A PhD in Management Studies, M.B.A & B. Com Honours with over 10.7 Years of Experience in Lecturing, Mentoring, Academic Research, Curriculum Development, Writing, Report Preparation, Business Research, Soft Skills Training, Corporate Training, Team Management, Marketing, Sales, Business Development, Project Management & Coordination



Name	Dr. Ashish Pandey
Gender	Male
Contact	+919711718013
Email	ashishpandeysouthdelhi@gmail.com
Current Address	Flat No. 1101, Tower CS-2, Supertech Capetown, Sector-74, Noida-201301, Uttar Pradesh, India
Current Designation	Assistant Professor (Marketing Management)
Current Institution	Lovely Professional University, Jalandhar, Punjab, India
Current Industry	Education
Current Functional Areas	Lecturing, Academic Curriculum Development, Event Coordination, Academic Research, Report Preparation, Writing, Student Counselling, Business Administration

OBJECTIVE

Seeking profile of **Associate Professor/Senior Research Associate** in a reputed institution where my intrinsic skills and latent potentials could be harnessed to the fullest for the betterment and growth of the institution.

DISCIPLINES EXPERTISE

Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing, Financial Management, Fundamentals of Investment, Financial Accounting, Cost Accounting, Management Accounting, Corporate Accounting, Accounting for Managerial Decision Making, Income Tax Law & Practice, Auditing, Human Resource Management, Organization Behaviour, Management Process, Business Administration, Business Organisation & Management, Managerial Economics, Micro Economics, Macro Economics, Business Statistics, Business Mathematics, Quantitative Techniques, Research Methodology, Operations & Optimization Research, Business Laws, Corporate Laws, Computers & Information Systems, Business Communication, Business Ethics, Corporate Social Responsibility, E-Commerce, Management Information System, Knowledge Management, Business Policy & Competitive Strategy, Entrepreneurship & Small Business Management

EDUCATIONAL CREDENTIALS

PhD	**Domain:** Management Studies (Retail Marketing) **Research Topic:** Challenges & Privileges of Retail Marketing in Rural & Urban Area: A Comparative Study **Institution:** K.R. Mangalam University, Gurgaon, Haryana, India **Course Duration:** September, 2016 to October, 2020
Master of Business Administration	**Domain:** Marketing Management **Institution:** Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India **Course Duration:** August, 2010 to May, 2012 **Key Subjects Studied:** Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Personal Sales Management, Retail Marketing **Grade Obtained:** 65.38 **Program Type:** Full Time
Bachelor of Commerce Honours	**Domain:** Finance and Accounting **Institution:** Shaheed Bhagat Singh College, Delhi University, New Delhi, India **Course Duration:** August, 2007 to July, 2010 **Key Subjects Studied:** Financial Management, Fundamentals of Investment, Financial Accounting, Cost Accounting, Management Accounting, Corporate Accounting, Accounting for Managerial Decision Making, Income Tax Law & Practice, Auditing **Grade Obtained:** 60 **Program Type:** Full Time
High School	**Domain:** Trade & Commerce **Institution:** Salwan Public School, New Delhi, India **Year of Completion:** 2007 **Key Subjects Studied:** Business Studies, Accountancy, Economics, Mathematics **Grade Obtained:** 84.2 **Program Type:** Full Time

Secondary School	**Institution:** Salwan Public School, New Delhi, India **Year of Completion:** 2005 **Grade Obtained:** 75.4 **Program Type:** Full Time

ENGLISH PROFICIENCY (IELTS)

Overall Band Score: 7.0
Listening: 6.5
Reading: 7
Writing: 6.5
Speaking: 7

COURSES TAUGHT

1	Pre-PhD Coursework
2	Master of Business Administration (MBA)
3	Master of Commerce (M. Com)
4	MA in Education Management and Leadership
5	MA in Human Resource Management
6	MSc in Logistics and Supply Chain Management
7	MSc in Strategic Marketing
8	Bachelor of Business Administration (BBA)
9	Bachelor of Commerce Honours (B. Com)
10	B.A. (Hons) in Business Management

SUBJECTS TAUGHT

Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing, Visual Merchandising, Retail Management, Human Resource Management, Organization Behaviour, Management Process, Business Administration, Business Organisation & Management, Business Communication, Business Ethics, Corporate Social Responsibility, E-Commerce, Business Policy & Competitive Strategy, Entrepreneurship & Small Business Management, Corporate Governance

TYPES OF CURRICULUMS TAUGHT

1	Coursework-Based Curriculum
2	Module-Based Curriculum
3	Thesis-Based Curriculum
4	Research-Based Curriculum

RESEARCH INTERESTS

Retail Marketing, Retail Management, Visual Merchandising, E-Commerce, Online Retailing, Organised Retailing, Consumer Behaviour, Supply Chain Management, Digital Marketing, Brand Management, Advertising Management, Inter-Disciplinary Research

OTHER DOMAINS EXPERTISE

1	National Education Policy (NEP)
2	National Assessment and Accreditation Council (NAAC)
3	Bloom's Taxonomy

4	National Board of Accreditation (NBA)
5	Association of Indian Universities (AIU)
6	Massive Open Online Course (MOOC)
7	Digitalization of Education
8	Council for Higher Education Accreditation (CHEA)
9	Association for Quality Assurance in Higher Education (AQAHE)
10	Higher Learning Commission (HLC)

RESEARCH PUBLICATIONS

	Topic	Journal Info
1	Retail Marketing: A Critical Analysis	**ISSN:** 2454-7301 (Print), 2454-4930 (Online) **Journal:** The Research Journal, Volume 3, Issue 6, Nov-Dec 2017
2	A Comprehensive Study on Evolution, Present Scenario and Future Prospects of Retailing	**ISSN:** 2319-9490 **Journal:** International Journal of Current Research in Life Sciences, Volume 7, No. 2, February 2018
3	A Comprehensive Analysis of Stress Management in the Present Business Environment	**ISSN:** 2394-7926 **Journal:** International Journal of Management and Applied Science, Volume 4, Issue 1, Jan 2018
4	A Study on Recent Developments in Retail Marketing	**ISSN:** 2394-7926 **Journal:** International Journal of Management and Applied Science, Volume 4, Issue 1, Jan 2018
5	Retail Marketing Confronts for Rural Regions: A Comprehensive Analysis	**ISSN:** 0973-4562 **Journal:** International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16588-16593
6	Retail Marketing Confronts for Urban Regions: A Comprehensive Analysis	**ISSN:** 0973-4562 **Journal:** International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16594-16599
7	Advantages of Retail Marketing in Rural Regions: A Thorough Analysis	**ISSN:** 0973-4562 **Journal:** International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16600-16605
8	Advantages of Retail Marketing in Urban Regions: A Thorough Analysis	**ISSN:** 0973-4562 **Journal:** International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16606-16611
9	Retail Marketing for Rural and Urban Regions: A Comparative Study	**ISSN:** 0973-4562 **Journal:** International Journal of Applied Engineering Research, Volume 13, Number 23 (2018) pp. 16612-16617

RESEARCH PAPER PRESENTATIONS

	Topic	Conference
1	A Comprehensive Analysis of Stress Management in the Present Business Environment	International Conference on Business Management and Social Innovation, New Delhi, India, 5th Nov 2017

2	A study on Recent Developments in Retail Marketing	International Conference on Business Management and Social Innovation, New Delhi, India, 5th Nov 2017
3	Retail Marketing: A Critical Analysis	International Conference on Interdisciplinary Research for Sustainable Development, Chandigarh, Punjab, India, 6-7 Nov 2017
4	The Growing Importance of Retail Marketing in the Present Business Environment	International Conference on Ethics and Integrity in Management and Legal Practices, K.R. Mangalam University, Gurgaon, Haryana, India, 8-9 Feb, 2019
5	Role of Economic & Business Media in Political Image Branding	12th International Conference on Indian Politics & Role of Media, Tecnia Institute of Advanced Studies, New Delhi, India, 14th March, 2019
6	Online Defamation: A comparative analysis and evaluating the responsibility of the Internet Service Providers in the Indian legal framework	National Conference on `Emerging Horizons of Indian Law', RNB Global University, Bikaner, Rajasthan, India, 14-15 December, 2019

CHAPTERS CONTRIBUTED IN BOOKS

	Chapter	Book Info
1	A Comprehensive Analysis of Stress Management in the Present Business Environment	**Book:** World Research Forum for Engineers and Researchers, IRAJ, New Delhi International Conference, November, 2017 **ISBN:** 978-93-87405-24-0
2	A study on Recent Developments in Retail Marketing	**Book:** World Research Forum for Engineers and Researchers, IRAJ, New Delhi International Conference, November, 2017 **ISBN:** 978-93-87405-24-0
3	A critical analysis of customer's perception and contentment for modern voice assistant platforms	**Book:** Contemporary Issues in Business and Economics Volume-1 **Publisher:** Red Shine Publication London **ISBN:** 978-1-387-73422-1 **DOI:** 10.25215/1387734229
4	Viability and application of information technology tools for better governance in India with specific reference to tax collections and funds utilization	**Book:** Contemporary Issues in Business and Economics Volume-1 **Publisher:** Red Shine Publication London **ISBN:** 978-1-387-73422-1 **DOI:** 10.25215/1387734229

CONTRIBUTION AS CO-AUTHOR IN BOOKS

	Book	Info
1	Uniting the Indian Diaspora Around the World	**Copyright:** Indian Diaspora Club **Year of Release:** 2019
2	Glorious Diaspora Pride of India	**Copyright:** Indian Diaspora Club **Year of Release:** 2019

INTERNATIONAL CONFERENCES ATTENDED

1	Conference of Youth (COY 11), United Nations, Paris, France, 26-28th November, 2015

CONTRIBUTION AS CO-EDITOR IN BOOKS

	Book	Info
1	Voyage of Indian Diaspora From India to Fiji and Australia: Migration, Momentum and Milestone	**Copyright:** Diaspora Foundation **Year of Release:** 2019

ARTICLES PUBLISHED

	Article	Info
1	Indo Fiji Relations	**Book:** Voyage of Indian Diaspora from India to Fiji and Australia: Migration, Momentum and Milestone **Copyright:** Diaspora Foundation **Year of Issue:** 2019
2	Dairy Marketing and Consumer Perception: A Comprehensive Analysis of the Major Dairy Companies and Consumption Markets Across the Globe	**Magazine:** Marketing Mastermind **Copyright:** IUP Publications **Month & Year of Issue:** October, 2020
3	Marketing Management of Circular Economy: A Comprehensive Analysis with Specific Reference to Major Dairy Firms Operating All Across the Globe	**Magazine:** Marketing Mastermind **Copyright:** IUP Publications **Month & Year of Issue:** December, 2020
4	Reflections & Perspectives of Kuhadas Vivekananda	**Magazine:** News Street **Month & Year of Issue:** April, 2021 **Section:** Indian Diaspora
5	Career after MBA in Retail Marketing Management	**Magazine:** News Street **Month & Year of Issue:** May, 2021 **Section:** View Point
6	Digital Marketing Strategies for Real Estate Industry	**Magazine:** News Street **Month & Year of Issue:** Jul Mid, 2021 **Section:** Business
7	Marketing Strategies for Telecom Industry	**Magazine:** News Street **Month & Year of Issue:** Jul End, 2021 **Section:** Business
8	Mobile Marketing in South Asia: Challenges and Prospects	**Magazine:** Marketing Mastermind **Copyright:** IUP Publications **Month & Year of Issue:** December 2021
9	The Impact of Covid-19 on the Compensation and Benefits of Employees	**Magazine:** HRM Review **Copyright:** IUP Publications **Month & Year of Issue:** February 2022
10	Family support strong factor in Indian diaspora success in UK	**Magazine:** NRI Achievers **Volume:** 10 **Issue:** Jan-March 2021 **RNI No:** DELBIL/2012/45826
11	Celebrating 75 years of Indo-Netherlands ties	**Magazine:** NRI Achievers **Volume:** 10 **Issue:** Jan-March 2021 **RNI No:** DELBIL/2012/45826
12	Understanding the Meaning and Aspects of Global Buddhism in the Present Era	**Magazine:** NRI Achievers **Volume:** 10 **Issue:** Jan-March 2021 **RNI No:** DELBIL/2012/45826

13	Marketing Management of Educational Institutions in India: A Critical Analysis with Specific Reference to Premier Private Universities of Northern India	**Magazine:** Marketing Mastermind **Copyright:** IUP Publications **Month & Year of Issue:** April 2022 **ISSN:** 0972-5156
14	Experience the Rich Heritage of Bahrain- Pearl of the Gulf	**Magazine:** NRI Achievers **Volume:** 10 **Issue:** April-June 2021 **RNI No:** DELBIL/2012/45826
15	Gujaratis in Bahrain	**Magazine:** NRI Achievers **Volume:** 10 **Issue:** April-June 2021 **RNI No:** DELBIL/2012/45826
16	Indo-Australia Relations in the Present-Day Scenario with Specific Reference to China's Growth	**Magazine:** NRI Achievers **Volume:** 13 **Issue:** October-December 2021 **RNI No:** DELBIL/2012/45826

ACADEMIC PROJECTS UNDERTAKEN

1	Success Story of Starbucks
2	Emergence of BMW as One of the Finest Automobile Companies in the World
3	A Comprehensive Analysis of Various Promotion Mix Tools Used in India and Overseas
4	Impact of Foreign Direct Investment in Retail on Indian Retail Market
5	Critical Study and Analysis of Major Telecom Players in the Indian Market Post 2G Services Commencement

RESEARCH PROFICIENCY

1	SPSS
2	Stata
3	R Software
4	JMP
5	SAS
6	Matlab
7	Conquest
8	Tableau Interface
9	NVivo

DIGITAL LEARNING AND MANAGEMENT SYSTEM PLATFORMS EXPERTISE

1	CollPoll
2	Chalkpad ERP Solution
3	TCS ION LMS
4	LearnCube
5	WizIQ
6	ezTalks
7	Cisco Webex Meetings
8	Electa LMS
9	BrainCert Enterprise LMS
10	Newrow Smart
11	University Management System (used in Lovely Professional University)

FACULTY DEVELOPMENT PROGRAMS CONDUCTED

	Program	Info
1	Strengthening Online Education as Per Learner Requirements and Expectations	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 6th to 10th July 2020
2	Enhancing Mentor-Mentee Synergy through New and Innovative Teaching Pedagogies	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 6th to 10th September 2020
3	Application and Utility of Visual-Aid Teaching Methods and Practices	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 19th to 23rd October 2020
4	Utility and Viability of Project-Based Curriculum and Learning	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 16th to 20th November 2020
5	Application of Tablet-Based Education in the Present Learning Environment	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 14th to 18th December 2020
6	Need and Importance of ICT Tools in Education	**Organizer:** Chitkara Business School, Chitkara University, Rajpura, Punjab, India **Conducted on:** 12th June 2021

FACULTY DEVELOPMENT PROGRAMS ATTENDED

	Program	Info
1	Decoding NEP 2020 and Way Forward	**Organizer:** Chitkara Business School, Chitkara University, Punjab, India **Duration:** 19th to 23rd April 2021
2	One week (Online) Interdisciplinary Faculty Development Programme on "Basics of Quality Research"	**Organizer:** Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi **Duration:** 18th December 2021 to 24th December 2021
3	Five days Online Faculty Development Programme on "Leadership Mastery through self-management"	**Organizer:** Centre for Academic Leadership Manav Rachna University, Faridabad **Duration:** 27th December to 31st December 2021
4	Faculty Development Program on Qualitative Research on NVIVO	**Organizer:** Centre for Advanced Learning, Manav Rachna University **Date:** 5th March 2022

MANAGEMENT DEVELOPMENT PROGRAMS CONDUCTED

	Program	Info
1	Enhancing Managerial Leadership through Innovative and Modern Organizational Structures and Less Decentralization	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 8th to 12th April 2019

2	Human Resource Development Tools and Techniques for Organizations with Considerable International Employees	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 13th to 17th May 2019
3	Understanding the Mechanics and Operations of Supply Chain Management System for Global Online Retail Giants Today	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 7th to 11th October 2019
4	Integration of Project Management and Information Technology	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 18th to 22nd November 2019
5	Understanding the Meaning and Dynamic Nature of Strategic Marketing and the Roadmap Ahead	**Organizer:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Duration:** 16th to 20th December 2019

INVITATIONS RECEIVED AS EMINENT SPEAKER

	Details	Organizers
1	Invited as eminent speaker in AICTE-ISTE Sponsored FDP on "Importance of Business Ethics"	**Institution:** Aryans Business School **Date:** 8-9th February 2022

CERTIFICATIONS

Four Months Certification in Entrepreneurship, Planning and Small Business Management	**Issuing Institution:** Consultancy Development Centre, New Delhi, India **Duration:** 1st August, 2014 till 30th November, 2014

EDITORIAL BOARD MEMBERSHIPS

	Membership	Details
1	Editorial Board Member for Journal of IPEM	Journal of IPEM (ISSN: 0974-8903) is an open access, annual refereed journal, devoted to all researchers and academicians working in the field of Social Sciences.

ACADEMIC PERFORMANCE INDEX

Fair with decent academic grades, 9 research publications, 7 research paper presentations, 2 book chapters, 2 book co-authorships, 1 book co-editorship, 7 magazine articles, 7 international conferences, 8 FDPs and 5 MDPs

PROFESSIONAL SKILLS

Marketing, Sales, Business Development, Client Servicing, B2B Marketing, Brand Management, Advertising Management, Corporate Communications, Marketing Communications, Public Relations, Marketing for Services, Market Strategizing, Logistics and Movement, Marketing Research, Personal Sales Management, Retail Marketing, Market Sampling, Market Data Analysis, Negotiations, Team Management, Personnel Training & Development, Corporate Training, Academic Research, Business Research, Economic Research, Business Report Preparation, Writing, Lecturing, Academic Curriculum Development, Student Counselling, Placement Coordination, Event Coordination, Human Resources, Business Administration, International Affiliations, Program Management, Module

Management, Pedagogy Designing, Soft Skills Training, Conducting Management Development Programs (MDPs), Conducting Faculty Development Programs (FDPs), Company Affairs, Liasioning, Conduction of Business Meets, Business Environment Scanning, Materializing Indian Diaspora, International Relations, Networking, Opportunity Scanning, Diaspora Promotion

CAREER HIGHLIGHTS

Marketing Manager	**Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Industry:** Packaging **Department:** Marketing and Sales **Functional Areas:** Marketing, Sales and Business Development **Experience Duration:** 1st January, 2012 till 24th December, 2015 **Key Responsibilities Undertaken:** Marketing, Sales, Business Development, Client Servicing, B2B Marketing, Brand Management, Advertising Management, Corporate Communications, Marketing Communications, Public Relations, Marketing for Services, Market Strategizing, Logistics and Movement, Marketing Research, Personal Sales Management, Retail Marketing, Market Sampling, Market Data Analysis, Negotiations, Team Management, Personnel Training & Development, Corporate Training **Employment Type:** Full Time **Working Hours Per Week:** 54
Assistant Professor, Project Coordinator	**Organization:** Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India **Industry:** Education **Department:** Management Studies **Functional Areas:** Lecturing, Project Management **Experience Duration:** 1st January, 2016 till 30th September, 2017 **Key Responsibilities Undertaken:** Lecturing, Academic Curriculum Development, Event Coordination, Project Management, Academic Research, Report Preparation, Writing, Student Counselling, Human Resources, Business Administration **Subjects Taught:** Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing **Employment Type:** Full Time **Working Hours Per Week:** 40
Content Writer for Branding & Marketing	**Organization:** Magnetron World Travel & Tours Pty Ltd **Industry:** Hospitality **Department:** Content Development & Writing **Functional Areas:** Content Preparation for Branding & Marketing **Experience Duration:** 1st October 2017 till 4th October 2020 **Key Responsibilities Undertaken:** Content development for services branding, services marketing, advertising and promotion **Employment Type:** Full Time **Working Hours Per Week:** 48
Assistant Professor, Head of Research Department, Editor-in-Chief	**Organization:** ICFAI University, Baddi, Himachal Pradesh, India **Industry:** Education **Disciplines Handling:** Marketing Management **Functional Areas:** Lecturing, Curriculum Development, Event Management, Research **Experience Duration:** 5th October, 2020 till 5th March, 2021

	Key Responsibilities Undertaken: Lecturing, Academic Curriculum Development, Event Coordination, Academic Research, Report Preparation, Writing, Student Counselling, Human Resources, Business Administration **Subjects Taught:** Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing **Employment Type:** Full Time **Working Hours Per Week:** 48
Assistant Professor	**Organization:** Chitkara Business School, Chitkara University, Rajpura, Punjab, India **Industry:** Education **Disciplines Handling:** Marketing Management **Functional Areas:** Lecturing, Curriculum Development, Event Management, Research **Experience Duration:** 8th March, 2021 till 1st October, 2021 **Key Responsibilities Undertaken:** Lecturing, Academic Curriculum Development, Event Coordination, Academic Research, Report Preparation, Writing, Student Counselling, Human Resources, Business Administration **Subjects Taught:** Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing **Employment Type:** Full Time **Working Hours Per Week:** 48
Assistant Professor	**Organization:** Manav Rachna University, Faridabad, Haryana, India **Department:** Management **Industry:** Education **Disciplines Handling:** Marketing Management, General Management **Functional Areas:** Lecturing, Curriculum Development, Event Management, Research **Experience Duration:** 4th October 2021 till 15th March 2022 **Key Responsibilities Undertaken:** Lecturing, Academic Curriculum Development, Event Coordination, Academic Research, Report Preparation, Writing, Student Counselling, Human Resources, Business Administration **Subjects Teaching:** Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing **Employment Type:** Full Time **Working Hours Per Week:** 48
Full Time Director for Research	**Organization:** Global Diaspora Research Center, Jalan, Melor, Singapore **Industry:** Diaspora Promotion **Department:** Content Development and International Relations **Functional Areas:** Company Affairs, Liasioning, Coordination, Networking, Opportunity Scanning, Diaspora Promotion, Writing, Research **Experience Duration:** 16th March 2022 till 19th June 2022 **Key Responsibilities Undertaken:** • Monitoring and taking care of Company Affairs • Liasioning • Coordination with Singapore Embassy • Coordination with Singaporean Diaspora in India • Conduction of Indo-Singaporean Business Meets in India • Identification of business opportunities for Singaporeans in India

	• Promotion of Singaporean Diaspora in India • Supervision of writing and research activities pertaining to Indo-Singaporean relations and Singaporean Diaspora. **Employment Type:** Full-Time **Working Hours Per Week:** 54
Assistant Professor	**Organization:** Lovely Professional University, Jalandhar, Punjab, India **Department:** Management **Industry:** Education **Disciplines Handling:** Marketing Management, General Management **Functional Areas:** Lecturing, Curriculum Development, Event Management, Research **Experience Duration:** 20th June 2022 till Present **Key Responsibilities Undertaken:** Lecturing, Academic Curriculum Development, Event Coordination, Academic Research, Report Preparation, Writing, Student Counselling, Human Resources, Business Administration **Subjects Teaching:** Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing **Employment Type:** Full Time **Working Hours Per Week:** 54

OTHER PROFESSIONAL AFFILIATIONS

Consultant and Advisor	**Organization:** Cornerstone College of International Studies, Fujairah, United Arab Emirates **Industry:** Education **Department:** Academics and Administration **Functional Areas:** International Affiliations, Curriculum Development, Program Management, Module Management, Pedagogy Designing, Soft Skills Training **Experience Duration:** 4th January, 2019 till present **Key Responsibilities Undertaken:** 1) Curriculum development for various business programs being run by this institution. 2) Annual review of the various business curriculums of this institution. 3) Semi-Annual program management for the following programs: □ Master of Business Administration (MBA) □ MA in Education Management and Leadership □ MA in Human Resource Management □ MA in Tourism and Hospitality Management □ MSc in Accounting and Finance □ MSc in Health and Social Care Management □ MSc in Logistics and Supply Chain Management □ MSc in Project Management □ MSc in Strategic Marketing □ B.A. (Hons) in Business Management 4) Module Management. 5) Pedagogy Designing. 6) Giving corporate presentations to relevant stakeholders of Cornerstone College of International Studies. 7) Soft Skills training of students. 8) Conducting guest lectures. 9) Conducting Management Development Programs (MDPs) on behalf of CCIS.

	10) Conducting Faculty Development Programs (FDPs) on behalf of CCIS. 11) Conducting webinars for our partner institutions. 12) Expert Panel Member for International Affiliations for the following institutions: □ National American University, United States of America □ Paris College of International Education, France □ Swiss School of Business and Management (SSBM), Geneva, Switzerland □ OTHM, United Kingdom □ University of Chichester, United Kingdom □ Pearson PLC, London □ The American University, Girne, Cyprus □ University of Barstow California, United States of America **Employment Type:** Part-Time
Director	**Organization:** Global Diaspora Research Center, Jalan, Melor, Singapore **Industry:** Diaspora Promotion **Department:** Content Development and International Relations **Functional Areas:** Company Affairs, Liasioning, Coordination, Networking, Opportunity Scanning, Diaspora Promotion, Writing, Research **Experience Duration:** 1st October, 2021 till present **Key Responsibilities Undertaken:** • Monitoring and taking care of Company Affairs • Liasioning • Coordination with Singapore Embassy • Coordination with Singaporean Diaspora in India • Conduction of Indo-Singaporean Business Meets in India • Identification of business opportunities for Singaporeans in India • Promotion of Singaporean Diaspora in India • Supervision of writing and research activities pertaining to Indo-Singaporean relations and Singaporean Diaspora. **Employment Type:** Part-Time
Senior Research Associate	**Organization:** Lumbini Pilgrimage Organization Singapore **Industry:** Religious Tourism, Hospitality and Educational Affiliation **Department:** Research and Business Development **Functional Areas:** Research, Buddhism Tourism, Corporate Presentation, Business Development, International Tie-ups, Branding, Advertising, Promotion, International Affiliations, Conduction of Annual Meets, Webinars & Seminars Conduction **Experience Duration:** 27th November 2021 **Key Responsibilities Undertaken:** 1. Conducting research on Lord Buddha and Buddhism. 2. Promotion of Buddhism Tourism in Singapore, India, China, Thailand, Malaysia, Indonesia, South Korea, Cambodia, Hong Kong, Japan, Maldives, Taiwan, Philippines and Vietnam. 3. Giving corporate presentations about Lumbini Pilgrimage Organization in Singapore, India, China, Thailand, Malaysia, Indonesia, South Korea, Cambodia, Hong Kong, Japan, Maldives, Taiwan, Philippines and Vietnam. 4. Business Development 5. Tie-ups with leading hotels and airlines in the world on account of Buddhism Tourism and promotion. 6. Branding, Advertising and Promotion of Lumbini Pilgrimage Organization Singapore in the international market. 7. Working in close synchronization with the other Buddhist Associations and Organizations all across the globe.

	8. Enhancing international affiliations of Lumbini Pilgrimage Organization Singapore all across the globe. 9. Conduction of Annual Buddhist Meets. 10. Conducting seminars and webinars on behalf of Lumbini Pilgrimage Organization Singapore for our stakeholders and partner organizations. 11. Enhancing Buddhism research in educational institutions of Singapore, India, China, Thailand, Malaysia, Indonesia, South Korea, Cambodia, Hong Kong, Japan, Maldives, Taiwan, Philippines and Vietnam. **Employment Type:** Part-Time
Content Writer	**Organization:** LUGH Edu Tech Pvt. Ltd., Mumbai, Maharashtra, India **Industry:** Educational Content Writing **Department:** Content Creation **Functional Areas:** Content Development for Management and Related Programs **Experience Duration:** 22nd March 2022 till Present **Key Responsibilities Undertaken:** Developing and managing content for the following courses: • Pre-PhD Coursework of various renowned universities • Master of Business Administration (MBA) programs of various institutions • Master of Commerce (M. Com) programs of various universities • MA in Education Management and Leadership programs of various colleges • MA in Human Resource Management programs of various institutions • MSc in Logistics and Supply Chain Management of various institutes • MSc in Strategic Marketing programs of various universities • Bachelor of Business Administration (BBA) programs of various colleges • Bachelor of Commerce Honours (B. Com) programs of various universities • B.A. (Hons) in Business Management programs of various institutions **Employment Type:** Part-Time

INTERNSHIPS

Advertising Strategist Assistant	**Organization:** Mercantile Advertising, New Delhi, India **Project Title:** Advertising Management: A Comprehensive Analysis **Duration:** 15th July, 2011 till 11th September, 2011 **Key Responsibilities Undertaken:** Assisting Advertising Strategists, Understanding the Basics of Advertising, Data Collection, Business Research, Back Office Operations

PROJECTS UNDERTAKEN

1	**Centre for Excellence**	**Institution:** Teaching Learning Center for Indigenous Knowledge, Tribal Integrated Study & Digital Translation Technology, MHRD, Govt. of India **Duration:** 1st January, 2016 till 30th September, 2017

TEAM SIZES HANDLED

Team Size	Organization
15+ personnel	Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India
10+ personnel	Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India
5+ personnel	Magnetron World Travel & Tours Pty Ltd
10+ personnel	ICFAI University, Baddi, Himachal Pradesh, India
10+ personnel	Chitkara Business School, Chitkara University, Rajpura, Punjab, India

25+ personnel	Manav Rachna University, Faridabad, Haryana, India
10+ personnel	Global Diaspora Research Centre
20+ personnel	Lovely Professional University, Jalandhar, Punjab, India

TECHNICAL PROFICIENCY

1	MS Office
2	Operating System
3	Enterprise Resource Planning
4	ION
5	All Other Essential IT Devices and Services

TRAINING PROGRAMS ATTENDED

1	**Customer Retention and Business Development Strategy for Rural Clients**	**Conducting Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Dates:** 10th December, 2012-13th December, 2012
2	**Lead Generation and Customer Follow Up**	**Conducting Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Dates:** 17th December, 2013-20th December, 2013
3	**Competition in Packaging Industry and Competing with Local Players in the Market**	**Conducting Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Dates:** 6th February, 2013-13th February, 2013
4	**Utility and Adoption of Digital Translation Technology for Education in Marginalized Regions of India**	**Conducting Institution:** Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India **Dates:** 10th June, 2016-15th June, 2016
5	**Adoption and Execution of National Education Policy in Higher Education Institutions**	**Conducting Institution:** ICFAI University, Baddi, Himachal Pradesh, India **Date:** 1st November 2020

TRAINING PROGRAMS CONDUCTED

1	**Employee Induction, Basics of Sales, Marketing and Business Development**	**Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Dates:** 3rd January, 2013-6th January, 2013
2	**Business Development Strategy for Northern India**	**Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Dates:** 7th December, 2013-10th December, 2013
3	**Logistics Management and Cost Cutting**	**Organization:** Osho Packaging Pvt. Ltd, Baghpat, Uttar Pradesh, India **Dates:** 15th September, 2015-18th September, 2015
4	**Teacher's Training for Marketing Management of Indigenous Knowledge and Information Technology**	**Institution:** Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India **Duration:** 2nd August, 2016-4th August, 2016
5	**Modern Research and Innovation Tools for Enhancing the Growth & Development of Research Scholars**	**Institution:** ICFAI University, Baddi, Himachal Pradesh, India **Date:** 4th February, 2021

HONOURS AND AWARDS

1	Awarded as 'Employee of the Month' for August, 2014 while working as Marketing Manager for Osho Packaging Pvt. Ltd.
2	Awarded as 'Best Sales Representative' for the month October, 2015 while working for Osho Packaging Pvt. Ltd.
3	Honoured by Amarkantak Member of Legislative Assembly in May, 2016 for the efforts undertaken by me to uplift the students residing in Amarkantak, Madhya Pradesh while working for Indira Gandhi National Tribal University

VOLUNTEER EXPERIENCE

1	Educated the teachers residing in the local vicinity of Indira Gandhi National Tribal University regarding Marketing Management of Indigenous Knowledge
2	Educated the children residing in the local vicinity of Indira Gandhi National Tribal University regarding Digital Translation Technology and its utility in education
3	Popularized Tribal Integrated Studies in the region of Amarkantak, Madhya Pradesh, India as a new discipline of academics and professional utility

MEMBERSHIPS

1	Centre for Development Studies & Activities (CDSA), New Delhi, India
2	Consultancy Development Centre, New Delhi, India
3	Council for Advancement of People's Action & Rural Technology, New Delhi, India
4	Institute of Social Studies Trust, New Delhi, India
5	Society for Development Studies, New Delhi, India
6	The Business Barons Club India B.V., Amsterdam, Netherlands

EVENTS CONDUCTED

	Event	Info
1	Changing Scenario of Packaging Industry in India and Future Prospects	Conducted on 11th February, 2013 at The Metropolitan Hotel, New Delhi, India
2	Indo-South Korean Relations: Taking Indian Industries and Commerce to New Heights	Conducted on 2nd May, 2014 at Radisson Blu MBD Hotel, Noida, Uttar Pradesh, India for All India Indo Korean Friendship Association
3	Webinar on Analysing Case Study for the Employability Perspective: A Job Interview	Conducted on 8th October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
4	Webinar on an Insight to Fundamentals of Accounting and Finance	Conducted on 21st October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
5	Webinar on Entrepreneurship as a Career Opportunity	Conducted on 28th October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
6	Special Lecture on Significance of Soft Skills in the Present-Day Business Hiring and Overall Development	Conducted on 30th October, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
7	Webinar on China as a New Market Leader is a Fallacy- Story of Belt Road Initiative in 2020	Conducted on 11th November, 2020 at ICFAI University, Baddi, Himachal Pradesh, India
8	Webinar Series Coordination for various Themes and Topics at ICFAI University	Conducted between 1st October, 2020 till 11th November, 2020
9	Webinar on 'The Challenges of Indian Diaspora to Retain Cultural Values in Adopted Countries'	Conducted on 7th November 2021

INTERNATIONAL EVENTS ATTENDED

	Event Attended	Organisation Represented
1	Arabian Travel Market 2022, Dubai, United Arab Emirates Dates: 9th to 12th May 2022	Global Diaspora Research Centre (GDRC), Singapore

RESEARCH EDITORSHIPS HELD

	Magazine	Details
1	NRI Achievers	**Volume:** 10 **Issue:** Jan-March 2021 **RNI No:** DELBIL/2012/45826
2	NRI Achievers	**Volume:** 10 **Issue:** April-June 2021 **RNI No:** DELBIL/2012/45826

EXTRA-CURRICULAR ACCOLADES

Participated and excelled in numerous activities such as writing, debate competitions, extempore, theatre, cricket and classical music during graduation, post-graduation and doctoral studies

CAUSES ASSOCIATED WITH

Animal Welfare, Arts and Culture, Children, Civil Rights and Social Action, Disaster and Humanitarian Relief, Economic Empowerment, Education, Environment, Health, Human Rights, Politics, Poverty Alleviation, Science and Technology, Social Services, Veteran Support

VISAS ATTAINED FOR VARIOUS NATIONS

	Country	Visa Category	Entries	Visa No.
1	United States of America	R B1/B2	Multiple	L4652777
2	Canada	V1	Multiple	E731015248
3	Europe (Schengen)	C	Multiple	513813808
4	Kingdom of Bahrain	Entry	Multiple	3768933
5	Ivory Coast	Visit	Multiple	2990
6	United Arab Emirates	Visit	Multiple	S470568
7	Australia	Visitor (Subclass 600)	Multiple	2189563561072

AVAILABILITY AND PREFERENCES

Notice Period	Willing to Join Immediately
Preferred Roles	Faculty for Business & Management Studies, Trade, Commerce, Economics & other allied disciplines, Curriculum Developer, Trainer & Developer, Researcher, Writer, Student Counsellor, Placement Coordinator, Event Coordinator, Teaching Assistant, Report Developer, Marketing Manager, Sales Manager, Business Development Manager, Client Servicer, B2B Marketer, Brand Manager, Advertising Manager, Corporate Communicator, Marketing Communications Manager, PR Manager, Services Marketing Manager, Market Strategist, Logistics & Physical Distribution Manager, Market Researcher, Retail Marketer, Market Data Analyst, Business Negotiator, Personnel Training & Development Manager, Corporate Trainer, Back Office Operator, Human Resources Manager, Administration Manager

Desired Functional Areas	Lecturing, Curriculum Development, Training & Development, Academic Research, Content Writing, Student Counselling, Placement Coordination, Event Coordination, Teaching Assistantship, Report Preparation, Human Resources, Business & Organizational Administration, Marketing, Sales, Business Development, Client Servicing, B2B Marketing, Brand Management, Advertising, Corporate Communications, Marketing Communications, Public Relations, Services Marketing, Strategic Marketing, Physical Distribution & Logistics Management, Marketing Research, Retail Marketing, Market Data Analysis, Negotiations, Corporate Training, Back Office Operations, Business Research, Economic Research
Preferred Industries	Education, Teaching, Training, Academics, Research, Innovation
Desired Location	Any
Preferred Employment Type	Full Time
Preferred Job Type	Permanent
Desired Shift	Flexible

PERSONAL DETAILS

Date of Birth: 4th September, 1989
Nationality: Indian
Languages Known: English (Expert Proficiency), Hindi (Expert Proficiency)
Marital Status: Single
Skype Name: ashishpandeysouthdelhi_1
Passport No: T2603911
LinkedIn: https://www.linkedin.com/in/dr-ashish-pandey-19022a127/
Google Scholar Link: https://scholar.google.com/citations?hl=en&user=p7AizFEAAAAJ
Research Gate Link: https://www.researchgate.net/profile/Ashish_Pandey32
Academia Link: https://independent.academia.edu/AshishPandey275
Microsoft Academic Link: https://academic.microsoft.com/profile/jfh1fh2f-6ij6-49f7-826j-846hf03hj4g0/Dr.AshishPandey/no-publications
References: Available on Request
Hobbies: Reading, writing, doing research work

Kindly find attached cover letter of Dr. Ashish Pandey on the next page

Respected Institution,



I am a PhD in Management Studies (Marketing Management), Masters in Business Administration (Marketing Management) and Bachelors in Commerce Honours (Finance & Accounting) with over 10.7 years of experience in Marketing, Sales, Business Development, Client Servicing, B2B Marketing, Brand Management, Advertising Management, Corporate Communications, Marketing Communications, Public Relations, Marketing for Services, Market Strategizing, Logistics and Movement, Marketing Research, Personal Sales Management, Retail Marketing, Market Sampling, Market Data Analysis, Negotiations, Team Management, Personnel Training & Development, Corporate Training, Academic Research, Business Research, Economic Research, Business Report Preparation, Writing, Lecturing, Academic Curriculum Development, Student Counselling, Placement Coordination, Event Coordination, Human Resources, Business Administration, International Affiliations, Program Management, Module Management, Pedagogy Designing, Soft Skills Training, Conducting Management Development Programs (MDPs), Conducting Faculty Development Programs (FDPs), Company Affairs, Liasioning, Conduction of Business Meets, Business Environment Scanning, Materializing Indian Diaspora, International Relations, Networking, Opportunity Scanning and Diaspora Promotion. I am seeking profile of Associate Professor/Senior Research Associate in a reputed institution where my intrinsic skills and latent potentials could be harnessed to the fullest for the betterment and growth of the institution.

In my corporate and academic careers, I have worked in the profiles of Marketing Manager, Assistant Professor, Project Coordinator, Content Writer for Branding, Marketing and Education, Head of Research Department, Editor-in-Chief, Consultant, Advisor, Director and Senior Research Associate. I have been a part of massive Government of India project run under Ministry of Human Resource Development by the name 'Centre for Excellence'. I have handled a team size of over 10 personnel under my supervision in my professional career. I am fully technically proficient with good knowledge of MS Office, Operating System, Enterprise Resource Planning, ION, all other essential IT devices and services. I have also attended the prestigious Conference of Youth (COY 11) held at Paris, France from 26th November, 2015 to 28th November, 2015. The training programs attended by me comprise of Customer Retention and Business Development Strategy for Rural Clients, Lead Generation and Customer Follow Up, Competition in Packaging Industry and Competing with Local Players in the Market and Utility, Adoption of Digital Translation Technology for Education in Marginalized Regions of India and Adoption and Execution of National Education Policy in Higher Education Institutions. The training programs conducted by me comprise of Employee Induction, Basics of Sales, Marketing and Business Development, Business Development Strategy for Northern India, Logistics Management and Cost Cutting, Teacher's Training for Marketing Management of Indigenous Knowledge and Information Technology and Modern Research and Innovation Tools for Enhancing the Growth & Development of Research Scholars.

The honours and awards received by me comprise of Employee of the Month, Best Sales Representative and honour by Amarkantak Member of Legislative Assembly. The various events conducted by me comprise of Changing Scenario of Packaging Industry in India and Future Prospects and Indo-South

Korean Relations: Taking Indian Industries and Commerce to New Heights, Webinar on Analysing Case Study for the Employability Perspective: A Job Interview, Webinar on an Insight to Fundamentals of Accounting and Finance, Webinar on Entrepreneurship as a Career Opportunity and Special Lecture on Significance of Soft Skills in the Present-Day Business Hiring and Overall Development, webinar on China as a New Market Leader is a Fallacy- Story of Belt Road Initiative in 2020, Webinar Series Coordination for various Themes and Topics at ICFAI University between the period 1st October till 11th November 2020 and Webinar on 'The Challenges of Indian Diaspora to Retain Cultural Values in Adopted Countries'. The international events attended by me comprise of Arabian Travel Market 2022 attended in Dubai, United Arab Emirates during 9th to 12th May 2022 where I represented Global Diaspora Research Centre (GDRC), Singapore.

I have good proficiency in English language with an overall IELTS score of 7. My disciplines expertise comprise of Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing, Financial Management, Fundamentals of Investment, Financial Accounting, Cost Accounting, Management Accounting, Corporate Accounting, Accounting for Managerial Decision Making, Income Tax Law & Practice, Auditing, Human Resource Management, Organization Behaviour, Management Process, Business Administration, Business Organisation & Management, Managerial Economics, Micro Economics, Macro Economics, Business Statistics, Business Mathematics, Quantitative Techniques, Research Methodology, Operations & Optimization Research, Business Laws, Corporate Laws, Computers & Information Systems, Business Communication, Business Ethics, Corporate Social Responsibility, E-Commerce, Management Information System, Knowledge Management, Business Policy & Competitive Strategy and Entrepreneurship & Small Business Management.

The courses taught by me comprise of Pre-PhD Coursework, Master of Business Administration (MBA), Master of Commerce (M. Com), MA in Education Management and Leadership, MA in Human Resource Management, MSc in Logistics and Supply Chain Management, MSc in Strategic Marketing, Bachelor of Business Administration (BBA), Bachelor of Commerce Honours (B. Com) and B.A. (Hons) in Business Management. The various types of curriculums taught by me comprise of Coursework-Based Curriculum, Module-Based Curriculum, Thesis-Based Curriculum and Research-Based Curriculum. My research interests comprise of Retail Marketing, Retail Management, Visual Merchandising, E-Commerce, Online Retailing, Organised Retailing, Consumer Behaviour, Supply Chain Management, Digital Marketing, Brand Management, Advertising Management and Inter-Disciplinary Research. My other domains expertise comprise of National Education Policy (NEP), National Assessment and Accreditation Council (NAAC), Bloom's Taxonomy, National Board of Accreditation (NBA), Association of Indian Universities (AIU), Massive Open Online Course (MOOC), Digitalization of Education, Council for Higher Education Accreditation (CHEA), Association for Quality Assurance in Higher Education (AQAHE) and Higher Learning Commission (HLC).

I have nine publications to my name in journals of international repute. I have written extensively on the topics- Retail Marketing: A Critical Analysis, A Comprehensive Study on Evolution, Present Scenario and Future Prospects of Retailing, A Comprehensive Analysis of Stress Management in the Present Business Environment, A Study on Recent Developments in Retail Marketing, Retail Marketing Confronts for Rural Regions: A Comprehensive Analysis, Retail Marketing Confronts for Urban Regions: A Comprehensive Analysis, Advantages of Retail Marketing in Rural Regions: A Thorough Analysis, Advantages of Retail Marketing in Urban Regions: A Thorough Analysis, Retail Marketing for Rural and Urban Regions: A Comparative Study, etc. I have presented six research papers in international conferences and seminars till date. In addition to this, I have four book chapters to my name of which the prominent ones are 'A critical analysis of customer's perception and contentment for modern voice assistant platforms' and 'Viability and application of information technology tools for better governance in India with specific reference to tax collections and funds utilization'. Furthermore, I have been a co-author for two books and co-editor for one book on Indian Diaspora.

The articles written by me comprise of ‘Indo Fiji Relations’, ‘Dairy Marketing and Consumer Perception: A Comprehensive Analysis of the Major Dairy Companies and Consumption Markets Across the Globe’, ‘Marketing Management of Circular Economy: A Comprehensive Analysis with Specific Reference to Major Dairy Firms Operating All Across the Globe’, ‘Reflections & Perspectives of Kuhadas Vivekananda’, ‘Career after MBA in Retail Marketing Management’, ‘Digital Marketing Strategies for Real Estate Industry’, ‘Marketing Strategies for Telecom Industry’, ‘Mobile Marketing in South Asia: Challenges and Prospects’, ‘The Impact of Covid-19 on the Compensation and Benefits of Employees’, ‘Family support strong factor in Indian diaspora success in UK’, ‘Celebrating 75 years of Indo-Netherlands ties’, ‘Understanding the Meaning, Aspects of Global Buddhism in the Present Era’, ‘Marketing Management of Educational Institutions in India: A Critical Analysis with Specific Reference to Premier Private Universities of Northern India’, ‘Experience the Rich Heritage of Bahrain-Pearl of the Gulf’, ‘Gujratis in Bahrain’ and ‘Indo-Australia Relations in the Present-Day Scenario with Specific Reference to China’s Growth’. Moreover, the academic projects undertaken by me comprise of ‘Success Story of Starbucks’, ‘Emergence of BMW as One of the Finest Automobile Companies in the World’, ‘A Comprehensive Analysis of Various Promotion Mix Tools Used in India and Overseas’, ‘Impact of Foreign Direct Investment in Retail on Indian Retail Market’ and ‘Critical Study and Analysis of Major Telecom Players in the Indian Market Post 2G Services Commencement’. I am fully proficient with research work with good knowledge of SPSS, Stata, R Software, JMP, SAS, Matlab, Conquest, Tableau Interface, NVivo and other essential research software and tools. My digital learning and management system platforms expertise comprise of CollPoll, Chalkpad ERP Solution, TCS ION LMS, LearnCube, WizIQ, ezTalks, Cisco Webex Meetings, Electa LMS, BrainCert Enterprise LMS, Newrow Smart and University Management System.

The Faculty Development Programs (FDPs) conducted by me comprise of Strengthening Online Education as Per Learner Requirements and Expectations, Enhancing Mentor-Mentee Synergy through New and Innovative Teaching Pedagogies, Application and Utility of Visual-Aid Teaching Methods and Practices, Utility and Viability of Project-Based Curriculum, Learning and Application of Tablet-Based Education in the Present Learning Environment and Need and Importance of ICT Tools in Education. The Faculty Development Programs (FDPs) attended by me comprise of ‘Decoding NEP 2020 and Way Forward’ organized by Chitkara Business School, Chitkara University, Punjab, India, One week (Online) Interdisciplinary Faculty Development Programme on “Basics of Quality Research” organised by Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi, Five days Online Faculty Development Programme on “Leadership Mastery through self-management” organized by Centre for Academic Leadership Manav Rachna University, Faridabad and Faculty Development Program on Qualitative Research on NVIVO conducted by Centre for Advanced Learning, Manav Rachna University. The Management Development Programs (MDPs) conducted by me comprise of Enhancing Managerial Leadership through Innovative and Modern Organizational Structures and Less Decentralization, Human Resource Development Tools and Techniques for Organizations with Considerable International Employees, Understanding the Mechanics and Operations of Supply Chain Management System for Global Online Retail Giants Today, Integration of Project Management and Information Technology and Understanding the Meaning and Dynamic Nature of Strategic Marketing and the Roadmap Ahead.

I have been invited as eminent speaker in AICTE-ISTE Sponsored FDP on "Importance of Business Ethics" organised by Aryans Business School. I also hold a Four Months Certification in Entrepreneurship, Planning and Small Business Management. The Editorial Board Memberships held by me comprise of being the Editorial Board Member for the Journal of IPEM (ISSN: 0974-8903), an open access, annual refereed journal, devoted to all researchers and academicians working in the field of Social Sciences. I have a few volunteer experiences such as educating the teachers residing in the local vicinity of Indira Gandhi National Tribal University regarding Marketing Management of

Indigenous Knowledge, educating the children residing in the local vicinity of Indira Gandhi National Tribal University regarding Digital Translation Technology and its utility in education and popularizing Tribal Integrated Studies in the region of Amarkantak, Madhya Pradesh, India as a new discipline of academics and professional utility. I also hold memberships of Centre for Development Studies & Activities (CDSA), New Delhi, India, Consultancy Development Centre, New Delhi, India, Council for Advancement of People's Action & Rural Technology, New Delhi, India, Institute of Social Studies Trust, New Delhi, India, Society for Development Studies, New Delhi, India and The Business Barons Club India B.V., Amsterdam, Netherlands. The research editorships held by me comprise of editorship for NRI Achievers Magazine.

As a student as well as professional, I have participated and excelled in numerous extra-curricular activities such as writing, debate competitions, extempore, theatre, sports, etc. The various causes with which I am associated comprise of Animal Welfare, Arts and Culture, Children, Civil Rights and Social Action, Disaster and Humanitarian Relief, Economic Empowerment, Education, Environment, Health, Human Rights, Politics, Poverty Alleviation, Science and Technology, Social Services and Veteran Support. At last, but not the least, I am also a well-travelled individual and have widely travelled to several places all across the globe and that has equipped me in understanding international cultures and customs. My major hobbies include reading, writing and doing research work.

I believe all of the above-mentioned credentials certainly make me an appropriate candidate for being selected as Associate Professor/Senior Research Associate in any reputed institution.

Sincere Regards

Dr. Ashish Pandey
(PhD, M.B.A.)
Former United Nations COY Participant,
Parc Des Expositions, Paris, France
Retail Marketing Specialist
Assistant Professor (Marketing Management)
Department of Management
Lovely Professional University
Jalandhar, Punjab, India
Contact No: +919711718013
Email: ashishpandeysouthdelhi@gmail.com

Consultant and Advisor
Cornerstone College of International Studies,
Fujairah, United Arab Emirates

Senior Research Associate
Lumbini Pilgrimage Organization
Singapore

Content Writer
LUGH Edu Tech Pvt. Ltd.
Mumbai, Maharashtra, India

Director
Global Diaspora Research Center
4, Jalan, Melor, Singapore-368843
(visiting card attached on next page)


9711718013
GDRC
Dr. Ashish Pandey
Director (Research)
: ashishpandeysouthdelhi@gmail.com
: www.globaldiaporacenter.com
Office Add : 4 Jalan, Melor, Singapore - 368843
GDRC
GLOBAL DIASPORA RESEARCH CENTRE
SINGAPORE
Global Diaspora Research Centre (GDRC), Singapore