

# SCHOOL OF BUSINESS STUDIES

## CENTRAL UNIVERSITY OF JAMMU

Faculty Curriculum Vitae – AACSB Format

Instructions: Complete all sections. This CV format aligns with AACSB Table 15-1 requirements. Update annually.

### 1. PERSONAL INFORMATION

Full Name	Dr. Vinay Kumar
Designation	Associate Professor
Department	Marketing and Supply Chain Management
Date of Joining SBS	08-01-2025
Highest Qualification	PhD
Areas of Specialization	Finance
Email / Phone	<a href="mailto:Vinay.mscm@ujammu.ac.in">Vinay.mscm@ujammu.ac.in</a>
ORCID / Google Scholar ID	

### 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)	<input checked="" type="checkbox"/>
PA – Practice Academic	Doctoral degree + sustained professional engagement	<input type="checkbox"/>
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	<input type="checkbox"/>
IP – Instructional Practitioner	Master's + significant professional experience	<input type="checkbox"/>

### 3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Finance	BGSB University	2021	A Study of Investor Behaviour towards Mutual Funds in India with special reference to J&K
M.Phil./MBA/MA	MBA	BGSB University	2008	
Bachelor's	Bachelor of Science	University of Jammu	2006	
Other				

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

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Financial Management	MBA	2 <sup>nd</sup> & 2025		Case Study, Problem-Solving Sessions, Spreadsheet-Based Learning
Financial Derivatives	MBA	4 <sup>th</sup> & 2026		Case Study, Problem-Solving Sessions, Spreadsheet-Based Learning
Financial Accounting	BBA	1 <sup>st</sup>		Case Study, Problem-Solving Sessions, Activity-Based

				Learning
Cost Accounting	BBA	2 <sup>nd</sup> & 2026		Case Study, Problem-Solving Sessions, Spreadsheet-Based Learning, Activity-Based Learning
Security Analysis and Portfolio Management	MBA	3 <sup>rd</sup> & 2025		Case Study, Problem-Solving Sessions, Spreadsheet-Based Learning
Financial Markets and Financial Modelling	MBA	2 <sup>nd</sup> & 2025		Case Study, Problem-Solving Sessions, Spreadsheet-Based Learning
Customer Relationship Management	MBA	4 <sup>th</sup> & 2025		Role Play & Simulations, Case Studies, Industry Projects, Discussion-Based Learning

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

S.No.	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	IC Type (D/A/T)
1	Redefining investment decisions in Jammu and Kashmir: The power of artificial intelligence	<i>Kardan Journal of Economics and Management Sciences</i>	2025	Other Peer-Reviewed Intellectual Contributions		A
2	From Chaos to Clarity: Stress Management Lessons from the <i>Gita</i>	Journal of People's History and Culture	2025	Other Peer-Reviewed Intellectual Contributions		A
3	Investment Experience and its Effect on Financial Advisory Service Usage in Futures and Options Markets	<i>Kardan Journal of Economics and Management Sciences</i>	2025	Other Peer-Reviewed Intellectual Contributions		A
4	Corporate metaverse- exploring the impact of virtual reality on organizational culture and employee engagement	International Journal of Research in Management	2024	Other Peer-Reviewed Intellectual Contributions		A
5	Indian Education System: Its History, Tribulations and Evolution	Third Concept : An International Journal of ideas	2024	Other Peer-Reviewed Intellectual Contributions		I
	A Study on Knowledge of investors and impact of Advisory services on investment output in Future & options	<i>American Journal of Economic, Management and Business</i>	2023	Other Peer-Reviewed Intellectual Contributions		A

### 5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1	Strategic Leadership through the lens of Bhagawad Gita	Indian Knowledge System Bridging ancient roots with	2025	A

		modern perspectives (CIKS-2025)” IINTM, Janakpuri, New Delhi		
2	Indian Knowledge Systems and its Global Influence	Knowledge Systems in Indian Subcontinent: Ancient Times to Present Times, Bharatiya Shikshan Mandal, Telangana	2024	A
3	A Study on sustainable investment Alternatives in India: A review	“Business management, Accounting & Finance” (ICBMAET-2023) for the theme “Sustainability and innovation in Business, research & Economic reforms organized by College of Business & Economics, Debre Tabor University (Ethopia) in Association with ICBM-School of Business Excellence	2023.	A
4	A Study on Perception of Investors towards trading in Future & Options	Accounting, Finance & Business Management (ISAFBM’2022, Department of Business Administration, Assam University, Silchar	2022	A
5	Block Chain Technology & its scope in Banking & Finance Industry	'Financial Perspectives' (ICFP-2022) , Department of Applied Sciences & Humanities, Raj kiya Engineering College, Kannauj, UP, India	2022	T
6	A Study on Evaluation of Preference of Mutual fund and Non-Mutual Fund Investor Towards Various Investment Alternatives’	Managing in turbulent times-Strategies in the area of Business, Entrepreneurship, Management, Education and Technology, Daly College of Business Management Indore, Research Foundation of India & JHERF	2021	A

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

#	Title	Publisher / ISBN	Year	IC Type
1	Taking the Floor: Developing Oral Skills for Communicative Purposes	Kripa Drishti Publications, Maharashtra/ISBN:978-9394570-76-4	2022	T
2	A Look at The Intersection of Information Technology and Finance [Fin-Tech]	Futuristic Trends in Artificial Intelligence, IIP Series	2024	A

## 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)

## 7. PROFESSIONAL ENGAGEMENT & SERVICE

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

<b>Industry Consulting / Advisory Roles</b>	
<b>Board Memberships / Committee Service</b>	<ul style="list-style-type: none"> <li>Member of BOS of Department of Marketing and Supply Chain Management, CU Jammu</li> <li>Alumni Connect of the Central University of Jammu</li> <li>Member of Equal opportunity Cell of the University</li> </ul>
<b>Professional Certifications / Licenses</b>	Life time member of Council for Teachers Professional Development (CTPD) India : Empowering Teachers
<b>Executive Education / FDPs Conducted</b>	10 Day ICSSR Sponsored Research Methodology workshop from 3 <sup>rd</sup> of December, 2025 to 12 <sup>th</sup> of December, 2025.
<b>Editorial Board / Journal Reviewer</b>	Reviewer of South Asian Journal of Social Studies and Economics
<b>MoUs / Industry Collaborations Facilitated</b>	
<b>Patents / Copyrights / IPR</b>	

## 8. Ph.D. SUPERVISION

S.No.	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award
1	Mr. Khalid Mehraj	A Study on the perception of Retail Investors towards Financial Derivatives with special reference to Future and Options in J&K	Awarded	2026
2	Mr. Ashish Raj	-----	Ongoing	NA
3.	Mr. Gaurav Kundal	-----	Ongoing	NA

## 9. AWARDS, HONORS & RECOGNITIONS

Award / Honor	Conferring Body	Year

# 10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

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

S.NO.	Activity / Initiative	Impact / Beneficiaries	Year
1	Coordinated an initiative by the students to distribute food items to the flood-affected Families	Flood Affected Families	2025

## DECLARATION

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

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

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

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