

# Curriculum-Vitae

## **Dr. Mahendra Singh**

*Associate Professor*

*Department of Tourism and Travel Management*

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### **Educational Credentials:**

- \* **Ph.D. Tourism & Hotel Management** from Bundelkhand University, Jhansi (2019)
- \* **UGC-NET Tourism Administration and Management** (2005)
- \* **Master in Tourism Management** from IGNOU India (2001-2003)
- \* **Bachelor of Hotel Management & Catering Technology** from MJP Rohilkhand University, Bareilly India (1996-2000).

### **Employment Chronology:**

- \* **Associate Professor**, Department of Tourism and Travel Management, **Central University of Jammu**, since July 24, 2023.
- \* **Asst. Professor**, Institute of Tourism & Hotel Management, **Bundelkhand University**, Jhansi, Uttar Pradesh, from December 03, 2010 to July 22, 2023.
- \* **Lecturer (Regular)**, MMIT&BM (Hotel Management), **Maharishi Markandeshwar University**, Mullana, Ambala (Haryana) from 01 July, 2006 to 30 Nov 2010.
- \* **Chief Supervisor (Catering Service) (Regular)**, **Indian Railway Catering and Tourism Corporation**, Posted at Guntakal (AP) from 09 Jan, 2006 to 30 May, 2006
- \* **Lecturer (Contractual)**, Department of Hotel Management, **MJP Rohilkhand University**, Bareilly, from 01Sep, 2000 to 05 Jan, 2006.

### **Scholar Mentoring:**

Three research scholars pursuing Ph.D., registered with Bundelkhand University, Jhansi.

### **Research Areas:**

Hotel & Hospitality, Innovations in Food Production, Gastronomic Tourism, Rural Tourism, Folk & Cultural Heritage of India, Tourism trends, Tourism & Digital India.

### **Publications:**

- Journals: 12 (UGC Approved/CARE/SCOPUS/Peer Reviewed)
- Book Chapters:03
- Co-editor of eBook :01 (Proceedings of Webinar)
- Co-author of Book :01 (Innovative Recipe Development)

#### **In recent:**

- **(Co-Author) “Goodness of Millets in Daily Meals through Easy & Healthy Recipes”** 2023, Published by Bundelkhand University, Jhansi, ISBN: 978-81-958954-8-9

- Arpita Mishra & Mahendra Singh “Impact of Digital-Marketing Promotion on Religious Tourism: A Case Study of Ayodhya” International Journal of Food and Nutrition Sciences, Vol 11 Issue 12, Dec 2022, PP 8046-8061, ISSN: 2319-1775, Impact Factor 7.832, UGC CARE Group 1 Journal.
- Mahendra Singh & Pranav Bhargava “Consumer’s insights and expectations with innovative cookery, A call for future recipes” Journal of Critical Reviews, Vol.7, Issue 03, March 2020, PP 1836-1846, ISSN: 2394-5125, SCOPUS Indexed UGC CARE Group II Certified Journal.
- Mahendra Singh, “Basic Scientific Concepts in Food Preparation: The Tool For Perfect Recipe Formation” Journal of Interdisciplinary Cycle Research, Vol. XIII, Issue III, March 2021, PP 2022-2027, ISSN: 0022-1945, Impact Factor 6.2, UGC CARE Group II Journal List – Serial No. 21259
- Mahendra Singh, “Legacy of Bundeli Folk and its amenability as a catalyst for tourism promotion in Bundelkhand region”, Kala: The Journal of Indian Art History Congress, Vol. 27, No. 1(XI), 2020-21, PP 25-31, ISSN: 0975-7945, Impact Factor: 6.125 UGC CARE Group I Journal (Print Only Journal)
- (Chapter in Edited Book) Mahendra Singh, “Need For Changing Patterns in Professional Menu Planning to Rejuvenate the Catering Industry with reference to COVID -19 Pandemic” COVID-19, A Drill Down Analysis, Volume 1, Section –G, COVID-19: Impact and Insights, INSC Publishing House, Karnataka, 2020, PP: 274-280, ISBN: 978-81-946370-2-8
- (Editor of E-Book) “National Webinar on Impact of COVID-19 Pandemic on Environment and Future Prospects Proceedings”, June 21, 2020; Published by Dr. Hridayesh Arya, Department of Zoology, N.R.E.C. College, Khurja, Uttar Pradesh, ISBN: 978-93-5408-191-0

### Seminar/Conferences/Workshops/ FDP

More than 25 Seminar/Conferences/Workshops/ FDPs.

### Membership/Association/Achievements

- ◇ Paper Setter, Evaluator and External Examiner in more than 12 Institutes/Universities:
- ◇ Approved Guide in IGNOU New Delhi, for Dissertation/Project Report for MTM.
- ◇ Life time membership of Indian Tourism Hospitality Congress: Active Membership ID ITC/LFM/515.
- ◇ Member Bundelkhand Tourism Development and Archaeological Conservation Committee. (बुंदेलखंड पर्यटन विकास एवं पुरातत्व संरक्षण समिति झाँसी मण्डल, झाँसी)
- ◇ Member Bundelkhand Food and Customs Committee. (बुंदेलखंड व्यंजन एवं रीति रिवाज समिति झाँसी मण्डल, झाँसी)
- ◇ Invited Member Author & Editor of a recipe book on "Bundeli Cuisine" under supervision of Commissioner Jhansi, Published by Bundelkhand University Jhansi in the year 2022
- ◇ Innovation Ambassador (IA) Training ‘Foundation Label’ and ‘Advanced Label’ E-Certificate No: IA/Foundation/1015654 and IA/Advance/115654
- ◇ Former Member Executive Council Bundelkhand University, Jhansi. 19/11/2019 to 18/11/2020.
- ◇ Member Millet Committee, BU, Jhansi
- ◇ Member Course Curriculum and syllabus compilation committee for Faculty of Commerce, BU, Jhansi (2021-23)

- ◇ Former Member Institution Development Plan Cell, Institution's Innovation Council, and Internship Activity Coordinator, IIC, Bundelkhand University, Jhansi
- ◇ Former Member Board of Studies, Course Coordinator BHMCT-MHMCT Dual Degree Program, and Coordinator Training & Placement (HM), ITHM, BU Jhansi.
- ◇ Former Member Training and Placement Cell BU Jhansi.
- ◇ Former Co In-charge Bundelkhand University International Centre (Guest House). Feb 2021-Nov 2021.
- ◇ Former Joint Secretary, Alumni Meet BU Jhansi.
- ◇ Former ADSW 2012-13, 2018-19 and Member Proctorial Board 2014-17 BU Jhansi.
- ◇ Former Coordinator Equal Opportunity Cell under UGC Cell 2014-15, BU Jhansi.
- ◇ Serve as Member in several Selection Committees as SC Representative in BU Jhansi.
- ◇ Serve as In-charge hospitality (VIP Service) to Honorable Governor during convocations and other visits, Protocol officer to the member NAAC PEER Team 2017, Member several affiliated college Inspection Committees, Member several Redress Committees, Member several Socio Cultural and Sports Committees, Member Steering Committee for the implementation of ISO 9001:2008, 2013-14, in BU Jhansi.
- ◇ Co-convenor, Hospitality Committee Inter University North Zone Youth Festival 19/11/2015 to 23/11/ 2015, BU Jhansi.
- ◇ Co-coordinator Skill Development Classes of Bakery under PMKVY organized by ASSACOM India and BU Jhansi.
- ◇ Coordinator Food Fest- "Jaika-e-Chat" and several Culinary Competition held at ITHM, BU, Jhansi
- ◇ Member Conduct Committee & Centre Representative CPMT Entrance exam 2011
- ◇ Member Conduct Committee & Member Counseling Control Room B. Ed Entrance Exam 2014
- ◇ Co-coordinator Central Evaluation University Annual exam 2012-13
- ◇ Member Unfair Means Committee University Annual exam 2014-15
- ◇ Observer/CS/ACS in several entrance examination and University annual/semester examination.
- ◇ Obligated as Member in the panel of judges for several culinary and cultural competitions.

**Personal Details:**

***Father's Name*** : Late Shri Het Ram  
***Mother's Name*** : Smt. Somwati  
***Date of Birth*** : January 29, 1975.  
***Marital Status*** : Married  
***Residential Address*** : Flat No. 604, Tulip Tower, Ansal Grace, Sainik Colony, Jammu 180011  
***Permanent Address*** : A-1101, Amaatra Homes, Greater Noida West, Greater Noida UP 201009

**(MAHENDRA SINGH)**