


CENTRAL UNIVERSITY OF JAMMU

FACULTY PROFILE

Name	Dr. Naresh Kumar	Photograph 
Title & Designation	Sr. Assistant Professor	
Address	Department of Marketing and Supply Chain Management, School of Business Studies Central University of Jammu Rahya Suchani- Bagla, District Samba Jammu , JKUT	
Phone Number:		
Residence	09419308363	
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Email	naresh.mscm@cuammu.ac.in , sharmank14@gmail.com	
Web-Page	https://sites.google.com/site/professornareshsharma/home/cv	
Educational Qualifications:		
Degree	Institution	Year
PhD	University of Jammu, Jammu	2012
MBA	Maharshi Dayanand University, Rohtak	1999
B.Sc.	University of Jammu, Jammu	1997
Career Profile:		
<p>Dr Naresh Kumar Sharma, presently working as Assistant Professor at Central University of Jammu in the Department of Marketing and Supply Chain Management. He has an experience of Eighteen + years in the field of teaching, research and corporate world. His area of interest is Ethics in Business, Marketing Management, Services Marketing, Retail Management, E- retailing, Managerial Economics etc. He has published several papers in National and International journals and has attended numerous national and International conferences.</p>		
Administrative Assignments:		
Assistant Proctor- Central University of Jammu Member, Institute Innovation Council (IIC) Member- University Court Committee Member, School Board, School of Business Studies Coordinator- Departmental Academic Affairs Member- Board of Studies, Department of Marketing and Supply Chain Management Member – Editorial Board, Campus Update (University Magazine) (2016-2019)		
Areas of Interest / Specialization:		
Ethics in Business, Marketing Management, Retail Management, Services Marketing, Advertising and Sales Promotions, E-marketing		
Subjects Taught:		
Marketing Management, Retail Management, Services Marketing, Advertising and Sales Promotions, Managerial Economics, Research Methodology, Financial Management, Customer relation Management		
Research Guidance:		
PhD -01 (Completed) -03 (Under Guidance)		
Publications Profile:		

a. **Research Paper**

- **Digital Marketing: Strategies, Trends, Implementation, and Practices. A Case of Uttarakhand Star Category Hotels** in Journal of Informatics Education and Research, Vol. 3 Issue 2 (2023) ISSN: 1526-4726 <https://doi.org/10.52783/jier.v3i2.350>
- **Electric Vehicles and Purchase Intention: A Bibliometric Analysis** in Korea Review of International Studies, Volume 16, Special Issue 07, Sep 2023. pp. 143-156, ISSN - 1226-4741.
- **Role of Digital Marketing Strategies in Achieving Tourist Satisfaction of Star Category Hotels in Uttarakhand** in European Economic Letters, Volume 13, Issue 1 (2023) ISSN 2323-5233 <https://doi.org/10.52783/eel.v13i1.2> <http://eelet.org.uk> 220
- **Impact of Human Resource Practices on Psychological Contract Fulfillment: An empirical study of Hotel Industry in Jammu City** in International Journal of Research and Analytical Reviews (IJRAR) Volume 6 , Issue 1(2019) pp.321-332 (E-ISSN 2348-1269) **(UGC listed, Journal No.43602)**
- **Impact of Psychological Contract on Employees' Work Commitment : A study of Govt. Employees working with Higher Education** in International Journal of Research and Analytical Reviews (IJRAR) Volume 5 , Issue 2 (2018) pp.100-105, (E-ISSN 2348-1269) **(UGC listed, Journal No.43602)**
- **E-retailing in India: Emerging Trends and Opportunities Ahead** in International Research Journal of Management Sociology and Humanity (IRJMSSH) Volume 8 Issue 9 (2017) pp.285-290, ISSN 2277-9809. **(UGC listed Journal No. 47970 Sr. No. 519)**
- **Business Ethics: Past, Present and Future** in *Researcher, A multi disciplinary Journal*, University of Jammu, Volume 10, No 2 (2015) pp. 39-56 **(ISSN Number 2278-9022)**
- **Ethical Marketing as a tool for developing Customer Relations: An Empirical Analysis** in *International Journal on Customer Relations* Volume 2, Issue 2 (2015) pp. 26-31 **(ISSN Number:2320-7515)(UGC Sr. No 730, Journal No.47856)**
- **Ethical Marketing Leadership: A Dyad Approach** in *International Journal on Leadership* Volume 2, Issue 2 (2014) pp.45-51 **(ISSN Number:2321-1865)**
- **Ethical Dilemma and Marketing Decisions: A Case Analysis of Food Products** in *International Journal of Business Ethics in Developing Economies*, Volume. 2, Issue 2 (2013), pp. 24-33. **(ISSN Number: 2278-3172).(UGC Sr. No 723, Journal No.47725)**
- **Ethical Issues and Consumer Perception about Branded and Unbranded Milk Products: The Emerging Scenario** in *International Journal of Research in Computer Applications and Management*, Volume. 2(2012), pp.15-18 (ISSN 2231-1009)
- **Marketing of select Food Products: Ethical Practices and Consumer Sensitivity** in *International Journal of Research in Commerce and Management*, Volume. 2 (2011), pp.75-78. (ISSN 0976-2183)

b. **Chapter in books**

- **Ever-Increasing Significance of E-banking Services during Covid19 Pandemic** in a book titled “*Managing the effect of COVID19 on Financial Services Industry*”, VK Publications, New Delhi. (ISBN- 978-81-942875-3-7)
- **Ethics in Marketing: Contemporary Issues and Challenges** in a book titled “*Business Dynamics: Contemporary Issues and Challenges*”, Excel Books, Delhi. (ISBN- 978-93-5062-373-2)
- **Retail Industry in India: Contemporary Issues and Challenges** in a book titled “*Innovative Entrepreneurship to Minimize Carbon Footprints*”, Excellent Publishing House, Delhi. (ISBN-978-93-83083-69-5)

- **Overcoming Dilemmas in Ethical Marketing: A new agenda for Corporate Social Responsibility** in a book titled “*Corporate Social Responsibility: Sustainable and Inclusive Growth*”, Bharti Publications, Delhi. (ISBN – 978-93-81212-50-9)
- **Promoting Religious and Heritage Sites of Jammu and Kashmir as Tourist Destinations: Issues in Strategic Planning and Future Options** in a book titled “*Tourism for Development: A Strategic Approach*”, Bharti Publications, Delhi, pp.390-400. (ISBN 978-93-81212-18-9)

c. **Paper presented in International and National seminars and Conferences:**

- Presented paper titled “**Assessment and Evaluation of PhD Degree: Some Ethical Issues**” in two days’ National Seminar on Assessment and Evaluation: Recent Trends and Challenges organized by School of Education, Central University of Jammu. (5th -6th February, 2020)
- Presented paper titled “**Swami Vivekananda’s Ideas on Higher Education**” in two days’ National Seminar on Emergence of New India: Philosophy and Teachings of Swami Vivekananda organized by Vivekananda Chair, Central University of Jammu. (16th -17th January, 2020).
- Presented paper titled “**The Aadhbuth Bouli Temple of Sukrala Mata (Tall Village): An overlooked religious destination in Jammu region**” in three days’ National Conference on Destination Branding and Competitive Positioning, organised by School of Business Studies, Central University of Jammu, Jammu. (6th -8th September, 2018)
- Presented paper titled “**Sustainable development of Religious and Heritage Sites as Tourist Destination: Issues in Promotion and Strategic Planning**” in three days’ National Conference on Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage, organised by School of Business Studies, Central University of Jammu, Jammu. (4th -6th May, 2017)
- Presented paper titled “**Medical Tourism in India: Emerging trends and Challenges Ahead**” in a day’s National Seminar on Tourism and Sustainable Development organized by GBSB University Rajouri. (30th March, 2017)
- Presented paper titled “**Contribution of Kashmir Philosophy to Ethical Values in Business: A critical Analysis**” in two day’s International Seminar on Kashmir Philosophy with special reference to Abhinavagupta organized by the Centre of Comparative Religions and Civilisations, Central University of Jammu. (23rd-24th March, 2017)
- Presented paper titled “**E-tailing in India: Emerging trends and Challenges ahead**” in the two days’ National Business Research Conference (NBRC-2015) on Sustainable Resource Management in North West Himalayas: Socio Economic, Cultural and Political Interfaces” organized by The Management School, Kathua Campus, University of Jammu. (18-19 March, 2015)
- Presented paper titled “**Ethics in Business: Contemporary Issues and Challenges**” in the two days’ National Conference on Business Dynamics: Contemporary Issues and Challenges organized by The Management School, Kathua Campus, University of Jammu. (21-22 March, 2014)
- Presented paper titled “**Corporate Social Responsibility and Sustainable Development: A Conceptual Analysis**” in the two days’ National Seminar on Corporate Social Responsibility for Sustainable and Inclusive Growth organized by the Maharaja Agrasen University & Himachal Pradesh Commerce and Management Association at Maharaja Agrasen University, Barotiwala, Solan. (13-14 December, 2013)
- Presented paper titled “**Conservation and Preservation of Heritage Sites: Strategic Planning and Sustainable Development**” in the two days’ National Seminar on “Restoring Cultural Linkages – The Silk Route Connection to Destination Marketing”, organized by the Department of Tourism and Travel Management, Central University of Jammu, Jammu. (30-31 March, 2013)
- Presented paper titled “**Managing Stress through Yoga: For Healthy Living**” in the three day World Yoga Conference on Global Peace and Harmony Through Holistic Approach of Yoga and Meditation, organized by The Yoga Centre, University of Jammu. (21-23 February, 2013)
- Presented paper titled “**Ethical Values in Buddhism: Relevance in the Emerging Business Scenario**” in National Conference organised by Indian Society for Buddhist Studies, at Doon University, Dehradun. (2-4 November, 2012)
- Presented paper titled “**Medical Tourism: Contemporary Challenges and Growth Opportunities in India**” in International Conference on Sustainable Practices in Trans- Himalayan Destinations, organised by The Business School, University of Jammu. (2-3 March, 2012)
- Presented paper titled “**Talent Management in Tourism Industry: Key Issues**” in 4th National Seminar, organised by The Business School, University of Jammu. (18-19 March, 2011)

- Presented paper titled “*Ecotourism: An Economic Development Approach*” in two days’ National Conference on Tourism in India: Challenges Ahead, organised by The Business School, University of Jammu. (06-07 March, 2009)

Research Projects:

Completed:

Project titled “Agro Ecology in Himalayan States with special Emphasis on Marketing” under Consortium of Central Universities in Himalayan Region sponsored by NITI Aayog, Govt. of India. (March,2021- Feb,22)

Undergoing: Project titled “Inspection of beneficiaries & evaluation study of schemes of NBCFDC to access the impact of Schemes at grassroots level in the UT of Jammu & Kashmir” sponsored by Ministry of Social Justice and Empowerment, Govt of India. (Dec.,2022- April,23)

Invited Lectures/Resource Persons:

Number of Lectures delivered at various platforms

Association with Professional Bodies:

Lifetime membership of Indian Commerce Association

Other Activities:

Assisting students in corporate Internships and Placements