


# CENTRAL UNIVERSITY OF JAMMU

## FACULTY PROFILE

<b>Name</b>	Dr. Naresh Kumar Sharma		
<b>Title &amp; Designation</b>	Sr. Assistant Professor		
<b>Address</b>	Department of Marketing and Supply Chain Management, School of Business Studies Central University of Jammu Rahya Suchani- Bagla, District Samba Jammu , JKUT		
<b>Phone Number:</b>			
<b>Residence</b>	09419308363		
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<b>Email</b>	<a href="mailto:Naresh.mscm@cujammu.ac.in">Naresh.mscm@cujammu.ac.in</a> , <a href="mailto:sharmank14@gmail.com">sharmank14@gmail.com</a>		
<b>Web-Page</b>	<a href="https://sites.google.com/site/professornareshsharma/home/cv">https://sites.google.com/site/professornareshsharma/home/cv</a>		
<b>Educational Qualifications:</b>			
<b>Degree</b>	<b>Institution</b>	<b>Year</b>	
PhD	University of Jammu, Jammu	2012	
MBA	Maharshi Dayanand University, Rohtak	1999	
B.Sc.	University of Jammu, Jammu	1997	
<b>Career Profile:</b>			
<p><b>Dr Naresh Kumar Sharma</b>, presently working as Assistant Professor at Central University of Jammu in the Department of Marketing and Supply Chain Management. He has an experience of Eighteen + years in the field of teaching, research and corporate world. His area of interest is Ethics in Business, Marketing Management, Services Marketing, Retail Management, E- retailing, Managerial Economics etc. He has published several papers in National and International journals and has attended numerous national and International conferences.</p>			
<b>Administrative Assignments:</b>			
Coordinator- Departmental Academic Affairs Member- Board of Studies, Department of Marketing and Supply Chain Management Member- Department Admission Committee Member- Department Purchase Committee Member – Editorial Board, Campus Update (University Magazine) (2016-2019)			
<b>Areas of Interest / Specialization:</b>			
Ethics in Business, Marketing Management, Retail Management, Services Marketing, Advertising and Sales Promotions, E-marketing			
<b>Subjects Taught:</b>			
Marketing Management, Retail Management, Services Marketing, Advertising and Sales Promotions, Managerial Economics, Research Methodology, Financial Management, Customer relation Management			
<b>Research Guidance:</b>			
PhD -01 (Completed) -02 ( Under Guidance)			
<b>Publications Profile:</b>			
a. <b>Research Paper</b> <ul style="list-style-type: none"> <li>• <b>Impact of Human Resource Practices on Psychological Contract Fulfillment: An empirical study of Hotel Industry in Jammu City</b> in International Journal of Research and Analytical Reviews (IJRAR) Volume 6 , Issue 1(2019) pp.321-332</li> </ul>			

( E-ISSN 2348-1269) (UGC listed, Journal No.43602)

- **Impact of Psychological Contract on Employees' Work Commitment : A study of Govt. Employees working with Higher Education** in International Journal of Research and Analytical Reviews (IJRAR) Volume 5 , Issue 2 (2018) pp.100-105, ( E-ISSN 2348-1269) (UGC listed, Journal No.43602)
- **E-retailing in India: Emerging Trends and Opportunities Ahead** in International Research Journal of Management Sociology and Humanity (IRJMSH) Volume 8 Issue 9 (2017) pp.285-290, ISSN 2277-9809. (UGC listed Journal No. 47970 Sr. No. 519 )
- **Business Ethics: Past, Present and Future** in *Researcher, A multi disciplinary Journal*, University of Jammu, Volume 10, No 2 (2015) pp. 39-56 (ISSN Number 2278-9022)
- **Ethical Marketing as a tool for developing Customer Relations: An Empirical Analysis** in *International Journal on Customer Relations* Volume 2, Issue 2 (2015) pp. 26-31 (ISSN Number:2320-7515)(UGC Sr. No 730, Journal No.47856)
- **Ethical Marketing Leadership: A Dyad Approach** in *International Journal on Leadership* Volume 2, Issue 2 ( 2014) pp.45-51 (ISSN Number:2321-1865)
- **Ethical Dilemma and Marketing Decisions: A Case Analysis of Food Products** in *International Journal of Business Ethics in Developing Economies*, Volume. 2, Issue 2 (2013), pp. 24-33. (ISSN Number: 2278-3172).(UGC Sr. No 723, Journal No.47725)
- **Ethical Issues and Consumer Perception about Branded and Unbranded Milk Products: The Emerging Scenario** in *International Journal of Research in Computer Applications and Management*, Volume. 2(2012), pp.15-18 (ISSN 2231-1009)
- **Marketing of select Food Products: Ethical Practices and Consumer Sensitivity** in *International Journal of Research in Commerce and Management*, Volume. 2 (2011), pp.75-78. (ISSN 0976-2183)

**b. Chapter in books**

- **Ever-Increasing Significance of E-banking Services during Covid19 Pandemic** in a book titled "*Managing the effect of COVID19 on Financial Services Industry*", VK Publications, New Delhi. (ISBN- 978-81-942875-3-7)
- **Ethics in Marketing: Contemporary Issues and Challenges** in a book titled "*Business Dynamics: Contemporary Issues and Challenges*", Excel Books, Delhi. (ISBN- 978-93-5062-373-2)
- **Retail Industry in India: Contemporary Issues and Challenges** in a book titled "*Innovative Entrepreneurship to Minimize Carbon Footprints*", Excellent Publishing House, Delhi. ( ISBN-978-93-83083-69-5)
- **Overcoming Dilemmas in Ethical Marketing: A new agenda for Corporate Social Responsibility** in a book titled "*Corporate Social Responsibility: Sustainable and Inclusive Growth*", Bharti Publications, Delhi. (ISBN – 978-93-81212-50-9)
- **Promoting Religious and Heritage Sites of Jammu and Kashmir as Tourist Destinations: Issues in Strategic Planning and Future Options** in a book titled "*Tourism for Development: A Strategic Approach*", Bharti Publications, Delhi, pp.390-400. (ISBN 978-93-81212-18-9)

**c. Paper presented in International and National seminars and Conferences:**

- Presented paper titled "**Assessment and Evaluation of PhD Degree: Some Ethical Issues**" in two days' National Seminar on Assessment and Evaluation: Recent Trends and Challenges organized by School of Education, Central University of Jammu. (5<sup>th</sup> -6<sup>th</sup> February, 2020)
- Presented paper titled "**Swami Vivekananda's Ideas on Higher Education**" in two days' National Seminar on

Emergence of New India: Philosophy and Teachings of Swami Vivekananda organized by Vivekananda Chair, Central University of Jammu. (16<sup>th</sup> -17<sup>th</sup> January, 2020).

- Presented paper titled “ **The Aadhbuth Bouli Temple of Sukrala Mata (Tall Village): An overlooked religious destination in Jammu region**” in three days’ National Conference on Destination Branding and Competitive Positioning, organised by School of Business Studies, Central University of Jammu, Jammu. (6<sup>th</sup> -8<sup>th</sup> September,2018)
- Presented paper titled “**Sustainable development of Religious and Heritage Sites as Tourist Destination: Issues in Promotion and Strategic Planning**” in three days’ National Conference on Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage, organised by School of Business Studies, Central University of Jammu, Jammu. (4<sup>th</sup> -6<sup>th</sup> May,2017)
- Presented paper titled “**Medical Tourism in India: Emerging trends and Challenges Ahead**” in a day’s National Seminar on Tourism and Sustainable Development organized by GBSB University Rajouri. (30<sup>th</sup> March, 2017)
- Presented paper titled “**Contribution of Kashmir Philosophy to Ethical Values in Business: A critical Analysis**” in two day’s International Seminar on Kashmir Philosophy with special reference to Abhinavagupta organized by the Centre of Comparative Religions and Civilisations, Central University of Jammu. ( 23<sup>rd</sup>-24<sup>th</sup> March, 2017)
- Presented paper titled “**E-tailing in India: Emerging trends and Challenges ahead**” in the two days’ National Business Research Conference (NBRC-2015) on Sustainable Resource Management in North West Himalayas: Socio Economic, Cultural and Political Interfaces” organized by The Management School, Kathua Campus, University of Jammu. (18-19 March,2015)
- Presented paper titled “**Ethics in Business: Contemporary Issues and Challenges**” in the two days’ National Conference on Business Dynamics: Contemporary Issues and Challenges organized by The Management School, Kathua Campus, University of Jammu. (21-22 March,2014)
- Presented paper titled “**Corporate Social Responsibility and Sustainable Development: A Conceptual Analysis**” in the two days’ National Seminar on Corporate Social Responsibility for Sustainable and Inclusive Growth organized by the Maharaja Agrasen University & Himachal Pradesh Commerce and Management Association at Maharaja Agrasen University, Barotiwala, Solan. (13-14 December,2013)
- Presented paper titled “**Conservation and Preservation of Heritage Sites: Strategic Planning and Sustainable Development**” in the two days’ National Seminar on “Restoring Cultural Linkages – The Silk Route Connection to Destination Marketing”, organized by the Department of Tourism and Travel Management, Central University of Jammu, Jammu. (30-31 March, 2013)
- Presented paper titled “**Managing Stress through Yoga: For Healthy Living**” in the three day World Yoga Conference on Global Peace and Harmony Through Holistic Approach of Yoga and Meditation, organized by The Yoga Centre, University of Jammu. (21-23 February, 2013)
- Presented paper titled “**Ethical Values in Buddhism: Relevance in the Emerging Business Scenario**” in National Conference organised by Indian Society for Buddhist Studies, at Doon University, Dehradun. (2-4 November, 2012)
- Presented paper titled “**Medical Tourism: Contemporary Challenges and Growth Opportunities in India**” in International Conference on Sustainable Practices in Trans- Himalayan Destinations, organised by The Business School, University of Jammu. (2-3 March, 2012)
- Presented paper titled “**Talent Management in Tourism Industry: Key Issues**” in 4<sup>th</sup> National Seminar, organised by The Business School, University of Jammu. (18-19 March, 2011)
- Presented paper titled “**Ecotourism: An Economic Development Approach**” in two days’ National Conference on Tourism in India: Challenges Ahead, organised by The Business School, University of Jammu. (06-07 March, 2009)

**Research Projects:**

Undergoing: Project titled “Agro Ecology in Himalayan States with special Emphasis on Marketing” under Consortium of Central Universities in Himalayan Region (CCUHR).

**Invited Lectures/Resource Persons:**

Number of Lectures delivered at various platforms
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<b>Association with Professional Bodies:</b>
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Lifetime membership of Indian Commerce Association
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<b>Other Activities:</b>
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Assisting students in corporate Internships and Placements
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