



Dr. Amit Mittal

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WORK EXPERIENCE: (19 years' experience in academic leadership, teaching, research, consultancy and industry)

1. July 2014 onwards: Professor & Dean (Doctoral Research for Working Executives), Chitkara Business School, Chitkara University, Punjab (India); www.chitkara.edu.in
Additional charge as Dean (Academics), Chitkara College of Sales & Retail Marketing.

Key Responsibilities:

- Managing the University PhD Programs (enrolments, coursework and student progress)
- Managing the University Sales & Retail Marketing MBA / BBA programs
- Meet University objectives of delivering student satisfaction

2. March 2012 to June 2014: Principal, Oshwal College and Team Leader, Oshwal University (Proposed) under the aegis of the Oshwal Education & Relief Board (OERB), Nairobi, Kenya; www.oshwalcollege.ac.ke

Key Responsibilities:

- Formulate all documentation for the establishment of Oshwal University, Nairobi, Kenya (the first Indian diaspora led multi-faculty university in Africa). Documents include curriculum, strategic plans and various policy documents.
- Academic management of Oshwal College, Nairobi.
- Performance is measured through a Balanced Scorecard measuring financial, admission, customer satisfaction and new initiatives targets.

Key Achievements:

- Brought about a turnaround of the college thereby increasing student population, improving stakeholder satisfaction, streamlining processes and meeting financial targets.
 - Awarded Platinum status for ACCA program (amongst the top-50 globally).
3. August 2008 to February 2012: Principal and Dean at Maharishi Markandeshwar University, Mullana, Ambala-133207 (Haryana), India. www.mmumullana.org

Key Responsibilities:

- Stakeholder Satisfaction: Students, Staff, Management, Parents, Community, Alumni, Recruiters and Researchers.
 - Academic Administration: PhD/ M.Phil. / MBA / BBA / BCom.
 - Teaching PhD and MBA classes in the area of Marketing, Retailing and Business Research Methodology.
 - Research, Curriculum Development and Consulting.
 - Supervision of PhD & MPhil scholars.
 - Staff Recruitment, Selection, Orientation and appraisal.
 - Admissions and market development: Headed the MMU Africa Initiative.
4. July 2007 to July 2008: Worked as an Program Director & Associate Professor (Retailing & Marketing Area), NIILM School of Business (NSB), New Delhi, rated A+ by Business India (October 21, 2007), www.nsb.in
5. June 2001 to July 2007: Worked as an Assistant Professor, at Maharaja Agrasen Institute of Management & Technology – MAIMT, Jagadhri, Haryana, India.
6. July 1997 to May 2001: Worked as Sr. Officer (Sales) with M/s. Bajaj Electricals Ltd (A Bajaj Group Company). Served the company at Mumbai (Western suburbs), Central & North Delhi and Goa (including the Konkan Region) territories, www.bajajelectricals.com.

QUALIFICATIONS:

Education

Degree/Certificate	University/Institute	Year	Specialization
Ph.D	IMSAR M.D.University, Rohtak (Haryana, India)	2008	Management Sciences
MBA (1st division) Full-Time Course	IMSAR, M.D.University, Rohtak (Haryana, India)	1995-97	Marketing Management
B.Com	Kurukshetra University, Kurukshetra, Haryana, India	1992-95	General
10+2	Army School (CBSE), Ambala Cant, Haryana, India	1990-92	Non-Med

Specialized Training

AICTE-QIP course	NMIMS, Mumbai, India	Industrial marketing
Certificate Program	IIM, Ahmedabad, India	Retail Management
Certificate Program	Bajaj Training Center, Pune, India	Selling Skills

KEY INTERNATIONAL EXPOSURE:

- I. Presentation at International Conference at Penang, Malaysia (October 2015)
- II. Engaged in an ongoing consultancy on a new university project in Nairobi, Kenya (March 1, 2012 to date).
- III. Represented MM University across Central, Southern and Eastern Africa for partnerships and other engagements.
- IV. Was invited to be a part of the 1st International Summer Faculty Program at Pittsburg State University, Pittsburg, Kansas, USA from June 29 to July 15, 2008.

- V. Member of Indian delegation to visit the Global HQ of Wal-Mart Inc. at Bentonville, Arkansas, USA on July 8, 2008 hosted by the Vice President (New Markets).
- VI. Made presentations to Kiwanis Club and Rotary Sunrise in Kansas City, USA.

RESEARCH:

Supervision at PhD level:

Degree	Scholar	Topic	Status	Year
Ph.D (Management)	Parkee Bhatnagar	Celebrity Endorsements and their Influence on Consumers' Processing of Marketing Communications.	Awarded MM University India	2013
Ph.D (Management)	Prerna Saluja	A Study of Customer Satisfaction, Recommend Intentions in Managing Customer Loyalty in Retail Banking. (The exploratory research was sponsored by the RBI)	Awarded MM University India	2013

PUBLICATIONS:

Book:

(2010), Marketing Management, Global Vision Publishing: New Delhi
(ISBN 978-81-8220-287-0)

Journals:

- I. "Stock Markets Anomaly in BRICS nations", IBSU (Georgia) Journal of Business: forthcoming
- II. "Determinants of Shopping Mall Attractiveness", Procedia Economics and Finance (Elsevier), 2016, 37, pp 386-30
- III. "Mall Shoppers Clustering – Business Intelligence", AIMA Journal of Management and Research (ISSN 0974 974), 2012, 6(3/4), pp 75-95
- IV. "Positioning of Shopping Centres: A Case Study of Malls in NCR", International Journal of Research in IT and Management (ISSN 2231-4334), March 2012
- V. "Consumer Perceptions Towards Different Retail Formats in India", (October 24, 2011), SSRN: <http://ssrn.com/abstract=1948865> or <http://dx.doi.org/10.2139/ssrn.1948>

- VI. "Store Choice in the Emerging Indian Retail Market," IBSU Journal of Scientific Research (ISSN 2233 3002)- Published by International Black Sea University, Georgia, 2008, 2(2), pp 21-46
- VII. "Store Loyalty Proneness of Apparel Shopper Segments: A Data Mining Approach, International Journal of Information Technology and Knowledge Management (ISSN 0973 4414), July-December 2008, 1(2), pp 511-515 Available www.csjournals.com
- VIII. "Customer Satisfaction Analysis of Banks in Panipat District", Pure and Applied Matematika Sciences (ISSN 0379 3168), 2011, LXXIII / 1-2, pp 85-91
- IX. "The Influence of Grocery Store Attributes on Store Loyalty", MAIMT Journal of Management and Technology, 2010, 3(1), pp 89-97
- X. "A Study of Factors influencing Customer Satisfaction in the Banking Industry", SDCM Journal of Management (ISSN 0976 6596), 2010, 1(2)
- XI. "Analysis of Factors that influence the adoption of internet banking in India", Sandesh-Mastnath Journal of Management (ISSN 0975 6515), 2010
- XII. "Store Attribute Salience- A Comparison of Grocery & Apparel Shopping Scenarios", AIMA Journal of Management Research (ISSN 0974 974), , 2009, 3(4/4), pp 1-18
- XIII. "Modeling Consumer Attitudes towards Private Labels", AIMA Journal of Management Research (ISSN 0974 974), 2009, 3(2/4)
- XIV. "Descriptive Modeling of Customers in a Retail Store- A Data Mining Approach," PCTE Journal of Computer Sciences, 2008, 5(1), pp 82-92
- XV. "A Review of Customer Loyalty," IMSAR Genesis, 2008, 2(1), 37-45
- XVI. "Gender Influence on Shopping Enjoyment- A Study from an Emerging Market", Indian Management Studies Journal, 2007, 11(2), pp 103-116 (Published by Punjabi University, Patiala)
- XVII. "Retailing in India: Challenges and Prospects," Political Economy Journal of India, 2007, 16(1&2), pp 83-91
- XVIII. "The Future of Large Scale Retailing in India", IMSARIAN Management Review, 2007, 1(1), pp 8-19
- XIX. "The Outlook for Food Retailing in India: Emerging Retail Structure and Supply Chain Issues," BVIMR Management Edge, 2007, 3(2), pp 43-52

- XX. "Using Technology for Effective Retailing: The Indian Context," PCTE Journal of Computer Applications, July-December, 2007, 3(1), pp 44-52
- XXI. "Celebrity Endorsement and TV Advertising Believability: A Study of Multi-Brand Endorsements," Review of Professional Management, July-December, 2006, 4(2), pp 39-46
- XXII. "Modernizing the Food Supply Chain: The Indian Retail Sector Perspective," Synthesis, January-June 2006, 3(2), pp 55-65
- XXIII. "Customer Loyalty Expectations and Measurement: An Exploratory Study," International School of Informatics & Management's Journal of Management & IT, May-August, 2006, 4(2), pp 99-111
- XXIV. "Impulse Purchasing in the Emerging Retail Setting: An Empirical Study," Pragyaan, April 2006, 3(3), pp 40-47
- XXV. "Technology: A Strategic Input in Retailing", International School of Informatics & Management's Journal of Management & IT, September-December, 2006, 4(3), pp 55-64
- XXVI. "Wal-Mart: Mission India- A Management Case Study," MAIMT Journal of Management & IT, January-June, 2006, 1(1), pp 79-90
- XXVII. "Retail Internationalization: Opportunities in the Indian Retail Landscape," PCTE Journal of Business Management, July-December, 2006, pp 33-43

Publications for ODL Programs:

1. "Overview of Retail Promotions", Retail Marketing and Communications (BRL-002)- Module for IGNOU, New Delhi
2. "Store Promotions", Retail Marketing and Communications (BRL-002)- Module for IGNOU, New Delhi
3. "In-store Promotions", Retail Marketing and Communications (BRL-002)- Module for IGNOU, New Delhi
4. Marketing Management (2009, 1st edition)- for MM University, Ambala
5. Research Methodology (2009, 1st edition)- for MM University, Ambala

Editorial / Reviewer Appointments:

1. NSB Management Review, Half Yearly Journal, ISSN 0974-3286- Founding Editor
2. MAIMT Journal of IT & Management, Half Yearly, RNI Regn No. HARENG/2007/2010- Founding Executive Editor

3. IMSAR Genesis- Journal of IMSAR Alumni Association, MD University, Rohtak
4. MM University Journal of Management Practices, ISSN-0974-725(past)
5. Global Journal of Business Management, ISSN 0973-8533(past)
6. E.srujan (ISSN 2231-4539)
7. Indus Foundation for Education, Research and Social Welfare (www.indusedu.org)

Invited Talks:

- I. Expert Talk, Entrepreneurship Series, Centre for Education Growth and Research (CEGR), Gurgaon, India, April 18, 2016
- II. Expert Talk, National Conference at University Business School, Panjab University, Chandigarh, India, March 28th, 2016
- III. Expert Talk, National Seminar at RBMI Group of Institutions, Bareilly, India, March 12th, 2016
- IV. Scholarly Talk, International Conference on Marketing and Retail, Penang, Malaysia, October 12th and 13th, 2015
- V. Resource Person, FDPs for Chitkara Institutions: February 1st, 2015; July 1st, 2015 and July 6th, 2015.
- VI. Keynote Speaker, OERB Breakfast Meeting, Nairobi, May 1st, 2013
- VII. Keynote Speaker, CEO Breakfast Meet, Theme: "The concept of Oshwal University & its relevance to Oshwal businesses as a partner: A case for understanding your HR requirements, challenges in recruitment, training & retention", Nairobi, November 10, 2013.
- VIII. Corporate Training, Economic Council of Oshwals (ECO) Corporate Visit to A-to-Z Textiles Ltd., Arusha, Tanzania, October 25-26, 2013.
- IX. Business Game Resource Person for Oshwal Association of UK (OAUk) delegation: <http://www.oshwal.co.uk/articles/enterprise-programme-report-2012>, Nairobi.
- X. Resource Person, "Research Proposal Writing" workshop organized by the German Academic Exchange Service (DAAD) at Strathmore University, Nairobi, July 25-27, 2012.
- XI. Delivered the Inaugural Lecture at MM Institute of Dental Sciences & Research under

- the 'HORIZONS' initiative at MM University to showcase intersections of various institutional sciences in and outside the university, March 22, 2010;
- XII. Invited by the All India Management Association (AIMA) to deliver an expert talk on academic research paper writing on April 10, 2010.
 - XIII. Presentations to Kiwanis Club, Pittsburg (USA) & Morning Rotary, Pittsburg (USA) in July 2008;
 - XIV. Key note address and Session Chairperson at the 1st AICTE National Conference on Retail Management, NC College of Management, Panipat, November 7, 2009;
 - XV. Panelist, Seminar on HR Issues in Industry-Institution Interface, KPG Institute, Agra, October 2009;
 - XVI. Resource Person- FDP on "Corporate Social Responsibility", ICFAI National College- Deptt of Law, H.P. University, Summerhill, Simla, India- November 2008
 - XVII. Training to NTPC executives on "Research Methods" for 2 days- April 2008.
 - XVIII. Consultant to 'Trade & Corporate Jurists', a Delhi based legal firm (tcjurists@gmail.com).
 - XIX. Consultancy to Gujarat Ambuja Cements Ltd. (Himachal Unit) for "Internal Marketing of Water Management Initiatives"- May 2005;
 - XX. Consultancy to VRM Global Infrastructure (P) Ltd., New Delhi for setting up of a township near Chandigarh- March 2005;
 - XXI. Consultancy to Red Cross Society for setting up Quality Management Systems in their Rehabilitation Centre for the Handicapped.

MAJOR EVENTS ORGANIZED:

- a) CEO Breakfast Meet, Nairobi, November, 2013.
- b) Biennial Oshwal College Graduation Ceremony, April, 2013
(<http://www.oerb.org/issue2.pdf>).
- c) The Times of India – MM University School Scholarships, November, 2011.
- d) Advisor: SRIJAN 2010, 3rd International Conference on IT & Management, MAIMT, Jagadhri, 8th May, 2010.
- e) Advisor: International Conference on Soft Skills, Himalayan Institute of Management, Kala- Amb, 9th- 10th April, 2010.