

Dr. Ranjeet Kumar Raman

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Educational Qualification(s)

- **Ph.D.** in **Tourism Management** from **Kurukshetra University**, Kurukshetra.
- Qualified **UGC JRF -NET** in **Tourism Administration & Management**.
- Qualified **UGC NET** in **Management**.
- **M.B.A (Tourism)** from the **School of Management, Pondicherry Central University**, Puducherry.
- **Management Development Programme (MDP)** from **IIT Kharagpur**.
- **Certificate Course** in **Applied Data Analytics** from **Birla Global University**, Bhubaneswar.

Teaching and Professional Experience

- Presently, I am serving as the **Associate Professor** and **Head** of the esteemed Department of Tourism & Travel Management at the **Central University of Jammu**.
- Served as an **Assistant Professor** at the Department of Tourism & Travel Management, **Central University of Jammu**, India, since 2013.
- Worked as an **Assistant Professor** in the University Institute of Hotel Management & Tourism, **Panjab University**, Chandigarh, India
- Worked as a **Teaching Associate** at the **Indian Institute of Tourism & Travel Management, New Delhi** (an organization of Ministry of Tourism, Government of India)
- Worked as a **Management Trainee** at **SOTC Travel Pvt. Ltd.**, Kolkata

Engagement and Contributions at the University Level

- **Innovation Activity Coordinator**- Institute Innovation Council (IIC)
- **Finance and Infrastructure Committee Member** –Research and Development (R & D) Cell
- **Member**-School of Business Studies
- **Member** -University Business Incubation Centre (UBIC)
- **Convener** -Quizzing Society of Central University of Jammu
- **Core Committee Member**-Three Minutes Thesis Competition (3MT)
- **Member**-Committee for Computing Impact Factors
- **Programme Coordinator**-B. Voc. (Tourism Management)
- **Member** -Board of Studies (BoS), Department of Tourism & Travel Management
- **Member**-Board of Studies (BoS), Department of Economics
- **Member**-Board of Studies(BoS), B. Voc. (Tourism Management)
- **Member**-NAAC Coordination Committee
- **Member** -Scholarship Cell
- **Member**-Admission Brochure Committee for the academic year 2023-24.
- **Research Advisory Committee (RAC) Member**-Department of National Security Studies, Department of Marketing & Supply Chain Management, Department of Economics, and Department of Tourism & Travel Management

Academic Research and Project Engagements

- Currently supervising three Ph.D. candidates in the research areas of **Resilience & Climate Change**, **Influencer marketing**, and **Digital marketing**, respectively.
- Worked as a **Domain Expert** for the project titled ‘**Development of Eco-friendly and Cost-effective Tourism in Hills**’ under the Himalayan State Regional Council, part of the Indian Himalayan Central University Consortium (IHCUC). The research project was assigned by **NITI Aayog** and funded by the **University Grants Commission under the STRIDE**.
- Developed a proposal for the ‘**Vocational Education Curriculum under the UGC-National Skill Qualification Framework (NSQF)**’ to introduce the B. Voc. program in Tourism Management at the Central University of Jammu in 2014.

- Served as a Co-opted Member for the University Grants Commission (UGC)'s project on the **'Development of a Learning Outcome-Based Curriculum Framework (LOCF) for Management'**.
- Developed an Experiential Learning Program on **'Tourism Immersion and Leadership Development'** for the MBA (Tourism and Travel Management) at the Department of Tourism and Travel Management, Central University of Jammu.
- Conducted field survey on the **'Effect of Commonwealth Games on Bread & Breakfast (B&B) Units in NCR'**, assigned by the Indian Institute of Tourism & Travel Management, Delhi (an organization of the Ministry of Tourism, Government of India).
- Conducted a survey on **'Hunar Se Rozgar Tak'**, a national skill development initiative by the Ministry of Tourism, Government of India.

Key Events Organized at University

- Organizing Committee Member for **Three-Minute Thesis Competition 3 MT (Founded by the University of Queensland, Australia)** on 01st August, 2023.
- Organizing Committee Member for the International Conference on **'Rethinking Tourism to Strive for Sustainable and Community-Induced Growth'** organized by the Central University of Jammu on November 30, 2022.
- Coordinated the **'Workshop on Innovation, Entrepreneurship, and Start-ups'**, jointly organized by the Institute Innovation Council of Central University of Jammu and the J & K Entrepreneurship Development Institute on 22-23 September 2022.
- Organizing Committee Member for **'SANGAM-The Alumni Meet'**, organized by the Central University of Jammu on 28th August 2022.
- Organizing Committee Member for the **'International Conference on Reflection on New Tourism and New Normal in the Post COVID-19 World'**, organized by the Department of Tourism & Travel Management, Central University of Jammu, held from May 26th to 27th, 2022.
- Organizing Committee Member for a 5-day **'Workshop on Research Methodology (R-Software)'**, organized by the Department of Tourism and Travel Management, Central University of Jammu, from May 2-6, 2022.
- Coordinated the **'Tourism Immersion and Leadership Development Camp (TILDC)'** held in Kullu from September 21st -27th, 2019.
- Organizing Committee Member of the **'National Conference on Destination Branding and Competitive Advantage'**, organized by the School of Business Studies, Central University of Jammu, from September 6-8, 2018.

- Coordinated the ‘**Paryatan Parv**’ and ‘**World Tourism Day (WTD)**’ events organized by the Department of Tourism and Travel Management, Central University of Jammu on September 26-27, 2018.
- Coordinated the ‘**Entrepreneurship Awareness Camp-4**’ sponsored by the Entrepreneurship Development Institute of India under the DST-NIMAT project, GoI, organized by the University Business Incubation Centre, Central University of Jammu from January 29-31, 2018.
- Coordinated the ‘**Paryatan Parv**’ and ‘**World Tourism Day (WTD)**’ events organized by the Department of Tourism and Travel Management, Central University of Jammu on November 6-7, 2017.
- Organizing Committee Member for the ‘**HRD Congress on Nurturing World Class Organizations in an Emerging Global Diaspora**’, organized by the Central University of Jammu from September 16-18, 2016.
- Organizing Committee Member for a two-day ‘**National Workshop on Intellectual Property Rights: Implementation and Enforcement**’ sponsored by the Department of Electronics & Information Technology (DEITY), Ministry of Communications & Information Technology, GoI and organized by the Central University of Jammu on January 14-15, 2016.
- Organizing Committee Member for the two-day ‘**National Tourism Entrepreneurship Development Summit (NTEDS)**’ organized by the Department of Tourism and Travel Management, Central University of Jammu, February 20-21, 2015.
- Organizing Committee Member for the ‘**Incredible India Travel Bazar (IITB)**’ organized by FICCI in New Delhi from April 8-9, 2014.

Professional Development Programme(s)

- Participated in the **International FDP on Smart-Future Technologies in AI/ML & Data Analytics** organized by Amity University, Tashkent, from April 3-4, 2023.
- Participated in the **FDP on Digital Humanities: A Primer**, organized by Flame University, Pune, from March 1 to 5, 2023.
- Participated in the **IP Awareness/Training Program under National Intellectual Property Awareness Mission** jointly organized by Intellectual Property Office and MoE's Innovation Cell, July 29, 2022.
- Participated in a 5-day **Workshop on Research Methodology (R-Software)**, organized by the Department of Tourism and Travel Management, Central University of Jammu, from May 2-6, 2022.

- Completed the **International Certified Career Coach (ICCC) Foundation Level Program**, organized by MINDLER, from September 24th to 25th, 2021.
- Participated in the **International Case Conference Preview** jointly organized by Emerald Publishing, Sunway University Business School, and Jaipuria Institute of Management on September 17th, 2021.
- Participated in an online lecture series titled **A Journey to Self-actualization: Learning from Failures and Success Stories Giants**, jointly organized by Emerald Publishing and Curtin University, Malaysia, held from September 6th to 8th, 2021.
- Participated in the Virtual Workshop on **Emerging Digital Technologies for Agriculture, Food Processing, and Horticulture Business**, organized by IIM Shillong on August 26th-27th, 2021.
- Participated in the Online Workshop on **Creating Lab-to-Land Ecosystem: Challenges & Opportunities** jointly organized by the Incubation Centre-Raja Ramanna Centre for Advanced Technology and IIT Indore on August 14th, 2021.
- Successfully completed the AICTE Training & Learning Academy (ATAL) Online FDP on **Tour Packaging Management**, organized by IGNTU, Amarkantak, from August 9th to 13th, 2021.
- Participated in the Virtual Seminar on **Crafting Theory-Linked Cases** organized by the Case Method Forum for Management on July 29th, 2021.
- Participated in the Virtual Seminar on **Philosophy of Research and the Scientific Merit of Case Method** organized by Case Method Forum for Management on 27th July, 2021.
- Successfully completed One Week FDP on **Emerging Trends in Assessment and Evaluation for Teaching and Learning** organized by Central University of Jammu under the scheme of Pandit Madan Mohan Malviya National Mission on Teachers and Teaching, MHRD, GOI, from March 16th -22nd, 2021.
- Participated in the **Startup and Innovation E-Submit Event on Various themes of Startup and Entrepreneurship** organized by Think India, held from November 1st to 7th, 2020.
- Successfully completed the AICTE Training and Learning (ATAL) Academy FDP on **Entrepreneurship and Start-up Opportunities through Tourism & Hospitality Business** organized by Mizoram University, Aizawl, from September 14th to 19th, 2020.
- Completed a one-week **Short Term Course on the Basics of Management Research** organized by NIT, Srinagar, from August 27th to 31st, 2020.

- Participated in an Online Workshop on **Developing and Testing Moderation Models in Management Research** organized by the University of Hyderabad from August 22nd to 23rd, 2020.
- Participated in One Week Online Short-Term Course on **Effective Tools and Techniques in Qualitative Research** organized by Dr. B. R. Ambedkar NIT, Jalandhar, from August 10th to 14th, 2020.
- Successfully completed the **Refresher Course on Research Methodology for Faculty of Social Sciences** organized by the Human Resource Development Centre, University of Hyderabad, from July 20th, 2020 to August 1st, 2020, and achieved a grade of "A".
- Participated in a three day **Online Training Program on Disaster Response, Relief & Recovery in Normal** organized by HMRSIPA in collaboration with NIDM, New Delhi, from July 6th to 8th, 2020.
- Participated in the 5-day **Global e-Symposium on Global Pandemic Outbreak: Role of Technology and Automation**, organized by JSS Academy of Technical Education, Noida, from June 1st to 5th, 2020.
- Completed a Seven day Online FDP on **Contemporary Research Practices in Social Sciences** organized by Amity University, Noida, from May 30th to June 05th, 2020.
- Participated in the e-FDP on **Mastering the Art of Handling Post Covid Challenges for Sustainable Development**, organized by Dr. M.G.R. Educational and Research Institute, Adayalampattu, from May 19th to 23rd, 2020.
- Participated in the Online FDP on **Moodle Learning Management System** organized by Bodoland University In association with IIT Bombay from May 11th to 15th, 2020.
- Participated in a seven-day **National Online Workshop on Research Methods and Techniques**, organized by Ramanand Arya D. A. V. College in association with the University of Mumbai, from May 4th to 10th, 2020.
- Completed the FDP on **Qualitative Research Methodology** organized by Shri Vishwakarma Skill University, Gurugram, from April 28th to May 4th, 2020.
- Completed the course on **Introduction to Sustainable Development in Asia and the Pacific**, offered by the Asian Development Bank Institute (ADB), on April 16, 2020.
- Participated in the **NPTEL Awareness Workshop** conducted by the Indian Institute of Technology Kanpur on December 3, 2018.
- Successfully completed the **Refresher Course on Online Teaching, Learning and Assessment** organized by FIDC, Central University of Jammu in collaboration with UGC SWAYAM, June 2018.

- Participated in the **Oxford English Language Teaching Online Conference (ELTOC)** 2020, held from February 27th to 29th, 2020.
- Participated in the FDP on **Structural Equation Modeling** organized by BIT, Noida, from April 13th to 17th, 2017.
- Participated in the **FDP on Blended MOOCs** organized by IIM Bangalore on October 15th, 2016.
- Participated in the Workshop on **Digital India** sponsored by the Ministry of Communication and Information, organized by the Central University of Jammu on March 5th, 2016.
- Participated in the **National Workshop on Accreditation Awareness and Institutional Ranking** organized by the National Quality Renaissance Initiative (NQRI) of NAAC at the Central University of Jammu, Jammu, held on January 5th -6th , 2015.
- Participated in a three-day **Workshop on Essential Computing Techniques** organized by the Department of Computer Sciences and IT, Central University of Jammu from October 8th to 10th, 2014.
- Successfully completed the **UGC--Sponsored General Orientation Course (GOC)** organized by the UGC Human Resource Development Centre (HRDC), University of Jammu, Jammu, from June 17th, 2014 to July 14th, 2014.
- Attended a 7-day **Workshop on Research Methodology in Social Science** at Kurukshetra University, Kurukshetra, from February 1st to 7th, 2012.
- Represented and participated as a member of Academic Group in pledge signing Ceremony for **Community towards Safe and Honorable Tourism and Sustainable Tourism** organized by Ministry of Tourism, Govt. of India, New Delhi.

Conference/ Seminar Presentations

- Presented a paper titled "**Assessing Stakeholders' Perception of Mountain Tourism Destination Resilience in the Context of Climate Change**" at the Royal Geographic Society (RGS)–IBG Annual International Conference on Climate Changed Geography in London (Hybrid) from August 29 to September 1, 2023.
- Presented a paper titled '**Exploring the Role of Travel Vloggers in Enhancing Destination Competitiveness: Evidence from Sula Vineyard (Nashik)**' at the International Conference on Marketing Consumer Experience in the Digital Era, organized by IIM Bodh Gaya from April 14th to 15th, 2023.

- Presented a paper titled **“A SAP-LAP Framework Analysis of the Buddhist Circuit Project”** at the Global Conference on Emerging Technologies, Business, Sustainable Innovative Business Practices, and Social Well-being organized by CONFAB 360 Degree Academic Integration held on December 10th-11th, 2022.
- Presented paper titled **“A Decade of Customer-Based Brand Equity Research in Tourism: Looking Back and Moving Foreyard”** in the International Conference on Rethinking Tourism to Strive for Sustainable and Community-Induced Growth organized by the Central University of Jammu held on 30th November 2022.
- Presented a paper titled **“Covid-19 Recovery Initiatives of Destination Management Organizations of India”** at the International Conference on Reflection on New Tourism and New Normal in the Post-COVID-19 World, organized by the Department of Tourism & Travel Management, Central University of Jammu from May 26th to 27th, 2022.
- Presented a paper titled **“Evaluating the Tourism Performance of New Delhi using the UNWTO-WTCF City Tourism Framework”** at the 12th India International Hotel, Travel & Tourism Research Conference organized by BCIHMCT, New Delhi held on March 3rd - 5th, 2022.
- Presented a paper titled **“A Framework for Evaluating Service Quality of the Buddhist Circuit”** at the National Conference on Destination Branding and Competitive Advantage, organized by the School of Business Studies, Central University of Jammu, held from September 6th to 8th, 2018.
- Presented a paper titled **“Assessing Tourism Competitiveness of Silk Road Destinations Using the OECD Framework”** at the National Conference on Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage, organized by the Central University of Jammu from May 4th to 6th, 2017.
- Presented a paper titled **“Developing a Framework for Imagining Kurukshetra as a UNESCO Creative City”** at the International Seminar on Bhargava Gita: Holistic Life Management and World Harmony Tourism Motivation organized by Kurukshetra University, Kurukshetra held on December 6 -9, 2016.
- Presented a paper titled **“Collaborative Destination Marketing: The Case of the Buddhist Circuit”** at the International Conference on Prospects and Competitive Challenges in the Global Hospitality & Tourism Industry organized by Lovely Professional University, held on April 1-2, 2016.
- Presented a paper titled **“Empowering Community through Innovation in the Tourism Value Chain”** at the 3rd International Conference on Sustainable Destination Excellence: Revitalizing Peace through Innovation in Tourism organized by the University of Jammu (J&K), Jammu held on February 5-6, 2016.

- Presented a paper titled **“Analysis of National Tourism Policies for Human Resource Dimension in Tourism”** at the National Conference on Preparing next generation leadership: A futuristic Agenda’, Central University of Jammu, held on November 22nd-23rd, 2013.
- Presented a paper titled **“One Billion Tourists-One Billion Opportunities” (Knowledge Paper)** at the National Seminar on One Billion Tourists, One Billion Opportunities, organized by Panjab University, Chandigarh from February 15th to 16th, 2013.
- Presented a paper titled **“Powering Sustainable Development with Tourism and Sustainable Energy”** in International Conference on Sustainable Development in India, Kurukshetra University, Kurukshetra, February, 12-13, 2013.
- Presented a paper titled **“An Analysis of Leading Tourism Journals and Its Implications for Indian Tourism Research”** at the 2nd National Conference on Value Creation and Sustainability in the Competitive Era, held at Buddha College, Haryana, on April 29, 2012.
- Presented a paper titled **“Changing Dimensions of Tourism Education”** at the International Conference & Best Research on Technical Education: Experience, Opportunities & Challenges organized by Siddhivinayak Engineering & Management Institute, Yamuna Nagar (Haryana) on April 7-8, 2012.
- Presented a paper titled **“The Role of Tourism Companies in Corporate Social Responsibility (CSR)”** at the International Conference on Business and Sustainability organized by Mohanlal Sukhadia University, Udaipur held on March 30-31, 2012.
- Presented a paper titled **“Conceptualizing a Model for Analyzing Culture as a Tool of Change Management in the Hospitality Industry”** at the 4th Indian Hospitality Congress (IHC)-International Conference jointly organized by the International Centre for Cultural Studies (ICCS) and Dev Sanskriti University, Haridwar held on March 3-5, 2012.
- Presented a paper titled **“Strategic Use of Information Technologies for Entrepreneurship Development in Tourism”** at the National Conference on Promoting Innovation and Entrepreneurship (Socio-Economic Opportunities in Developing Countries) organized by Savitri Girls' College, Ajmer, on March 25, 2012.
- Presented a paper titled **“Prospects of Rural Tourism as a Tool for Sustainable Development in India”** at the National Conference on Sustainable Rural Development in India organized by Government College of Ajmer, Ajmer from March 10th to 11th, 2012.
- Presented a paper titled **“e-Tourism :The Synergy of Information and Communication Technologies (ICTs)”** in 7th International Conference on IT Application & Management (ITAM) : Technology Innovation and the Future of Culture & Tourism, Jointly organized by Hanyang University, Seoul, Korea and JK Laxmipat University, Jaipur, December 28-29, 2011.

- Presented paper titled **“Building Tourism Destination Competitiveness through Information and Communication Technologies (ICTs)”** in 1st International Conference on Tourism and Technology (ICTT 2011) organized by **IIT, Delhi**, July 7-9, 2011.

Expert Talks/ Resource Person

- Invited as **Subject Matter Expert** by Centum Workskills India Pvt Ltd, an authorized Vocational Training Partner under the **Samagra Shiksha initiative** on 17th August 2023.
- Invited as **Subject Matter Expert** by School of Hospitality and Tourism Management, University of Jammu on 9th March 2023.
- Invited as a Tourism Expert on the **'Navyug' TV show** by Gulistan News on July 30th, 2021.
- Served as a panelist in a panel discussion on the **‘Economic Aspects of Jammu and Kashmir Tourism’** at the International Conference on Economic Growth and Structural Changes: Trends, Pattern, and Policies organized by the School of Economics, Shri Mata Vaishno Devi University, Katra on February 23-24, 2018.
- Delivered 17 online lectures on **‘Travel Agency and Tour Operations Management’** as part of a training program on Tourism Management organized by the Central University of Jammu at GDC Udhampur under the DHE PET (Directorate of Higher Education, Public Education, and Training).
- Resource Person at the **‘National Seminar on Tourism Higher Education in India: A Critical Analysis of All-Augmenting Curriculum Aspects for Tourism & Hospitality’**, organized by UIHMT, Panjab University, Chandigarh, held on February 27-28, 2016.

Teaching and Research Interests

- **Teaching Interests:** Tourism Principles and Practices, Entrepreneurship & Venture Creation, Destination Management and Tour Guiding & Interpretation, and Tourism Product Development
- **Research Interests:** Digital Marketing, Consumer Behavior, Resilience & Climate Change, Influencer Marketing, Sustainability, Destination Image, Destination Competitiveness, and Destination Management.

Area of Innovation, Incubation and Consulting

- Destination Branding
- New Venture Creation
- Creation of Social Enterprises for Livelihood Augmentation
- Skill development in the tourism & allied sectors
- New Tourism Product Development

Selected Publication(s)

- **Raman, R. K. & Chaudhary, M. (2023). Evaluating the Image of the Buddhist Circuit using the Relative Importance Index**, Indian Journal of Applied Hospitality & Tourism Research, 15, 3-11.
- Singh, M., Singh, S., **Raman, R. K.**, Thakur, R., Johar, I. P., & Singh, P. (2022). **Exploring Dimensions of Financial Inclusion from Stakeholders' Perspectives: Evidence from Rural Areas of Jammu District**. Acta Universitatis Bohemae Meridionalis, 25(2), 1-15.
- **Raman, R. K. & Chaudhary, M. (2022). Factors Determining Image of the Buddhist Circuit (India)**. Neuro Quantology, 20(9), 20, 6419-6428.
- **Raman, R. K. (2023). Quantitative Assessment of Destination Service Quality of the Buddhist Circuit Using Relative Importance Index**, Journal of Business and Management Studies, 5(3), 65-71.
- Chaudhary, M & **Raman, R. K. (2016). Destination Image Framework for Buddhist Circuit in India**. Journal of Tourism, 17(1), 13-23.
- **Raman, R. K.**, Yashwant, & C.K. Sanjiv. (2011). **Present Scenario of Tourism Education in India**. International Journal of Tourism and Travel, 4(1), 7-11.
- Maheshwari, S., & **Raman, R. K. (2022). Exploring the Role of Travel Vloggers in Enhancing Destination Competitiveness: Evidence from Sula Vineyard (Nashik)**. In V. S. Sahay, M. Srivastva, & A. Kumar (Eds.), International Conference on Marketing Consumer Experience in the Digital Era. IIM Bodhgaya.
- **Raman, R. K. (2022). Evaluating Tourism Performance of New Delhi using UNWTO–WTCF City Tourism Framework**. In Proceedings of 12th India International Hotel, Travel & Tourism Research Conference.
- **Raman, R. K. Startup Business**. In A. Grisna (Eds), International Encyclopedia of Business Management. Elsevier (Accepted)
- **Raman, R. K. & Ghai, A. (2013). Understanding Destination Branding in Tourism: A Review and Discussion**. In Bansal, L. K. & Gautam, P (Eds), Tourism and Hospitality Industry: An Insight (pp. 239-251). Neha Publishers & Distributors: New Delhi.
- Pachori, S, **Raman, R. K.**, Yadav, S. R. & **Paliwal, V K. (2012). Strategic Use of Information Technologies for Entrepreneurship Development in Tourism**. In proceedings of Entrepreneurship and Innovation (pp 96-106.). Career Orientation and Counseling Cell.
- **Raman, R. K. & Gupta, P. (2011). Building Tourism Destination Competitiveness through ICTs**. In proceedings of International Conference on Tourism and Technology

(ICTT), IIT, Delhi, Global Institute of Flexible Systems Management (GIFT) Publishing, New Delhi, pp 366-371.

- **Raman, R. K.** (2017, November 10). **Tourism Management: New Age Career Solution.** Universal News Timeline, P : 2-3

MOOCs/E-Module Development

- Developed an e-Module on '**Stakeholders in Tourism & Hospitality**' as part of the e-PG Pathshala (Tourism and Hotel Management) project funded by UGC-MHRD, Government of India.
- Developed an e-Module on '**Partnership in the Tourism Sector**' for the course 'Profile of Modern Tourism' in the B.Voc. (Tourism Management) program at IGNOU, New Delhi.

Reviewer

- Contributing Member of the **Global Scientific Committee/Paper Review Committee** for the 11th Global Conference on Business and Economics (GLOBE'24), USA
- Reviewer for the **GeoJournal of Tourism and Geosites** (University of Oradea, Romania)
- Reviewer for **International Journal of Tourism Policy** (Inderscience Publishers)
- Reviewer for the **Enlightening Tourism. A Pathmaking Journal**
- Reviewer for the **International Journal of Research and Innovation in Social Science.**
- Contributed as a reviewer for the chapter titled '**Identifying Predatory Journals**' in the book 'Research Ethics in Publication' authored by Prof. Nimit Chowdhary and Dr. Sarah.
- Worked as a reviewer for **RESEARCHER**, an International Journal published by the University of Jammu.

Memberships

- Life Member of the **Indian Society for Technical Education (ISTE)**, New Delhi
- Life Member of the **Social Science and Humanities Research Association (SSHRA)**

RANJEET KUMAR RAMAN