B)*, Emerald Publishing Limited, Bingley, pp. 153-167. <https://doi.org/10.1108/S1569-37592023000111B011>
45. Choudhary, A., Jain, A., Gupta, T., (2023). Awareness and Acceptability of Collaborative Consumption Platforms Amongst Youth. In Misra, S., Jain, A., Kaushik, M., & Banerjee, C. (Eds.). (2023). *Futuristic Technology Perspectives on Entrepreneurship and Sustainable Innovation*. (pp.) IGI Global. <https://doi.org/10.4018/978-1-6684-5871-6>.
46. Jain, A., Goel, A., Agarwal, R. & Phogat, K. (2015) HT Media Ltd: Forey into Rajasthan Market. In Dhar, U. & Dhar, S. (eds) *Case Method: Learning from Experiences*, (pp. 213-221) New Delhi: Excel Publications. ISBN 978-93-5062-616-0. Also in *Cases in Management: Experiences in India*. JKLU monograph series 03/2012, 36-47
47. Jain, A., Yadav, R., Narang, A., & Varnekar, V. (2015) Eureka Forbes Limited: Revisiting the Direct Sales Model. In Dhar, U. & Dhar, S. (eds) *Case Method: Learning from Experiences*, (pp. 201-206) New Delhi: Excel Publications. ISBN 978-93-5062-616-0. Also in *Cases in Management: Experiences in India*. JKLU monograph series 03/2012, 25-35.
48. Jain, A., Tak, N., Aggarwal, A.K., & Singh, S. (2015) 94.3 My Fm: Creating Differentiation “Dil Se”. In Dhar, U. & Dhar, S. (eds) *Case Method: Learning from Experiences*, (pp. 235-248) New Delhi: Excel Publications. ISBN 978-93-5062-616-0. Also in *Cases in Management: Experiences in India*. JKLU monograph series 01/2011, 69-88. Also Registered with **ECCH (The Case Centre) reference NO. 312-108-1.**
49. Jain, A., Sharma, R., Sharma, A., & Meel, P. (2015) Akshaya Patra: Enabling Hunger-Free Education. In Dhar, U. & Dhar, S. (eds) *Case Method: Learning from Experiences*, (pp. 273-280) New Delhi: Excel Publications. ISBN 978-93-5062-616-0. Also in *Cases in Management: Experiences in India*. JKLU monograph series 01/2011, 90-102.

50. Bhatia, M. & Jain, A. (2013) Creating Green Awareness in Real Estate: A Case study of Sangath Group, India. *GFJMR, Bi-annual Refereed Journal for Management Research*, vol. 6, 93-98. ISSN 2229-4651.
51. Datta, A. and Jain, A. (2017), "Influence of perceived organizational climate on the turnover tendency of premium hotel employees", Bhatia, M. et. al. (Eds) *Green, Growth, Globalization, and Governance: Challenges and Opportunities*, Cambridge Scientific Publishers, 63-80, ISBN 978-1-908106-62-9
52. Ghosh, D. & Jain, A. (2016) "Green Marketing and Green Consciousness in India", Lewis, T. (Ed.). (2016). *Green Asia: Ecocultures, Sustainable Lifestyles, and Ethical Consumption*. **Routledge**, 37-50. ISBN 131752473X, 9781317524731 Part of DOI: [10.4324/9781315722351](https://doi.org/10.4324/9781315722351)
53. Rahul Agarwal and Amit Jain (2016) "Student Engagement through Social Media: A reality check amongst Indian Private Universities, Growth Globalization and Governance: Promises and Challenges, **Emerald Group Publishing**: New Delhi", 28-43, 2016, ISBN: 9780992680060
54. Verma Tannu and Jain Amit (2015) Dimensions and Underlying Attributes Determining Employer Attractiveness in the Indian Context. *Emerging Trends in Business and Economy*, eds. Jain, Swati et. al. Excel Books: New Delhi, 162-177, ISBN 978-93-5062-614-6.
55. Rathod, R. and Jain A., (2012) "Organizational Commitment and Job Satisfaction: An Empirical Study with Reference to Teachers of Postgraduate Departments of Sardar Patel University". *Enhancing Competitiveness through Human Capital and Operation Management*, (Eds) Sameer S. Pingle & Pawan K. Chugan, Excel India Publications: New Delhi., pp. 12-24. ISBN no 978-93-81361-73-3.
56. Jain, A. & Sorathiya, P. (2008) Analysis of tourist behavior and key marketing factors for ecotourism in Ranade, P.S.(Ed.) *Ecotourism: Focus on wildlife and local communities*, Hyderabad, ICFAI books (pp. 250-263), ISBN 978-81-314-1937-3
57. Jain, A., Raval, M., & Rajyaguru, M. (2006) Electronic bill payment and presentment. In Bose, J. (ed.), *e-banking in India- The paradigm shift*, Hyderabad, ICFAI Professional Reference series (pp. 93-115), ISBN81-314-0472-2.

Books

58. Misra, S., Jain, A., Kaushik, M., Banerjee, C., & Mutha, R. (Eds.). (2026). *Deep learning applications in operations research*. Taylor & Francis.
59. Misra, S., Kaushik, M., Jain, A., & Banerjee, C. (Eds.) (2025), *Human-centric AI in Digital Transformation and Entrepreneurship*, IGI Global. ISBN: 9798369380109
60. Misra, S., Kaushik, M., Jain, A., Banerjee, C., & Singh, Y. (Eds.) (2024), *Advanced Intelligence Systems and Innovation in Entrepreneurship*, IGI Global. ISBN: 9798369307915

61. Misra, S., Jain, A., Kaushik, M., & Banerjee, C. (Eds.). (2023). Futuristic Technology Perspectives on Entrepreneurship and Sustainable Innovation. IGI Global. <https://doi.org/10.4018/978-1-6684-5871-6>.
62. Misra, S., Jain, A., Kaushik, M., & Banerjee, C. (Eds.) (2023) Advances in Intelligent Applications and Innovative Approach (AIAIA 2022). *AIP Conference Proceedings*; 2760 (1): 010001. <https://doi.org/10.1063/12.0017640>
63. Rathod, R., & Jain A., (2011) Retail at Crossroads: Strategies for Success. New Delhi: Excel Publications. ISBN No. 978-81-7446-926-7

Conference Proceedings

64. Radhika, R., & Jain, A. (2023, June). A study on learning orientation and online training effectiveness in the IT sector and its impact on employee performance. In *AIP Conference Proceedings* (Vol. 2760, No. 1). AIP Publishing. <https://doi.org/10.1063/5.0148961>
65. Singh Vaishali and Jain Amit (2014) Consumer Trust in Retail: Development of a multiple-item scale. *Proceedings of the International Conference on Business, Marketing and Management (ICBMM) 2014*, Hong Kong, November 8-10, 2014, 228-233.
66. Bhatia, M., Jain, A., Machhi A., Dodiya, R. (2014) Impact of Green Marketing Tools on Consumers' buying behavior. *Shodh Darpan*, JKL Monograph Series 04/2014, 34-45.
67. Pathak, M. & Jain, A. (2013) Marketing of Library and Information Services: A Study of Librarians' Perceptions. *Knowledge, Library and Information Networking, Naclin 2013 eds Kaul, H.K., Singh, D. and Kaul, S.* Delnet: New Delhi, 27-40. ISBN 978-93-82735-02-1.
68. Jain, A. & Ambavale, R. (2013) Developing People through Emotional Competence. *Prerna, Souvenir Regional Convention by ISTD and JK Lakshmipat University*, 18-23.
69. Jain, A. & Aagja J., (2011) "Effectiveness of Health-Related Public Service Advertising Campaigns", *Proceedings of 12th International Conference of Society for Global Business and Economic Development*, Singapore. 2051-2058. ISBN 978-0-9837898-02.
70. Shah, T. & Jain, A. (2010) Effectiveness of OTC drug Advertising and its Impact on Consumer Behavior. *Proceedings of International Conference on Management and Finance (IRCMF) 2010*, University of Colombo, 304-312.
71. Jain, A., Patel, R. & Rathod, R. (2007) Pre-consumption and post-consumption cognitive dissonance in high high-end electronic products consumption. In Jaiswal, A. (ed) *Proceeds of the conference on Research in Marketing organized by IIM- Ahmedabad* (pp. 284-287)

Copyrights and Patents

72. Verma, S. and Jain, A. (2024) Research tool to study the impact of E-WOM on Consumer Purchase intentions with respect to E-Tailers. Copyright Registration No. L-155273/2024 Copyright office, Government of India.

73. Gugnani. A, Kushwaha, N., Jain, A. Aseri, G.K., et al (2024) Physiotherapy Equipment for Hand Exercise with Rotation counter. Certificate of Registration of Design No. 416501-001, The Patent office, Govt of India.
74. Choudhary, A., A, Jain, A. (2024) Instrument to assess willingness and acceptability of collaborative consumption of Apparel. Copyright Registration NO. L-147205/2024. Copyright office, Government of India.

Review and Articles

75. Jain, A. (2026, June 19). *AI literacy vs employability: Why India must redefine the purpose of higher education*. Indian Express Education. <https://education.indianexpress.com/career/ai-literacy-vs-employability-why-india-must-redefine-the-purpose-of-higher-education-2535693>
76. Jain, A. (2024, November 25). *Bridging the skills gap in the age of AI: How can India's youth be prepared for today's jobs?* News18. <https://www.news18.com/education-career/bridging-the-skills-gap-in-the-age-of-ai-how-can-indias-youth-be-prepared-for-todays-jobs-ws-e-9781131.html>
77. Jain, A. (September 2024) EDUCATION 4.0: Bridging the Gap in Education Disparity and Enhancing Access to Quality Higher Education, Ingenious YUVA. Year -2/Vol-05, Page 44.
78. Jain, A. (2011) [Review of the book *Marketing Management; Global Perspective Indian Context 4e* by V S Ramaswami & S Namakumari Indian Journal of Training and Development. 41(3), 81-82.

Papers Presented at National and International Conferences:

International Conferences

1. "Consumer Preferences and Sustainable Consumption in the Apparel Industry: A Study on Collaborative and Regenerative Design Approaches" on 16 April 2026 at the IFFTI 2026 Annual Conference, hosted by RMIT University Vietnam. (Presented by Co-Author)
2. Intercultural Cooperation Strategies in the Context of the World Educational Space: Experience and Prospects" at XI International Scientific and Practical Conference held on 9-11 October 2024, organized by Ministry of Science and Higher Education of the Russian Federation, Udmurt State University (Online). (Presented by Co-Author)
3. "Emerging Trends in Multi-Disciplinary Research (ETMDR_2021)" at 2nd International Online Conference, June 28-30, 2021, organized by Poornima University Jaipur.
4. "A study on Emotional Intelligence of Faculty in Higher Education", 9th conference on Excellence in Research and Education (CERE 2018), May 3-6, 2018, organized by IIM Indore.
5. "Influence of perceived organizational climate on the turnover tendency of premium hotel employees", Green, Growth, Globalization, and Governance: Challenges and Opportunities, February 3, 2017, jointly organized by JKL & St. Cloud State University USA.

6. "Student Engagement through social media: A reality check amongst Indian Private Universities", Growth Globalization and Governance: Promises and Challenges, January 22-24, 2016, jointly organized by JKLU, St. Cloud State University USA and Szechenyi Istvan University, Hungary.
7. "Customer Engagement through Social Media: Learnings from Hospitality Industry in India", The Thirteenth International Conference on eLearning for Knowledge-Based Society, December 15, 2016, Thailand.
8. "Consumer Trust in Retail: Development of a Multiple Item Scale", International Conference on Business, Marketing and Management (ICBMM) 2014, Hong Kong, November 8-10, 2014.
9. "Green Marketing as a means to align corporate and philanthropic goals of wealthy corporates in India". International Conference on Give and Take: The Newly Rich and Social Conscience in India and China, Indian Ocean, and South Asia Research Network (IOSARN), University of Technology, Sydney, Australia, September 6, 2012.
10. "Effectiveness of Health-Related Public Service Advertising Campaigns" presented at the 12th International Conference of Society for Global Business and Economic Development, Singapore, organized by Singapore Management University and Montclair State University USA, July 21-23, 2011.
11. "Concept, Origin, and Antecedents of Consumer Complaint Intention" International conference on Growth Globalization and Governance: Promises and Challenges 2025 and beyond, December 19-21, 2014, jointly organized by JKLU and St. Cloud State University USA.
12. "Dimensions and Underlying attributes of Employer Attractiveness in Indian Context", International Conference on Emerging Trends in Business and Economy: Mapping the way Ahead, Jaipur February 14-15, 2014. Awarded as the best paper on the track.
13. "Organizational Commitment and Job Satisfaction: An Empirical Study with Reference to Teachers of Postgraduate Departments of Sardar Patel University" in 15th International Conference on Global Recession to Global Recovery: Opportunities, Challenges, and Strategies for Sustainable Growth organized by Institute of Management, Nirma University, Ahmedabad, 5-7 January 2012.
14. "Effectiveness of Satellite Learning in India", presented at 7th International Conference on IT and Management organized by JK Lakshmipat University & Korea Database Society (Hanyang University, Korea) at Jaipur, December 28-29, 2011.
15. "An empirical study on Effectiveness of Celebrity endorsers amongst consumers" at an international seminar on Bollywood's soft power organized by IIT Kharagpur in collaboration with the Shastri Indo-Canadian Institute (SICI) Delhi. (December 13-15, 2009)
16. "Pre-consumption and post-consumption cognitive dissonance in high high-end electronic products consumption at the international conference on Research in Marketing organized by IIM- Ahmedabad on 3-5 January 2007.

National Conferences

17. "Marketing of Library and Information Services: A Study of Librarians' Perceptions", 16th National Convention on Knowledge, Library and Information Networking (NACLIN 2013), Jaipur December 10-12, 2013.
18. "Health Promotion through Mass Media: Special Focus on the Internet", Shodh 2013 Doctoral Conference, JK Lakshmipat University, Jaipur, July 6, 2013 (Presented by Coauthor Rohit Jain).
19. "Impact of green marketing tools on Consumers' Buying Behavior", Shodh 2013 Doctoral Conference, JK Lakshmipat University, Jaipur, July 6, 2013 (Presented by Coauthor Mayank Bhatia).
20. "A comparative study on the effectiveness of celebrity endorsers and customers' intention to buy amongst rural and urban consumers, National seminar on Understanding Rural Consumers at Sardar Patel University, Gujarat, Feb 2, 2013.
21. "A study on the impact of call centre executives listening behaviour on customers' intention to call" presented at GNU-FMS conference on emerging management perspectives-2010, Ganpat University. The paper got the Best Research Paper award (3rd Prize).
22. "e-portfolio a valuable tool facilitating learning and assessment in information era" at National Seminar on RTI and Consumer Protection, organized by G H Patel Postgraduate Institute of Management, Sardar Patel University, VallabhVidya Nagar Gujarat (Dec. 2007).
23. "Consumer Rights awareness and consumerism- A study of a technology and management institute." at a UGC-sponsored national conference on the theme "Consumer Research in India" organized by G H Patel Postgraduate Institute of Management, Sardar Patel University, Vallabh Vidyanagar Gujarat (19 and 20th January 2007).
24. "Awareness regarding tourism and tourism-related activities- a study of Gujarat" at a UGC-sponsored national conference on the theme "consumer Research in India" organized by G H Patel Postgraduate Institute of Management, Sardar Patel University, VallabhVidya Nagar Gujarat (19 and 20th January 2007).
25. "Driving a learner from information to knowledge: convergence of e-learning and Knowledge management" at National Conference organized by Srimad Rajchandra Institute of Management and Computer Applications, South Gujarat University (April 29, 30th 2006).
26. "E-services and Strategies for sustainable growth" at Anvesh- national conference organized by Nirma University- Institute of Management (March 2006).
27. "Technology readiness amongst B-School students" at a national conference organized by ICFAI Business School Ahmedabad (February 2006).
28. "Consumer protection in e-services" at a UGC-sponsored national seminar organized by G H Patel Postgraduate Institute of Management, Sardar Patel University, Vallabh Vidyanagar Gujarat (February 2006).
29. "e-portfolio a valuable tool connecting faculty employer and students" at E-biz summit national seminar and paper presentation contest organized by SEMCOM (CVM) the paper was adjudged as one of the best-presented papers and was awarded a cash prize (January 2006).

30. “Culture and Organization- A study of domestic and international call centers in Ahmedabad” at National HR conference organized by ITM-Institute for Technology and Management, Mumbai (Nov 2004).

PhD. Guidance/Supervision

1. Collaborative Consumption in Apparel: An Exploratory Study, Abhishek Choudhary, Amity University Rajasthan (Jan 2025).
2. Impact of Electronic Word of Mouth on Consumer Purchase Intentions with respect to E-tailors, Sumit Verma, Amity University Rajasthan (Jan 2025).
3. Impact of emotional intelligence on role conflicts and its consequences on the members of business and management faculty in higher education, Ms. Shruti Mishra, Manipal University Jaipur (May 18, 2020).
4. A study on the Emotional competence of salespeople in organized retail in major cities of Gujarat, Riddhi Ambawale, Gujarat Technological University (April 2018).
5. Effect of Consumer Complaint Intention and Effective complaint handling on Consumer Trust and retention: A study with reference to the retail sector, Vaishali Singh, JK Lakshmipat University (July 2017).
6. Impact of green marketing practices on consumer purchase behavior (A study with reference to consumer durable goods in India), Mayank Bhatia, JK Lakshmipat University (Oct 2017).

Funded Projects and Consulting

1. Study on Performance of different industries in Rajasthan, Grant Supported by the Institute of Chartered Accountants of India (ICAI) funding amount 6.94 Lacs (July 2023).
2. Handled a project as Co-PI on Impact assessment of Project School in a Box, Sponsored by HDFC Bank and implemented by Moinee Foundation at Jaipur and Bassi locations of Rajasthan state. (Year-2021-2022, Total Outlay 50000/-)

EDP/ MDP/ FDP/Training Programs Conducted:

Conducted Training Programmes for organizations in Finance, Pharmaceuticals, Banking, Retail, Manufacturing, IT-BPO, Export, Clinical Research, and Education on topics related to General Management, Marketing, Sales, Customer Relationship Management, Managerial Effectiveness, Leadership, Communication and presentation skills, and Personality Development.

1. Delivered a training session on “First Time Managers”, on July 03, 2026, during MDP organized by Amity University Rajasthan for Wonder Home Finance.

2. Delivered a training session on “Ethical Use of AI in research and studies”, on June 15, 2026, during FDP organized by AIUAADC Amity University Rajasthan.
3. Conducted a training session on “AI in Education”, on May 11, 2026, during FDP organized by AIUAADC Amity University Rajasthan.
4. Conducted a training session for students from MIT Pune, on April 06 & 28, 2026.
5. Conducted a training session under Train the Trainer programme for Central Bank of India, on March 18 & 25, 2026.
6. Conducted a training session on Team Building for the managerial-level staff of Waheguru Travels, including participants based in India and overseas, on January 10, 2026.
7. Delivered a Session on Yuva Kaushal & Netrutva at the 17th Tribal Youth Exchange Program by Ministry of Youth Affairs and Sports at Amity University Rajasthan on Jan 22, 2026, at AUR.
8. Delivered an online training session under Train the Trainer program organized by Indian Society for Training and Development on Understanding Training Needs: - Identifying Training needs and gaps, on September 25, 2025.
9. Delivered a Training Session in MDP for Wonder Home Finance at Amity University Rajasthan on September 19, 2025, at AUR.
10. Moderated a panel discussion on “Research Challenges and Solutions in Tourism and Hospitality”, on July 11th, 2025, during FDP organized by AIUAADC Amity University Rajasthan.
11. Delivered a Training Session for Wonder Home Finance at Amity University Rajasthan on July 11, 2025, at AUR.
12. Delivered a session on topic “Navigating the startup Ecosystem: From Ideation to Success” on May 12th, 2025, at Department of Business Management, Sardar Patel University
13. Delivered a Training Session on the Topic “Managerial Excellence” for Wonder Home Finance at Amity University Rajasthan on May 9-10, 2025, at AUR.
14. Delivered a training session in 4 Days Certified Training program on TRAIN THE TRAINER, on the topic: “Training needs and gaps”, organized by ISTD on February 24th, 2025.
15. Designed and delivered an FDP on “Leadership Skill in Academics and Administration, Self Care and Work Life Balance”, organized at Amity University Rajasthan from February 10-14th, 2025.
16. Conducted a session on topic “Youth & Leadership” under National Integration Camp 2025 organized at Amity University Rajasthan on February 6th, 2025.
17. Delivered a Training Session on the Topic “Planning and Goal setting for Managerial Effectiveness for Wonder Home Finance at Amity University Rajasthan on December 13-14, 2024, at AUR.
18. Delivered a Training Session in 2-days Residential Training Programme for Celebal Technologies Pvt. Ltd., at Amity University Rajasthan on November 29- 30th, 2024.

19. Delivered a Training Session on the Topic “Planning and Goal setting for Managerial Effectiveness for Wonder Home Finance at Amity University Rajasthan on October 4, 2024, at AUR.
20. Conducted a session on “Design to Delight: Crafting Products with user Experience and Ergonomics in Mind” under ‘IDE Bootcamp 2nd Edition Phase II, organized by Amity Innovation Incubator (AII) supported by AICTE & MoE on Sep 26th, 2024.
21. Conducted a session on “The Learning, Training & Development Function: Managing & Organizations, aligning training to Business” under ‘Train the Trainer’ program organized by ISTD, New Delhi on Sep 25th, 2024.
22. Conducted a session on "Craft Retail and Marketing” during Crafts Business Accelerator Program 2024 at IIM Udaipur on September 20th, 2024.
23. Delivered a Training Session on the Topic “Planning and Goal setting for Managerial Effectiveness for Wonder Home Finance at Amity University Rajasthan on August 2, 2024, at AUR.
24. Delivered a Training Session on the Topic “Team Performance & Work Culture” for GAIL India Ltd. On June 9th, 2024.
25. Delivered a Training Session on the Topic “Planning and Goal setting for Managerial Effectiveness for Wonder Home Finance at Amity University Rajasthan on June 8th, 2024, at AUR.
26. Conducted a workshop on the Topic: “Addressing to mental wellbeing of students and challenges faced by them” for School Principals and Teachers on May 19, 2024, at Hotel Ramada Jaipur.
27. Conducted Session on Navigating the Startup Eco System at Rajasthan International Centre for 300+ School students. The session preceded the session of Ritesh Agrawal (OYO) and Ashneer Grover organized by SMC on May 19, 2024.
28. Conducted Session on Academic Leadership for 300+ Principals and Teachers during PAAI Conclave and Awards on May 11, 2024.
29. Conducted a workshop on “Wellness in Education: Balancing in Academic Excellence with Student Well-Being” for School Principals and Teachers on March 3, 2024, at Jodhpur.
30. Conducted a workshop on Decision Making for Students of MIT WPU Pune on April 1, 2024, during the 12-day Leadership Development program at Amity University Rajasthan.
31. Delivered Sessions Management and Organization of Training and Development and Preparing Sessions and Learning Plan during the Certified Trainer Programme from July 26-29, 2023, organized by ISTD.
32. Delivered session in a two-day Training Program on “Work-Life Balance" at Gail Training Institute, Jaipur on July 4-5, 2023.
33. Programme Director and Trainer for 4 Days Train the Trainer Programme organized by ISTD from September 27-30, 2022.
34. Delivered a session on "Communication Skills & Personality Development” for GAIL’s non-executives on 15-16 July 2022.

35. “Conducted a session on Managing Change and Technology Intervention during Leadership Development Program” on Dec 2, 2021, organized by ISTD.
36. Delivered a session on the Topic "Technological Innovation for Sustainable Business" under Joint Online FDP with IEEE subsection On Emerging Technology for Sustainable Development on Sept 20, 2021, organized by Amity University Rajasthan.
37. Delivered a session on "Sustainable fashion through collaborative consumption of apparel" in a five-day FDP “Sustainable Design & Technology” on July 26, 2021, organized by Amity University Jaipur.
38. Delivered a session on “Experiential Training Methods” during the Certified Trainer Programme on July 21, 2021, organized by ISTD.
39. Delivered a session on “Case Method of Teaching” during a five-day FDP on June 22, 2021, organized by Amity University Jaipur.
40. Delivered an expert session on Strategic Leadership for Academic Excellence during Five Days ATAL Online FDP on May 18, 2021, organized by the Department of Management, Central University of Rajasthan.
41. Conducted a Workshop on “Building Employability Skills of Students “on 21st May 2020.
42. Conducted a Research Methodology workshop on “Advances in Research Methods in Management and Social Sciences” along with Dr. Manoj Kumar Das, Oct 2020.
43. Conducted workshop with the Sales Team of Patanjali Ayurveda Ltd. On "Leadership in a VUCA (Volatile, Uncertain, Complex and Uncertain) World", on 7 Oct 2020.
44. Panelist for a Session on "Advanced Tools and Techniques used in Research: Concept and Overview "along with Dr Manoj K. Dash (Associate Prof. & Dean, Khalikote University Odisha, ABVIITM (On- Lien) on 14th Aug 2020 organized by AUR.
45. Delivered a session at National Counsellors Meet 2020 on “Enhancing Personal Effectiveness Through Coaching and Counselling in the 21st Century and Discuss the Role and Challenges Faced by the school Counsellors” on 18 Jan 2020 organized by AUR.
46. Conducted Workshop on case writing for FMS, IRM Jaipur July 16, 2019.
47. Conducted Workshop on Research Methodology for National Council for Hotel Management and Catering Technology (NCHMCT), Govt. Of India, Feb 26, 2019.
48. Conducted Workshop on Research Methodology for National Council for Hotel Management and Catering Technology, Noida, August 13-14, 2018.
49. Conducted Training sessions on Women's Enterprise Development for participants from 23 countries. The Programme was facilitated by NIESBUD, an autonomous institution under the Ministry of Skill Development and Entrepreneurship, Govt. of India, on January 18, 2018.
50. Conducted a session on Managerial Effectiveness for section heads of Hotel Clarks Amer Jaipur, on Dec 7, 2017.

51. Conducted One-day Training on Sales Strategies and Metrics for Marketing Performance for Export Credit Guarantee Corporation (ECGC) Jaipur on November 20, 2015.
52. Conducted 3-day MDP on Building Skills for Effective Selling at JK Lakshmipat University, Jaipur, July 30- August 1, 2015.
53. Conducted Sessions on Creating Customer Value & Customer Value Proposition in 5 Days MDP conducted for JK Tyre, December 10-11, 2014.
54. Conducted Sessions on Creating Customer Value & Customer Value Proposition in 5 Days MDP conducted for JK Tyre, November 17-21, 2014.
55. Conducted MDP on Advanced Selling Skills for Gravita India Ltd, August 25-26, 2014.
56. Conducted a module on Communication Skills for 3 days MDP on Managerial Effectiveness at JK Lakshmipat University, February 10-12, 2014.
57. Invited as an expert for the seminar on Career Preference Profile for Success in Life at Sujangarh, Rajasthan, February 1, 2014.
58. Conducted Seminar in association with JCI, VV Nagar on the theme Developing Self and Shaping Career, VallabhVidya Nagar, Gujarat, January 24, 2014.
59. Conducted 3 Days MDP on Building Skills for Effective Selling at JK Lakshmipat University, Jaipur, August 12-14, 2013.
60. Conducted session on Facts V/s Inferences in 2 days open house MDP at JK Lakshmipat University, Jaipur, July 19, 2013.
61. Conducted MDP on Leadership and Management Skills for Sales Officers of JK Tyre and Industries (Marketing and Sales Module) at JK Lakshmipat University Jaipur, May 13-17, 2013.
62. Conducted MDP on Leadership and Management Skills for Euro India Foods, Surat, March 2, 2013.
63. Conducted MDP on Leadership and Management Skills for Sales Officers of JK Tyre and Industries (Marketing and Sales Module) at JK Lakshmipat University Jaipur, January 14-18, 2013.
64. Conducted Session on Team Building in 3 Days MDP on Leadership and Team Building Skills at JK Lakshmipat University, November 7, 2012.
65. Designed and conducted MDP on Leadership and Management Skills for school Principals, at JK Lakshmipat University Jaipur, October 18-20, 2012.
66. Conducted Session on Communication Process and Listening Skills in 2 days MDP at JK Lakshmipat University, July 6, 2012.
67. Designed and conducted MDP on “Building Skills for Effective Selling”, at JK Lakshmipat University, November 28-29, 2011.
68. Designed and conducted MDP on Leadership and Management Skills for school Principals, at JK Lakshmipat University Jaipur, October 10-12, 2011.

69. Designed and conducted MDP on Effective Selling Skills for IDBI Bank on September 26, 2011.
70. Designed and conducted MDP on Leadership and Management Skills for school Principals, at JK Lakshmipat University Jaipur, February 17-19, 2011.
71. Designed and conducted MDP on “Building Skills for Effective Selling”, at JK Lakshmipat University, January 10-11, 2011.
72. Conducted more than 45 training Programs on Marketing Orientation, selling effectiveness, Aggressive selling, changing patterns of consumer behaviour to retain and attract customers, communication skills, Motivation and time management, and Presentation skills for Deputy General Managers, Senior Branch managers, Branch Managers, and Marketing officers of Bank of Baroda at Bank of Baroda Staff College, Ahmedabad. (2007-2009)
73. Conducted training program on managerial effectiveness and selling skills for RSM, ASM of Trimurti FoodTech Pvt. Ltd. (June 2010)
74. Conducted EDP on communication skills for chief managers of Bank of Baroda (April 2010)
75. Conducted workshop on the Case method of teaching and case development for all Indian trainers of Bank of Baroda (April 2010)
76. Conducted workshop on research methodology for trainers of Bank of Baroda (April 2010)
77. Designed and conducted the 3-day Executive Development Programme for Marketing Officers of Bank of Baroda.
78. Conducted a one-day training program on Selling effectiveness for RSM, ASM, and Sales executives of Natraj Cold Storage and Foods Pvt. Ltd.
79. Conducted a one-day training program on managerial effectiveness for regional sales managers and Area Sales Managers of Natraj Cold Storage and Foods Pvt. Ltd.
80. Training program on Managerial Effectiveness at Veeda Clinical Research, Ahmedabad for Senior and middle-level managers, and executives.
81. Conducted an In-house training program on Selling for Medical representatives and marketing officers at Claris Life Sciences Ahmedabad.
82. Conducted training program for Frontline sales executives and managers on selling strategies for e-mall InfoTech Pvt. Ltd.
83. Conducted training sessions on Positive attitude and goal setting for the corporate training program at Hi-tech Exports Ahmedabad.
84. Training session on selling effectiveness for tele sales executives at Unique-com BPO Ahmedabad.
85. Conducted an In-house corporate training program on effective selling for all India Sales staff including Sales Managers and executives at ACT InfoTech Ahmedabad

86. Conducted training program on managerial effectiveness for employees of Ratnamani Metals and Tubes Ltd., Swisser Instruments, and Icon Associates.
87. Conducted Session on Marketing Research for Diploma in Management course run for working executives at Ahmedabad Management Association (AMA) (Nov. 7, 2007)

Awards/Recognitions:

- Awarded with PSM Rashtriya Shiksha Ratna Samman Award 2024 by Prithvi Abhyuday Educators Association India (PAAI) in May 2024.
- Awarded Higher Education Leader of the Year during the 9th Edu Leader's Summit and Awards 2023 powered by Brain Wonders on 1st December 2023 at Hotel Clarks Amer, Jaipur.
- Awarded for Leadership Excellence by ITSr Foundation and Institution of Engineers (India) on September 24, 2023.
- Awarded with Leadership Excellence award by First India News during Education Summit on July 9, 2023.
- Elected as National Council Member of the Indian Society for Training and Development (ISTD), New Delhi for Term 2020 to 2022 on Sept 2020.
- Honorary Visiting Professor, University of Technology, Sydney (2012), Szechenyi Istvan University, Hungary (2015), Selye Janos University, Slovakia (2017).
- Best Paper Award for the paper titled "Dimensions and Underlying Attributes of Employer Attractiveness in Indian Context", at International Conference on Emerging Trends in Business and Economy: Mapping the Way Ahead, Jaipur February 14-15, 2014.
- Won Best Research Paper Award (3rd Prize) for the paper "A study on the impact of call centre executives listening behaviour on customers' intention to call" " presented at GNU-FMS conference on emerging management perspectives, Ganpat University. (March 2010).
- Won Cash prize for the paper "E-portfolio a valuable tool connecting faculty employer and students" The paper was adjudged as the third best-presented paper at the E-biz Summit national seminar and paper presentation contest organized by SEMCOM (Charotar Vidya Mandal).

Seminars, Workshops, Keynote, and Sessions chaired:

1. Participated as an Invited Panelist for a Session on "Reimagining Education for Viksit Bharat 2047", at Suresh Gyan Vihar University on 16–18 June 2026
2. Invited as Panel Member for a Session on "Reimagining Universities for AI-Ready Talent, Employability and Global Competitiveness," at the Jaipur Marriott Hotel. on 8th June, 2026.
3. Invited for the First meeting of the Panel on "Education and Skills " by Confederation of Indian Industries, Jaipur on 30th April, 2026.

4. Conducted an Intercultural Marketing session for management students of Ravensburg-Weingarten University, Germany, on 23 April 2026 during the Namaste@RWU event.
5. Invited as a Special Guest in Inter Collegiate Youth Festival at Sardar Patel University on 20th Sep, 2025
6. Presided over the inaugural ceremony of FDP on “Academic Leadership and Excellence”, conducted under AIU-AUR- Amity University Rajasthan on September 15, 2025.
7. Invited as Keynote Speaker in Rajasthan Business Summit and awards by Economic Times on 29th Aug, 2025
8. Chaired as “Special Guest and Session Chair” at the online International Conference on Issues and Challenges in Doctoral Research ICICDR-2023) on August 25, 2025, organized by World Academy of Doctorates.
9. Invited as speaker on the topic “Success 2030: Who are we really educating for” in Global Edu Fest organized by ScooNews on Aug 1, 2025 at Clarks Amer Jaipur.
10. Invited as guest of honor in DMPL organized at RIC from 25-27 July, 2025.
11. Guest speaker for a Podcast Session by Edunext on 26th July 2025.
12. Invited as Keynote Speaker in Dainik Bhaskar Meritorious award and felicitated the students at RIC Jaipur – 21-23 July, 2025.
13. Invited as Keynote Speaker in Rajasthan Patrika Meritorious award and facilitated the students at RIC Jaipur – 10-13 July, 2025.
14. Virtual participation in Seventy Fourth AIMA Leader Speak Session on "Innovation Strategy" on June 10th, 2025.
15. Guest of honour at Campus Chowk MYFM organized from May 9-11 2025 at RIC Jaipur.
16. Guest of Honour at Rajasthan Patrika Edu fest -May 16-18 at Jaipur.
17. Speaker at Shiksha Mahotsav Edu Fair at Radisson Jaipur and guided students on career planning and networking opportunities on 4th May 2025.
18. Chaired a session on 3rd May 2025 in Dainik Bhaskar Edu Expo: held at Birla Auditorium, Jaipur from 2nd to 4th May 2025.
19. Participated in an online AI & Higher Education- knowledge session focused on the Transformative Impact of Artificial Intelligence (AI) on Higher Education by AIMA Vice Chancellors Council on April 25th, 2025.
20. Invited as Panelist for a meeting of CII Rajasthan Panel on “**Education and Skills for Year 2025-26**”, by Confederation of Indian Industry (CII)- Rajasthan on April 22nd, 2025, at CII Centre Jaipur.

21. Presided over the inaugural ceremony of FDP on “Usage of Smart Tools in Qualitative and Quantitative Research”, conducted under AIU-AUR-AADC by Amity Business School on April 21st, 2025.
22. Guest of Honor at SMC (Sort My College) Summit 2.0 on April 18-20th, 2025 where Amity University Jaipur was a knowledge partner to provide a platform for students to learn, network, and gain valuable perspectives for their future academic and professional journeys.
23. Attended **Nivesh Utsav: "Rising Rajasthan Impact 1.0"**, by The Industries Department, Government of Rajasthan on March 31st, 2025, at Hotel Clarks Amer, Jaipur.
24. Panelist at **Higher Education Leaders Roundtable** in association with **D2L** discussions on "Enhancing Student Engagement Through Strategic Content in Higher Education", on March 21st, 2025, at The Lalit, Jaipur.
25. Panelist at Round Table Meet on **"Bridging the Skilling Gap: Aligning Education with Industry 4.0"**, by ASSOCHAM Rajasthan on March 12th, 2025, at The Lalit, Jaipur.
26. Participated in Rajasthan State Annual Session & Conference on Rajasthan Rising: Innovation, Investments and Growth, February 27th, 2025, at Jaipur.
27. Invited as Patron and delivered keynote address in the International Conference on “Mental Health, Hygiene and Nutritional Literacy among Youths”, by Deen Dayal Upadhyay Gorakhpur University, Gorakhpur, on February 8th, 2025.
28. Invited for Round Table Discussion on Developing AVGC-XR Talents on National Startup Day by ASSOCHAM Rajasthan in collaboration with iStart Rajasthan, DoIT&C, Government of Rajasthan & NVIDIA, on January 16th, 2025.
29. Participated in 3 day - Rising Rajasthan Global Investment Summit 2024: Jaipur Exhibition & Convention Centre (JECC), Jaipur, addressed by **Hon’ble PM NARENDRA MODI**, at JECC, Sitapura, Jaipur on December 9th, 2024.
30. Speaker for a roundtable discussion, focusing on the Building the Next-Gen Universities: Tech-Enabled, Industry-Oriented, and Outcome-Focused by hosted by ETEducation and NxtWave at The Lalit Hotel, Jaipur on December 5th, 2024.
31. Participated in Rising Rajasthan Information Technology and Startup Pre-Summit, addressed by **Col Rajyavardhan Singh Rathore**, Hon’ble Minister for Industries and Commerce, IT & Communication, Government of Rajasthan, organized by Government of Rajasthan in association with CII on November 12th, 2024, at JECC, Jaipur, Rajasthan.
32. Chaired a session at **TEK Connect 2024** organized by REPC, the Department of Industries, Vigyan Bharti, CSIR-CEERI, FORTI, and Poornima College of Engineering at Poornima College of Engineering, Sitapura, Jaipur on October 25th, 2024.
33. Guest of Honor at Indo International Achievers Journey Award and World Record Achievements on 6th October 2024 at RIC Jaipur.
34. Chief Guest for the Exhibition-Cum Competition on “Gender Equality Perspectives: Through Painting and Photography “on September 06, 2024, at AUR.

35. Chaired a session in 12th International Conference on “Issues and Challenges in Doctoral Research (ICICDR-2024) and World Doctorates Day on Aug 23, 2024.
36. Felicitated by Institute of Chartered Accountants of India during Global Education Summit on Commerce & Accountancy (GESCA) 2024, on 5th & 6th July 2024 at The Ashok Hotel, Chanakyapuri, New Delhi.
37. Chief Guest at the annual day celebration at the Sanctum World School, JEC Campus, Kukas, Delhi Road, Jaipur on April 6, 2024.
38. Panelist at a Round Table on “Alliance for Happiness in Academics –AHA” by Jaipuria Institute of Management, Jaipur on March 16th, 2024.
39. Attended a Business session and Public Session on the theme: "To Make Rajasthan a GSDP of US\$ 350 billion by 2030." on Feb 29, 2024, at Man Mahal, Hotel Rambagh Palace, Jaipur.
40. Speaker for ArdorComm Media 10th New Normal-Education Leadership Summit & Awards 2024, on Feb 10, 2024, at Ahmedabad.
41. Participated in “National Education Summit on Commerce & Accountancy 2024 (NES-CA 2024)” organized by The Institute of Chartered Accountants of India on 22nd & 23rd January 2024 at New Delhi.
42. Invitation as Chief Guest in the Inaugural Session of the Administrative Development Program organized by AIU-SVVV Academic and Administrative Development Centre (AADC) on “Administrative Effectiveness for Higher Performance” on 26th December 2023.
43. Panelist at 9th Edu Leaders’ Summit and Awards 2023-Powered by on 1st December 2023 at Hotel Clarks Amer, Jaipur.
44. Guest of Honor at International Conference and Craft Award Ceremony organized by IICD Jaipur, November 2, 2023.
45. Guest of Honor and speaker at the Gyanotsav organized by Agrawal PG College and Shiksha Sanskriti Uthan Nyas, on October 9, 2023.
46. Guest of Honor in the inaugural session of the international conference on Oct 7, 2023, at Apex University Jaipur.
47. Panelist at 3rd Edition of Education Leaders Conclave & Awards 2023 on Edition Theme: Reinventing Education: Transforming the Learning Experience on Sep 27, 2023, at Hotel The Lalit, Jaipur.
48. Panelist in CREDENT TV PRIME TIME show on Topic: “Pros & Cons of NEP 2020” on Sep 25, 2023.
49. Felicitated with Guest of Honor & Top Researcher & Teachers during ITSr Foundation Award-2023 organized by The Institute of Technical and Scientific Research in association with the Institution of Engineers (India), Rajasthan State Centre, Jaipur, and Ambuja Cement Foundation on Sep 24, 2023.

50. Attended 2 Day online Science20 Conference Under the aegis of G20 at Amity University, Noida on “Disruptive Science for Innovative and Sustainable Development” on Sep 4-5, 2023.
51. Chaired as “Special Guest and Session Chair” at the online International Conference of Doctorates (ICICDR-2023) on August 25, 2023, organized by Amity University Lucknow.
52. Guest Of Honor at the orientation program of RAPIM (MBA Programme) at Rajasthan University on August 3, 2023.
53. Attended an online event of YSBC centre "The Academia Dialogue" at Tanjung Rhu Resort, Langkawi, Malaysia on July 29, 2023.
54. Attended an online session conducted by ISTD on July 26, 2023.
55. Attended an online 19th Academic Council meeting of Rajarambapu Institute of Technology (RIT), Rajaram Nagar on July 26, 2023.
56. Attended an online session on “New Education Policy 2020 (NEP 2020) and Its Implementation” organized by IQAC Cell Amity University Rajasthan, Jaipur on July 20, 2023.
57. Attended inaugural session as a Guest of Honor in Fifth International Conference CONSOLFOOD 2023 organized by Vatsalya & in partnership with the technical committee of the Fifth International Conference CONSOLFOOD 2023 – SPAIN, at Vatsalya Campus, Jaipur, Rajasthan, on July 12, 2023.
58. Expert Speaker at First India Rajasthan: Education Summit 2023 (Season-5) organized by First India News Channel at Hotel Crown Plaza Jaipur on June 9, 2023.
59. Attended a session “Think Green & Embrace Green- Conference on Future Sustainability Roadmap” on World Environment Day, organized by Rajasthan State Pollution Control Board along with Confederation of Indian Industry on June 5, 2023, at Hotel ITC Rajputana, Jaipur.
60. Delivered a session on 'Leadership Excellence through Planning and Goal Setting' organized by Amity School of Communication on May 22, 2023.
61. Invited as Guest of Honor for the Rajasthan Royals Player interaction with students at Neerja Modi School Jaipur on May 15th, 2023, on behalf of Neerja Modi School, Deakin University, Australia and Global Reach, Jaipur.
62. Chief Guest for The Inauguration of Probiotics Dietary Supplements & Two New Manufacturing Facilities Probiotics & Dietary Supplements of Amol Pharmaceuticals on March 28, 2023.
63. Invited as chief guest on the Annual Day Celebration of Bachpan School, Mahapura, Jaipur on March 18, 2023.
64. Participated in Rajasthan State Annual Session: CII Rajasthan Annual Session and Conference on Future Unfolding on Thursday, March 2, 2023: Man Mahal, Hotel Rambagh Palace Jaipur
65. Addressed the audience in a panel discussion in FICCI-ILIA Special Invitation - Awareness Programme on Multilingual Internet and Universal Acceptance, Jaipur, February 24, 2023, ITC, Rajputana, Jaipur

66. Invited as BOM member for AUM Board of Management Meeting, on February 21, 2023.
67. Panelist in Discussion on Union Budget 2023 organized by Amity Business School at Amity University Rajasthan, Jaipur on Feb 8, 2023.
68. Delivered keynote address during 14th International Conference on "Operations Research: Sustainable Development" organized by Hetauda School of Management & Social Sciences, Nepal on Feb 1, 2023, in online mode.
69. Invited to the 18th online Academic Council Meeting of autonomous RIT, from Rajarambapu Institute of Technology, Rajaram Nagar, on February 27, 2023.
70. Invited as BOM member for AUM Board of Management Meeting in online mode, on February 21, 2023.
71. Chief guest at the 2-day international conference on the theme "emerging trends in environmental sustainability" on Jan 21-22 in Agrawal PG College, Jaipur in collaboration with the National Science Congress Association, Jaipur chapter.
72. Attended "National Education Summit on Commerce & Accountancy (NES-CA)" at New Delhi organized by The Institute of Chartered Accountants of India (ICAI) on Jan 6th & 7th 2023, The agenda includes a discussion on NEP and the role of Professional bodies.
73. Attended DSCI Excellence Awards-2022 | LEA Category | Capacity Building in Cybercrimes, Cyber laws & Digital Forensics by Academia | on Dec 22, 2022. Received award for AIIT as one of the Top 3 Institutions imparting Cyber Security Education.
74. Eminent Speaker at New Normal Education Leadership Summit & Awards 2022 by ELSA Rajasthan, at Jaipur on Dec 17, 2022.
75. Presided over a workshop titled "Technology Trends Shaping future of Business" organized by Entrepreneurship Cell, Amity Innovation Incubator, Amity University Rajasthan in collaboration with ASTIF on Dec 9, 2022.
76. Attended International Education Expo 2022 Udaipur on Nov 9, 2022.
77. Round Table Discussion on Education Beyond Borders Internationalization the way Forward Organized by International Skill Development Corporation (ISDC) on Oct 17th, 2022.
78. Panelist in a webinar of Research Culture Society on the topic "Innovation & Best Practices:- Training Program for the University (Joint Organization Under MoU with Jharkhand Rai University) "on Oct 14th, 2022.
79. Panelist in a session on "Role of Communication for Disaster Management" in 5-Day Training Program on "Pre and Post Disaster Management Strategies for Built Environment" organized by ASAP AUR on Oct 6th, 2022.
80. Panelist at a Wellness and Nutrition Workshop conducted by NSS Cell of Amity University Rajasthan at the AUR campus on Sept 26th, 2022.

81. Attended the 10th Rajasthan Film Festival 2022 (RFF 2022) on Sept 24th, 2022, at Maan Palace, Vaishali Nagar.
82. Panelist at a session at “Modern Age Universities in India” at Mayo College, Ajmer on Sept 10th, 2022.
83. Deliver a Distinguished Lecture in a Webinar on "Implementation of National Education Policy 2020" at Sharda University on Shikshak Parv 2022 on Sept 8, 2022.
84. Interview at MY FM with RJ Kartik on August 29th, 2022.
85. Chair a Session on 10th International Conference on Issues and Challenges in Doctoral Research (ICICDR-2022) held on August 25, 2022, in hybrid mode under the aegis of “Global Academy of Doctorates” and organized by the Amity University Rajasthan, Jaipur.
86. Part of Govt. Of Rajasthan, COMMITTEE/ JURY FOR STARTUP- JAIPUR on August 5th, 2022.
87. Delivered a session at MY FM youth fest on Topic "Skillset Required for Changing the World" on July 31st, 2022.
88. Delivered an offline Interactive Session on ‘**Role of Tyre in Road Safety**’, on June 17th, 2022, organized under the aegis of National Service Scheme (NSS) Units of Amity University Rajasthan.
89. Attended session on " How to grow your BRAND IN THIS COMPETETIVE ERA", on June 10th, 2022, by Dainik Bhaskar at Hotel Radisson Blu, Tonk Road Jaipur.
90. Participated in offline 49th ISTD-IFTDO Conference & Exhibition during 19-21 May 2022, New Delhi
91. Delivered an online Session on “Boost Your Career Prospects with AMITY MBA" on April 28th, 2022, by Amity University Rajasthan.
92. Delivered an online Session on “Your skills are your assets - with students of IIMT Noida" on April 20th, 2022, by the Department of BBA, Amity University Rajasthan.
93. Delivered an online Direct University Talk with students at Mayo Boys School, Ajmer on April 19th, 2022.
94. Delivered an online Session on “Healthy & Happy Heart” on April 6th, 2022, organized by Amity Business School, Amity University Rajasthan.
95. Delivered an online Session in the ICCC Conference on the Topic "How are Research Focused Universities driving Future of Education and Shaping Emerging Career Pathways" on March 25th, 2022, by Amity University Noida.
96. Delivered an online Session on “Education as a pathway to work opportunities Abroad" on March 16th, 2022, organized by the Corporate Resource Center, Amity University Rajasthan.
97. Delivered an offline session at a Faculty Development Program (FDP) on “Academic Leadership” on Feb 11th, 2022, organized by Vivekananda Global University, Jaipur.

98. Delivered an online Session on “Tips & Tricks to Scale your Digital Marketing Game” on Feb 4, 2022, organized by Corporate Resource Center, AUR.
99. Delivered a session on "Managing changes and Technology Intervention for a Better Tomorrow" on Jan 28, 2022, organized by Union Bank.
100. Delivered a session on “Research and Case-Based Learning” in the five-day Faculty Development Program on “Innovative Approaches Towards Outcome Based Teaching Learning in Higher Education” on Dec 21, 2021, organized by Amity School of Communication AUR.
101. Delivered a session in MDP on the Topic “Managing Change and Technology Intervention during Leadership Development Program” on Dec 1, 2021, organized by ISTD.
102. Delivered a session in the Inauguration Ceremony of the First Doctoral Colloquium on the theme ‘Nurturing Excellence in Business Management and Research’ on Nov 23, 2021, organized by DPPG, BK School of Management, Gujarat University.
103. Panelist in a Discussion on “Higher Education Curriculum Design & Delivery Innovation” on National Education Day on Nov 11, 2021, by Amity Academic Staff College (AASC), Amity University Haryana.
104. Delivered a session in the Four days online FDP on “Case Method of Teaching and Case Writing Under the Scheme of Pandit Madan Mohan Malviya National Mission On Teachers and Teaching Department of Higher Education, Ministry of Education, GOVERNMENT OF INDIA” on Oct 29, 2021, by Faculty Development Centre, Ishwar Saran PG College, University of Allahabad, Prayagraj.
105. Panelist in a webinar on “Cervical Cancer- The Second Most Common Cancer in Women” on Oct 22, 2021 by ISTD Jaipur in association with AUR.
106. Panelist in a session on Virtual Training Program on “Cyber Safety, Cyber Law and IT Act-2000” on Oct 20, 2021, by ISTD Jaipur in association with Dr CBS Security
107. Panelist in a session on Topic: “HAPPINESS: THE GOAL OF ALL GOALS” on Oct 6, 2021, by ISTD Jaipur Chapter in association with Amity University.
108. Panelist in a Panel Discussion on “Academic Innovations for Optimizing Learning & Resource Sharing” on Sept 29, 2021, on Innovation Day by AUH.
109. Chaired a valedictory function of the workshop on "Yoga, Meditation and Stress Management" on Sept 17, 2021, by Amity University Rajasthan.
110. Panelist in a webinar on "Role of Textile & Fabric in Interior Designing" on Sept 7, 2021, by Amity University Rajasthan & ISTD Jaipur Chapter.
111. Chaired a session on the Theme: “Supervisor – Scholar Relations” at the 9th International Conference on Issues & Challenges in Doctoral Research (ICICDR 2021) on August 25, 2021, by Amity University Haryana.
112. Delivered a session on the Topic “Learnings from Legend” under the ECHO EMPATHY-a program to support the ANANDAM Project on August 7, 2021.

113. Delivered a Virtual Mentorship Session (VMS) on "Entrepreneurship Skills in Post-Pandemic World" on July 28, 2021, organized by iStart, Govt. of Rajasthan and Amity University Jaipur.
114. Panelist in a webinar on "Identification of Cloned and Predatory Journals" on July 9, 2021, organized by Amity University Jaipur.
115. Panelist in a session on "College Admissions 2021 - Breaking through the noise" on June 22, 2021, organized by CIALFO.
116. Delivered a session on "Green Marketing for Sustainable Business" during a five-day FDP on June 18, 2021, organized by Amity University Jaipur.
117. Panelist in a webinar on "The Why and How of Digital Marketing as a Career Option" on June 12, 2021, organized by Amity University Jaipur.
118. Panelist at the Launch of "Young Communicators Club (YCC)" on June 9, 2021, organized by Amity School of Communication Jaipur in collaboration with the Public Relations Council of India (PRCI) & YCC.
119. Panelist in a Webinar on "HR & Customer Experiences "on May 29, 2021, organized by ISTD and AUR.
120. Panelist in a Webinar on "Data Analysis in Social Sciences using Blue Sky statistics, JAMOV and JASP" on April 13, 2021, organized by Amity Business School, Jaipur.
121. Panelist in a discussion on 'How to Future-Proof and Advance Your Career in The New Normal' with Dr. Mamta Mohapatra, Dean of Executive Education and International Relations at International Management Institute on April 9, 2021, organized by AUR.
122. Keynote address during 41st Annual International Conference on "India's Roadmap towards A 5 trillion \$ Economy" on April 9-10, 2021, by VGU Jaipur.
123. Panelist in a discussion on "Women in Leadership: Achieving an Equal Future in a COVID-19 World" on March 8, 2021, organized by AUR.
124. Presided over the Inaugural and Valedictory session on "International Conference on Global Entrepreneurship Trends & Empowerment through Innovation (ICGETEI-2021)" on March 5-6th, 2021 organized by AUR.
125. Panelist in a Webinar on International Mother Language Day on "My Language: My Roots" on Feb 24, 2021, organized by AUR.
126. Delivered a Webinar on "Boost your Career prospects with Amity MBA" on Feb 15, 2021.
127. Panelist in a Hi-Ed Smart Education Webinar on "How Students are skilled and certified on cutting edge Technologies" on 10th Feb 2021 organised by Microsoft & Innovexic.
128. Part of the Expert Panel for a Webinar on "Transforming Education through Innovation" with Dr. Neelam Jain, founder & CEO of SEMUNO International Techno School, Kamlesh Chandra, Life coach, and an Educational Psychologist on Jan 29, 2021, organized by Lokayan, Bikaner Festival.

129. Part of the Expert Panel for a Webinar on “Higher Education Quality Enhancement through Accreditation and Assessments” on 25th Jan 2021 organized by IQAC, AUR.
130. Part of the Expert Panel for a Webinar on "PR in Covid times and Future Roadmap" with Mr. Anuj Dyal, Executive Dir. Corporate Communication DMRC, on 22nd Jan 2021 organized by ISTD Jaipur.
131. Participated in Virtual Workshop on “Start-Ups and IPR in India” on 23 Dec 2020.
132. Part of the Expert Panel for a Webinar on “Impact of Covid-19 Pandemic on Student's Mental Health” with Somit Shrivastav, Dy. Commissioner, KVS RO Bhopal on 4th Dec 2020.
133. Part of the Expert Panel for a Webinar on "How to Lead a Healthy Life and the Measures for Preventive Healthcare" with Ms. Karuna, Deputy Manager, Communication, BMCHRC, and Dr. Lalit Mohan Sharma, Senior Consultant, Medical Oncology on 27th Nov 2020 organized by BMCHRC in Association with AUR
134. Part of the Expert Panel for a Webinar on “Role of Teachers & Counsellors Amid Covid-19 Pandemic” on 26th Nov 2020 organized by AUR.
135. Panellist in 9th Social Business Academia Conference (SBAC) 2020 organized by Yunus Centre, Universidad Externado de Colombia and Universidad ICESI - Cali, Colombia and supported by the Yunus + You - The YY Foundation and the Dutch Postcode Lottery on 5 Nov /4-6 Nov 2020.
136. Delivered a Webinar as a Panellist on “Approach to NAAC Assessment Process” along with Dr. B.S Madhukar (Former Adviser and General Council, Executive Committee member in NAAC), Prof. (Dr.) Balvinder Shukla (Vice-Chancellor, Amity University Uttar Pradesh, Noida) on 21st Oct 2020 organized by ASTIF AUUP.
137. Delivered a Webinar on "The Changing HR- How leaders should lead their team of the future" on 9 Oct 2020 organized by AUR & ISTD JPR Chapter.
138. Delivered a Session on DD Rajasthan for program Shiksha Jagat on “Role of the importance of Teachers” on 5 Sept 2020.
139. Delivered a Webinar on “Importance of Mental health at Workplace” along with Ms Anita Chauhan & Dr Vandana Choudhry on 21st Aug 2020, organized by ISTD Jaipur.
140. Delivered a Webinar on "Communicating COVID Success Stories- Boosting Morale of Society" along with Dr. Pragya Paliwal Gaur (Add. Dir. Gen. PIB (Press Information Bureau) Rajasthan Region, Press India Bureau, Gov. of India), Ms. Urvashi Dev Rawal (Co-founder & Dy. Editor 30 States) 14th Aug 2020 organized by AUR
141. Delivered a Webinar on "Global Study Program 2020" along with Dr. Shikha Sharma, (Dy. Dir., Directorate of International Affairs, AUR) & Dr. Jayavardhan Singh Rathore (Directorate of International Affairs, AUR). On 13th Aug 2020.
142. Delivered a Webinar on "Live Your Passion to Shape Your Future" along with Mr. Krishnan Gupta (MD & CEO, Organic Wellness Products Pvt. Ltd) on 5th Aug 2020 organized by AUR.

143. Delivered a Webinar on " Digitalisation of industry 4.0 (Blend of Skilling up & Career Progression) along with Mr. Vikram Abrol (Principal Consultant, Infosys Ltd.) and Mr Anurag Shrivastav - HRBP-Sen. Manager-Indian Oil Ltd. On 24th July 2020 organized by AUR.
144. Part of the Expert Panel for a Webinar on the "Art of Giving campaign" on 21st July 2020 organized by ISTD Northern region.
145. Part of the Expert Panel for a Webinar on "Role of Social Entrepreneurship in Rebuilding the Economy" along with Prof. (Dr.) Azhar Kazmi, King Fahd University, Dhahran, Saudi Arabia, and Mr. Dilnawaz Khan, Founder at Codesign Lab &Power Deck Ex-CIIE.Co / Mentor AIM on 26th June 2020 organized by AUR in association with YSBC.
146. Part of the Expert Panel for a Webinar on "Role of Academia in rebuilding the post-COVID world, YSBC activities -Current and Future" on 26th June 2020 organized by YSBC.
147. Delivered a Webinar on "International Career in Commerce and Professional Accounting" along with Ms. Teresa Jacobs, Mr. Daya Murthy, Mr. Prabhanshu Mittal on 17th June organized by ACCA and AUR.
148. Delivered a Webinar on "Education of Tomorrow: Time to Start Today: Rethinking Employability and Skills in Global Higher Education" along with Mrs. Natalia Nikitina (Course Dir, Council of Europe, Co-Founder European Youth Trainers Guide) & Mr. Kerron Vaishnav (Dy. Edukerron International) on 12 June 2020.
149. Delivered a Webinar on “Career Opportunities and Trends in the Field of Commerce & Management” along with Dr Durgesh Batra (Dy. Dir. ABS) on 30th May 2020 organized by AUR.
150. Delivered a Webinar on “Impact of COVID-19 on the transition to online Teaching and Learning” on 27 May 2020 organized by Microsoft Education.
151. Delivered a Webinar on “Organisational Excellence through Human Resilience” along with Dr G. P. Rao (Founder & Managing Partner, GPR HR Consulting LLP) on 13th May 2020 organized by AUR.
152. Delivered a Webinar on “Impact of COVID-19 in school Education –Problem & prospect” along with Dr. Anil Sharma on 12th May 2020 organized by AUR in association with School Siksha Parivar.
153. Delivered a Webinar on “Omni Channel Personalized Digital Marketing” along with Mr. Ankur Kothari (Digital Architect & Martech, Chicago, USA) on 11th May 2020.
154. Delivered a Webinar on “New Normal in Digital Marketing post-COVID-19” along with Mr Varun Rai (CEO & Founder Bawandar Digital) on 30 April organized by AUR.
155. Delivered a Webinar on “A lookup after the Lock-down: What and How to build learning skills for competitive advantage” along with Dr. Vinod Dumblekar (Founder, MANTIS) on 29th April 2020 organized by AUR.
156. Delivered a Webinar on “Managing in a VUCA (Volatile, Uncertain, Complex and Ambiguous) World: Role of Budding Management Professionals” on 10 April 2020.

157. Delivered a session on a television show “Shiksha Jagat as an Expert on “Is Lecturing a Vanishing Art?” on 20 March 2020 on DD Rajasthan.
158. Delivered a session on “Gender Equality and Women Empowerment “on 8 March 2020 organized by AUR in association with ISTD Jaipur.
159. Chaired a technical session at the International Conference on “Sustainable Development Goals (ICSDG)” on 11 Feb 2020 organized by JK Lakshmipat University.
160. Chaired a session as Chief Guest for the Inaugural function of the International Conference on “**New** Dimensions in Commerce and Management Practices: Perspective 2030” on 7 Feb 2020 organized by Sophia Girls College in association with ISDC.
161. Chaired a session on “HR Summit 2020” along with Prof. Udai Pareek on 21 Jan 2020 organized by ISTD Jaipur Chapter in collaboration with NHRD and JK Lakshmipat University.
162. Attended the “3rd Annual Higher and Technical Education Summit and HR Conclave 2019” on 28 Dec 2019 organized by Govt. of Rajasthan in Partnership with AUR.
163. Attended the “AIU West Zone Vice Chancellor’s Meet” on 15th Dec 2019.
164. Delivered a motivational session on career enhancement, Career Counselling/Guidance, etc., during the “Find Yourself- A Grand Career Fair” on 5 Dec 2019 at Rawat Public School.
165. Delivered a session at HR Conclave 2019 on “Paradigm Shift: Evolution of Traditional Organisations into Technological Organisations” on 16 Nov 2019 organized by AUR.
166. Participated in a Panel Discussion during the National Conclave of ISTD at Gujrat University Ahmedabad. “Workplace Opportunities, Challenges and the Way Forward” on 16 Nov 2019 organized by AUR.
167. Delivered a session at HR Conclave 2019 on “Digital Transformation of Work and Workplace Opportunities, Challenges and the Way Forward” on 16 Nov 2019 organized by AUR.
168. Chaired a session at an International Conference organized by Poornima University in association with Hanyang University and Northumbria University, April 19-20, 2019.
169. Attended Australia Familiarization Trip and visited 11 Universities in Australia from March 10 to March 23, 2019, organized by Global Reach and Supported by Govt. of South Australia (Study Adelaide).
170. Key Panellist in the panel discussion on the theme “Bridging the Digital Gap | Education to Employment” organized by Microsoft, March 8, 2019.
171. Presided over the seminar on Circular Economy as Chairman- ISTD Jaipur Chapter organized by SHM-MUJ in association with RSPC and ISTD, February 13, 2019.
172. Attended ICTIEE organized by Indo Universal Consortium for Engineering Education at Chandigarh, January 10-11, 2019.

173. Speaker in Panel discussion on Leadership Development for Youth at ISTD Conference (Region West) at Anand on January 6, 2019.
174. Attended FICCI Higher Education Summit and Global Expo at Vigyan Bhavan Delhi, Oct 30-Nov. 1, 2018.
175. Attended NATCON 2018 organized by the Indian Society for Training and Development at Chennai, June 8-9, 2018.
176. Attended Indian Hospitality Summit organized by Business World Hotelier on March 26-27, 2018, at Gurugram.
177. Convener of National Seminar on Productivity and Quality in Higher Education and Training: Challenges & Opportunities jointly organized by RSPC, ISTD, NIPM, and MUJ on March 10, 2018.
178. Presided over the seminar on Industry 4.0: Leapfrog opportunity for India as Chairman- ISTD Jaipur Chapter organized by SHM-MUJ in association with RSPC and ISTD, February 16, 2018.
179. Plenary Speaker and technical session chaired at the International Conference titled “Green, Growth, Globalization, Governance, and GST: Challenges and Opportunities”, February 3, 2018, jointly organized by JKL & St. Cloud State University USA.
180. Attended 13th FICCI higher education summit, Nov. 10, 2017.
181. Attended SEBI financial education resource person workshop organized by National Institute of Capital Markets at Ahmedabad, Nov05-08, 2017.
182. Attended National Convention of ISTD, April 27-28, 2017, at Gurugram.
183. Keynote Speaker on the theme “Entrepreneurial Opportunities in the New Millennium: Prospects and Challenges” at an international conference organized by RDA and Rajasthan Chamber of Commerce and Industry at Hotel Clarks Amer Jaipur, March 25, 2017.
184. Attended Indian Hospitality Summit organized by Business World Hotelier on March 23-24, 2017, at Gurugram.
185. Attended a seminar on AI, Machine Learning, and Sentiment Analysis Applied to the Consumer Market organized by IIM Bangalore, IIM Calcutta, and UNICOM. March 8-9, 2017.
186. Delivered a Keynote address at a national seminar on Leadership in Times of Complexity and Change organized by Jagannath University in association with ISTD, March 4, 2017.
187. Delivered a Keynote address at the International Conference on Trinity of MUDRA, Startup India, and Standup India organized by Poornima University in association with Hanyang University, South Korea February 25, 2017.
188. Member of Jury at Kumar Memorial Award for Public Speaking February 22, 2017.

189. Presided over the seminar on From Waste to Profits through Reduce, Recycle, Reuse: Sustainable and Eco-Friendly Practices in the Hospitality Industry organized by SHM-MUJ in association with RSPC and ISTD, February 13, 2017.
190. Chaired a technical session at an international conference titled “Green, Growth, Globalization, and Governance: Challenges and Opportunities”, on February 3, 2017, jointly organized by JKLU & St. Cloud State University USA.
191. Conducted Career Guidance Seminar at GTB Public School Ratlam, January 18, 2017.
192. Conducted Career Guidance seminar at Chiothram School, Indore January 19, 2017.
193. Conducted Career Guidance seminar at Prestige Public School, Indore January 19, 2017
194. Invited as an expert at Spardha a national-level summer internship Competition organized by FMS Institute of Rural Management, Jaipur November 25, 2016.
195. Guest at 4th Northern Regional Conference of ISTD at Kota on the theme “Enhancing Personal Effectiveness-The Indian Way”, September 12, 2016.
196. Keynote Speaker on the theme “Sustainability and Innovation in Entrepreneurship and Management: Issues and Challenges in the New Millennium” at the international conference organized by RDA and Rajasthan Chamber of Commerce and Industry at Hotel Clarks Amer Jaipur, March 27, 2016.
197. Plenary speaker on the theme “Make in India” and Session Chair at the International conference organized by Poornima University in association with JKLU and Hanyang University, South Korea, February 20, 2016.
198. Organized a seminar on Ease of Doing business with Rajasthan State Productivity Council and ISTD at Manipal University Jaipur, Delivered the welcome address as Chairman of ISTD Jaipur Chapter, on February 16, 2016.
199. Session Chair at International Conference on Globalization Growth and Governance at JK Lakshmipat University organized in association with St. Cloud State University USA and Szechenyi Istvan University, Hungary, January 23, 2016.
200. Invited for the Rashtriya Swayam Siddha Samman award as Northern Region Jury Member for National Level CSR award constituted by JSPL Foundation, January 14, 2016.
201. Part of Expert Panel for Discussion on “Collective Efforts to Develop Young Talent into Hospitality Leaders organized by Marriott Jaipur, Dec 29, 2015.
202. Part of Expert Panel for Discussion on Attracting Foreign Investments, Faculty & Students: Challenges & Opportunities during Higher Education Leadership Meet HELM 2015 organized on Dec. 19, 2015, by TSB- Manipal University Jaipur.
203. Guest of Honor for International Conference on Women Empowerment jointly organized by SIDRAT and Global Compact Network India Dec 18, 2015

204. Invited as Northern Region Jury Member for National Level CSR award constituted by JSPL Foundation November 23, 2015
205. Delivered welcome address at HR Summit organized by JK Lakshmipat University in association with ISTD, Jaipur Chapter Oct. 1, 2015.
206. Attended AIMA National Convention in Delhi on Sept. 30, 2015
207. Invited as a Chief Guest for the Product Launch and inauguration of Harley Foods Pvt Ltd in Mumbai on September 7, 2015.
208. Attended case writing workshop organized by JK Lakshmipat University (June 2015)
209. Attended round table on Business responsibility and CSR jointly organized by IICA and GCNI on December 23, 2014.
210. Attended case writing workshop jointly organized by AIMS and JK Lakshmipat University (May 2014)
211. Invited as a panelist for Panel Discussion during UGC sponsored National Seminar on “Consumer Research in Rural Markets” at Sardar Patel University, VV Nagar Gujarat. (January 25, 2014)
212. Attended case writing workshop jointly organized by AIMS and JK Lakshmipat University (Dec. 2013)
213. Attended ISTD Regional Convention (September 28, 2013).
214. Attended Research Methodology Workshop organized by JK Lakshmipat University- Institute of Management (May 2013).
215. Attended FDP on How to Get Published in Internationally Refereed Journals by Prof. O.P. Gupta at JK Lakshmipat University (March 2013).
216. Attended JKL University Conference on Management (Feb 2013)
217. Attended Case Writing Workshop Jointly organized by AIMS and JK Lakshmipat University- Institute of Management (Dec 2012).
218. Attended Conference on Skill Development Organized by CII Rajasthan in association with National Skill Development Corporation (Nov 2012).
219. Attended FDP on Management Teacher 2015 organized by AIMS at JK Lakshmipat University, Jaipur (July 2012).
220. Attended Case Writing Workshop Jointly organized by AIMS and JK Lakshmipat University- Institute of Management (June 2012).
221. Attended Research Methodology Workshop organized by JK Lakshmipat University- Institute of Management (May 2012).
222. Attended CII- Panel Discussion on Shaping Developmental Agenda for Rajasthan, Jaipur (2012).

223. Attended CII- HR Conclave, Jaipur (2012).
224. Attended NHRD HR Conclave, New Delhi (2011).
225. Attended Case Writing Workshop Jointly organized by AIMS and JK Lakshmipat University- Institute of Management (Dec. 2011).
226. Attended Case Writing Workshop Jointly organized by AIMS and JK Lakshmipat University- Institute of Management (May 2011).
227. Attended Case Writing workshop jointly organized by AIMS and JK Lakshmipat University- Institute of Management (Dec. 2010).
228. Session Chair for Marketing Track at National conference organized by Ahmedabad University (Feb 2010).
229. Attended a day workshop on Case writing and the case method of teaching by Prof. M.R. Dixit (Faculty- IIM-Ahmedabad) organized by S.K. Patel Institute of Management Studies Gandhinagar.
230. Attended a one-day seminar on “Managing change” by Prof. Indira Parikh (Faculty- IIM-Ahmedabad) organized by Gujarat and North Gujarat Universities Commerce and Management Teachers Association.
231. Attended seminars “Brand Wars I” and “Brand Wars II” organized by ICFAI Business School- Ahmedabad.
232. Attended seminar on the Application of knowledge management in the knowledge economy jointly organized by Nirma University- Institute of Management and Department of Management Studies IIT-Roorkee.
233. Attended Case writing workshop jointly organized by AIMS and NIM at Nirma University- Institute of Management.

Membership of Professional Bodies and Associations:

- Member of All India Management Association (AIMA).
- National Council Member of the Indian Society for Training and Development (ISTD) (2022-2024, 2020-2022). Chairman ISTD Jaipur Chapter (2015-2019) & Vice Chairman, Jaipur Chapter (2013-2014). Honorary Secretary- Jaipur Chapter (2011-2013).
- Member of the Editorial Board of the Indian Journal of Training and Development (2016-2017, 2020-2022).
- Chief Editor- Amity Management Review (EBSCO Indexed) June 2019- 2024.
- Member IIM Ahmedabad Alumni Association.

- Senior Member International Economics Development Research Centre (IEDRC).
- Committee member IACSIT Management Science and Engineering Society (MSES), Singapore.
- Reviewer with the International Association for Business and Economics (IABE), Society for Global Business and Economic Development (SGBED)

Extra-curricular Activities:

- Represented the university team for the event “One Act Play” and “Skit” at National and state youth festivals. The team won prizes in both events at the state level.
- Won several prizes in the debate, extempore speech, and Poem recitation at school, district, and state-level competitions.