

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 | Mahendra Singh |
| Designation | Associate Professor |
| Department | Tourism and Travel Management |
| Date of Joining SBS | 24/07/2023 |
| Highest Qualification | PhD in Tourism and Hotel Management |
| Areas of Specialization | Hotel & Hospitality, Gastronomic Tourism, Sustainable Tourism, Rural Tourism, Folk & Cultural Heritage, Tourism trends, Digital transformations in Hospitality and Tourism. |
| Email / Phone | mahendra.ttm@cuammu.ac.in / 8400659099 |
| ORCID / Google Scholar ID | 0009-0002-7567-570X/ https://scholar.google.com/citations?user=TroE-jgAAAAJ&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) | <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. | Tourism and Hotel Management | ITHM, Bundelkhand University, Jhansi | 2019 | Documentation, Interpretation and Strategies for Promotion of Awadhi Cuisine |
| MTM | Tourism Management | IGNOU New Delhi | 2003 | NA |
| BHM&CT | Hotel Management and Catering Technology | Deptt. of Hotel Management, MJP Rohilkhand University, Bareilly | 2000 | NA |
| NET | Tourism Management | UGC | 2005 | NA |

4. TEACHING PORTFOLIO (Last 5 Years)

| Course Name | Program (MBA/BBA/PhD) | Semester & Year | Student Feedback Score | Innovations Used |
|---|-----------------------|-----------------------|------------------------|---|
| Tourism Principles and Practices | MBA | I Semester 2025 | | <ul style="list-style-type: none"> Integration of real-time tourism data and reports Case based learning Student-led presentations |
| Hospitality Operations and Management | MBA | II Semester 2025, 26 | | <ul style="list-style-type: none"> Role plays for guest handling and service quality Experiential assignments Blended learning approach |
| Events Planning and Management | MBA | III Semester 2025 | | <ul style="list-style-type: none"> Problem-based learning App based event planning assignments 'Concept to execution', mock event exercises |
| Product Designing and Development | MBA | III Semester 2023, 24 | | <ul style="list-style-type: none"> Design thinking for tourism product innovation Application-oriented assignments Mock exercises for destination analysis |
| Transportation and Logistics Management | MBA | III Semester 2025 | | <ul style="list-style-type: none"> Scenario-based problem solving 'Case study & storytelling' assignment. Data-driven decision-making tools learning |
| Introduction to Tourism Industry | MBA | I Semester 2024 | | <ul style="list-style-type: none"> Blended learning approach Concept mapping and collaborative 'From story making to storytelling' assignments |
| Events Management | MBA | II Semester 2024 | | <ul style="list-style-type: none"> Experiential learning through mock event execution Group-based event design and planning exercises Application-oriented assignments |

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 | Reinvigorating Traditional Meal Patterns for Sustainable Tourism in Bundelkhand | Journal of Applied Bioanalysis | 2025 | SCOPUS | 1.6 | Discovery |
| 2 | Impact of Emerging Technologies on Hotel Information Systems: A Systematic Review of Adoption, Challenges, and Outcomes in the Indian Hospitality Sector | Journal of Informatics Education and Research | 2025 | ABDC | 0.5 | Discovery |
| 3 | Indigenous Tourism: A Bibliometric Analysis of Two Decades of Research Trends and Visualization of Scholarly Landscape | Heritage & Society | 2025 | SCOPUS | 1.1 | Discovery |
| 4 | Niche-Tourism Led Socio-Economic Development of Bundelkhand: Potential of Folk Cuisine in Destination Weddings | Journal of the Oriental Institute | 2024 | UGC CARE | | Discovery |
| 5 | Commodification of Religious Tourism in Ayodhya: Positive and Negative aspects | Shodh Bharti | 2023 | PEER Reviewed | 2.41 | Discovery |
| 6 | Impact of Digital-marketing promotion on Religious Tourism: A case study of Ayodhya | International Journal of Food and Nutrition Sciences | 2022 | UGC CARE Group I | | Discovery |

| | | | | | | |
|---|--|------------------------------------|------|-------------------|-----|-----------|
| 7 | Basic Scientific Concepts in Food Preparation: The Tool for Perfect Recipe Formation | Journal of Interdisciplinary Cycle | 2021 | UGC CARE Group II | 6.2 | Discovery |
|---|--|------------------------------------|------|-------------------|-----|-----------|

5b. Conference Proceedings / Presentations

| # | Title | Conference Name & Location | Year | IC Type |
|---|--|---|------|-----------|
| 1 | Living beyond borders: Understanding the Memorable Tourism Experiences of Digital Nomads | 5 th Annual International Research Conference and Doctoral Workshop, Reimagining Business Management: Policies Fostering Inclusion, Innovation and Technology, IIM Lucknow | 2026 | Discovery |

5c. Books / Book Chapters / Edited Volumes

| # | Title | Publisher / ISBN | Year | IC Type |
|---|--|--|------|-----------|
| 1 | Book Chapter: Impact assessment of homestays in the development of infrastructure and economic viability of the operators at Khajuraho and Orchha | Indu Book Services Pvt. Ltd. / 9788119907-94-6 | 2023 | Discovery |
| 2 | Book: Goodness of Millets in Daily Meals through Easy & Healthy Recipes | Bundelkhand University, Jhansi / 978-81-958954-8-9 | 2023 | Applied |

5d. Case Studies / Working Papers / Other Scholarly Outputs: NA

| # | Description | Outlet/Status | Year | IC Type |
|---|-------------|---------------|------|---------|
| | | | | |

6. FUNDED RESEARCH PROJECTS: NA

| # | 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 | Consultancy for setting up Food & Beverage Production Lab. Year- 2024, Department of Hotel Management, Dr. MPS Group College of Business Studies, Sikandra, Agra, Uttar Pradesh. |
| Board Memberships / Committee Service | <ul style="list-style-type: none"> Member (External) subject expert Board of Studies, BSc. Tourism and Hospitality Operations, Maa Shakumbhari University, Saharanpur. Life time membership of Indian Tourism Hospitality Congress: Active Membership ID ITC/LFM/515. Member Bundelkhand Tourism Development and Archaeological Conservation Committee. Member Bundelkhand Food and Customs Committee. Invited Member Author & Editor of coffee table Recipe Book on "Bundeli Cuisine" by Commissioner Jhansi, Published by Bundelkhand University Jhansi in the year 2022 Member Millet Committee, BU, Jhansi 2022-23 |
| Professional Certifications / Licenses | <ul style="list-style-type: none"> Innovation Ambassador (IA) Training 'Advanced Label,' E-certificate No: IA/Advance/115654 Certificate Course: "Innovative Logistics and Warehouse Strategies: From Fleet Management to Cross-Docking" offered by Times Pro through SWYAM PLUS Portal, 2025. Certificate Course: "Hospitality Essentials: From Check-in to Check-Out" offered by Times Pro through SWYAM PLUS Portal, 2025. |

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| | <ul style="list-style-type: none"> Certificate Course: "Ask Questions to Make Data-Driven Decisions" authorized by Google offered through Coursera Portal, 2025. Certificate Course: "Foundations: Data, Data, Everywhere" offered by Google through Coursera Portal, 2025. |
| Executive Education / FDPs Conducted | Conducted Online FDP on Skill Development 12-21 March 2024, UGC MMTC, CUJ |
| Editorial Board / Journal Reviewer | Reviewer: Global Knowledge, Memory and Communication, Emerald Publishing (ABDC) |
| MoUs / Industry Collaborations Facilitated | Initiate and Facilitate the MoU between ITHM, BU, Jhansi and DoTTM, CUJ (Under Progress) |
| Patents / Copyrights / IPR | Design Patent Application (Application No. 465158-001) Filed on 09/07/2025 (under process) |

8. Ph.D. SUPERVISION

| # | Scholar Name | Research Topic | Status (Ongoing/Awarded) | Year of Award |
|----|---------------------|--|--------------------------|---------------|
| 1. | Mr. Rohit Birthare | Role of Folk Cuisine as Niche Tourism: A Case of Bundelkhand | Ongoing | |
| 2 | Mr. Prashant Sharma | Role of Rural Homestays in the Promotion of Tourism In Madhya Pradesh | Ongoing | |
| 3 | Mr. Ayush | Integrative Framework for Developing Community Based Tourism for Atmanirbhar Himachal Pradesh | Ongoing | |
| 4 | Ms. Krishma Rana | Examining the Memorable Tourism Experience, Travel Satisfaction and Behavioral Intention of Digital Nomads | Ongoing | |

9. AWARDS, HONORS & RECOGNITIONS: NA

| # | 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 |
|---|--|--|------------|
| 1 | Coordinate Trip to "Great Indian Travel Bazar, Jaipur- 2025" | Students of MBA (TTM): <ul style="list-style-type: none"> Got exposure about industry, MICE operations, social networking, logistics management, real time problem solving and situation handling. Acquaintance with the culture and traditions of Rajasthan. Recognize the importance of professional team-work, coordination & cooperation. | 2025 |
| 2 | Organize food Fest "Bharat Ka Swad" | <ul style="list-style-type: none"> The food fest was organized as a part of 'Travelism', the annual signature event of TTM. Theme of fest was to promote the local/regional cuisine of India with an emphasis on Dogri cuisine, the native food traditions of Jammu. Provide a platform to participants for making people aware and showcase the rich culinary heritage from all over the India. Promote the regional dishes, which work as a catalyst for the marketing of local food items as a niche product. | 2023, 2024 |
| 3 | Resource Person for HEDP on | | 2024 |

| | | | |
|---|---|---|-----------|
| | "Homestay Entrepreneurship Development Programme" | | |
| 4 | Millet based innovative recipe development and publication as book entitled "Goodness of Millets in Daily Meals through Easy & Healthy Recipes" | <ul style="list-style-type: none"> • Millet based recipes were developed and published in the form of a book which comprises recipes of meal items, processed & baked products and delicacies from Bundelkhand. • Book acknowledged the nutritional importance and health benefits of millets. • Any one can prepare easy and healthy food items to consume as daily meals with the help of given recipes. • The book and Various millet-based food items prepared with the given recipes, were also presented and served in several exhibitions and events to make people aware about the goodness of millets. | 2022-2023 |
| 5 | Invited author and editor of Coffee table recipe book on "Bundeli Cuisine", an initiative of the Commissioner and administration of Jhansi | <ul style="list-style-type: none"> • The Coffee-table book on "Bundeli Cuisine" was an initiative to identify the most popular and healthy recipes of Bundelkhand, to make the people aware and to provide them authentic recipes. • Book recognized the nutritional importance and health benefits of Bundeli cuisine. • The book showcases the rich culinary heritage, to market the local food as niche segment and boost the local economy. | |

DECLARATION

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

Signature: 

Date: _____

Verified by Dean: _____