

CENTRAL UNIVERSITY OF JAMMU

FACULTY PROFILE

Name	Dr. Naresh Kumar	Photograph
Title & Designation	Associate Professor	
Address	Department of Marketing and Supply Chain Management, School of Business Studies Central University of Jammu Rahya Suchani- Bagla, District Samba Jammu , JKUT	
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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 Associate Professor at Central University of Jammu in the Department of Marketing and Supply Chain Management. He has an experience of 24 + years in the field of teaching, research and corporate world. His area of interest is Ethics in Business, Consumer behavior, Marketing Management, AI driven Services Marketing, E- commerce, etc. He has published several papers in National and International journals and has attended numerous national and International conferences.</p>		
Administrative Assignments:		
Principal Community College, Assistant Proctor- Central University of Jammu, Member- University Court Committee, Member, Institute Innovation Council (IIC) Member, School Board, School of Business Studies, Member- Board of Studies, Department of TTM Chairman Nominee- Kendriya Vidyalaya, Central University of Jammu 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-Commerce		
Subjects Taught:		
Marketing Management, Retail Management, Services Marketing, Advertising and Sales Promotions, Managerial Economics, Research Methodology, Financial Management, Customer relation Management, Indian Knowledge System, Indian Ethos & Business Ethics		
Research Guidance:		
PhD -03 (Completed) -02 (Under Guidance)		
Publications Profile:		

a. **Research Paper**

- [Exploring the link between smartphone use and sleep quality: A systematic review](https://doi.org/10.1002/slp2.70002) in *Wiley Sleep Research*. 2025; Vol. 2(1): 42-56. <https://doi.org/10.1002/slp2.70002> Online ISSN:2994-4155.Print ISSN:2994-4147
- **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:

1. 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)
2. 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)

Workshops/ Conferences Organised:

1. Seven Days FDP on *Research Methodology and Data Analysis* from 13th – 20th December, 2024 under the Malviya Mission Teacher Training Centre (MMTTC) in collaboration with *Community College*, Central University of Jammu. – (As Coordinator)
2. Eight Days FDP on NEP 2020 Orientation and Sensitization Programme on *Academic Leadership, Governance and Management* was organized from 15th – 23rd May ,2024 under the Malviya Mission Teacher Training Programme (MM-TTP), Central University of Jammu. (As Coordinator)
3. Ten Days Research Methodology Course in Social Sciences from 8th -18th January, 2024 sponsored by Indian Council of Social Science Research (ICSSR) , Ministry of Education, New Delhi organized by Department of Marketing and Supply Chain Management, School of Business Studies, Central University of Jammu. – (As Course Co-Director)
4. One day National Seminar on Communicating Indian Knowledge System through Transforming Teacher Education: A vision of NEP-2020 on February 25th 2021 organised by Central University of Jammu & Vidya Bharti Uchcha Shiksha Sansthan (VBUSS).

Invited Lectures/Resource Persons:

- Resource person during the Faculty Induction Programme on " Faculty Induction Programme (Gurudakshta)." organized by UGC-Malaviya Mission Teacher Training Centre (MMTTC), Central University of Jammu on 21st May, 2025 from 11:30 to 01:00 p.m. on the topic “*Academic Leadership*”
- Resource person during the Faculty Development Programme on "NEP 2020 Orientation and Sensitization" organized by UGC-Malaviya Mission Teacher Training Centre (MMTTC), Central University of Jammu on 21st January, 2025 from 03:00 to 04:30 p.m. on the topic “*Academic Leadership*”
- Resource person during the Faculty Development Programme on "NEP 2020 Orientation and Sensitization" organized by UGC-Malaviya Mission Teacher Training Centre (MMTTC), Central University of Jammu on 24th December, 2024 from 03 p.m. to 04:30 p.m. on the topic “*Academic Leadership*”
- Resource person during the ‘Guru Dakshta (Faculty Induction Programme)’ for the Faculty Members of Higher Education Institutions organized by University of Jammu under by UGC-Malaviya Mission Teacher Training Centre (MMTTC) on 23rd December, 2024 at 10.00 am to 11.30 am (Monday)
- Resource person during the Faculty Induction Program (FIP) aimed at newly recruited faculty members in higher education organized by UGC-Malaviya Mission Teacher Training Centre (MMTTC), Central University of Jammu on the topic 'Academic Leadership' on 26th September, 2024 from 4:00 p.m to 5:30 p.m.
- Delivered a lecture on the topic “Ethics in research and the importance of Indian Knowledge in the research” during the 10 days’ Indian Council of Social Science Research (ICSSR) sponsored research methodology course organized by Department of Marketing and Supply Chain Management, School of Business Studies, Central University of Jammu on 8th -18th January, 2024.
- Delivered a lecture on the topic “NEP Implementation: Issues and Challenges” during the workshop organised by Vidya Bharti Uttar Khsetra at DAV +2 Vidyala, Shankar Nagar, Delhi on 13th November,2022 to 15th November 2022.
- Delivered a lecture on the topic “Management Lessons from the life of Lord Hanumaan” to the Students of MBA programme at Kathua Campus, University of Jammu on 12th May, 2022.

- Delivered a lecture on the theme “*Managerial Skills*” during the 3 days’ “Faculty and Youth Development Programme on Skill Development, Start-Up Environment and Entrepreneurship among Youth of Jammu & Kashmir” at Central Sanskrit University, Shri Ranvir Campus, Jammu on 15th March, 2022.
- Delivered a lecture to the Students of BBA programme at Dogra Degree College, affiliated with University of Jammu on the topic “Current trends in Marketing” on 9th December, 2021.

Association with Professional Bodies:

Lifetime membership of Indian Commerce Association

Other Activities:

Contributing for Internships and Placements for the students