

Curriculum Vitae

Dr. Sandhir Sharma
Strategy & International Marketing

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*Management graduate & Doctorate in Strategy having 16 years + of experience handling academic administration and related activities & 4 years working experience of Industry. **Visiting Faculty at University of Applied Sciences, Osnabrueck, Germany and Binus University, Indonesia for teaching Strategic Management and International Marketing.***

Presently Working

4 Jan 2010- Till Date

Experience: 6 years & 3 months

Chitkara Business School, Chitkara University, India

Dean

Job Profile:

- 1. Academic Administration*
- 2. New Program Developments & Launch of Programs*
- 3. Curriculum Development*
- 4. Research Initiatives for the department & University*
- 5. Faculty Development Programs*
- 6. Program Conduct & Operations*
- 7. Innovative Student Developmental Activities*
- 8. International Relations & Tie Ups with Business School across the world*
- 9. Responsible for Accreditations & Rankings – Serving as IQAC Coordinator*
- 10. Industry tie ups for Academic programs*
- 11. IQAC Head of the University*

Instrumental in Industry tie-ups for Industry based joint programs at University

- Collaborated with

- MCX & BSE, Mumbai for MBA in Financial Markets,
- ManpowerGroup of USA for MBA (HR),
- Safexpress for MBA in Logistics & Supply Chain Management,
- Hero Motors with Diploma in Products & Operations Management,

- Collaborated with EClernx, PAMAC, EPIC, Repro India, NSDC, Future Group, METRO, United Group, Allstate, Development Bank of Singapore and Ocwen for Corporate Training Programs, Internship/LiveProjects and Placements.
- Articulated and Launched Chitkara College of Sales & Retail Marketing
- Articulated and Launched Chitkara School of Banking & Financial Services

Past Experience

Jan 2000 to Jan 2010

Total Exp:-10 years

Punjab College of Technical Education, Ludhiana

Deputy Director & Unit Head

Job Profile:

Handled complete Academic and Administrative responsibilities of the College having more than 1500 students and 17 different courses.

24 Feb 1996 - 19 Jan 2000

Total Exp:- 4 years aprox.

PUNWIRE, Mohali

Coordinator (Operations)

Job Profile:

- Liaison with Marketing and Operations Department of the company.
- Drafting new projects.
- Establishing PCCs and CCCs for the company.
- Preparing a documentation for DoT clearances
- Regular visits to various branches of the company to monitor the performance of various departments

15 June 95 – 23 Feb 1996

Total Exp:- 8 months

PUNJAB COMPUTER INFORMATION SERVICES

Computer Instructor under CLASS PROJECT

Job Profile:

- Setting up of Computer Labs in various sr. secondary schools in Doaba region under CLASS (Computer Literacy for all senior secondary schools) project of state govt.
- Running of Project in the region.
- Requirement of labs and recruitment of Teachers for various sr. secondary schools in Nawanshahr, Rahon, Phillaur, Hoshiarpur, Jaiton etc.

3 May 1994 – 29 December 1994

MICRON COMPUTER CENTER

Computer Instructor

Total Exp:- 7 months

Job Profile:

- Taking classes of Basic, Cobol, Pascal
- Taking projects in Dbase +
- Teaching Fortran, Dos and Wordstar

19 Feb 1991 – 20 Feb 1993

H.L.GUPTA & CO.

Office Clerk

Total Exp:- 2 years

Job Profile:

- Handled office operations
- Collecting attendance registers of various companies
- Preparing salaries for the labour working in the factories
- Distributing the registers to the companies after preparing salaries
- Filing annual tax returns of the factories

Education:

- ✚ Ph.D from Mahatma Gandhi Kashi Vidyapeeth, Banaras, (Privatization of Public Sector Undertakings in India: Strategic Choice & Appraisal) in April 2008
- ✚ MFC (Masters of Finance Control) from Punjab University, Chandigarh in 1997-98.
- ✚ BA with Political Science, Economics, Hindi from Arya College, Ludhiana with 65% marks.
- ✚ PG Diploma in Computer Applications from Arya College, Ludhiana with A grade.

Ph.D. Guiding – 4 Candidates as on December 2015

Sr.	Name of the Candidate	Topic	Stage
1.	Swati Vashishtha, Marketing Faculty	Consumer Decision Making & Retailer Strategy for Consumer Durables	Data Collection
2.	Salil Dey, General Manager, BHEL	Strategic Gaps in Quality Management Practices of Electronics Industry	Pre thesis Report Submitted
3.	Anoop Ohri, Management Consultant	Strategic Impact of Technology on Buyer's Decision Model	Research Synopsis submitted
4.	Hitkashi Dutta, Deputy Registrar	Employee Engagement Practices in Banking Industry in Northern India	Research Synopsis submitted

International Teaching assignments:

- ❖ Delivered course on “Global Marketing” at Binus University, Indonesia, December 2014 / 2015
- ❖ Delivered course on “Strategic Global Marketing” at UAS, Osnabrueck, Germany, November 2014
- ❖ Delivered course on “Strategies in Action” at UAS, Osnabrueck, Germany, November 2013
- ❖ Delivered course on “Strategic Marketing’ University of Applied Sciences, Osnabrueck, Germany, November 2012
- ❖ Delivered course on ‘International Marketing” at University of Applied Sciences, Osnabrueck, Germany – May 2011
- ❖ Delivered lectures on Strategic Management and Marketing Management at National College of Business and economics Lahore, Pakistan to MBA-final year students and to Executives of Lahore for Two weeks under Faculty exchange programme.
- ❖ Delivered lectures on Business Management at University of Punjab, Institute of Business and IT, Lahore, Pakistan.

- ❖ Delivered lectures on Business Management at American International University, Dhaka, Bangladesh.
- ❖ Delivered Lectured on “Balanced Scorecard” at BSM, Bangkok.

Research Contributions in National / International Journals

International Journals

- 1) Applications of Six Sigma in Electronics Industry - A case study, International Journal of Engineering Science and Innovation Technology (IJESIT), Vol 2, Issus 3, pp 302-315,2013, ISSN 2319-5967
- 2) Perception & motivation to purchase organic products in Mediterranean countries – An empirical study in Tunisian context, Journal of Research in Marekting & Entrepurnurship – Emerald, Vol 17 No. 1, 2015 pp 67-90, ISSN1471-5391
- 3) A Comparative study of application of quality management practices and their benefits between small and medium scal versum large scale electronics industry in Northern India, International Journal for Applied Engineering & Research, Vol. 10, Issue No. 44, pp 31856-31864, 2015, ISSN0973-4562
- 4) An Empirical study of leadership & motivational factors for successful implementation of QM practices in small and medium scale & large scale electronic industry in Northern India, International Journal of advanced information science & technology, Vol 40, No. 40, pp 26-44, 2015, ISSN 2319-2682, Vol.7,1, pp31-37, 2015, ISSN 229-631X
- 5) Kaizen-Away of productivity improvement in electronic industry – A Case study, Journal of Engineering & Technology Education,
- 6) Marketing Strategies in Rural India – Lessons for Asian Nations
JISR, Online Journal of SZABIST, Islamabad, Pakistan, Vol.3 Number 1, Jan 2005
- 7) The Indian Economy: Problems and Prospects
PCTE International Journal of Business Management, Vol2, Issue No.1, Jan-June 2005
- 8) Island Cement Corporation: A Case study of Reprivatisation in the Philippines,
PCTE International Journal of Business Management, Vol.1, Issue No. 2, June-Dec 2004

- 9) “ A Case study on the privatization of BAA plc, England” in PCTE Journal of Business Management, Vol.4 Issue No.1, Jan-June 2007
- 10) “A Fall of Punwire, Mohali, India” in PCTE Journal of Business Management, Vol.6 Issue No.1 Jan-June 2009.
- 11) Application of Six Sigma in Electronics Industry, International Journal of Engineering Science and Innovative Technology, vol.2, issue: 3, pp. 302-315 (2013).
- 12) Kaizen- a way of Productivity Improvement in Electronics Industry: A case study, Journal of Engineering & Technology Education, vol.7, no. 1, pp 31-37. (2014)
- 13) A comparative study of application of Quality management practices and their benefit between small & medium scale versus large scale Electronics Industry in Northern India, International Journal of Applied Engineering Research, vol. 10, No.44. (2015)
- 14) An Empirical study of Leadership and motivational factors for successful implementation of QM practices in small & medium scale and large scale industry in Northern India. International Journal of Advanced information. Vol. 40, no. 40, pp 87-98. (2015)
- 15) Perception and motivation to purchase organic products in the Mediterranean countries – an empirical study in Tunisian context, Journal of Research in Marketing & Entrepreneurship, Vol. 17, No. 1, 2015 pp 62-90 (2015)

National Journals

1. Impact of Corporate Announcements on Equity Prices of Select Banks in India
ACRM Journal, Vol1, No.2, September 2006
2. Scope of Management Consultancy Services in Punjab : A Case Study of Ludhiana Industry, Anamalai University, Madras.
3. A Study on Choice Criteria and Satisfaction Level of Mobile Users in India,
Paper No. 147, Indian MBA.com, an online journal,
www.indianmba.com/Faculty_column/facultycolumn.html
4. Globalisation and Business Managmeent with special reference to Bangladesh Paper No. 140 Indian MBA.com, an online journal,
www.indianmba.com/Faculty_column/facultycolumn.html
5. Leadership for World Class Excellence, M-World, Journal of LMA, 2003

6. Case Study on Store Choice Behaviour, Effulgence, Journal by Rukamani Devi Institute of Management, New Delhi.

Online Journal SPARK, www.cfore.org, Leading research consulting firm

8. HRD a New Paradigm
9. Convictions can they be relative
10. Economic Reengineering
11. Disinvestments-Conceiving an Idea
12. Branding India – Issues and Challenges
13. WTO and Pharma Industry

Online Journal IndianMBA, www.indianMBA.com/Facultycolumn

14. Management Perspectives in Bangladesh by Dr. Anwar Hossain, Dean AIUB, Dhaka and Sandhir Sharma
15. Celebrities does not affect consumer decision making by Sandhir Sharma

Paper Contribution in Conferences:

International Conferences

Sr.	Title of the paper	Contributed at
1	Future of Under Developed Economies	Academy of Management, New York
2	International Conference on Globalization and Sectoral Development	AIB & IILM, New Delhi
3	Effectiveness of TV advertisements with Female Models in Men's Personal Care Products	Hawaii International Conference on Business, Honolulu, USA
4	Customer Expectations from a new restaurant : A case study on customers of Punjab state	Prestige Institute of Management & Research, Indore
5	Entrepreneurship Culture: Issues & Challenges of Small and Intermediate Entrepreneurs at the Grass Root Level	BITS, Pilani
6	T+1 Settlement System: A study on problems and issues in Ludhiana Stock Exchange, India	Clute Institute for Academic Research
7	Small Developing nations in the era of globalization	International Conference on Globalization and Economic Asymmetries, IIM, Kozhikode

8	CRM in Life Insurance Companies: A case study of five life insurance companies operation in Ludhiana city of Punjab state	International conference of Technology Research Institute of Florida, NATB'05, Miami, USA
9	Depository Services: Investor's Perception and Satisfaction – A Case study of investors in Ludhiana	International conference on Services Management organized by IIMT, Gurgaon
10	International Conference on Rural Markets	University of Mysore and FARMA
11	Consumer ethnocentrism in India for foreign brands of televisions: A Case study of Punjab state	International Conference of Business, Economics and Management Disciplines at Canada
12	International Conference on Strategic Role of HRM in New Millennium	IPS Academy, Indore
13	Cots Based Software Development Process	International Conference on Research in Computing at COMSATS, Lahore, Pakistan
14	Strategic Reply to Emerging Challenges in Managing Business Finance	International Seminar organized by CII at New Delhi
15	Stress Management in Banking Sector : A Case study on selected Private Banks in India	International conference organized by IDBA, Potomac, USA
16	International Conference on Information Security	ISSA, Johansbeurg, South Africa
17	Restoration with Back up Multiplexing in WDM Optical Networks	International Conference on Applied Computing 2005 at Portugal
18	Retail Outlet Choice Behaviour of Shoppers in India	International Conference on Business, Honolulu, USA
19	Privatization of the Pohang Iron and Steel company of South Korea: A case study	IIM, Bangalore, International conference on Policy in Practice: Designing and Promoting Effective Institutions
20	Scope of Teleshopping in Punjab	5 th IBIMA conference held at Cairo, Egypt organized by Hofstra University
21	Restructuring Strategic Perspective : A Case study of TATA group in India	International conference on Business & Technology organized by IABT, Mansfield, USA
22	E-Learning: A transformation in Education Industry and Business	PCMA Conference 2005, SCD Govt. College, Ludhiana
23	E-Reliability – A Challenge to E Business	IABE Conference-2005 at Turlock, CA, USA
24	IPR and Pharma Industry	International conference organized by Deptt.of Business Management,

		University of Madras
25	Emerging Trends in Global Business: Challenges and Opportunities for Global Business	International Conference on Emerging Trends in Global Business by PR Institute of Management, Thanjavur
26	CRM In Life Insurance Companies : A Case study of five life insurance companies of Punjab State	International Conference on Marketing Management held at IIM-Indore
27	Common Currency for Saarc Nations : Opinion and Aspects	10 th International Conference in Kelaniya, Sri Lanka
28	Job Stress in Banking Sector	GCBE International Conference to be held in Oct 2007 in Rome, Italy
29	HR strategies in modern business environment	HRCM2005 Conference at IPS Academy, Indore
30	Capital Market Reforms: A case study of grievances and awareness of retail investors in stock market	ICFAI-2005 International Conference at Mumbai
31	Human Behavior & Quality of Life	International Conference on Applied & Community Psychology : Trends & Directions
32	Challenges of Entrepreneurship: Global Context	International Conference on Entrepreneurship
33	'Impact of Television commercials on the perception of Indian Viewers- An Empirical Evidence' and 'Gender in Financial services advertising –Issues and Implications'.	International Conference at Greece
34	"Decisive Determinants in the Ownership of Consumer Durable"	26 th IBIMA Conference at Netherlands

National Conferences

Sr.	Theme	Contributed at
1	Management Perspectives on Intellectual Property Rights	Deptt. of Management Studies University of Madras
2	Emerging Scenarios of Insurance Industry	National seminar on Indian Insurance Industry – The Road Map by Janson School of Business, Coimbatore
3	Indian Economy: A Curtain Raiser with agenda of Growth	National Conference organized by Deptt. of Commerce, Bhavnagar University, Gujarat
4	Sickness of SSIs : Causes and Cures	National Seminar BVCON 2002 organized by Institute of

		Management and Rural Development, Sangli
5	Innovative Strategies for Rural Marketing	Kedarnath Aggarwal Institute of Management, Charkhi Dadri, Haryana
6	Role of CRM in Business Management	AICTE sponsored National Conference on Business Management at MMIM, Mullana, Ambala
7	Supply Chain Management in e-economy: A Value Chain Perspective	National Conference at PCTE, Ludhiana

Books Edited/ Authored

Sr.	Book Name	Publisher
1	Business Families of Ludhiana	New Century Publications, New Delhi
2	Business Groups in Punjab	New Century Publications, New Delhi
3	Environment & Pollution Education	Deep and Deep Publications
4	E-Learning	Deep and Deep Publications
5	Computer Education	Deep & Deep Publications
6	Dictionary of Natural Disasters	Deep & Deep Publicatoins
7	Teachings of Environment	Deep & Deep Publications
8	Web Advertising & Online Marketing	Deep & Deep Publications
9	Information Technology Management	Unistar Publications, Chandigarh
10	Modern Business Environment	Deep & Deep Publications, New Delhi
11	Dynamic Role of Management in Global Economy	New Century Publications New Delhi
12	Technology & Management	One Chapter on E-Commerce contributed in the book authored by Prof. Prashant Salwan, Faculty, IIM-Indore
13	Business Communication & Presentation	Under Print
14	Communication Management	Deep & Deep Publications
15	Creating Competitive Advantage	Deep & Deep Publications
16	Challenges of IT Industry	Under Print
17	System Analysis and Design	Deep & Deep Publications, New Delhi
18	Software Engineering	Deep & Deep Publications, New Delhi

19	E-Publishing	Deep & Deep Publications, New Delhi
20	Data Structure	Deep & Deep Publications
21	Management Information Systems	IB Publications, New Delhi
22	Retail Management	IB Publications, New Delhi
23	Research Methodology	IB Publications, New Delhi
24	Consumer Marketing Research	IB Publications, New Delhi
25	Principles and Practices of Management	IB Publications, New Delhi
26	Business Management – Research and Experiences (Collection of own Management Researches)	New Century Publications, New Delhi

Research Conferences Attended:

National

1. Presented research paper on E-Governance : Issues and Successes in the National Conference on Information & Communication Technology held at Ahmedabad
2. Presented research paper on Problems of E-Reliability : A challenge to E-Business in the national conference organized by United Institute of Management at Naini, Allahabad
3. Presented research paper on Sickness of SSIs – Causes & Cures in the national conference organized by Institute of Management and Rural Development Administration, Sangli.
4. Attended National Seminar on Computer Based Management Information Systems for Optimum Utilisation of Resources : Purchase and Distribution at Guru Nanak Dev Engineering College, Ludhiana
5. Participated in National Seminar Economic Development of Rural India for Global Competitiveness Innovation, Incubation & Implementation a paper on Five Decades of Rural Development held at Udaipur.
6. Presented a research paper title Supply Chain Management in E-Economy : A Value Chain Perspective at National Conference on Managing Challenges of Change & Innovation

International

1. Presented research paper on Scope of Teleshopping in Punjab in 5th IBIMA conference held at Cairo, Egypt
2. Presented research paper on Stress Management: A Challenge to Banking in Global Economy at International Conference on Dynamic Role of Management in Global Economy
3. Presented research paper on Information Technology Enabled Services 2005 in the International Conference on Emerging Technology
4. Presented research paper on Emerging Trends in Global Business: Challenges and Opportunities For Global Business held at Thanjavur.
5. Presented Research Paper on CRM in Life Insurance Companies held at IIM-Indore in International Conference on Marketing Management.
6. Presented Research Paper on Reprivatisation of Pohang Iron and Steel : A Case Study in the International Conference held at IIM-Bangalore.
7. Presented Research on Banking and Finance in First International Conference on the Business & Technology at IQRA University, Islamabad, Pakistan

**Student Research Projects Guided –
More than 50, some of the titles are:**

- 1) Assembled vs branded computers- market & preferences
- 2) Scope of prepaid cellular cards in Ludhiana
- 3) Study of prospectus of e-banking in Ludhiana
- 4) Marketing practices of selected life insurance companies & attitude of customers towards them
- 5) To study the factors causing sickness in SSI unit of Ludhiana
- 6) A research on reliability related problems in business
- 7) Job satisfaction among executives of public & private sector :A comparative analysis
- 8) Consumer protection act awareness & attitudes of consumer markets
- 9) Study of awareness level & factor influencing customer decision to visit the multiplex mall in Ludhiana
- 10) To study the perception of people towards celebrity endorsement
- 11) A study on consumer buying behaviour regarding branded jewellery with specific reference to Ludhiana
- 12) Scope of call centers in Ludhiana
- 13) Scope of management consultancy services in PUNJAB
- 14) A study on store choice behaviour of Ludhiana services class shoppers
- 15) Teleshopping : A study on market potential in Ludhiana
- 16) A study of choice criteria & satisfaction level of service users in Ludhiana
- 17) A study of the buying behaviour of consumers regarding the purchase of P.C. with special reference to LG my P.C.
- 18) Cricketers vs film stars :A study on effectiveness as brand ambassadors
- 19) A study on migration of rural people to Ludhiana
- 20) Job stress in banking sector - A study of selected banks (HDFC,ICICI,IDBI) in

Ludhiana city

- 21) Pre paid vs post paid mobile connections : A study on factors influencing choices in Ludhiana
- 22) Assembled vs branded computer market & preference
- 23) Effectiveness of tv advertisements with female models in men's personal care products
- 24) A study on E-banking services in Ludhiana
- 25) Bancassurance : Scope & preference
- 26) Analysis of 4 p's selected refrigeration brands in Ludhiana
- 27) A study of the career profiles of next generation industrialists of Ludhiana
- 28) Recent communication trends in banking sector : A comparative analysis of HDFC bank & ICICI bank
- 29) A study on investor's perception regarding various mutual funds in Ludhiana
- 30) organic farming in Punjab : Perspective & problems
- 31) E-CRM in private life insurance companies : practices , problems & prospectus
- 32) Problems & prospectus of small scale business unit : A case study of scientific manufacturing organisation at Ambala
- 33) Scope of management consultancy services in Ludhiana
- 34) A comparative study on customer relationship management (CRM) practices adopted by public sector & private sector banks in Ludhiana
- 35) A study on analysis of factors affecting choice of car loan services provided by selected NBFCs operating in Ludhiana
- 36) Print media advertising appeals : A case of insurance companies in India
- 37) A study on service quality gaps in private sector banks (A case study of Ludhiana)
- 38) To study the consumer perception regarding purchase of products from big shopping malls in Ludhiana
- 39) Effectiveness of hidden advertisements in movies for different consumer products
- 40) Entrepreneurship development -A case study on selected small scale industrial unit of Ludhiana
- 41) Service quality gaps in salary saving account offered by selected public sector banks in Ludhiana
- 42) A study on rural - urban migration decision analysis in Ludhiana city
- 43) Scope of online lottery in Ludhiana
- 44) A study on viewership of religious channels in Ludhiana city
- 45) Corporate governance : A case study of selected corporate houses of Ludhiana
- 46) A study on acceptability of emerging super malls by consumers & retailers in Ludhiana
- 47) A study on management practices followed by various small scale industries in Ludhiana
- 48) Study on job stress among the employees of private life insurance companies in Ludhiana
- 49) Awareness & attitude of educated consumers about Consumer Protection Act
- 50) A study on management practices followed by various small scale industries at Karnal
- 51) Marketing practices of ladies traditional clothing houses in Ludhiana

Researches published in Newspapers:

- 1) Study on Rural Migration, Nov 15, Hindustan Times
- 2) Industry in state going hi tech, HT, Nov 10
- 3) Computerisation due to competition, The Tribune, Nov 10
- 4) City Youngsters go ga ga over computer courses, Indian Express, Dec 17
- 5) Global Concerns force revamp of local units, HT, Nov 9
- 6) Ludhiana SSI units face tough time ahead, FE, July 7
- 7) Tough time for SSI predicted by a study, HT, July 7
- 8) Tough Time ahead for ssi study, Express News Service, July7
- 9) Lack of awareness stunts e business, Tribune, March 28,
- 10) A Majority prefers organics vegetables, Times of India, Aug 10
- 11) Organic Vegetables may be city's newest fad, HT, Aug 9
- 12) Ludhiana an attractive market for organic food, ENS, Aug 8
- 13) Study finds Ludhiana good market for organic vegetables, FE, Aug 8
- 14) City Investors prefer Initial Public Offers, HT, July 31
- 15) Ludhiana Investors show a preference for IPOs, FE, July 31
- 16) Downtime causing losses to companies, ENS, Dec 13
- 17) Site downtime causing huge losses to e-biz companies, HT, Dec 12
- 18) E-biz companies suffer losses up to \$10,000 daily, TNS, Dec 13
- 19) Brand, Features, not female models drive men to buy products, Tribune, Oct, 23
- 20) Efficiency suffers as stress increases, ENS, June 24
- 21) Banking Sector employees stress out, HT, June 26
- 22) Bollywood star more popular than Cricketer, TNS, July 14
- 23) Celebrities don't affect purchase decision of consumers, HT, 16 Aug 2007
- 24) Stress is more prone to professional women, HT, 19 August 2007

Industry based consultancy Projects Handled:

- 1) Promotion of Water Purifier for OSMOTECH
- 2) Survey on preference of couples for primary school admissions for their kids for Satya Oswal Mandir School, Ludhiana
- 3) Launch of New brand of atta – Brown Bounty for HOSHIARPUR ROLLER FLOUR MILLS, Hoshiarpur – an outsourcing agent of HLL
- 4) Establishing of SEZ for Textiles by CARE, Mumbai
- 5) Four different projects initiated by IMRB, Ludhiana Branch
- 6) Annual Young Enterprenur Award – Survey on Ludhiana Business Executives by Ludhiana Management Association
- 7) Exploring potential for exports by Indson Exports, Ludhiana
- 8) Project by Gheri Eastern, Mumbai for Ministry of Textiles, Govt. of India

Development programs organized for Industry:

- Executive Development Programme was organized on “Business Etiquette and Communication Skill” at PCTE for various executives of Dada Motors, Ralson, Neva and GS Auto
- Departmental Workshop on “ Use of SPSS in Business Research : Applications and Implications”

Memberships:

- Member of Ludhiana Management Association (a local chapter of All India Management Association)
- Editor of New Century Publications Ltd, New Delhi
- Editor of Deep & Deep Publications, New Delhi
- Life member of Higher Education Foundation, Mumbai
- Life Member of International Forum of Management Scholar
- Member of Association of Management Scholars-International

Countries Visited & Purpose

- 1) Cairo, Egypt - For presenting Paper in International Conference at American University of Cairo, Egypt
- 2) Singapore – Academic Trip
- 3) Pakistan – Under Faculty Exchange Programme to deliver lecture on Strategic Management at University of Punjab, Lahore and NCBAE (National College of Business Administration & Economics), Lahore.
- 4) Bangladesh – Signing MoU with American International University of Bangladesh and visited BRAC University, Dhaka.
- 5) University of Applied Sciences, Osnabrueck, Germany – Teaching Assignment – November 2012, November 2013 and November 2014 – Strategic Management
- 6) Bangkok School of Management, Bangkok – Faculty Exchange
- 7) USA – International Conference on Accreditation at Baltimore, Maryland
- 8) Dubai, UAE – International Conference on Business Management at American University of Emirates.
- 9) Organizer & Co-Chair, ICMIS – International Conference by INFOMS (International Forum of Management Scholars) at Bangkok – 21st – 24th September 2013 / 19-23 September 2015
- 10) Binus University, Jakarta, Indonesia (2013, 2015) – For teaching International Marketing

(SANDHIR SHARMA)

Reference:- available upon request