

### Faculty Profile

<b>Faculty Name</b>	Manoj Kumar Chaudhary
<b>Designation</b>	Assistant Professor
<b>Qualification</b>	MBA,BA,UGC-NET
<b>Email</b>	manoj.mba@piet.co.in
<b>Area of Interest</b>	Marketing, Finance and Entrepreneurship Development
<b>Work Experience (Total)</b>	10 Years
• Teaching	9 Years
• Research	Nil
• Industry	1 Year
• Others	Nil
<b>Courses taught at Diploma/ Post Diploma/Under Graduate/ PostGraduate/ Post Graduate DiplomaLevel</b>	<ul style="list-style-type: none"> <li>• MBA: (Production and Operation Management, Legal Environment, Marketing Management, Service Marketing, Entrepreneurship Development)</li> <li>• BBA: Business Organization, Business Law</li> </ul>
<b>Membership of Professional Bodies</b>	Nil
<b>Research Publications</b>	Yes
• Research Papers UGC-CARE	Nil
• Research Papers SCOPUS	Nil
• Research Papers WoS/SCI/ABDC	3
• List of Publications	<ul style="list-style-type: none"> <li>• Chaudhary, M. K. (2015) 'Customer Perception Regarding E-Banking Services: With Special Reference to NCR', International Journal of Social Science and Organisational Behaviour (IJSSOB), Vol - 4(2), PP. 58-64, ISSN No: 2278-568X.</li> <li>• Chaudhary, M. K. (2015) 'Identifying the</li> </ul>

	<p>Factors Discriminating the Consumers for their Respective Influence of Television Advertisement on Purchasing Decisions' , International Journal of Social Science and Organisational Behaviour (IJSSOB), Vol - 4(1), PP. 41-56, ISSN No: 2278-568X.</p> <ul style="list-style-type: none"> <li>• Chaudhary, M. K. (2012) 'Analysing the Causes of Recessionary Job Stress - A Gender Prespective' , Glimpses: An International Journal of Multi Disciplinary Research, Vol - 2(1), PP. 326-337, ISSN No: 2250-0561.</li> </ul>
<b>Book and Chapter Publications</b>	No
<ul style="list-style-type: none"> <li>• Books Authored published by International Publishers</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Books Authored published by National Publishers</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Publication of Chapter in Edited Books</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Editor of Book by International Publishers</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Editor of Book by National Publishers</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Translation Work of Book</li> </ul>	NA
<ul style="list-style-type: none"> <li>• List of Book and Chapter Publications</li> </ul>	NA
<b>Patents</b>	No
<ul style="list-style-type: none"> <li>• Published</li> </ul>	NA
<ul style="list-style-type: none"> <li>• List of published patent(s)</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Filed</li> </ul>	NA
<ul style="list-style-type: none"> <li>• List of filed patent(s)</li> </ul>	NA
<b>PhD Guidance</b>	No
<ul style="list-style-type: none"> <li>• Degree Awarded</li> </ul>	NA
<ul style="list-style-type: none"> <li>• Thesis Submitted</li> </ul>	NA
<b>M.Tech. Guidance</b>	No

• Degree Awarded	NA
• Thesis Submitted	NA
<b>Research Project</b>	Yes
• List of Research project	MBA Research Projects
<b>Consultancy</b>	No
• List of Consultancy	NA
<b>Awards &amp;Honours</b>	Yes
• List of Awards &Honours	Received Certificate of Excellence from Renovision Automation Services Pvt. Ltd. in 2010
<b>Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference</b>	Yes (Six)
• International (Abroad)	Nil
• International (Within Country)	Presented in International Conference: 03
• National	Presented in National Conference: 03
• List of published papers	<ul style="list-style-type: none"> <li>• Present a paper titled “Investors’ perceptions on trading volume and stock return volatility in Indian stock market” in Sixth International Conference on Excellence in Research and Education 8th – 11th May 2014, Convened by Indian Institute of Management, Indore, (MP), India.</li> <li>• A paper titled “SAMRIDDHII: Restructured and Innovative Model of Vegetables Supply Chain in Bihar” in International Conference on Research in Marketing (ICRM 2013) 21 – 22, December 2013 New Delhi, India Convened by IIT Delhi, Curtin University &amp; XLRI Business School.</li> <li>• A paper titled “Consumer Movements in India: Evolution and Effectiveness” in</li> </ul>

	<p>International Conference on Sociology of Law, held on 10th, 11th and 12th September, 2011, organized by Central University of Himachal Pradesh, Dharamshala (H.P.).</p> <ul style="list-style-type: none"> <li>• A paper titled “Retail Marketing Environment and Ethical Issues” in UGC sponsored National Conference on Governance in Neo- Liberal Era, held on 30th June and 1st July, 2012, organized by Department of Commerce, R.K.M.V. Shimla-1(H.P.).</li> <li>• A paper titled “Relevance of Gandhian Philosophy in Modern Marketing” in one day national seminar on Gandhian Ideology in the Contemporary World: A Modern Perspective, held on 25th March, 2012, organized by Government Maulana Azad Memorial College, Jammu.</li> <li>• A paper titled “Changing Trends and Prospects in e-Retailing: Special reference to Indian Market” in National conference on Innovative Strategies for Global Business in Recessionary Times, held on 24th and 25th March, 2012, Organized by KC Group of Institutions, Una (H.P).</li> <li>•</li> </ul>
<b>Organizing National Conference/ International Conference/ FDP/STTP</b>	Nil
• List of Conference/FDP/STTP committee	Nil
<b>Social Contributions and Sports</b>	Nil
• <b>List of Social Contributions and Sports</b>	If any..