Name of Faculty: Dr. Ajai Pal Sharma, Assistant Professor of Management

Name	**Dr. Ajai Pal Sharma**
Area	Marketing & General Management
Email	ajaipalsharma@cuh.ac.in
Personal Home Page	www.managementinsight.blogspot.in

Educational Qualifications

MBA (Marketing), PGDHRM, UGC-NET, M.Phil., Ph.D.

Academic Affiliation

Current : Central University of Haryana, Jant-Pali, Mahendergarh

Previous : GGS IP University, New Delhi

Professional Affiliation

Member : AIMA (All India Management Association)

Area Of Research

Retail Marketing, Rural Development, Governance, etc.

Current Research

Changing Paradigms of Shopping Behavior of Consumers

Publications/ Articles/ Cases

Research Papers/Articles Published:

- Published an article **"Window-shopping to Show-rooming: A Study of Paradigm Shift in Shopping Patterns of Consumers"** in the Conference Proceedings of "2014 International Conference on Marketing: Concepts to Applications" organized by DAV Centenary College, Faridabad from 12-13 September 2014.

- Published a research paper entitled **"Perceptual Study of Rural Consumers for Evaluating and Selecting Banking Services"** in the edited book on "Application and Role of Statistics in Multidisciplinary Research" published and released by Central University of Haryana, Mahendergarh as an outcome of National Seminar organized from 23-24 October 2013.

- Published an article **"Market Forces and the Changing Behaviour of Media Houses in Contemporary Scenario: An Analytical Study"** Vol. 12 No. 1 January-June of Bi-Annual Journal "Effulgence" by Rukmani Devi Institute of Advanced Studies (affiliated to GGS IP University) Delhi.

- Published an article **"Indian Higher Education at Crossroads: An Analysis**" in University News - A Journal of Higher Education, Association of Indian Universities, Vol. 51 No. 48, December 02-08, 2013. ISSN: 0566-2257

- Published an article **"Rural Women Empowerment: An Analytical View**" Kurukshetra - A Journal on Rural Development, Vol. 61 No. 10, Aug 2013, ISSN: 0021-5660

- Published an article "**Gram Sabha Empowerment through Social Audit**" Kurukshetra - A Journal on Rural Development, Vol. 60 No. 10, May 2013, ISSN: 0021-5660

- A research paper entitled **"The Art and Science of Leadership in Turbulent Times"** presented at National Conference on 20thApr 2013conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi and published as conference proceedings with ISBN 978-93-82122-14-2.

- A research paper entitled **"Virtual Merchandising: Breaking the Barrier of Traditional Marketing, An Empirical Study"** presented at National Conference on 10thOct 2012conducted by Jamia Milia Islamia University, New Delhi and published as conference proceedings with ISBN 978-93-81505-42-7.

- A research paper entitled "**Rural Health Scenario in India**" published in Kurukshetra-A Journal on Rural Development, Vol. 60 No. 10, August 2012, ISSN: 0021-5660

- **"Managing Organizational Change: A Critical Issue for Leadership"** published in CPJ Global Review: An International Journal of CPJ-CHS & School of Law (affiliated to GGS IP University), Vol. V, No. 1 Jul 2013.

- **"An Empirical Study of Sales Promotion and Customer Service Practices in Rural Markets with Specific Reference to South Haryana"** published in SDIMT PATH: A Journal of Management & Technology, Vol. 1 No. 1 July-September 2012, ISSN 2277-8662

- **"Food Grain Storage Management in India: Some Implications and Suggestion"** published in Academic Discourse (A Multi-disciplinary Refereed Research Journal: ISSN

2278-3296) (July 2013) by Shri Atmanand Jain College, Ambala.

- **"Role of ICTs in Empowering Rural India: A Critical Analysis"** Effulgence, A Refereed Management Journal By Rukmani Devi Institute of Advanced Studies, Vol. 10 No. 2, Jul-Dec 2012, ISSN: 0972-8058

- **"Scope and Challenges of E-Learning in Rural Areas of Haryana"** in TECNIA Journal of Management Studies, Vol. 3, No. 2, Oct 2008 – Mar 2009, ISSN: 0975-7104

- **"Followership: An Unforgettable Issue"** published on 16th Jun 2010 in International Web Journal 'associated content.com'.

- **"Agile Leadership and Organization Development: An Empirical Study"** paper published by ASBM Journal of Management-Bhubaneswar, Vol. IV, No. 1, 2011, refereed journal.

- **"Sales at Traffic Signal"** an article published in 'Youngster' a monthly newspaper, in Jun 2010 issue (RNI No. DEL/BIL/2004/14598).

- **"Value Development: Suggestive Strategies for Educational Institutions"** an article published in 'Youngster' a monthly newspaper, in July2010 issue (RNI No. DEL/BIL/2004/14598).

- **"Communication Network Control of Indian Railways: A Case Study of RAILTEL"** published in Indian Media Studies Journal, Vol. 1, No. 4, Mar 2011, with ISSN: 0972-9348.

- **"An Empirical Study on Customer-Retailer Relationship in Rural Markets"** published by IITM Journal of Management and IT, Vol. 3 Issue January-Jun 2012 with ISSN: 0976-8629.

- A research paper entitled **"Uses and Misuses of Web Technology"** presented at National Conference sponsored by AICTE on 30th Apr 2011 conducted by Tecnia Institute of Advanced Studies, GGSIP University and published as conference proceedings with ISBN 978-81-288-3426-4.

- Research paper entitled **"Analysis of E-Governance: An Effective Tool for Good Governance"** published by Central University of Haryana under its proceedings for National Seminar on Inclusive Democracy: People. Power & Progress organized from May 30-31, 2012.

- Research paper "**A Study of Retail Outlet Assortments for Customer Retention**" published in The Journal of BLS Institute of Technology Management 'SYNTHESIS' vide Vol. 8, No. 1, June 2011, International Journal with ISSN 0973-2357.

Books Published:

Edited a book ***"Application and Role of Statistics in Multidisciplinary Research".***

Seminar/Conferences/Workshops

Conferences/Seminars/Workshops/Lectures Attended:

International:

- Attended an International Conference on "**Marketing: Concepts to Applications"** organized by DAV Centenary College, Faridabad from 12-13 September 2014.
- Attended an International Conference on **"Innovative Solutions for Business Management in Post Globalised Era"** conducted by Bharti Vidyapeeth, Delhi from 02-03 February 2013.
- Attended an **International Conference** on the topic **"Sustainable Management Practices"** organized by Faculty of Management Studies, MLS University, Udaipur from 30-31 March 2012.
- Attended **International Conference on "Global Perspective of HRM in Disability Sector"** held in Delhi from28-29th January 2011 at Tecnia Institute of Advanced Studies, New Delhi.
- Attended International Conference on **"Green Business Solutions: Imperatives and Opportunities"** held in Delhi from 29-30 Jan 2010atTecnia Institute of Advanced Studies, New Delhi.

National:

- Attended National Conference on the topic **"Art and Science of Leadership in Business Enterprises"** conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi on 20th Apr 2013.
- Attended National Conference on the topic **"Freedom of Expression: Ethical Parameters and Market Forces in Media Industry"** conducted by Department of Journalism, Maharaja Agrasen College, University of Delhi from 08-09 March February 2013.
- Attended National Conference on the topic **"Emerging Paradigms in Marketing"** organized by Jamia Milia Islamia University, New Delhi on 10th Oct 2012.
- Attended National Conference on the topic **"Inclusive Democracy: People, Power and Progress"** organized by Central University of Haryana, Narnaul from 30-31 June 2012.
- Attended National Conference on the topic **"Winning Strategies in a Competitive Setup: Searching 'Aha' Effects in the Inflation Driven Global Economy"** conducted by BLS Institute of Management, Bahadurgarh (Affiliated to GGSIP University) from 24-25 February 2012.
- Attended AICTE sponsored 10th National Conference on **"Green Management Practices"** conducted by Institute of Management and Research of Bharti Vidyapeeth University, Delhi from 21-22 January 2012.
- Attended 03 days **National Conference on "Excellence in Higher Education"** conducted by IIT Delhi from 01st - 03rd Apr 2011.
- Attended a **National Seminar on "Women Education in India: Opportunities and**

Challenges" held at BLS Institute of Management on 29th Mar 2011.

- Attended a **National Workshop on "Leveraging Technologies using ERP and Open Source Technology"** held at Tecnia on 25thMar 2011.
- Convened and attended an Academic Seminar **"Endeavour-2011"** on 12th Mar 2011 at Tecnia Institute of Advanced Studies, New Delhi.
- Attended National Conference on **"Rural Business Management-Imperatives for Sustainable Business Growth"** held in Delhi on 30thOct 2009 at Tecnia Institute of Advanced Studies, New Delhi.
- Attended 03 day national short term course workshop on **"Effective Teaching through Case Study Methodology" at IIT Delhi** from 05 to 07 Mar 2010.
- Attended National Conference on **"Brand Positioning"** held in Delhi on 14th Nov 2009atTecnia Institute of Advanced Studies, New Delhi.

Seminar Organized

Organized a National Seminar on "*Application and Role of Statistics in Multidisciplinary Research" at Central University of Haryana from 23-24 October 2013.*

Presentations and Participation

Research Papers Presented:

- Presented an article **"Window-shopping to Show-rooming: A Study of Paradigm Shift in Shopping Patterns of Consumers"** in the International Conference on Marketing: Concepts to Applications" organized by DAV Centenary College, Faridabad from 12-13 September 2014.
- Presented a research paper entitled **"Perceptual Study of Rural Consumers for Evaluating and Selecting Banking Services"** at National Seminar on the topic "Application and Role of Statistics in Multidisciplinary Research" organized by Central University of Haryana, Mahendergarh from 23-24 October 2013.
- Presented a research paper entitled **"The Art and Science of Leadership in Turbulent Times"** at National Conference on 20thApr 2013conducted by Rukmini Devi Institute of Advanced Studies (Affiliated to GGS IP University) New Delhi.
- Presented a research paper on **"Impact of Market Forces on Media Houses"** at National Conference on "Freedom of Expression: Ethical Parameters and Market Forces in Media Industry" conducted by Department of Journalism, Maharaja Agrasen College, University of Delhi from 08-09March February 2013.
- Presented a research paper on **"Innovative Solutions for Effective Food Grain Supply Chain Management in India"** at 6th International Conference on "Innovative Solutions for

Business Management in Post Globalised Era" conducted by Bharti Vidyapeeth, Delhi from 02-03 February 2013.

- Presented a research paper on **"Virtual Merchandising: Breaking the Barrier of Traditional Marketing, an Empirical Study"** at National Conference on the topic "Emerging Paradigms in Marketing" organized by Jamia Milia Islamia University, New Delhi on 10th Oct 2012.

- Presented a research paper on **"Analysis of E-Governance: An Effective Tool for Good Governance in India"** at National Conference on the topic "Inclusive Democracy: People, Power & Progress" organized by Central University of Haryana, Narnaul from 30-31 June 2012.

- Presented a research paper on **"Information Communication Technology as Catalyst for Empowering Rural India"** at National Conference on the topic "Gram Panchayat-Lessons in Effective Governance for 21st Century India" organized by Rukmani Devi Institute of Advanced Studies, New Delhi on April 21, 2012.

- Presented a research paper on **"Providing Convenience to Customer in Context of Food Consumption: The Business Opportunity"** at International Conference on the topic "Sustainable Management Practices" organized by Faculty of Management Studies, MLS University, Udaipur from 30-31 March 2012.

- Presented a research paper on **"FDI in Multi-Retail: A Critical Analysis of Aha! Effects"** at National Conference on the topic "Winning Strategies in a Competitive Setup: Searching 'Aha' Effects in the Inflation Driven Global Economy" conducted by BLS Institute of Management, Bahadurgarh (Affiliated to GGSIP University) from 24-25 February 2012. (Awarded First Best Paper).

- Presented a research paper on **"Green Marketing: Issues and Challenges"** at 10th AICTE sponsored National Conference on "Green Management Practices" conducted by Bharti Vidyapeeth, Delhi from 21-22 January 2012. (Awarded First Best Paper).

- Presented a research paper on **"Uses and Misuses of Web Technology"** at AICTE sponsored National Conference on "Web Knowledge Based Systems: Emerging Trends and Perspectives" in Delhi on 30th April 2011 at Tecnia Institute of Advanced Studies, New Delhi.

- Presented a research paper on **"Accommodating People with Disability in the Main Stream of Workforce"** at International Conference on "Role of HRM Perspective in Disability Sector" held in Delhi from28-29th January 2011 at Tecnia Institute of Advanced Studies, New Delhi.

- Presented a research paper on **"Rural Business in India: The Hidden Treasure Hunt"** at National Conference on "Rural Business Management-Imperatives for Sustainable Business Growth" held in Delhi on 30th Oct 2009 at Tecnia Institute of Advanced Studies, New Delhi.

- Presented a research paper on **"Green Business Solutions: How Technology Can Make a Difference"** at International Conference on Green Business Solutions: Imperatives and

Opportunities held in Delhi from 29-30 Jan 2010 conducted by Tecnia Institute of Advanced Studies, New Delhi.

- Presented a research paper on **"Brand Positioning"** at National Conference held in Delhi on 14 Nov 2009 conducted by Tecnia Institute of Advanced Studies, New Delhi.
- Presented a research paper on **"Measuring Effectiveness of Advertising & Promotional Campaigns"** at 3rd National Research Conference on 13 Sep 08 conducted by All India Management Association, New Delhi.

Participation at University Level

Sl. No.	Name and Nature of Activity	Nature of Participation	Date
1	Consultative Workshop on **"Designing Roadmap towards Implementation of RTE Act 2009"**	Discussant	June 21, 2012
2	Demonstrative Panel Discussions on **"India Story: Reality or Myth"** in the Orientation Programme "Coming Together" held from Aug 13-14, 2012	Panellist	Aug 13,2012
3	Book Reading Session on book **"Beautiful Country –*Stories from another India*"**	Discussant	Oct 11, 2012
4	Participated in a debate on **"Economic Social and Political Dynamics of World of Sports"**	Presenter	Oct 22, 2012
5	Participated in **India Positive: A Big Debate, National Commitment to Build Human Capital: Approach of Engagement or Approach of Pervasive Neglect**	Presenter & Debater	Oct 30, 2012
6	Presented a **Case Study on "Kingfisher: Some Issues and Challenges"**	Presenter	Nov 06,2012
7	Participated in Panel Discussion on **"Teaching, Learning, Researching and Innovations: Multidisciplinary Perspectives"** in the Orientation Programme held from Aug 06-08, 2013	Panellist	Aug 08, 2013
8	Participated in Panel Discussion on **"Multidisciplinary Approach to Higher Education"** in the Orientation Programme held from Aug 04-08, 2014	Panellist	Aug 07, 2014