

## CURRICULUM VITAE



**Kuldeep Chaudhary**  
(Ph. D.)

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### **Educational Profile**

- 2008-2013      **Doctor of Philosophy in Management**  
Institution: Kurukshetra University, Kurukshetra, Haryana, India  
Thesis: Service Quality in Indian Life Insurance Industry- An Empirical Study  
Supervisor: Prof. B. S. Bodla, Ph.D.
- 2005            **National Eligibility for Assistant Professorship**  
A requisition of University Grants Commission, India  
(Higher Education Governing Authority of India)
- 2000-2002    **Master in Business Administration**  
Institution: Kurukshetra University, Kurukshetra, Haryana, India  
Internship: Liberty Shoes Limited
- 1997-2000    **Bachelor in Commerce**  
Institution: Government (P. G.) College, Karnal, Haryana, India

### **Employment Profile**

- May 2021      **Associate Professor**  
Discipline: Management  
Institution: Indira Gandhi University, Rewari, Haryana, India

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| Nov 2008  | <b>Assistant Professor</b><br>Discipline: Management<br>Institution: Maharshi Dayanand University, Rohtak, Haryana, India                         |
| July 2008 | <b>Lecturer</b><br>Discipline: Management<br>Institution: Maharshi Markendeshwar University, Mullana, Haryana, India                              |
| July 2007 | <b>Teaching Associate</b><br>Discipline: Management<br>Institution: Kurukshetra University, Kurukshetra, Haryana, India                           |
| Oct 2006  | <b>Lecturer</b><br>Discipline: Commerce<br>Institution: D. A. V. College, Karnal, Haryana, India  |
| Dec 2003  | <b>Relationship Manager</b><br>Profile: Sales and Customer Relationship Management<br>Institution: ICICI Prudential Life Insurance Limited, India |
| Nov 2002  | <b>Promotional Executive</b><br>Profile: Frontline Sales<br>Institution: HDFC Bank Limited, India   |

#### **Faculty Development Programs Attended**

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| Feb 2019           | <b>Faculty Development Program</b><br>Institution: Maharshi Dayanand University and MHRD India                              |
| Nov- Dec 2018      | <b>Refresher Course in Business Management</b><br>Institution: UGC Academic Staff College, B. P. S. Women University        |
| Dec 2015           | <b>Capacity Building Program</b><br>Institution: Maharshi Dayanand University and Indian Council of Social Science Research |
| Dec 2012- Jan 2013 | <b>Refresher Course</b><br>Institution: UGC Academic Staff College, B. P. S. Women University                               |
| Nov 2011           | <b>Training Program</b><br>Institution: Maharshi Dayanand University Indian Council of Social Science Research              |
| Nov- Dec 2008      | <b>Orientation Course</b><br>Institution: UGC Academic Staff College, Kurukshetra University                                |

#### **Technical Sessions Chaired**

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| Feb 20-21, 2021  | Interdisciplinary National Seminar of National Education Policy<br>Institution: Faculty Development Center, M. D. University   |
| Dec 19, 2020     | Conference on Hospitality and Tourism E- Conference<br>Institution: School of Hotel Management, Airlines and Tourism, CT University  |
| Sept 26, 2017    | Conference Theme: National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era<br>Institution: Maharshi Dayanand University |
| Sept 16-17, 2017 | Conference Theme: International Conference on Interdisciplinary Conference on Role of Digitalization in Sustainable Development<br>Institution: Maharshi Dayanand University           |
| March 28, 2017   | Conference Title: National Conference on Digital India: Prospects and Challenges<br>Institution: Maharshi Dayanand University  |

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| March 2, 2017 | Conference Theme: International Conference on Startup India Recipe for Inclusive Entrepreneurship and Innovation<br>Institution: Maharshi Dayanand University |
| Feb 8, 2017   | Conference Theme: National Conference on Emerging Issues in the Financial Sectors in India<br>Institution: Maharshi Dayanand University                       |
| Oct 10, 2015  | Conference Theme: National Conference on Rural Transformation in India: Challenge, Opportunities and Strategies<br>Institution: Maharshi Dayanand University  |
| Feb 28, 2014  | Conference Theme: National Conference on Trends Management<br>Institution: Maharshi Dayanand University   |

### **Research Papers Presented in Conferences and Seminars**

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| Mar 26-27, 2021  | Paper: Significance of Employee Empowerment in Banking Services: A Critical Evaluation of Literature.<br>Paper: Effect of Deceptive Advertisements on Consumer Behavior and Attitude: A Literature Review Approach<br>Theme: Contemporary Issues in Banking, Insurance & Financial Services Sector                                    |
| March 30, 2019   | Paper Title: Relevance of Ramayana Era Values in Present Day Context<br>Theme: Seminar on Maharshi Valmiki MulyaMeemansa  |
| March 26, 2019   | Paper Title: Problems and Challenges of Agrarian Farming in India: Resolution through ICT Interventions<br>Theme: Conference in Emerging Trends in Management Education   |
| March 12, 2019   | Paper Title: Information search behavior of Indian Travelers<br>Theme: Food, Hospitality and Tourism: Luxury Services and Experience  |
| June 24, 2018    | Paper Title: Importance of Trade Marks for Small Scale Entrepreneurs<br>Theme: Implication and Implementation of Intellectual Property Rights in India  |
| Sept 26, 2017    | Paper Title: Corporate Social Responsibility (CSR): A Review of Indian Industries<br>Conference Theme: National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era<br>Institution: IMSAR, M. D. University  |
| Sept 26, 2017    | Paper Title: Corporate Social Responsibility (CSR): A Review of Indian Industries<br>Conference Theme: National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era<br>Institution: IMSAR, M. D. University  |
| Sept 16-17, 2017 | Paper Title: Virtual Banking and Economic Growth<br>Conference Theme: Role of Digitalization in Sustainable Development: A Global Perspective   |
| March 28, 2017   | Paper Title: Digital financial transactions: threats and precautions<br>Conference Theme: National Conference on Digital India: Prospects and Challenges<br>Institution: IMSAR, M. D. University  |
| March 2, 2017    | Paper Title: Analysing motivation and skills among women entrepreneurs<br>Paper Title: A guide to dairy business in small cities<br>Conference Theme: National Conference on Startup India Recipe for Inclusive Entrepreneurship and Innovation<br>Institution: IMSAR, M. D. University and Indian Council of Social Science Research |

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| Feb 8, 2017    | <p>Paper Title: Prospects and perils of virtual banking in India<br/>           Conference Theme: National Conference on Emerging Issues in the Financial Sector in India<br/>           Institution: IMSAR, M. D. University</p>  |
| Feb 3, 2017    | <p>Paper Title: Sir Chhotu Ram- A multi- dimension persona<br/>           Seminar Theme: National Seminar on The ideology of Sir Chhotu Ram<br/>           Institution: Center for Haryana Studies, M. D. University</p>   |
| Oct 10, 2015   | <p>Paper Title: Issues and challenges in discharging corporate social responsibility among rural masses<br/>           Conference Theme: National Conference on Rural Transformation in India: Challenges, Opportunities and Strategies<br/>           Institutions: IMSAR, M. D. University and Indian Council of Social Science Research</p>                             |
| May 23, 2015   | <p>Paper Title: Identifying the factors responsible for selection of choosing farming as a career<br/>           Seminar Theme: National Seminar on Development Dynamics- Strategy, Viability and Challenges in Haryana<br/>           Institution: CRS Institute of Social and Economic Change, M. D. University</p>  |
| April 25, 2015 | <p>Paper Title: Make in India; Study of investment opportunities in automobile sector<br/>           Conference Theme: National Conference on Make in India: Opportunities and Challenges<br/>           Institutions: IMSAR, M. D. University and IMSAR Alumni Association</p>  |
| March 19, 2015 | <p>Paper Title: Implications of ICT in technological advancement of SME's<br/>           Seminar Theme: National Seminar on Sustainable Development in 21st century: a Glocal Perspective<br/>           Institution: Chaudhry Ranbir Singh University</p>   |
| Nov 22, 2014   | <p>Paper Title: Current trends in management education in India<br/>           Seminar Theme: National Seminar in Emerging Issues in Commerce, Economics and Management<br/>           Institutions: Chhotu Ram Arya college and Director General of Higher Education, Haryana</p>   |
| Nov 12, 2012   | <p>Paper Title: Shifting of unorganised to organised in India: A study of retail sector<br/>           Seminar Theme: National Seminar on Relevance of Inter- Disciplinary Approach in Higher Education<br/>           Institution: C. R. S. University</p>  |
| March 26, 2014 | <p>Paper Title: Declining in child sex ratio; challenges, causes and emerging issues in Haryana<br/>           Seminar Theme: National Seminar on Economic Reforms and Haryana Economy: Emerging Issues, Challenges and Prospects<br/>           Institutions: IMSAR, M. D. University and Indian Council of Social Science Research</p>                                   |
| Feb. 28, 2014  | <p>Paper Title: Online retail store branding in India<br/>           Paper Title: An analysis of marketing strategies adopted by online stores<br/>           Conference Theme: National Conference on Emerging Trends in Management<br/>           Institution: IMSAR, M. D. University</p>   |
| Oct 4, 2013    | <p>Paper Title: An analysis of Haryana Government tourism policies of promoting entrepreneurial activities<br/>           Paper Title: Promotional strategy for entrepreneurship in hospitality services<br/>           Seminar Theme: National Seminar on Environmental and Business Issues in Hospitality and Tourism Industry<br/>           IHTM, M. D. University</p> |

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| April 27, 2013 | <p>Paper Title: Measuring service quality gap Bajaj Allianz Life Insurance company<br/>                 Paper Title: Role of job analysis in HRM system and defining various methods of gathering data for job analysis<br/>                 Conference Theme: National Conference on Global Competitiveness: Paradigm Shift in Management, Engineering and Science<br/>                 Institution: Savera Group of Institutions</p> |
| April 22, 2013 | <p>Paper Title: Effectiveness of internet advertising in tour and travel services<br/>                 Seminar Theme: National Seminar on Hospitality and Tourism Education in India<br/>                 Institution: IHTM, M. D. University</p>  |
| Oct 1, 2012    | <p>Paper Title: Branding tourist destination in Himachal Pradesh- an exploratory study<br/>                 Seminar Theme: National Seminar on Managing Sustainable Tourism Development<br/>                 Institution: IHTM, M. D. University</p>   |
| April 21, 2012 | <p>Paper Title: Mutual fund as an investment option<br/>                 Paper Title: Fund management practices of public sector banks in India<br/>                 Conference Theme: National Conference on Emerging Issues in Investment Management in India<br/>                 IMSAR, M. D. University and Rohtak Matcom Education Society</p>   |
| March 12, 2012 | <p>Paper Title: Evaluating students' evaluation of teachers effectiveness- A study of university business school<br/>                 Conference Theme: National Conference on Activity- Based Learning in Professional Education<br/>                 Institution: IMSAR, M. D. University</p>  |
| March 9, 2011  | <p>Paper Title: Recovering from service failures in restaurants industry<br/>                 Conference Theme: National Conference on Emerging Trends in Hospitality and Tourism<br/>                 Institution: IHTM, M. D. University</p>   |
| Feb 13, 2012   | <p>Paper Title: The need for training for workers under informal sector<br/>                 Seminar Theme: National Seminar on Global Competitiveness of Indian Business<br/>                 Institution: USM Kurukshetra University</p>   |

### **Research Publications**

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| 2020 | Farmers' Knowledge of ICT Interventions in Indian Agriculture Sector/ Our Heritage/68/10680-10703   |
| 2019 | Farmers' Perception Of Information And Communication Technology Interventions In Agriculture Sector Of India, Studies in Indian Place Names/39/ 1-23  |
| 2018 | Service Quality Expectation and Perception in Life Insurance Services, Journal of Management Research and Analysis/ 5/ 2/ 251-258   |
| 2018 | Service Quality Expectation and Perception in Life Insurance Services, Journal of Management Research and Analysis/ 5/ 2/ 251-258   |
| 2018 | Service Quality Expectation and Perception in Life Insurance Services: A Marketer's Viewpoint, Journal of Advances and Scholarly Researches in Allied Education/ 15/ 4/ 193-199                             |
| 2017 | Measuring service quality gap in Bajaj Allianz life insurance Company, International Journal of Advanced Research and Development/ 2/ 6/ 904-900  |
| 2016 | Brand Management, Green Leaf Publication, ISBN: 978-93-85086-70-0   |
| 2016 | Customer Engagement – A Literature Review, Global International Research Thoughts/ 2/ 15-19   |
| 2016 | Impact of Customers Engagement Strategies adopted by Indian Mobile Service Providers on Customers Loyalty and Retention, International Journal of Knowledge and Research in Management & E-Commerce/ 6/ 1-4 |

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| 2015 | The use of Information Technology in customer Relationship Management (CRM)  |
| 2015 | Identifying the Factors Responsible for Selection of Choosing Farming as a Career, International Journal Of Research In Commerce & Management/ 6/ 69-71                            |
| 2014 | Examining Expected and Perceived Service Quality in Life Insurance Corporation of India, International Journal of Application or Innovation in Engineering & Management 3/ 275-282 |
| 2013 | An Empirical Assessment of Expected and Perceived Service Quality in Birla Sun Life Insurance Company, International Journal of Techno-Management Research/ 1/ 1-16                |
| 2013 | Analysing Service Quality Gap in HDFC Life Insurance Company, International Journal of Hospitality, Business and Research, 4, 164-185, 2013  |
| 2012 | Service quality in ICICI Prudential Life Insurance Company, International Journal of Computing and Business Research/ 3/ 1-18  |
| 2008 | CRM- A strategy to retain customers, 4th National Conference on Managing Customer Loyalty/ 246-253, M. M. University, Mullana  |
| 2008 | E- Banking: A way to customer loyalty, 4th National Conference on Managing Customer Loyalty/ 246-253, M. M. University, Mullana  |
| 2008 | CRM- Principle, strategy and idea, 4th National Conference on Managing Customer Loyalty/ 246-253, M. M. University, Mullana  |

**Ph. D. Theses Supervised**

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|------|---|
| 2020 | Thesis: Corporate Information and Communication Technology (ICT) Interventions in Agriculture Sector of Haryana |
| 2019 | Thesis: Branding in Liquor Industry and its Impact on Consumer Behavioral Intentions                            |
| 2017 | Thesis: Impact of Customer Engagement Strategies on Customer Loyalty and Retention in Telecom Sector            |

**Academic Duties Performed in Maharshi Dayanand University**

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| 2008- Till Date | Performed as member in other academic and administrative committees  |
| 2008- Till Date | Coordinator/chairperson/ organizing member in various events committees  |
| 2014- Till Date | Performing as warden of hostel of 240 students/ residents  |
| Jan 12-16, 2017 | Worked as coordinator, liaison committee of 100 teacher members in 21st National Youth Festival held in M. D. University, Rohtak |
| 2013            | Performed as member selection committee  |
| 2011-12         | Performed as member of U. G. board   |
| 2010-11         | Performed as member of P. G. board   |
| 2008-10         | Performed as member of Academic Council  |
| 2009            | Performed as Member of Inspection Committee  |

**Dated:**  
**26-05-2021**

**(Kuldeep Chaudhary)**