

Faculty Profile

Faculty Name	Vikas Nain
Designation	Assistant Professor
Qualification	MBA,PGDM,B. Com,UGC-NET
Email	vikasnain.mba@piet.co.in
Area of Interest	Marketing, Personality Development
Work Experience (Total)	9.5Years
• Teaching	9.5Years
• Research	Nil
• Industry	Nil
• Others	Nil
Courses taught at Diploma/ Post Diploma/Under Graduate/ Post Graduate/ Post Graduate Diploma Level	<ul style="list-style-type: none"> • MBA:(Marketing Management,Service Marketing,Retail & Mall Management,Consumer Behavior, Business Communication) • BBA: (Marketing Management,Retail Management, Principles of Management), • B.Voc: (Business Communication)
Membership of Professional Bodies	Nil
Research Publications	Yes (Three)
• Research Papers UGC-CARE	Nil
• Research Papers SCOPUS	One
• Research Papers WoS/SCI/ABDC	Nil
• List of Publications	<ul style="list-style-type: none"> • Jain, H., Mishra, A., Garg, S., & Nain, S. (2020). <i>Earnings Management Practices in Financial Reporting in Financial Reporting of Indian Cement Industry</i>.Journal of Critical Reviews, 7(10), 2964–2970. • International Journal for Research in Applied Science & Engineering Technology, on topic “Corporate Social Responsibility: Current Issues & its Roles in Community Development”, Issue III, March 2016.

	<ul style="list-style-type: none"> International Journal for Research in Applied Science & Engineering Technology, on topic “Contribution of Foreign Direct Investment in India its Growth & Issues”, Issue III, June 2016.
Book and Chapter Publications	No
<ul style="list-style-type: none"> Books Authored by International Publishers 	NA
<ul style="list-style-type: none"> Books Authored by National Publishers 	NA
<ul style="list-style-type: none"> Publication of Chapter in Edited Books 	NA
<ul style="list-style-type: none"> Editor of Book by International Publishers 	NA
<ul style="list-style-type: none"> Editor of Book by National Publishers 	NA
<ul style="list-style-type: none"> Translation Work of Book 	NA
<ul style="list-style-type: none"> List of Book and Chapter Publications 	NA
Patents	No
<ul style="list-style-type: none"> Published 	NA
<ul style="list-style-type: none"> List of published patent(s) 	NA
<ul style="list-style-type: none"> Filed 	NA
<ul style="list-style-type: none"> List of filed patent(s) 	NA
PhD Guidance	No
<ul style="list-style-type: none"> Degree Awarded 	NA
<ul style="list-style-type: none"> Thesis Submitted 	NA

M.Tech. Guidance	No
• Degree Awarded	NA
• Thesis Submitted	NA
Research Project	Yes
• List of Research project	MBA Research Projects
Consultancy	No
• List of Consultancy	NA
Awards & Honours	Yes
• List of Awards & Honours	Awarded as best Faculty in Department of Management Studies in PIET in 2017
Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference	Yes (Eight)
• International (Abroad)	Nil
• International (Within Country)	Presented in International Conference: 01
• National	Presented in National Conference: 02 Invited Lectures: 05
• List of published/presented papers	<ul style="list-style-type: none"> • Presented paper titled “A Study of Buying Behavior of Flipkart Customers’ during the Era of Covid-19” in International E-Conference on “Global Information & Business Strategies” at Gitarattan International Business School, Delhi, 9-10 January 2021. • Presented paper titled “A Comparative Study of Online Shopping & Offline Shopping” in National Conference on “Global Information & Business Strategies” at Gitarattan International Business School, Delhi, 7-8 December 2018. • Presented paper titled “Relationship between efficiency index of working capital management & efficiency of assets of chemical industries listed in NSE” in National Conference on “Global Information & Business

	<p>Strategies” at Gitarattan International Business School, Delhi, 8-9 December 2017.</p> <ul style="list-style-type: none"> • Delivered an expert lecture on “Moral Values & Professional Ethics” in Short Term Training Program organized by Panipat Institute of Engineering & Technology, sponsored by AICTE on 06 November 2020. • Delivered a motivational lecture on “Master Strokes of Life” in Orientation Program organized by SGT University on 28 September, 2020. • Delivered an expert lecture on “Scoop of Marketing” in Student Development Week organized by Gateway School of Business on 18 July, 2020. • Delivered an expert lecture on “Designing Thinking for High Performance” in “One Week Student Development Program” organized by New Delhi Institute for Information Technology on 30 March 2019. • Delivered an expert lecture on “Designing Thinking for High Performance” in “Management Development Program” organized by Panipat Institute of Engineering & Technology at Pine Cone Hill Pvt. Ltd. on 25 May 2017.
Organizing National Conference/ International Conference/ FDP/STTP	Yes
• List of Conference/FDP/STTP committee	<ul style="list-style-type: none"> • Member organizing team in the one-week FDP on “Innovative Approaches In Management Teaching” from 16th-22th July 2020 organized by Department of Management Studies, Panipat Institute of Engineering and Technology. • Member Organizing Committee virtual International Conference on “Contemporary issues on Management and Economics” organized by Panipat Institute of Engineering and Technology, Haryana in association with Institute of Engineering Research and publication (IFERP) to be held on 28 & 29 May 2021.
Social Contributions and Sports	Yes

<ul style="list-style-type: none">• List of Social Contributions and Sports	NukkadNatak on social issues in Campus Every Year (1. MAA-NAGEMENT IN 2020, 2. OONCH NEECH IN 2021)
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