

# SCHOOL OF BUSINESS STUDIES

## CENTRAL UNIVERSITY OF JAMMU

### 1. PERSONAL INFORMATION

Full Name	Dr. Ajay Morea
Designation	Assistant Professor
Department	Tourism and Travel Management
Date of Joining SBS	02/01/2026
Highest Qualification	Ph.D in Tourism Management (MDU, 2026)
Areas of Specialization	Digital Marketing, Event Management, Corporate Communication
Email / Phone	<a href="mailto:Ajay.ttm@cuammu.ac.in/7988967902">Ajay.ttm@cuammu.ac.in/7988967902</a>
ORCID / Google Scholar ID	<a href="https://shorturl.at/EvjfC">https://shorturl.at/EvjfC</a>

### 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.	Tourism Management	Maharshi Dayanand University, Haryana	2026	Customer Satisfaction and Behavioural Intentions about Service Quality: A Study of Online Travel & Tourism Service Providers
M.Phil./MBA/MA	Tourism Management	Maharshi Dayanand University, Haryana	2015	
Bachelor's	Tourism Management	Maharshi Dayanand University, Haryana	2013	
Other	Diploma French	Maharshi Dayanand University, Haryana	2015	

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

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used

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	Customer satisfaction and behavioral intentions of Indian customers about the e – service quality of Indian travel websites: An empirical study	International Journal Multidisciplinary Research and Development	2024			D
2	Influence of e – service quality on customer satisfaction and behavioural intentions: a review study	International Journal of Management and Commerce	2023			D

##### 5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1	Enhancing User Engagement in Virtual Travel: The role of Immersive Experiences and User Perceptions in the Metaverse	Integrating Technology and Sustainability: Shaping the Future of Tourism, Hospitality, and Aviation, Parul University, Vadodara, Gujarat	2025	A
2	OTAs strategies for sustainability: An insight into online travel agencies' response to Covid-	Sustainable Development Goals and Management Practices, Lovely Professional	2023	A

	19 and Travel consumers' preferences	University, Jalandhar, Punjab		
3	A review on E-S-Qual Models	Vedaya Chaupal 2021, Vedatya Institute, Gurugram, Haryana	2021	A

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

#	Title	Publisher / ISBN	Year	IC Type

### 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.

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

**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: 12/03/2026

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