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Personality:

- Dr. Dharmendra kumar S/. Shri Shiv Dutt Tiwari, Associate professor, Department of Commerce, Government Post Graduate College ramnagar born on Eight December Nineteen Seventy Two (08-12-1972) in Uttarakhand. I passed metric from Board of School Education Allahabad (Uttar Pradesh) in 1988 and 10+2 from Board of School education, Bhiwani (Haryana) in 1990. I joined Kurukshetra University, Kurukshetra (Haryana) for higher education and In 1993 passed graduation (**B. Com**), **post graduation (M.Com)** in 1995, post graduate diploma in computer application (**PGDCA**) in 1996, master of financial management (**M.F.M**) in 1998 (correspondence course).

I qualified **State Eligibility Test for Lecturer (Haryana) in 1995** and **Junior Research Fellowship (J.R.F., UGC) in 1998**. Simultaneously, I joined Ph.D. programme under the supervision of **Dr. Shashi Anand, Reader, department of commerce, Kurukshetra University, Kurukshetra. Ph.D. degree awarded in 2002 under the title ‘Consumer Awareness and Consumption Patterns of Durables’**. In July 21st 2005 I joined Government Post Graduate College, Lohaghat as Assistant Professor Commerce.

Publication of Research paper:

Twenty Two research papers have been published by me in various national and international journals with impact factors as follows:

- **‘A study of demographic effect on consumer behaviour’**, Finance India, vol. XXI, No. 2, June, 2007.
- **‘Green the Necessity of Marketing’**, Research Link, issue - 73, vol. VII (10), December, 2008.
- **‘Consumer Awareness Regarding Durables: Analysis of Demographic Effect’**, Research link, issue – 74, Vol. IX (3), May, 2010.
- **‘Consumer Brand Selection Behaviour Regarding Television’**, research link, issue – 78, Vol. IX (7), September, 2010.
- **‘Analysing the Effect of Socio – Demographic Factors on Consumer’s Pre – Purchase Behaviour: A study in context of durables’**, Quest- the Journal of UGC-ASC Nainital, Vol. 5, Issue- 1, May, 2011.

- **‘Analysing Socio – Demographic Effect on Consumer’s Post Purchase Behaviour: A study about home appliances’**, International Journal of Research in Commerce, Economics and Management, Vol. 1, issue – 5, September, 2011.
- **‘Consumer Behaviour Regarding Durables Use and level of Satisfaction’**, Samaj Vigyan Sodh Patrica, Vol. 1 (partII), No. XIV, 2011.
- **‘Consumer Behaviour: A Study about Durables’**, Zenith, International Journal of Multidisciplinary Research, Vol. 2, Issue – 9, September, 2012.
- **‘Liquidity Management in Indian Electrical Equipment Companies (A Comparative Study of Companies Listed in Nifty 50)’**, International Journal of Trade and Commerce, Vol. 1, No.2, July – December, 2012.
- **‘Relationship between Liquidity and Profitability Management of Nationalized and Private Banks of India’**, Sumedha Journal of Management, Vol. 2, No. 1, Jan – March, 2013.
- **‘Socio – Cultural Influence on Women Entrepreneurs: A Study of Uttarakhand State’**, International Journal of Trade and Commerce, Vol. III, No. 1, January – June, 2014.
- **‘Advertisement: A Perceptual Analysis’**, Excel International Journal of Multidisciplinary Management Studies, Vol. 4(6), June, 2014.
- **‘An Analysis of Liquidity Management Efficiency in Information Technology Industry’**, International Journal of Social Sciences and Interdisciplinary Research, Vol. 4, No. 2, February, 2015.
- **‘Consumer Post Purchase Behaviour: Special Reference to Home Appliances’**, International Journal of Marketing, Financial Services, Management Research, June, 2015.
- **‘Consumer Behaviour: Analysis of Socio – Demographic Effect on Use of Source of Repair and Maintenance of Two Wheelers’**, International Journal of Trade and Commerce, Vol. 4, No. 1, Jan – June, 2015.
- **‘Sustainable Buildings: An Attempt to Address the Issue of Climate Change’**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, PP-1-18.
- **‘Impact of Globalization on Women with Special Reference to Higher Education Sector of Bijnor Region of India’**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, PP- 96-104.
- **‘Women Entrepreneurial Empowerment in Uttarakhand’**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, PP- 232-239.
- **‘Start Up India: A Conceptual View’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-59-65.

- **‘Effect of Globalization on Tourism Industry: With special reference to Nainital’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-101-107.
- **‘Globalization and Women Entrepreneurs: Prospects and Challenges in Uttarakhand’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-108-117.
- **‘Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-224-231.

Few of these research papers deal with consumer awareness, consumer’s pre and post purchase behaviour regarding durables, I found that high majority of the sample is not aware about the various laws and regulations made for their protection, procedures therein and they never gone through it. In case of consumers’ pre and post purchase behaviour, it is concluded that consumer behaviour regarding durables is affected by socio-demographic and economic variables i.e. Residential Status, Education, Occupation and Family income.

I have also gone into the finance segment of organisation through my research papers as I analysed liquidity management in Indian Electrical Equipment Companies and also studied liquidity management efficiency in Information Technology Industry. I also tried to find out the relationship between liquidity and profitability of Nationalized and Private Banks of India.

I have investigated the concept of Advertisement and consumers’ perception about advertisements. Analysis of data help me to conclude that the concept and meaning of advertisement is different than its presentation by the manufacturers or middlemen. Respondents agreed that majority of advertisements are misleading, using sexual content, do not follow the rules properly, use of celebrity does not prove the quality of the product, use of celebrity increases the cost of the product, undesirable use of females, objectification in advertisements.

Socio-cultural influence on women entrepreneurs has also been investigated with special reference to the state of Uttarakhand and found that women entrepreneurs in Uttarakhand are highly influenced by their socio cultural variables especially in case of selection and operation of business. It is also found that state and central governments are conducting various programmes to promote and assist women entrepreneurs but only small percentage of women entrepreneurs are getting benefit of these programmes.

Publication of Books:

- A Book Titled **‘CONSUMER BEHAVIOUR’** ISBN- 978-93-5173-741-4, Published by Sahitya Bhawan Publication in March 2015.
This book is written to facilitate the students of B.B.A., M.B.A. and M.Com.

- Edited Book Titled '**Globalization, Environment and Women; Understanding the Linkage**', Published by Ankit Publication, ISBN: 978 – 81 – 7988 – 129 – 3, March, 2016.
- Edited Book Titled '**Indian Education System and Human Values: Understanding the Relationship and Analysing the Need**', Published by Satyam Publication, ISBN: 978 – 81 – 926605–0-9, March, 2017.
- Edited Book Titled "**Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges**", Published by Ankit Publication, ISBN: 978-81-7988-194-4 – 31, March, 2019.

Projects:

- Project titled: "**Tourism, Wildlife and the Environment-A Study of Corbett National Park**", Sponsored by UGC. New Delhi.

Seminar:

- Conduct National Seminar on '**Globalization, Environment and Women: Understanding the Linkage**', Sponsored by ICSSR, New Delhi, Ministry of Human Resource Development, Govt. of India.
- Conduct National Seminar on '**Indian Education System and Human Values: Understanding the Relationship and Analysing the Need**', Sponsored by ICSSR, New Delhi, Ministry of Human Resource Development, Govt. of India.
- Conduct National Seminar on "**Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges**", Sponsored by ICSSR, New Delhi, Ministry of Human Resource Development, Govt. of India.
- Twenty seminars at national and international level has been attended and presented papers.

Teaching and Research Experience:

- **Thirteen years and Nine Months teaching experience** in Uttarakhand at under graduate and post graduate level. **Eight years research experience.**

Research Guidance:

- Five research scholars are being guided by me.

- Three Scholars has been Awarded Ph.D. Degree under my Supervision in March, 2016, 2017 & 2018.
- One has completed Ph. D. Work and ready for Pre Submission Viva – Voce.

National Cadet Core (NCC):

- To facilitate the institution (Government Post Graduate College, Lohaghat, Higher Education, Uttarakhand) with NCC I have completed **three months pre commission training at Officers Training Academy, Kamptee (Maharastra)** from 24-11-2008 to 21-02-2009 and awarded with the rank of Lieutenant in NCC.
- Participated in **National Integration Camp (NIC) at Ranchi** from 17-01-2010 to 28-01-2010.
- Participated in **tracking camp at dehradune ‘Hemkund Sahib – Dehradune Treck- 2010’** from 01-09-2010 to 17-09-2010.
- Participated in **tracking camp at Maharastra ‘Shivaji Trail Treck- 2011’** from 25-11-2011 to 08-12-2011.
- Attended a **NCC refresher course at Officers Training Academy, Kamptee (Maharastra)** from 31-03-2014 to 26-04-2014.
- Participated in **National Integration Camp (NICIII) at Gadag, Karnataka** and Goa Directorate from 04-01-2015 to 15-01-2015.
- Participated in **National Integration Camp** at Mumbai in 2017.
- Participated in **Army Attachment Camp** at Ranikhet with “Dogra Regiment” from 15 October to 31st October, 2018..

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