

# SCHOOL OF BUSINESS STUDIES

## CENTRAL UNIVERSITY OF JAMMU

### 1. PERSONAL INFORMATION

Full Name	Dr Naresh Kumar
Designation	Associate Professor
Department	Dept. of Marketing & SCM, School of Business Studies
Date of Joining SBS	19/07/2016
Highest Qualification	Ph.D. in Management (University of Jammu, 2012)
Areas of Specialization	Marketing, Indian Ethos & Business Ethics, Services Marketing
Email / Phone	<a href="mailto:naresh.mscm@cuammu.ac.in">naresh.mscm@cuammu.ac.in</a> , <a href="mailto:naresh.cuj@gmail.com">naresh.cuj@gmail.com</a>
ORCID / Google Scholar ID	iDUjHDgAAAAJ&hl=en

### 2. AACSB FACULTY QUALIFICATION STATUS

Select your classification based on AACSB Standard 15. Dean/Committee will verify.

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	[ ]
PA – Practice Academic	Doctoral degree + sustained professional engagement	[✓]
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	[ ]
IP – Instructional Practitioner	Master's + significant professional experience	[ ]

### 3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Management	University of Jammu, Jammu	2012	Ethical Dilemmas in Marketing Decisions and Practices
MBA	Marketing	Maharshi Dayanand University, Rohtak	1999	
Bachelor's	B.Sc.-Medical	University of Jammu, Jammu	1997	
Other				

### 4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Services Marketing	MBA	4 <sup>th</sup> Sem (2024,25,26)		
Managerial Economics	MBA	1 <sup>st</sup> Semester (2022,23,24,25)		
Indian Ethos & Business Ethics	MBA	1 <sup>st</sup> Semester (2022,23,24,25)		
Indian Knowledge System	MBA	2 <sup>nd</sup> Semester (2025,26)		
Advertising and Sales Promotion	MBA	3 <sup>rd</sup> Semester (2024,25,26)		
Marketing Management	BVoc	3rd Semester (2024,25)		

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List all courses taught. Attach student evaluation summaries if available.

## 5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

### 5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	IC Type (D/A/T)
1.	Exploring the link between smartphone use and sleep quality: A systematic review	Sleep Research, Wiley	2025	Scopus Indexed		
2.	Digital Marketing: Strategies, Trends, Implementation, and Practices. A Case of Uttarakhand Star Category Hotels	Journal of Informatics Education and Research	2023	C- Category		
3.	Electric Vehicles and Purchase Intention: A Bibliometric Analysis	Korea Review of International Studies	2023	C- Category		
4.	Role of Digital Marketing Strategies in Achieving Tourist Satisfaction of Star Category Hotels in Uttarakhand	European Economic Letters	2023	C- Category		

### 5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1.	Digital Marketing: Role and Impact on Uttarakhand Tourism	National Seminar on Role of Artificial Intelligence in Business Management, Central University of Jammu	2024	
2.	Tourism Marketing Strategies and the Challenges faced by Haridwar Tourism: A Case of Selected Hotels and Tourism Stakeholders	9 <sup>th</sup> Pan IIM World Management Conference- 2023 on Entrepreneurial Innovation and Digital Governance for Inclusive and Sustainable Growth at Indian Institute of Management, Sambalpur.	Jan, 2024	
3.	Mapping User Generated Content in Social Media Marketing: A Bibliometric Analysis	6 <sup>th</sup> National Conference on Sustainable Development Goals: A multidisciplinary Ingress organised by Amity School of Economics, UP	2023	
4.	Research Trends in Social Media Marketing using User Generated Content: A Bibliometric Analysis	2 <sup>nd</sup> Pritam Singh Memorial (PRISM) Conference organised at Indian Institute of Management (IIM) Nagpur	2022	
5.	Assessment of Digital Marketing Strategies to Re-thinking Tourism and Hospitality sector in the Post Pandemic Era	International Conference on Rethinking Tourism to Strive for Sustainable and Community Induced Growth	2022	

### 5c. Books / Book Chapters / Edited Volumes

#	Title	Publisher / ISBN	Year	IC Type
1.	Impact of Artificial Intelligence on Purchase Intention: A Bibliometric Analysis	Springer, Cham ISBN 978-3-031-55614-2	2024	

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## 5d. Case Studies / Working Papers / Other Scholarly Outputs

#	Description	Outlet/Status	Year	IC Type

## 6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Amount (INR)	Duration	Role (PI/Co-PI)
1.	Agro Ecology in Himalayan States with special Emphasis on Marketing”	NITI Aayog, Govt. of India	Rs. 2.5 Lacs	12 months	Co-PI
2.	Inspection of beneficiaries & evaluation study of schemes of NBCFDC to assess the impact of Schemes at grassroots level in the UT of Jammu & Kashmir	Ministry of Social Justice and Empowerment, Govt of India	Rs. 3.75 Lacs	28 Months	Co-PI

## 7. PROFESSIONAL ENGAGEMENT & SERVICE

Important for PA/SP/IP classifications. Include consulting, board memberships, industry training, etc.

Industry Consulting / Advisory Roles	
Board Memberships / Committee Service	
Professional Certifications / Licenses	
Executive Education / FDPs Conducted	
Editorial Board / Journal Reviewer	
MoUs / Industry Collaborations Facilitated	
Patents / Copyrights / IPR	

## 8. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award
1.	Surekha Arya	Human Resource Management Practices, Psychological Contract Fulfillment and Job Satisfaction: A study of Hotel Industry	Awarded	2020
2.	Aatam Prakash	Role of User Generated content in Brand Equity and Purchase Intentions of Electric Vehicles	Awarded	2025
3.	Kiran Badi	Digital Marketing Strategies for Customer Engagement and Brand Loyalty in the Hospitality Sector of Uttarakhand	Awarded	2025
4.	Mukesh Manhas	Ethical Perception of Online Retailing and its Impact on Consumer Trust and Repurchase Intention	Ongoing	

**9. AWARDS, HONORS & RECOGNITIONS**

#	Award / Honor	Conferring Body	Year

**10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT**

*AACSB Standard 9 emphasizes engagement and societal impact. Include outreach, CSR, community service.*

#	Activity / Initiative	Impact / Beneficiaries	Year

**DECLARATION**

I certify that the information provided above is true and complete to the best of my knowledge.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Verified by Dean: \_\_\_\_\_