

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	Rahul Thakur
Designation	Assistant Professor
Department	Tourism and Travel Management
Date of Joining SBS	11/03/1980
Highest Qualification	MTA, HPU Shimla
Areas of Specialization	Overtourism, Sustainable Tourism, Digital Marketing, Tourism and Technology
Email / Phone	rahul.ttm@cuammu.ac.in
ORCID / Google Scholar ID	https://scholar.google.com/citations?user=HFZs_I0AAAAJ&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)	[]
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.				
M.Phil./MBA/MA	MTA	HPU, Shimla	2005	
Bachelor's	B.Com	HPU, Shimla	2002	
Other				

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
International Tourism Business	MBA	2 nd		ICT
Global Marketing	MBA	4 th		ICT
AI Application in Tourism and Hospitality	MBA	1 st		ICT
Airport Operations and Cargo	MBA	1 st		ICT

Management				
Data Analysis Using SPSS	MBA	1 st		ICT
Managerial Economics	MBA	1 st		ICT
Destination Management	MBA	3 rd		ICT
Digital Marketing and New Media	B. Voc	5 th		ICT

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)
	Exploring Dimensions of Financial Inclusion from Stakeholders' Perspectives: Evidence from Rural Areas of Jammu District.	Acta Universitatis Bohemiae Meridionales	2022	ABDC - C	0.448	A

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
	Traveling with AI: The shift from Human Agents to AI Agents, A Sneak Peak into the Future	National Conference on "Tourism, Technology and Talent: Shaping Future-Ready Managers." School of Hospitality & Tourism Management (SHTM), University of Jammu, Jammu	2026	A
	Effectiveness of AI-powered chatbots in enhancing tourist experiences and reducing resource consumption in ecotourism	National seminar on "Role of Artificial Intelligence in Business Management: Perspectives & Implications on the way to Viksit Bharat" Central University of Jammu	2024	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	Global Business and Finance Review, eISSN 2384-1648
MoUs / Industry Collaborations Facilitated	
Patents / Copyrights / IPR	Title of the invention : AN ARTIFICIAL INTELLIGENCE BASED SYSTEM FOR MONITORING AND PREDICTION OF OVERTOURISM, Application No.202411057032 A

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
1	Nodal Officer and Resource Person for DHE Project on "Homestay Entrepreneurship Development Programme"		2024

DECLARATION

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

Signature: _____

Date: _____

Verified by Dean: _____