

Curriculum Vitae



Dr. Ravindra

Assistant Professor, Department of Commerce

Indira Gandhi University, Meerpur, Rewari,

Haryana - 122502, India.

Contact Details

Phone: (Office) +91 ...

E-mail: (Primary) ravindra.commerce@igu.ac.in

(Secondary) ravinder.mdu@gmail.com

Address: (Present) PNT Gali No. 11 Kharkari Road, Friends Colony, Bhiwani, Haryana - 127021.

(Permanent): PNT Gali No. 11 Kharkari Road, Friends Colony, Bhiwani, Haryana - 127021.

Education

Ph.D.: Marketing Management, IMSAR, M.D.U., Rohtak (2006).

M. Phil: First Division with 64% marks, Department of Commerce, K.U. Kurukshetra, (2001).

P.G.: First Division with 64.7 % marks, M.D.U., P.G. Regional Centre, Rewari, Haryana (1999).

U.G.: Govt. College, Bhiwani, Haryana (1995)

12 th: Board of School Education Haryana with 45% marks, Govt. Sr. Se. School, Bhiwani (1992).

10 th: Second Division with 59.67% marks, S.S.D. High School, Bhiwani, Board of School Education Haryana (1990).

Teaching Experience

Assistant Professor (July 2007-March, 2008) : Govt. College, Loharu, Bhiwani.

Assistant Professor (August 2008 Continuing) : Indira Gandhi University, Meerpur, Rewari, Haryana, India, earlier it was the regional centre of M.D.U.

Subject Taught

Business Statistics (Statistical Analysis for Business), Quantitative Analysis, Business Research Methods, Marketing Management, Consumer Behaviour, Digital Marketing, Marketing Research, International Marketing, Research Methodology, Recent Trends in Marketing.

Student Resources

Electronic note i.e. PPTs of various subjects and are available or access to all at my LinkedIn Account.

Research Guidance

M. Phil: 7 Students (Degree Awarded).

Ph. D.: 3 Students (Degree Awarded).

- Ms. Rajani (Degree Awarded by IGU, Meerpur).
- Ms. Asha Chauhan (Degree Awarded by IGU, Meerpur).
- Ms. Manju Gahlawat (Degree Awarded by IGU, Meerpur).

Associateship/Membership of Professional Bodies

- Life member of Indian Commerce Association, New Delhi, India.

Orientation/Workshops/Short term courses Organized/Attended/Participated

- Orientation Course in 23 Oct to Nov, 2009 at BPS Mahila Vishwvidayalya Khanpur Klan, Sonipat.
- Seminar on “Framework for Consumer Protection in India Current Trend & Future Challenges” 18, 19 Feb, 2010 (Paper present) at Deptt. of Comm., JVMGRR College, Charkhi Dadri.
- National Seminar on “Disaster Mgt.” Feb 26, 2010 (Participated) at Govt. College for Women, Hisar.
- National conference on “Innovations in Business Horizons” March 06, 2010 GITM, Gurgaon(Haryana), participated.

- National seminar on “Use of Quantitative Techniques in Social Science Research, 27 to 28 March, 2010 at Deptt. of Comm., M.D.U. Rohtak (Participated).
- National workshop on “Enhancing Employability Skill: Communication and Personality Development”, 13 to 15 Nov, 2010 at Deptt of Comm., M.D.U. Rohtak (Participated).
- National Conference on “Quality Assurance in Higher Education”, 14 to 15 January, 2011 at BLJS (P.G.) College, Tosham, Bhiwani (Haryana) (Paper Presented).
- National Seminar on “Social Empowerment through Legal Awareness in Knowledge Based Society: Issues & Concerns” 21 & 22 January, 2011 at JYMGR College, Charkhi Dadri (Haryana) (Paper Presented).
- National Conference on “Strategies Transformation in Globalised Era”, 26 Feb, 2011 at TITS, Bhiwani (Participated).
- National Conference on “Activity Based Learning in Professional Education”, March 12, 2011 at IMSAR, MDU Rohtak (Participated).
- Workshop on “Analytical Skills for Research in business”, 26 Nov, 2011 (Participated).
- Workshop on “Computer Application in Research” from 4 Dec, 2011 to 10 Dec, 2011 at Deptt. of Comm., MDU, Rohtak (Participated).
- National Seminar on “Changing Scenario in Business in Borderless world” 28 Feb, 2012 (Paper Presented).
- National Conference on “Emerging Issue in Investment Mgt. in India”, 21st April, 2012 (Paper Presented).
- National Seminar on “Haryana in National Perspective” organised by Deptt. of Economics on 14, 15 March 2012 (Participated).
- National Conference on “Emerging Issue in Investment Mgt. in India”, 21st April, 2012 (Paper Presented).
- Refersher Course from 30.05.2012 to 19.06.2012 at UGC Academic Staff College GJU of S&T, Hisar.
- International Conference on “Management Perspectives” 6-7 September, 2012 (Paper Presented) organized by Amity Business School at Amity University Rajasthan, Jaipur, India.
- National Conference on “Emerging Issue in Derivative Markets In India”, 15 December, 2012 (Paper Presented) Organized by IMSAR, MDU Rohtak.
- National Conference on “Contours of Commerce Education in India”, 12th May, 2013 (Paper Presented) organized by Department of Commerce MDU Rohtak.
- National Conference on “Emerging Challenges in Technical Education”, 30th March, 2013 Participated organized by TITS, Bhiwani.
- National Seminar on “Business Solution for Sustainable and Inclusive Growth”, 15-16 March, 2013 (Paper Presented) organized by Department of Commerce KUK University KUK.
- National Workshop on “Research Methodology and computer applications” 22 – 28 April, 2014, (Participated) organized by Department of Commerce, IGU, Meerpur, Rewari.

- National Seminar on “Emerging Issues in Commerce, Economics and Management”, 22 November, 2014 (Paper Presented) organized by Department of Commerce Chhotu Ram Arya College Sonapat (Haryana).
- National Workshop on “Data Analysis in Empirical Research” 28 – 30 November, 2014, (Participated) organized by Department of Commerce, IGU, Meerpur, Rewari.
- National Conference on “Challenges to Inclusive Growth in the Emerging Economies” 31st December, 2014 to 2 Jan., 2015 (Paper Presented) organized by Department of Commerce, MDU Rohtak.
- National Conference on “Challenges to Inclusive Growth in the Emerging Economies” 31st December, 2014 to 2 Jan., 2015 (Paper Presented) organized by Department of Commerce, MDU Rohtak.
- National Conference on “Advanced Computing Research” 20 Feb., 2015 (Participated) organized by Department of Computer IGU, Rohtak.
- National Seminar on “ Emerging Issues in Commerce” 21 Feb., 2015 (Paper presented) organized by Department of Commerce Kanya Mahavidyalya Kharkhoda, Sonipat.
- National Seminar on “ Emerging Issues in Commerce” 21 Feb., 2015 (Paper presented) organized by Department of Commerce Kanya Mahavidyalya Kharkhoda, Sonipat.
- National Seminar on “ Technology, Innovation and Entrepreneurship in 21st Century” 17 March, 2015 (Paper presented) organized by Department of Management Studies Deenbandhu Chhotu Ram University of Science & Technology, Murthal Sonipat.
- National Seminar on “Empowering Women in Rural India”23-24 Dec.,2015 (Paper Presented), Organized by Maharani Kisori Jat Kanya Mahavidyalaya, Rohtak (Haryana)
- Faculty Development Programme (Attended and Participated), 18-31 Dec.,2015, Organized by Deptt. of Economics, M.D.U, Rohtak, Sponsored by ICSSA.
- 4th International Conference on Psychology and Allied Sciences on “Positive Schooling; a Heaven for Holistic Development” 16-18 Jan.,2016, (Paper Presented) Organized by Indian Association of Health, Research and Welfare under the aegis of ICSSR
- National Seminar on “Innovative Strategies in Education: The Emerging Paradigm’ 27th March, 2016 (Paper Presented), Organized by C.R. College of Education, Rohtak Sponsored by DGHE Haryana.
- 13th ITHC National Conference on “Tourism for All- promoting Universal Accessibility”, 24th Sept.,2016 (Paper Presented), Organized by IGU, Meerpur, Rewari in collaboration with ITHC.
- National Workshop on “E- Governance in India: Issues and Challenges” 5 Oct., 2016 (Participated) Organized by: Dept. of Public Administration, MDU, Rohtak.
- International Conference on “Startup India Recipe for Inclusive Entrepreneurship and Innovation: Issues Challenges” 2-3 March, 2017 (Paper Presented), Organized by: IMSAR, MDU, Rohtak
- National Seminar on “Impact of Currency Demonetization on Various Fields ” 25th March, 2017(Paper Presented), Organized by: Vaish College, Bhiwani Sponsored by DHE Haryana.

- National Conference on “Digital India: Prospects and Challenges” 28th March, 2017 (Paper Presented), Organized by: IMSAR, Rohtak
- National Conference on “Changing Dimension of Business Management and Corporate Social Responsibility in Globalised Era” 26th Sept., 2017 (Paper Presented), Organized by: IMSAR, Rohtak
- National Conference on “Navsrijan: Research for Resurgence,” May 18, 2017, Participated, Organized by: IGU, Meerpur, Rewari
- 70th All India Commerce Conference, 12-14 Oct., 2017 (Paper Presented) Organized by: Faculty of Commerce and Management, IIS University, Jaipur
- 70th All India Commerce Conference, 12-14 Oct., 2017 (Paper Presented) Organized by: Faculty of Commerce and Management, IIS University, Jaipur
- 70th All India Commerce Conference, 12-14 Oct., 2017 (Paper Presented) Organized by: Faculty of Commerce and Management, IIS University, Jaipur
- 70th All India Commerce Conference, 12-14 Oct., 2017 (Paper Presented) Organized by: Faculty of Commerce and Management, IIS University, Jaipur
- Participated in Refresher Course from 07-11-2017 to 28-11-2017 at HRDC, University of Lucknow, Lucknow (U.P.)
- National Seminar on Managing Change in Contemporary Business Scenario,” February 27, 2018, Paper Presented on “Green Marketing::Challenges in Indian Market,” Organized by: Department of Commerce, Dyal Singh College, Karnal.
- National Workshop on “Research Methodology and Curriculum Reform,” March 26-27, 2018, Participated, Organized by: Faculty of Earth, Environment and Space Sciences and Department of Education, IGU Meerpur, Rewari.
- National Seminar on “Contemporary Issues and Challenges in Indian Economy,” March 28, 2018, Paper Presented on “Indian Economy in Pre- Globalization and Under- Globalization Era: An Overview,” Organized by: Department of Economics, IGU Meerpur, Rewari.
- International Conference on “Changing Global Business Environment (CGBE-2018),” March 30-31, 2018, Paper Presented on “Impact of Rural Marketing on Indian Economy,” Organized by: Faculty of Commerce, Management, Tourism and Hospitality in Collaboration with Indian Tourism and Hospitality Congress (ITHC).
- International Conference on “Changing Global Business Environment (CGBE-2018),” March 30-31, 2018, Paper Presented on “Pros and Cons of Online Shopping,” Organized by: Faculty of Commerce, Management, Tourism and Hospitality in Collaboration with Indian Tourism and Hospitality Congress (ITHC).
- International Conference on “Changing Global Business Environment (CGBE-2018),” March 30-31, 2018, Paper Presented on “International Marketing: Opportunities and Challenges,” Organized by: Faculty of Commerce, Management, Tourism and Hospitality in Collaboration with Indian Tourism and Hospitality Congress (ITHC).
- One Day National Workshop on “Funding of Research Proposals by ICSSR” April 21, 2018, Participated, Organized by: Department of Education, MDU, Rohtak.

- International Conference on “Women’s Participation in Economic and Social Development in South Asia: Role, Status and Challenges,” 21-22February, 2019, Paper Presented on “Women Entrepreneurship in India: Role, Status and Challenges,” Organized by: Women Study Centre, in Collaboration with Baba Mast Nath Chair, IGU, Meerpur, Rewari.
- National Seminar on “Impact of GST on Indian Economy: Short Term and Long Term Perspective’ 26-27 February, 2019 paper presented on “Goods and Services Tax and Its Outcomes” Organized by: Department of Commerce and Economics (Sponsored by DGHE, Haryana) Banwari Lal Jindal Suiwala College Tosam, Bhiwani.
- National Conference on “Recent Trends in Decision Sciences and Their Implications for Business,” March 1, 2019 Paper Presented on “Change Management-What and Why. Organized by: Department of Management, CBLU, Bhiwani in Collaboration with Department of Management and Computer Sciences, Vaish College, Bhiwani.
- International Seminar on “Contemporary Issues in Commerce,” March 7, 2019, Paper Presented on “Electronic Wors of Mouth: A Marketing Communication Strategy in 21st Century,’ Organized by: Department of Commerce Kanya Mahavidyalaya Kharkhoda, Sonipat.
- International Conference on “Business Management & Social Innovations”, Paper presented on “Mobile Marketing in India-A Fresh Outlook”, Organized by: Faculty of Commerce and Management, CBLU, Bhiwani, Sponsored by ICSSR, New Delhi, March 29-30, 2019.
- National Seminar on “Emerging Issues and Challenges in Commerce and Management, January 17, 2020, Paper presented on “Green Marketing: A Marketing Strategy in 21st Century, Organized by: Department of Commerce, Shri Krishna Govt. College, rewari, Sponsored by DGHE, Haryana.
- One day workshop on “Capacity Building Workshop on Online Teaching Learning for Faculty through Digital Mode,” Organized by: Indira Gandhi University, Meerpur, Rewari on May 08, 2020.
- National Level 7days Interdisciplinary Online Faculty Development Programme, Organized by: Department of History, Faculty of Social Science, CBLU, Bhiwani, on : Advances in research Methodology and Data Analysis”, May 14-20, 2020.
- Online Faculty Development Programme on “Contemporary Issues in Accounting and Finance” Organized by: Department of Accountancy & Statistics, University College of Commerce & Management studies, Mohanlal Sukhadia University, Udaipur, Rajasthan, on May 26-30, 2020.
- National Virtual Conference on “Education in the 21st Century: Adapting to a Changing World (E21ACW), Organized by: department of Education, St. Anthony’s College, Shilong, Meghalaya India, on June 1-2, 2020, Participated.
- International Webinar on “Capacity Building for Managers in Post Pandemic Scenario, Organized by: Department of Management Studies, Central University of Haryana, (Participated) on June 13-15. 2020.
- Faculty Development Programme on “Moocs and Moodle Based Learning Management System, Organized by: Indira Gandhi University, Meerpur, Rewari, from June 15-22, 2020.

Some Administrative/Social Contributions

- Member, U.G. Board of Studies, IGU, Meerpur.
- Member, P.G. Board of Studies, MUU, Rohtak
- Member, P.G. Board of Studies, IGU, Meerpur.
- Member, Academic Council, MDU, Rohtak (at the time of P.G. Regional Centre).
- Member, Academic Council, IGU, Meerpur.
- Elected Member, Executive Council, IGU, Meerpur.
- Transport Officer, IGU, Meerpur.
- Internal Audit Officer, IGU, Meerpur (Dec., 2020 to April, 2021)

Curriculum Development

- Member, Scheme and Syllabus revising committee for M. Phil and Pre-Ph.D. Coursework of Commerce. IGU, Meerpur.
- Member, Scheme and Syllabus revising Committee for M. Com. (H) and M.Com. 2Year, IGU, Meerpur.

Research Publications Summary (all UGC Approved Journals when the paper was published)

- Dr. Ravindra, “Marketing Practices Of Small Scale Industries – A Study Of District Bhiwani, Haryana”, International Journal of Mgt. Science, Vol-01, Issues 03 Sept, 2012 ISSN No. 2277-968X.
- Parul Mittal and Dr. Ravindra, “Consumer Buying Behavior towards Chocolates”, Intention Journal of Business & Mgt. Tomorrow, Vol- 2, issue 09 ISSN No. 2249-9962 Cond.
- Dr. Ravindra & Parul Mittal, “Challenges & Measures for Sustainable Development – An Indian Perspective”, Edited Book published by Excel Publisher, ISBN No. 85382062530.
- Dr. Ravinder, and Rajni “A Comprehensive Study of Work Life Balance Problems in Indian Banking Sector” , “ International Journal of Enhanced Research in Management & Computer Application”, ISSN : 2319-7471 Vol, 04, Issue 3, March – 2015, PP : (37 -41)
- Rajni and Dr. Ravinder “ Quality of Work Life in Indian Banking Sector” Edited Book published by saad publication Vijay Park, Street No. 5, Mujarpur Delhi, Vol. No. 1 ISBN No. 978-9380633-37-4, PP : 267 -272
- Neelam and Dr. Ravinder “ Overview of Financial Inclusion in India” Edited Book published by saad publication Vijay Park, Street No. 5, Mujarpur Delhi, Vol. No. 1 ISBN No. 978-9380633-37-4, PP : 424 -429
- Dr. Ravinder “ Financial Inclusion and Microfinance in India : Fresh Outlook”, “International Journal of Mgt. Science, Vol-01, Issues 02 June, 2012 ISSN No. 2277-968X

- Dr. Ravindra “Unethical Marketing practices in Financial Services: A Consumer Protection Approach”, International Journal of Innovation in Engineering and Management, Vol. 03, No. 01, Jan.-June,2014, ISSN: 2319-3344, PP 30-35.
- Sunita and Dr. Ravindra, Impact of TV Advertisement on Children with Special Reference to Confectionary products in Rewari District, Haryana”, International journal of Management and Social Science Research (IJMSSR), Vol. 04, No. 10 Oct., 2015, ISSN: 2319-4421, PP 58-63. (IM- 4.267)
- Sunita and Dr. Ravindra, Impact of TV Advertisement on Children with Special Reference to Confectionary products (Biscuit, Snacks, Ice- Cream and Chocolates) in Rewari District, Haryana”, International journal of Social Science & Interdisciplinary Research (IJMSSR), Vol. 04, No. 11 Nov., 2015, ISSN: 2277-3630, PP 10-19.
- Dr. Ravindra and Sunita Yadav, “Consumer Perception Toward Skin Care Product of Patanjali Brand: A Study of Rewari District”, International Journal of Research, Vol. 04, No. 09, August, 2017, ISSN: 2348-6848 and 2348- 795X, PP 876-886. (IM- 5.6)
- Dr. Ravindra and Rajkumar, “Industrial Relations: Role of Union and Management in Dispute Redresses in Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI) and Hero Moto Corp (HMC) in Gurgaon”, Kaav International Journal of Economics, Commerce& Business Management, Vol. 04, No. 03, Sep., 2017, ISSN: 2348-4969, PP 413-421. (IM- 7.8902)
- Rajni and Dr. Ravindra, “Job Stress Among Banking Sector Employees –Cases Effects and Coping Strategies”, International Journal of Engineering, Applied & Management Sciences Paradigms, Vol. 51, No.01, December, 2017, pp. ISSN: 2320-6608, IF 2.50 (Refereed and Indexed).
- Dr. Ravindra and Sunita Yadav, “Consumer Attitude toward Cosmetic Products: A Study of Rewari District”, International Journal of Research, Vol. 04, No. 13, Oct., 2017, PP 1518-1533, ISSN:2348-6848 and 2348-795X. (IM- 5.6)
- Dr. Ravindra and Sunita Yadav, “ Consumer Habits towards Cosmetic Products: A Study of Rewari District”, Kaav International Journal of Economics, Commerce& Business Management, Vol. 04, No. 03, Oct., 2017, ISSN: 2348-4969, PP . (IM- 7.8902)
- Sunita Yadav and Dr. Ravindra, “Customer Satisfaction towards Reliance JIO SIM: A Study of Youth of Rewari District”, International Journal of Research, Vol. 04, No. 17, December, 2017, ISSN: 2348-6848 and 2348- 795X, PP 876-886. (IM- 5.6), pp. 4005-4012.
- Sunita Yadav and Dr. Ravindra, “Customer Satisfaction towards Banking Services: A Study of Rewari District”, International Journal of Current Research and Modern Education (IJCRME), Vol. 02, No. 02, 2017(IM- 6.725), ISSN: 2455-5428, pp. 391-395.
- Dr. Ravindra and Sunita Yadav, “Consumers Habits towards Cosmetic Products- A Study of Rewari District in Haryana”, Kaav International Journal of Economics, Commerce& Business Management, Vol. 04, No. 04, Dec., 2017, ISSN: 2348-4969, PP 413-421. (IM- 7.8902), pp. 191-196.
- Dr. Ravindra and Sunita Yadav, “Consumer Perception towards Celebrity Endorsement with Reference to Two Wheeler: A Study of Rewari District”, International Journal of Current

Research and Modern Education (IJCRME), Vol. 03, No. 01, 2018 (IM-6.925), ISSN: 2455-5428, pp.

- Asha Chauhan and Dr. Ravindra, “Boys V/s Girls: Pestering Strategies of Children in India”, IITM Journal of Management and IT, Peer Review and Indexed, Vol. 08, No. 02, July- Dec. 2017, ISSN: 0976-8629, 2349-9826, pp. 38-44.
- Sunita Yadav and Dr. Ravindra, “Problem Faced by the Customer in Banking Services- A Study of Rewari District”, Journal for Studies in Management and Planning, Vol. 04, No. 01, January, 2018 (IM- 5.40), ISSN: 2395-0463, pp. 50-58.
- Dr. Anil Balhera and Dr. Ravindra, “The Consumer protection Act, 1986 of India-31 Years of Enactment: A Critical Study”, International Journal of Research, Refereed and Indexed, Vol. 05, Issue 04, February, 2018, ISSN: 2348-795X, pp.: 56-62.
- Asha Chauhan and Dr. Ravindra, “Pestering Parents Through Socializing Agents: A Case of FMCG Products”, Journal of Engineering Technologies and Innovation Research (JETIR), Vol. 05, Issue 07, July, 2018 pp. 169-179, ISSN: 2349-5162 (Refereed, Indexed & IF-5.609)
- Asha Chauhan and Dr. Ravindra, “Impact of Pester Power on Family Buying Decision”, International Journal Research and Analytical Review (IJRAR), Vol. 06, Issue 01, January 11, 2019, pp. 260-268, ISSN: 2348-1269 (Refereed, Indexed and Peer Reviewed IF-5.75)
- Dr. Ravindra and Manju Gahlawat, “Determinants of Organizational Effectiveness of Telecommunication Organizations of Haryana”, International Journal of Information Research and Review (IJIRR), Vol. 06, Issue 07, July, 2019, pp. 6401-6407, ISSN: 2349-9141 (Refereed, Indexed & IF-4.251)
- Dr. Ravindra and Manju Gahlawat, “Organizational Effectiveness in Relation to Leadership Style, Organizational Citizenship Behaviour and Organizational Culture of Telecommunication Organizations”, International Research Journal of Management and Commerce, Vol. 06, Issue 07, July, 2019, pp. 1-12, ISSN: 2348-9766 (Refereed, Indexed & Peer Reviewed IF-5.564)
- Dr. Ravindra, “Digital Marketing: An Introduction”, Edited Book on “New Paradigm in Business and Education, Published by: National Press Association, New Delhi, pp. 144-152, ISBN: 978-81-944303-8-4, June-July, 2020.
- Dr. Ravindra and Suman Kumari. “Customer Attitude towards Green Products: A Qualitative Analysis”, International Journal of Research and Analytical Review (IJRAR), Vol. 07, Issue 03, September 2020, ISSN No. E- 2348 -1269 and P – 2349 – 5138 (Open Access, Peer Reviewed, Refereed and Indexed Journal IF - 5.75 Google Scholar).
- Neelam and Dr. Ravindra, “Impact of Social Networking Sites Factors on Various Stages of Purchases Decisions Process: A Study of NCR region in Haryana”, International Journal of Research and Analytical Reviews (IJRAR), Vol. 07, Issue 04, Nov. 2020, pp. 713-723, E-ISSN: 2348-1269, P-ISSN: 2349-5138, (International Refereed, Indexed and Peer Reviewed IF-5.75).
- Neelam and Dr. Ravindra, “Impact of Demographic Characteristics on Consumer Buying Behavior towards Social networking Sites – With Reference to NCR region in Haryana”, KAAV International Journal of economics, Commerce & Business Management (KIJECEBM), Vol. 07, Issue 04, Nov. 2020. pp. 23 -28, ISSN: 2348 – 4969, (Refereed Peer Reviewed Journal IF – 8.9901)

