



Ajai Pal Sharma

Academic Qualification:

- Ph.D (Corporate Leadership and Organisational Development) awarded on 31.05.2011.
- MBA with specialization in Marketing Management awarded in Dec 2000.
- Qualified UGC-NET in Management (2008).
- Post Graduate Diploma in HRM (2009).

Academic Experience:

Present Status

- Presently working as Professor and Head, Department of Marketing & Supply Chain Management, School of Business Studies, Central University of Jammu, Raya-Suchani, Bagla, District-Samba, J&K.

Previous Status

- Served as Assistant Professor, Department of Management Studies, School of Business and Management Studies, Central University of Haryana, Mahendergarh from 16th August 2011 to 20th July 2023.
- Served as Assistant Professor, Tecnia Institute of Advanced Studies-Delhi (affiliated to GGS IP University-Delhi) from 16th July 2009 to 10th Aug 2011.

Other Experience:

- 20 years of able administrative and technical experience with Indian Air Force.

Academic Achievements:

Name of Event	No. of Events
Ph.D Supervised and Awarded	06
Ph.D Ongoing	03
Research Papers Published	35
Chapter in Edited Books	15
Research Papers Presented	35
Book Published	01
International Conferences Attended	11
National Conferences Attended	25

Workshop Attended	15
Faculty Development Programmes Attended	08
Sessions Chaired	06
Expert/Guest Lecture	10
Research Project funded by ICSSR (INR 9,00,000/-)	01 (2016-2018)
National Seminar funded by ICSSR (INR 3,00, 000)	01 (2022)
<ul style="list-style-type: none"> • Awarded Best Researcher-Social Sciences (Impact Category) by Central University of Haryana for the year 2021 for publishing in International Journal of Consumer Services with Impact Factor: 9.93 	

Academic/Administrative Responsibilities		
1	Deputy Dean Students' Welfare, CU Haryana	2021-2023
2	In-charge, Examination Branch, CU Haryana	2016-2017
3	Deputy Proctor, CU Haryana	2016-2017
4	Nodal Officer, CUCET-2014, 2015, 2016 and 2017 for CU Haryana	2014-2017
5	Member, Academic Council, CU Haryana	2018-2021
6	Member, University Court, CU Haryana	2018-2021
7	Convener, Career Counselling, Training and Placement Cell, CU Haryana	2014-2018
8	Convener, Quality Management Cell for Skills and Proficiency Building and Opportunity Creation.	2014-2016
9	Member, IQAC, CU Haryana	2014-2017
10	Member, Committee for Launching B. Voc Programme at CU Haryana	2014-2015
11	Member, Committee to Reform the Examination Process at CU Haryana	2016-2017
12	Member, Equal Opportunity Cell, CU Haryana	2014-2018
13	Member Committee to Revise the PG Ordinance, CU Haryana	2016-2017
14	Member, Committee for Publication Division, CU Haryana	2016-2017
15	Member, Committee for Publishing Annual Report, CU Haryana	2019-2023
16	Member, SSR preparation Committee for NAAC, CU Haryana	2017 & 2022
17	Member, Escort Committee for NAAC Peer Team at CU Haryana	2017 & 2022
18	Member, Swastha Bharat Abhiyan Committee for CU Haryana	2015-2018
19	Member, Committee for Development of Sports Facilities at CU Haryana	2015-2016
20	Manager, Volley Ball Team for North Zone Inter University Tournament	2016-2017

Additional Achievements:

On the review board (ad hoc) of the following international journals:

- International Journal of Consumer Studies, Wiley
- Journal of Marketing Theory and Practice, Taylor & Francis
- International Journal of Market Research, Sage
- FIIB Business Review, Sage
- Journal of Public Affairs, Wiley
- Journal of Consumer Behaviour, Wiley
- International Journal of Market Research, Sage
- Marketing Intelligence and Planning, Emerald
- European Journal of Marketing, Emerald

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