
DR. DEVESH RANJAN TRIPATHI

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OBJECTIVE

To get a position, where, I can efficiently use my knowledge that I have gained during my services and research work. I am highly motivated towards administration.

PERSONAL PROFILE

Sex: Male
Date of Birth: 30-12-1977
Marital Status: Married
Nationality: Indian
Languages Known: English, Hindi

CURRENT ADDRESS

“HARSAD” 64 Baba Ji Ka Bagh
Colonelganj, Prayagraj
U.P-211002

PROFESSIONAL QUALIFICATION

D.Phil.:

Year of Admission

Year of Passing : 04/11/2008

Institution : University of Allahabad, India

Subject : Marketing

Research Area : Institutional Marketing

Thesis Title : Open Institutions of Higher Learning in India – A Comparative Study of Marketing Strategies.

M.M.S.(Master of Management Studies)

Year : 2000

University : Lucknow University, India

Subject : **Marketing**

Division : First (70%)

B.M.S.(Bachelor of Management Studies)

Year : 1998

University : Lucknow University, India

Subjects : Management

Division : First (61%)

EDUCATIONAL QUALIFICATION

INTERMEDIATE.

Year : 1994

Board : U.P.

Subject : PCM

Division : First (75% with Hons.)

HIGH SCHOOL

Year : 1992
Board : U.P.
Subject : Science
Division : First (64%)

CURRENT POSITION

Associate Professor of Business Management in School of Management Studies of UP Rajarshi Tandon Open University, Prayagraj (**www. uprtou. ac. in**) . From 20 July 2004 to 18 June 2009 worked as a Lecturer on contract basis and from 19 June 2009 to till date working as per UGC norms.

Current Additional Responsibilities

- **OSD** (Officer on Special Duty) Administration from 04/06/2021 to till now.
- Deputy In-charge of **Student Support Services** from 08/05/2017 to till date.

TEACHING EXPERIENCE

- Worked as Lecturer in H.B.S. Business School Allahabad Affiliated from “UP Technical Board” from 2nd November 2000 to 19th Feb 2001.
- Worked as Lecturer in NIMACT, Allahabad from 20th Feb 2001 to 15th August 2002
- Worked as Lecturer in College of Management & Engineering, Allahabad from 16th Aug 2002 to 27th July 2003.
- Worked as Lecturer in NIMACT, Allahabad from 28th July 2003 to 19th July 2004

MEMBER OF STATUTORY BODIES

1. **Member, Board of Studies** of Business Management, Dr Hari Singh Gaur Vishwavidalya, Sagar, MP, from 21-06-22 to 20-06-2025.
2. **Member, Board of Studies** of Tourism Management Department, University of Agra, UP from 13-08-21 to 12-08-2022.
3. **Member, Board of Studies** of ^{Hotel} Management Department, University of Kanpur, UP from 17-11-20 to 16-11-2023.
4. **Member, School Board** of School of Tourism & Hospitality Services Management, IGNOU New Delhi from 06-01-2020 to 05-01-22.
5. **Member, Executive Council** of UP Rajarshi Tandon Open University, Allahabad from 17-06-2015 to 16-06-2017.

6. **Member, Planning Board** of UP Rajarshi Tandon Open University, Allahabad from 11-11-2013 to 10-11-2015.
7. **Member, Academic Council** of UP Rajarshi Tandon Open University, Allahabad from 08-06-2011 to 07-06-2013
8. **Member, Examination Committee** of Uttranchal Open University 08-04-10.
9. **Member, Academic Committee** of HIT Community College (Code-CHT-2204) of IGNOU at Lucknow.
10. **Member, School Board** of Management, UP Rajarshi Tandon Open University, Allahabad.
11. **Member, School Board** of Commerce, UP Rajarshi Tandon Open University, Allahabad.
12. **Member, School Board** of Computer Science, UP Rajarshi Tandon Open University, Allahabad.

IMPORTANT ROLES IN UPRTOU

Administrative Roles:-

1. Convenor for Institutions Innovation Council/Cell by letter dated 31/12/2022
2. Convener of Stay & Transportation Committee for 17th Convocation organized on 19/Decm. /2022 by letter dated 11/11/2022
3. Member , Code of Conduct & Ethics Monitoring Committee by letter dated 16/09/2022
4. Convener of Stay & Transportation Committee for Silver Jublee Programme organized on 02/11 /2022 by letter dated 06/09/2022
5. Coordinator of Evaluation Committee to Award Best Regional Centre by letter dated 13/12/22.
6. Convener of Energy Conservation and Audit Committee by letter dated 06/09/2022
7. Convener of Industry–Academia Integration and Skill Development cell, 20/6/22.
8. Member of Biometric Attendance and supervision committee,19/4/22.
9. Member of COCIS committee to file CA timely in various judicial cases, on 27/11/21.
10. Member of VIP refreshment committee for inauguration ogf TRIVENI COMMUNITY HALL by Chancellor on 12/9/21.
11. Convener Accommodation & Transportation Committee for NAAC peer team visit ,6/9/21
12. Member of Energy conservation and Audit Committee from 23/06/2021 to till date.
13. In- charge of newly constituted Swachta Abhiyan Prakostha from 26/05/2018 to 4/6/21,
14. Nominated Nodal Officer for “Pradhanmantri Swachh Bharat Summer Internship” programme by latter no OU/233/2018 dated 15/05/2018
15. First In- charge of newly constituted Distance Education Awareness Cell from 21/06/2016 to 26/05/2018.
16. Deputy In-charge of Student Support Services from 08/05/2017 to till date.

17. Member of Student Counseling/Coaching Cell from 13/06/2017
18. Worked as First In- charge of newly constituted Innovation cell from 21/11/2014 to 21/06/2016
19. Worked as First In- charge of Student Grievance Cell from 08/04/2015 to 21/06/2016
20. Worked as OSD to Vice-Chancellor from 31/10/2011 to 16/2/2015.
21. Worked as first In- charge of Assignment cell from 08/12/2011 to 16/2/2015.
22. Worked as OSD Examination from 20-November-2008 to 30 July 2011. In the capacity of OSD, spearheaded the process of e-transformation of various Examination Support Services.

Academic Roles:-

1. Member of design & implementation committee for various programme under Disaster Management by letter dated 15/10/22.
2. Member of Special online induction committee by letter dated 06/09/2022
3. Member , Development of Institutional Repository under Adoption of OER Project by letter dated 27/08/22.
4. Member Academics & Grievance Management for Samarth Implementation committee by letter dated 03/08/2022
5. Member of Product Development Monitoring & Commercialisation Committee by letter dated 30/06/2022
6. Coordinator of MBA –MCA entrance examination for 2022-23 session, on 23/06/22.
7. Convener for Birsa Munda Sahidi Divas organized on 9/6/22 at RC Varanasi under the flagship of Ajadi Ka Amrit Mahotsava, 13/6/22.
8. In charge of the committee for preparation of criterion-01 (Curricular Aspects) for annual report to NAAC on 25/5/22.
9. Member of the committee for presentation of criterion-07 (Institutional values and best practices) of NAAC in front of high power NAAC committee visit, 6/9/21.
10. Member of MBA –MCA entrance committee for 2021 session on 26/10/21.
11. Member of the committee to resolve the delay in payment of M/s Neha Printers as per the instructions of Honorable High Court , Prayagraj on 7/10/21.
12. Member of Organizing Cultural Programme Committee as per the instruction of Association of Indian Universities from 24/08/2021 to till date.
13. Member of Organizing Cultural Programme Committee as per the instruction of Association of Indian Universities from 24/08/2021 to till date.
14. Observer for newly establish examination center “BBS International School, Allahabad for June 2018 examination by latter no OU/examination/2018 dated 26/06/2018.
15. Member of B.Ed & B.Ed Special Entrance Core Committee committee 2021-2022.
16. Member of B.Ed & B.Ed Special Admission Counseling committee 2016-2017-2018-19-20-21.
17. Member in subject committee of Commerce / Business Administration by letter dated on 2/12/2016
18. Member of Anti Ragging Committee from 04/07/2015 to till date.

19. Prepare and Presented proposal for establishment of Pt. Deen Dayal Upadhyay Skill Development center in front of experts in UGC, New Delhi on 30/06/2015.
20. Prepare and Presented proposal for establishment of Community College in front of experts in UGC, New Delhi on 16/05/2015.
21. Member of Physical stock verification committee from 03/11/2014 to till date
22. Member –Secretary of UPRTOU Community College Committee- 2014.
23. Presented proposal for Development Assistance for the Financial Year 2014-15 in front of Distance Education Bureau (DEB) in UGC, New Delhi on 16/10/2014
24. Member of Admission Counseling Cell from 2013 to till now.
25. Coordinator of B.Com SLM writing in 2013.
26. Member of Committee to Organizing Training Programme for Certificate in Forensic Science Programme by letter dated 13/7/2012.
27. Member of Stay & Transportation, Registration and Cleaning & parking Committee for 8th Convocation organized on 28/Feb/2012.
28. Guest House Development Committee -2012.
29. Member of organizing committee of Teacher's day- 2012.
30. Member of organizing committee of Rajarshi Tandon Teacher Award -2012.
31. Comparer of Rajarshi Tandon Jayanti Programme- 31/07/2012.
32. Member of Welcome & Hospitality Committee for UGC Inspection Committee by letter dated 23/05/2012.
33. Member of Committee to decide assignment provision in single subject programme by letter dated 16/4/2012.
34. Place search committee for opening Regional Center in Bundelkhand & Western UP region 2012.
35. Member for purchasing books of Management & Commerce for Library from DEC fund in the year of 2011.
36. Member –Secretary of ICT committee- 2011 to till now.
37. Member of Building & Library sub-committee in the year of 2011.
38. Member of Bed & Spal. Bed Counseling Committee for session 2011-12 admission by latter dated 11/7/2011.
39. Member of committee for empowerment, reorganize and effectiveness of study centers/Regional centers in the year of 2011.
40. Coordinator of Hospitality & Vehicle Committee to organize Second Aluminai Meet in the year of 2011 by approval of VC sir on 9/5/2011.
41. Member of Medal finalization ,Stay & Transportation, Cleaning & parking committee as well as Sitting Arrangement Committee for 5th Convocation organized on 21/Decm./2010.
42. Convener of December 2009 Exam Grievance Redressal Committee by latter dated 17//2010.
43. Member for purchasing books of Management & Commerce for Library from DEC fund in the year of 2010.
44. Coordinator of Hospitality & Vehicle committee to organize first Aluminai Meet in the year of 2010.

45. Member of Sitting Arrangement Committee for Convocation organized on 09/Jan /2010.
46. Member for purchasing books of Management & Commerce for Library from DEC fund in the year of 2009.
47. Member of Physical Verification Committee to take over Ground floor of newly constructed academic building from C&DS Unit of UP Jal Nigam in the year of 2009.
48. **Member of MBA Admission Counseling Committee for session 2008-09.**
49. Member of Annual Report Committee based on NACCE Performa by letter dated 22/10/2008
50. Member to conduct UP Govt.BAT Exam.-2008 organized by Dr BRA, University, Agra for Zone-C of Allahabad by letter dated 16/10/2008
51. Member of Assignment Proof Reading committee letter issued on 16/9/2008
52. Convener of Stay & Transportation Committee of 6th Rajarshi Tandon Memorial Lecture by letter dated-2.09.08
53. Member of Annual Report Committee by letter dated-02/09/2008
54. Member of MBA core admission committee 2006 to till now.
55. Member of B.Ed & B.Ed Special core admission committee 2004 to 2015.
56. Member of organizing committee for various seminars and workshops.
57. Co-Coordinator of Central Evaluation for Decm. & June 2008 semester examination
58. In charge of Study centers located in Fajjabad, Bahrich, Gonda, Balrampur, Seetapur, Hardoi, Ambedkar Nagar, and Sravasti for effective & efficient day to day monitoring in the year of 2007.
59. Member of Invigilation Team for CIC local examination center, Allahabad in the year of 2007
60. Member of Central Examination Evaluation Committee in 2007
61. Member of Physical Stock Verification Committee in 2007
62. In-Charge of 27 Study Centers of 12 Districts of UP for 50 programs in 2006.
63. In-Charge of study centre of University main Campus for School of Management Studies programmes in 2006.
64. In-Charge of School of Management Studies from 20th Jul 04 to 28th Mar 06.
65. Member of Course Designing Committee of M.com Program in 2005.
66. In-Charge for Re-structuring of Management Brochure for 2005.

RESEARCH GUIDENCE

(i)	Master Dissertation	50
(ii)	Ph.D.	01 Awarded 02 Supervising

PUBLICATIONS

1. Book:-

- Marketing Management for Make in India Environment published by Lambart Acedemic Publication, Mauritius with ISBN -978-613-7-34664-8, in 2019.
- Edited Book on Smart City Transforming India published by Pentagon Press, New Delhi with ISBN -978-93-5173-316-4, on **19** April 2016.
- Marketing for Managers published by Aastha Publications, Allahabad in 2016 with ISBN-978-93-82718-51-2
- Examination Support Services of Open Institutions published by Aastha Publications, Allahabad in 2014 with ISBN-978-93-82718-52-9
- Marketing Strategies of Open Institutions published by Aastha Publications, Allahabad in 2014 with ISBN -978-93-82718-53-6

2. Book Review: -

International Business written by Dr.P.C Jain, Third Edition, year: 2010-11 Publisher: RBD Professional's Publications, Jaipur - published in Indian Accounting General, December 2010.

3. Self Learning Material

With ISBN No:-

A- Published by Uttranchal Open University.

- Published in the year of 2017 Chapter-10, 11, 12, 13, in the book Theory of Public Administration for Block-04 Organization in Public Administration and Chapter-18,19 for Block-05 Management, Leadership and Control on Public Administration for UG (Hindi) Programme with ISBN No-978-93-84433-84-0.

B-Published by UP Rajarshi Tandon Open University, Allahabad

- Block-01- Introduction of Management (UNIT-01, 02, 03, 04,) of Principal & Practice of Management subject of **MBA Programme** with ISBN NO:-.9789383328-43-7 in the year of 2021-22
- Block-01-**Sectarial Practices** (UNIT-01, 02, 03) a skilled based subject of B.Com. Hindi Programme with ISBN NO:-.978-93-83328-91-8 in the year of 2016.
- Block-01-**Sales Management** (UNIT-01, 02, 03, 04) a skilled based subject of B.Com. Hindi Programme with ISBN NO:-9789383328-92-5 in the **year of 2016**.
- Block-03- **Business Organisation** (UNIT-09, 10,11,12) a core subject of B.Com. Hindi Programme with ISBN NO:-. in the year of 2021.
- Block-04- **Business Law** (UNIT-13, 14) a core subject of B.Com. Hindi Programme with ISBN NO:-. 978-93-83328-79-6 in the year of 2021.
- Block-01-Conceptual Framework of Management Principle & Process (UNIT-01, 02, 03) a core subject of M.Com. Hindi Programme.

- Block-05-Conceptual Framework of Management Principle Process (UNIT-01, 02, 03, 04, 05) a core subject of M.Com. Hindi Programme.
- Block-01-Entrepreneur & Entrepreneurship (UNIT-01, 02, 03, 04, 05) a specialized subject of M.Com. Hindi Programme.
- Block-02-Market Segmentation (UNIT-01, 02, 03, 04) of Marketing Management a specialized subject of M.Com. Hindi Programme.
- Block-03-Product & Pricing Decision (UNIT-01, 02, 03, 04, 05) of Marketing Management a specialized subject of M.Com. Hindi Programme
- Block-04- Promotional & Channel Decisions (UNIT-01, 02, 03, 04, 05) of Marketing Management a specialized subject of M.Com. Hindi Programme.

4. Paper Published in Edited Book

With ISSN/ISBN No

1. Chapter contributed on “ A Study of Learner’s Behavior for Open Institution of Higher Learning in India” published in edited book “Innovative Business Practices Towards Sustainable Development “ by Rudra Publishers and Distributors, New Delhi with ISBN:-978-93-92108-58-7 in the year 2022.
2. Chapter contributed on “ Mahatma Gandhi’s Work Management During Pandemic” published in edited book “ India of 21st Century” published by Rudra Publishers and Distributors, New Delhi with ISBN:-978-93-92108-57-0 in the year 2022.
3. Chapter contributed on “ Occupational Stress in Hospital Worker’s with Special Reference to UP” published in edited book “ Remodeling Strategies For Business and Economic Development in the Post Pandemic Era” published by Book Rivers Publication , Lucknow, with ISBN:-978-93-90548-93-4 in the year 2021-May.
4. Chapter contributed on “Evolution of Digital Education during Pandemic” published in edited book “ Changing Face of ODL with special reference to Digitalization” published by Online Gatha, Lucknow, with ISBN:-978-93-90662-25-8 in the year 2021-March.
5. Chapter contributed on “Analysis of Customer Attitude Towards e-shopping with special reference to UP” published in edited book “ Changing Scenario of Business and Management” published by Book Rivers Publication ,New Delhi, with ISBN:-978-93-90548-31-6 in the year 2021-Feb.
6. Chapter contributed on “Return to scale of Public Sector Banks in New India” published in edited book “Economic Development of 21st Century” published by

- World Lab Publication, Gajabad with ISBN:-978-81-948420-9-5 in the year 2021-Feb.
7. Chapter contributed on “Use of ICT for Openness in Distance Education” published in edited book “Trends in ICT Enabled Education” published by Aradhna Brothers, Kanpur, with ISBN:-978-81-948933-0-1 in the year 2021-Jan.
 8. Chapter contributed on “Dynamics of Marketing Strategies in Indian University System” published in edited book “Enhancing Organisational Effectiveness and Sustainability” published by Excel India Publication, New Delhi, with ISBN :- 978-81-943641-0-8 in the year 2019.
 9. Chapter contributed on “Reader Relationship Management (RRM) Practices in Academic Libraries of Prayagraj” published in edited book title “**Academic Libraries Collection to Connectivity published by Shree Publishers & Distributor’s** with ISBN :-978-81-8329-948-0 in the year 2019.
 10. Chapter contributed on “Role of social media Marketing in Tourism, Industry” published in edited book title “**Tourism Marketing: A Strategic Approach**” published by **Apple Academic Press, USA** with ISBN Hard copy-9781771884709 and E-Book-978-1315-36586-2 in the year 2017.
 11. Introduction Chapter contributed in edited book title **Smart City Transforming India published by Pentagon Press, New Delhi** with ISBN .978-93-5173-316-4, on **19 April 2016**.
 12. Chapter contributed on “ ERP-UMS-A Success Mantra to Deploy Learner Centric Services for Open Institution of Higher Learning with Special Reference to SOUs” published in edited book title “**Strategies for Management in Modern Era**” by **Archers & Elevators Publishing House with ISBN:- 978-93-85640-03-2** in the year 2015.
 13. Chapter contributed on “Customer Loyalty towards Hospital with special reference to satisfaction and image” published in edited book title “**Exploring Customer Dynamics**” published by **Himalya publishing House, New Delhi with ISBN:- 978-93-5097-267-0** in the year 2013.

3. Paper published in Journal

With ISSN/ISBN No’s

1. “Digitalization of Indian Villages –A Managerial efforts” published in Peer Reviewed Indexed, Multidisciplinary International Research Journal **B. Aadhar**, issue no.- February 2022 with ISSN 2278-9308, Impact factor-8.575 (SJIF).
2. “Cyber Crime Management in reference to Smart Cities” published in “Excellence International Journal of Education and Research , A Peer Reviewed Multidisciplinary International Refereed Journal , Volume-11, issue no.- 03, in **September 2021**, ISSN 2349-8838, Impact factor-6.435(SJIF).
3. “Local for Vocal in respect to Covid -19” published in “Current Global Reviewer, A Peer Reviewed Multidisciplinary International Refereed Journal, Volume-02, issue no.- 40, in **Aug. 2021**, ISSN 2319-8648, Impact factor-7.139(SJIF).
4. Ayurveda Management for Covid -19 disease published in “Emerging Research Journal “ , A Peer Reviewed Multidisciplinary International Refereed Journal , Volume-05, issue no.- 01, in **June 2021**, ISSN 2456-2424, Impact factor-3.01 (SJIF).
5. Women Empowerment: A Managerial Effort published in Peer Reviewed Indexed, Multidisciplinary International Research Journal **B. Aadhar**, special issue no.- 263, in **November 2020**, ISSN 2278-9308, Impact factor-7.675 (SJIF).
6. Mahatma Gandhi –Clean India Management published in Peer Reviewed Indexed, Multidisciplinary International Research Journal **B. Aadhar**, special issue no.- 245, in **October 2020**, ISSN 2278-9308, Impact factor-7.675 (SJIF).
7. Gandhi Economic Idea and Corona Virus published in Peer Reviewed Indexed, Multidisciplinary International Research Journal **B. Aadhar**, special issue no.-CCVIII, in **February 2020**, ISSN 2278-9308, Impact factor-7.675 (SJIF).
8. Employment Management in Rural Tourism published in Peer Reviewed Indexed, Multidisciplinary International Research Journal **B. Aadhar**, special issue no.- 263, in **November 2019**, ISSN 2278-9308, Impact factor-7.675 (SJIF).
9. TQM approach for Management Education through Open & Distance Learning Mode, Published in International peer reviewed & refereed Journal RJPSS, Vol.-43, **Issue-1 March-2018**, e-ISSN-2454-3403, P-ISSN:0258-1701, UGC- Index no.-47405, ICRJIFR Impact factor-3.9819
10. Development of Management Educators for New India with special reference to e-Learning, Published in National peer reviewed & refereed Journal MANGLAM Vol. XVI, Issue- Feb-2018 ,ISSN 0976-8149, UGC- Index no.-48216, ICRJIFR Impact factor-4.012

11. Technology Decreasing Distance from Distance Learning Published in VSRD International Journal of Technical and Non Technical Research, Vol. IX, Special Issue- Feb-2018 by (www.vsrjournals.com) with e-ISSN No- 0976-7967, P-ISSN:2319-2216, UGC- Index no.-48578.
12. Profitability of Human Resource in Indian Health Industry published in The Journal of Business & Economic Studies, Volume:-X, issue no. - II, in December 2017, ISSN 2320-110X.
13. “LRM is the Key of Value Based Management Practices in ODL Institutions of India Published in Peer Reviewed Indexed & **Referred International Journal of Innovative Social Science & Humanities Research**, Vol. IV, Issue-IV, Oct-Decm-2017 by CSIRS, Lucknow, UP, www.csirs.org.in,with ISSN No- 2349-1876, Publication Impact Factor :-5.46. UGC- Index no.-48941.
14. Profitability of Human Resource in Indian Health Industry published in The Journal of Business & Economic Studies, Volume:-X, issue no.- II, in December 2017,ISSN 2320-110X.
15. Knowledge Economy of India & Management of Intellectual Property Rights published in The Journal of Business & Economic Studies, Volume:-X, issue no.- II, in December 2017,ISSN 2320-110X.
16. “START UP frame work for Distance Education Institutions of Higher Learning” Published in **THE VOICE** An International Multidisciplinary Referred Research Journal, Vol. 04, Issue-02 April-June 2017 for GBKS,UP published by New Delhi, Publishers with ISSN No- 2348-6708, Impact Factor :-2.897 UGC- Index no.-49245.
17. Informal Sector is a most challenging Issue for Management Practioner’s Published in International Research Journal “Academic Social Research”, Vol.03, Issue 02 (April-June 2017 by (www.academicsocialresearch.co.in) with ISSN No- 2456-264,UGC- Index no.-47715.
18. “Automatization of Hotel and Hospitality Industry Under the Flagship of Make in UP Published in **Peer Reviewed Indexed & Referred International Research Journal of Management & Commerce “MANAGEMENT MIND”**, Vol.14, Issue 14(Jan-March 2017 by Amit Educational & Social Welfare Society , Firozabad ,UP with ISSN No- 2348-0203 , ICRJIFR Impact Factor :-7.1650, UGC- Index no.-7332.
19. “Value Added Globalization From manufacturer to Exporter with special reference to Make in India Business Environmt ” Published in **THE VOICE** An International Multidisciplinary Referred Research Journal, Vol. 04, Issue-01 Jan-March 2017 for

GBKS,UP published by New Delhi, Publishers with ISSN No- 2348-6708, Impact Factor :-2.897 UGC- Index no.-49245

20. “The Project Management Strategy Marketing CSR Published in Peer Reviewed Indexed & **Referred International Research Journal of Management & Commerce “MANAGEMENT MIND”**, Vol. 13, Issue-13 Oct-Dec 2016 by Amit Educational & Social Welfare Society , Firozabad ,UP with ISSN No- 2348-0203, ICRJIFR Impact Factor :-7.1650,UGC- Index no.-7332
21. “Impact of ICT on Indian ODL Institution of higher Learning” Published in **THE VOICE**, An International Multidisciplinary Referred Research Journal, Vol. 03, Issue-04 Oct-Dec 2016 for GBKS,UP published by New Delhi, Publishers with ISSN No- 2348-6708, Impact Factor :-2.897 UGC- Index no.-49245
22. “Success of make in India with special reference to demographical, Educational and Employment Issues Published in Peer Reviewed Indexed & **Referred International Journal of Scientific & Innovative Research Studies**,Vol. IV, Issue-II, Feb- 2016 by CSIRS, Lucknow, UP, www.csirs.org.in,with ISSN No- 2347-7660, Publication Impact Factor :-5.46. UGC- Index no.-48967.
23. Leadership Vision and Approach-A Review jointly written paper published in volume 04 issue 01, February 2016 of **International Journal for Innovations in Engineering Science and Management (IJIESM) with ISSN No:-2347-7911**, Available online at :www.ijiesm.com
24. Visionary Role in Human Resource Quality Management System –A Conceptual Design jointly written paper published in volume 09 issue 01, February 2016 of **International Journal of Research and Development in Applied Sciences and Engineering (IJRDSE)with ISSN No:-2454-6844**, Available online at :www.ijrdase.com
25. Human Research Strategies To Improve Organizational Performance a jointly written paper published in volume 08 issue 02, January 2016 of **International Journal of Research and Development in Applied Sciences and Engineering (IJRDSE)with ISSN No:-2454-6844**, Available online at :www.ijrdase.com
26. “ERP-UMS-A Success Mantra to Deploy Learner Centric Services for Open Institution of Higher Learning with Special Reference to SOUs Published in **International Referred Journal of Business Management & Social Science**,Vol.IV,Issue4(III) December 2014 by choice college of Arts & Commerce, Pune with ISSN No- 2249-7463 ,Impact Factor :1.3409.

27. Analysis of Customer Attitude Towards e-shopping with Special Reference to Allahabad, Published in **International Refereed On-line Research Journal** www.4dinternationaljournal.com·Vol 1·Issue-1 July 2012 , by 4D Cross Connect with ISSN No- 2319–104X
28. The Dialectics of Advertising :- The Search for an Indian Tradition published in **International Journal of CAM** ,Vol.2,Issue 01,year 2012,Jan-June with ISSN No- 2231-587X
29. **Occupational Stress in Hospital Workers with Special Reference to Allahabad Region published in EKANSH Biannual Journal of GNIT Group of Institution Issue-04 ,Jan-Jun 2012 with ISSN No-2230-9756**
30. Profitability of Human Resource in Health Industry published in **ASIAN RESONANCE International Journal** Jan-2011 with ISSN/ISBN NO-976-8602.
31. Analysis of Management Training Needs for Women Entrepreneurs with Special Reference to Uttar Pradesh published by **IITM Journal**, New Delhi , June 2011 with ISSN/ISBN NO-0976-8629
32. Competitive Perspective of Foreign Banks in India :Strategies and Trends published by **Indian Accounting General**, December 2008, with ISSN-NO-0972-1479.

Without ISSN/ISBN No

1. Indian Markets needs FDI in Retail published by Dept. of Business Management, **Fakir Mohan University, Balasore.**
2. Action Research- A Blue Print for Redeeming Management Education through Distance Mode published by **DDE of Bombay University.**
3. Magic and Strength of Advertising with Special reference of North India published by **Mahatma Gandhi University, Kottayam, Kerala.**
4. Knowledge Economy of India & Management of Intellectual Property Rights. Published in The Journal of Business & Economic Studies.
5. *CRM-The key of value based Management Practices published in Commerce Journal of Allahabad University.*
6. Public & Private Companies of Insurance Sector: - A Study of exploitation published by **Innovative Research Association Allahabad.**
7. A Study of Media's effect on Women from Mother to Model published by **UPRTOU, Allahabad.**

8. *Value Added Globalization from Manufacturer to Exporter of Management Services. Published by Innovative Research Association, Allahabad.*
9. In Economic Development- Tourism & Advertising same side of a coin published in Commerce Journal of **Allahabad University**.
10. **Restructuring of Management Education through Distance Mode published by UPRTOU, Allahabad.**

4. Articles published in conference/seminar proceedings

With ISSN/ISBN No

1. **Role of Social Media in Hospitality Industry with special reference to Creating Brand India** published in proceedings of National Seminar, Creating Brand India: Strategies Issues & Challenges-Managerial Perspective organized by Faculty of Commerce & Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi, on 19th-20th January 2016. with **ISBN NO:-978-81-86115-18-3**
2. Reaching To Unreached: - A Mantra of Distance Education published in proceedings of the national seminar on Recent Trends in Commerce & Management organized by DDUPG College, Saidabad, Allahabad on 22-23, February 2015, sponsored by Department of Higher education,UP with **ISBN NO:- 978-81-931262-0-2**
3. भारतीय खाद्य सुरक्षा विधेयक :- एक सराहनीय प्रयास लेकिन कहाँ तक Published by UP Rajarshi Tandon Open University with **ISBN NO:-.978-81-921668-9-6**
4. Dynamism of Indian Rural Market with special reference to ICT Published by **Awadesh Pratap Singh University Reewa, MP** with **ISBN NO:-.978-93-82062-09-7**
5. Functional Role of Knowledge Base Media in Rural Development (Published by UP Rajarshi Tandon Open University, Allahabad) with **ISSN/ISBN NO-978-81-921668-7-2**

Without ISSN/ISBN No

6. E-Learning: - New Weapon of 21st Century for Development of Management Education. (Published by **Delhi University**)
7. Dynamism of Indian Rural Market in the era of Globalization. (Published by **RIMS, Rourkela, Orissa.**)
8. Dynamism of ICT & Distance Education in 21st Century. (Published by **GRADE, Dr. BR Ambedkar Open University, Hyderabad, AP**)
9. UPRTOU: - A Milestone in Open institution of higher learning of North India. (Published by **UPRTOU, Allahabad**)

10. Service Marketing: - New Perspective and emerging technologies. (Published by **College of Management studies, Kanpur**)
11. Corporate Governance Agenda of New Millennium. (Published by **Abeda Inamdar College, Deemed University, Pune, Maharashtra**)
12. Current Practices of Academic Counseling in Professional Programs in UPRTOU. (Published by **SDLCE Kakatiya University, Andhra Pradesh**).

SEMINAR/SYMPOSIA/WORKSHOP/TRAINING ATTENDED

1. INTERNATIONAL SEMINAR

1. International Conference on Innovation –Management & Information Technology organized by faculty of Management **Jagran Institute of Management, Kanpur, UP** on February 26-27, 2018 paper presented on the title “ Technology Decreasing Distance from Distance Learning”.
2. International Conference on “VISION 2022 : A New India” organized by faculty of Commerce **University of Lucknow, Lucknow, UP** on January 27-28,2018 paper presented on the title “ Proposed Start-up Mechanism for Open & Distance Learning institutions with special reference to UPRTOU”.
3. International Seminar on “Changing Paradigm of Management Practices for Sustainable Development” organized by the SOMS, Babasaheb **Bheemrao Ambedkar University, Lucknow, UP** on March 05-06,2016 paper presented on the title “Customer Relationship Management under Make In India Flagship”.
4. Swami Shukdevanand 8th International Seminar on “Tourism Mercantilism and Human Happiness: Challenges & Opportunities” organized by faculty of Commerce & Research Studies, S.S.P.G College Shajanpur UP in Academic Collaboration with **Alliant International University California USA**, Gaeddu College of Business Studies Bhutan and Lyceum University Philippines on 30 & 31 January 2016 paper presented on the title “Automatization of Hotel & Hospitality Industry under the flagship of Make in UP”.
5. 35th World Management Congress organized by **Indo Global Chamber of Commerce, Pune, Maharashtra** on 28th & 29th December 2014,paper presented on the title “ERP” A Success Mantra to Deploy Learner Centric Services for Open Institution of Higher Learning with special reference to SOUs.
6. International conclave on Innovations in Engineering& Management organized by **Birla Institute of Technology, Patna** on 22-23 Feb, 2013 paper presented on the title “Customer Loyalty towards Hospital with special reference to Satisfaction & Image”.

7. International Conference on Emerging Issues & Challenges in Education :Global & Indian Perspective organized by **All India Association for Educational Research** on 09-11 June, 2012 at **Amroha, UP**, “paper presented on the title REACHING TO UNREACHED: - A Mantra of Distance Education”.
8. International conference on Resurging India Myths and Realities organized by **Teerthankar Mahaveer university, Moradabad** on 17-18 March,2012, paper presented on the title “Analysis of Customer Attitude Towards e-shopping with Special Reference to Allahabad”.
9. International seminar and 34th All India Accounting conference organized by **University of Rajasthan at Jaipur** on 17, 18 Decm.2011, and paper presented on the title “Quality of Work life and its significance with special reference to Insurance Sector”.
10. 32nd All India Accounting Conference & International Seminar on Accounting Education and Research organized by India Accounting Accosiation in collaboration with Institute of Commerce and Management **Jiwaji University, Gwalior** on 14th and 15th November 2009, “paper presented on the title “HR Accounting Practices in Service Industry”.
11. International Conference on Changing Face of Emerging India & Its Impact On the New Global Order, organized by **Abeda Inamdar College, Pune (Deemed University)** on 15th Dec. to 17th Dec. 08, “paper presented on the title Cost Management of Indian Hospitals”.
12. 2nd International Conference on Management Sciences & Arts organized by faculty of Management Studies, **Gurukul Kangri University, Haridwar, Uttranchal** on 15th sep 08 to 17th sep 08, “paper presented on the title Tourism Marketing Next Horizon for Management Practioner’s”.
13. International Conference on “E-Learning in Teacher Education” organized by **Delhi University** on 26th Feb 07 to 28th Feb 07, “paper presented on the title E-Learning: - New Weapon of 21st Century for Development of Management Education”.
14. International Seminar on Changing Structure & Functional Patterns of Open & Distance Learning in India organized by **Indian Distance Education Association & Bombay University** on 24th Nov 06 to 26th Nov 06, “paper presented on the title Action Research- A Blue Print for Redeeming Management Education through Distance Mode”.
15. International Seminar “India Inc. taking India to the world organized by **Mahatma Gandhi University, Kottayam, Kerala** on 18th Mar 06 to 19th Mar 06, “paper presented on the title “Magic and Strength of Advertising with Special reference of North India”.
16. 7th Conference of the International Academy of Physical Sciences jointly organized by **Allahabad University and UPRTO University, Allahabad** on 21st Dec 2004 to 23rd Dec 04.

2. NATIONAL SEMINAR

1. National Seminar on **E-Governance & Delivery of Public Services in India: Emerging Issues Challenges and Way Forward** organized by School of Social Sciences sponsored by ICSSR, New Delhi at Prayagraj on 02th and 03rd **December 2022**, paper presented on E-Governance in E-Administration of UPRTOU, with special reference to Examination Support Services .
2. **Attended** in Symposium on Data for Sustainable Development organized by School of Science of UPRTOU & Government of India, National Sample Survey office, Ministry of Statistics & Programme Implementation, Regional office ,Prayagraj on 29 June2022 at Prayagraj.
3. **Attended** in National Seminar on Contribution of Rani Laxmibai in Indian Independence organized by UPRTOU & Hindustani Academy Prayagraj on 17 June2022 at Prayagraj.
4. Seventh Northern Regional Social Science Congress paper presented on **New Vista of Indian Universities Management System with Special Reference to Marketing Strategies** organized by ICSSR-NRC, New Delhi & UPRTOU Prayagraj on **2nd to 4th Feb 2020**.
5. National Seminar on **New Education Policy - A Vision Document For New India : Possibilities and Challenges** organized by Faculty Development Centre of ISPGC, Allahabad University, Prayagraj on 08th and 09th **November 2019**, paper presented on **New Education Policy with special reference to Open and Distance education**
6. National Seminar on Need for Forward Looking Development Strategies of India organized by Faculty of Economics BSNV PG College, Lucknow University, Lucknow on 05 and 06 **November 2019**, paper presented on **Development of e-commerce and Tourism with special reference to economic growth of New India**.
7. National Seminar on **Vision New India: Strategies and Prospects** organized by Faculty of Commerce Shri JNM PG College, Lucknow University, Lucknow on 16 and 17 **October 2019**, paper presented on **Management of Employable Skills for Making New India**.
8. National Seminar on **Faculty, Academic Parameters and Organizational Performance** organized by Faculty Development Centre of ISPGC, Allahabad University, Prayagraj on 10 and 11 March 2019, paper presented on **Evaluating The Impact of Distance Learning Support System on the Learning Experience of MBA students of UPRTOU**.
9. **Attended** International Yoga Day & Training programme on “**International Yoga Day 21 June 2018** ” organized by Srijan Jan Sewa Samiti, Allahabad on 21st June 2018.

10. **Attended** National Seminar on “**Samagra avm Vyapak : Parivar Sikcha Se Viswavidyalai Sikcha Tak- Ek Samnvit Vimarsh** ” organized by Rastriya Sakchik Masangh ,Lucknow on 09 October 2017.
11. **Attended** National Seminar on “**e-Learning and MOOCS in Higher Education**” jointly organized by SGTB Khalsa College, Guru Angad Dev Teaching Learning Centre and Centre for e-Learning at SGTB Khalsa College, University of Delhi on 29 March 2017.
12. National Seminar on **Relevance of Yoga**: organized by School of Humanities, UPRTOU, Allahabad on 01 and 02 March 2017, paper presented on **Relevance of Yoga in Present: in the View of Indian Marketing Managers .**
13. National Seminar on “**Gender Discrimination of Socio-Economic participation of Rural Women in Agrarian Sector of India**” organized by School of Agricultural Sciences, UPRTOU, Allahabad on 27 and 28 February 2017, paper presented on **Challenges of Skill Development and Rural Women Entrepreneurship–A managerial perspective.**
14. 3rd National Seminar on “**Emerging Trends in ICT**” organized by School of Science, UPRTOU, Allahabad on 30-31 January 2017, paper presented on **Impact of ICT on Open and Distance Learning: The Indian Scenario.**
15. 3rd National Seminar NSHTM on “**Hospitality & Tourism Management**” organized by Institute of Hotel Management, CSJM University, and Kanpur on 12 November 2016, paper presented **The Role of Tourisam Sector in the Development of Uttar Pradesh: Problems a nd Prospects.**
16. National Seminar on “**Rural Development Through MANREGA: New Challenges and Resolution**” jointly organized by BSMPG College, Rurkhi, Uttrakhand on 17 September 2016, paper presented on **MENREGA:-An Poverty Elevation Tool –An Analysis.**
17. **Attended** National Seminar on “**Relevance of Statistics in Agriculture and Farmers Welfare**” jointly organized by Govt. of India, NSSO, Ministry of Statistics & Programme Implementation Regional Office, Allahabad and UPRTOU, Allahabad on 29 June 2016 **Statistics Day.**
18. National Seminar on “Panchayti Raj System and Swachh Bharat Abhiyan:-Challenges & Opportunities” organized by UPRTOU, Allahabad on 14 & 15–June 2016, paper presented on the title “**Panchayti Raj System based on Management Principles:-A Discussion**”.
19. National Seminar on “University Management System: Digitalization” organized by UPRTOU, Allahabad on 19&20–April 2016, paper presented on the title “**LRM is the key of value based Management Practices with Special Reference to Open Institutions of Higher Learning in India.** ”.

20. National Seminar on “Journey of Mohan se Mahatma” organized by UPRTOU, Allahabad on 02nd & 3rd–March 2016, paper presented on the title “**Management of Mahatma**”.
21. National Seminar on Developing A Vibrant India: Challenges & Issues organized by HNB Govt. PG College, Naini Allahabad on 21th & 22th February, 2016 sponsored by Department of Higher Education ,UP, paper presented on the title “**An Analysis of Skill Mix Schemes of UGC with special reference to Management Programme of Open Institution**”.
22. National Seminar on Digitalization organized by UPRTOU, Allahabad on 15th –January 2016 paper presented on the title “**Digitalization of Examination Support Service with special reference to UPRTOU**”.
23. National Seminar on Corporate Social Responsibility Practices in India organized by Department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi, on 8th-9th December, 2015 paper presented on the title “**The Project Management Way for Marketing CSR**”.
24. National Seminar organized by UPRTOU, Allahabad on 8th -9th December, 2015 paper presented on the title “**Dynamism of ICT & Distance Education in 21st Century**”.
25. National Seminar organized by Institute of Hotel & Tourism Management of CSJM University, Kanpur on 15 October 2015, paper presented on the title “**Manpower Absenteeism and its impact on Hospitality Business**”.
26. National Seminar on Skills to Excel in Higher Education organized by Eram Girls Degree College of Lucknow University at Lucknow on 20 September 2015, paper presented on the title “**Need Analysis and Management of Employability Skills with Special Reference to Uttar Pradesh**”.
27. National Seminar organized by Regional Study Centre for Culture and Heritage and School of Studies in Tourism and Travel Management of **Jiwaji University, Gwalior, MP** on 21-22 February 2015, **paper presented** on the title “An Audit of Time Management for Executive Serving in Heritage Tourism”.
28. National Seminar Challenge & Remedies Job Oriented Education sponsored by Department of Higher Education, UP, organized by Department of Commerce, Vidya Mandir Mahavidyalaya, Kaimganj, Farukhabad on 2nd & 3rd feb 2013, paper presented on the title “**New Era of Management Education through Distance Education Mode**”.
29. National Seminar organized by **DVSI of professional studies, Kanpur** on 4th & 5th feb 2012, **paper presented** on the title “Leadership Style of Women Entrepreneur with special reference to Allahabad & Jhansi Region”.
30. National Seminar organized by **SOA of UPRTOU, Allahabad** on 9th & 10th feb 2012, paper presented on the title भारतीय खाद्य सुरक्षा विधेयक :- एक सराहनीय प्रयास लेकिन कहाँ तक

31. UGC sponsored National Seminar on Emerging Economic Issues Adhered to changing Life styles Under Globalization :Implications For Growth Process of the Indian economy in the 21st Century” organized by **Pt. J.N.P.G. College Banda,UP** on 28th & 29th Jan 2012,**paper presented** on वैश्वीकृत भारत के खुदरा बाजार में प्रत्यक्ष विदेशी निवेश :- उचित या अनुचित
32. National Seminar Organized by **HNB Govt. P. G. College, Nani, Allahabad** on 11-12 Jan2012, **paper presented** on the title “Responsible Tourism in Indian Scenario”.
33. National Seminar on Gender Discrimination & Dimension of Socio Economic participation of female in rural India organized by **UPRTO University & Prayag Manav Kalyan Evam Vikas Samiti , Allahabad** on 19 & 20th Feb 2011, on the title **ग्रामीण भारत में महिलाओं की सामाजिक आर्थिकविकास में भागीदारी एवं उद्भ्रमिता**
34. National Seminar on Organizational Development and its Effectiveness organized by **HNB Govt. P. G. College, Nani, Allahabad** sponsored by UGC New Delhi on 21st & 22nd Nov. 2010, **paper presented** on the title “Learners Loyalty in DE organizations”.
35. National Seminar on Women Entrepreneurship in India organized by **Banaras Hindu University** on 22 & 23 Oct 2010, **paper presented** on the title “Analysis of Management Training Needs for Women Entrepreneurs with Special Reference to UP”.
36. National Seminar on Marketing Strategies for the development of Small Scale Industries organized by **Dayanand Academy of Management Studies, Kanpur** on 09 & 10 Oct 2010. **Paper presented** on the title “Dynamism of Women Entrepreneurs with Special Reference to UP”.
37. National Seminar on Liberalization & Challenges of Social Sector organized by **Allahabad Degree College** on 28th Feb 09 to 1st Mar 09, **paper presented** on the title “ Liberalization and Banking Sector Reform”.
38. National Seminar on Envisioning Indian Markets for Global Competence organized by SOMS of **UPRTOU, Allahabad** on 30th Mar 08 to 31st Mar 08, Paper presented on the title “The Knowledge Economy of India and Management of IPR”.
39. National Seminar on emerging Trends in service sector in India Economy organized by **College of Management Studies, Kanpur** from 12th may 07 to 13th May 07, paper presented on the title “Service Marketing: - New Perspective and emerging technologies”.
40. National Seminar on Challenges of Informal Sector in the era of Globalization organized by **University of Allahabad** from 10th Mar 07 to 11th Mar 07. Paper presented on the title “Informal Sector is a most challenging Issue for Management Practioner’s”.

41. National Conference on Destination India 2020 organized by **Abeda Inamdar College (Deemed University)Pune, Maharashtra** from 27th Jan 07 to 28th Jan 07, paper presented on the title “Corporate Governance Agenda of New Millennium”.
42. 59th All India Commerce Conference organized by **Visakhapatnam University** from 28th Dec 06 to 30th Dec 06, paper presented on the title “CRM-The key of value based Management Practices”.
43. National Seminar on Dimensions of Distance Education, organized by **UPRTO University, Allahabad** from 4th Apr 06 to 5th Apr 06 paper presented on the title “TQM approach in LPG era: A Mirror for Management Education through Distance Education Mode”.
44. National Seminar on “Quality Distance Education and Establishment of Learning Society” organized by **Verdhman Mahaveer Open University, Kota, Rajasthan** from 22nd Mar 06 to 23rd Mar 06.
45. National Seminar on Population Poverty and Environment from 12th Feb 06 to 13th Feb 06 organized by “**JSHPG College Amroha,UP** under Programmed of UGC & ICSSR”. paper presented on the title 21 वी सदी में प्रबन्धकीय शिक्ष में दूरस्थ शिक्षा की भूमिका।
46. National Seminar on “India in 21st Century Status & Direction” from 13th Feb 05 to 14th Feb 05 organized by “**JSHPG College Amroha,UP** under Programmed of UGC & ICSSR”. paper presented on the title आर्थिक विकास में पर्यटन एवं विज्ञापन की भूमिका।
47. **National Seminar on “Redeeming Distance Education” from 14th & 15th Feb 05 organized by UPRTO University, Allahabad Paper presented on the title “Restructuring of Management Education through Distance Mode”.**
48. National Seminar on “Liberalization and Empowerment of Women in India” from 7th Jan 05 to 8th Jan 05 under Programme of UGC & ICSSR organized by **Arya Kanya Degree College & Bhartiya Arthik Shodh Sansthan, Allahabad, UP** paper presented on the title “ A study of Media’s effect on women from Mother to Model”.
49. All India Seminar on “Electoral Reform’s” from 3rd Mar 01 to 4th Mar 01 jointly organized by **Allahabad University and Ministry of Tourism & Culture Govt. of India**, paper presented on the title “Election Reform”.
50. All India Seminar on “Environmental Development” from 3rd Feb 2001 to 4th Feb 2001 organized by “**JSHPG College Amroha,UP** under Programmed of UGC & ICSSR”. paper presented on the title आर्थिक विकास एवं मानव मूल्य

3. WORKSHOP

1. Three Day National workshop on **“Capacity Building Programme on Online Content Development Using OER ”** organized by Inter Quality Assurance Cell of UPRTOU, Prayagraj, Commonwealth of Learning, Canada & Commonwealth Educational Media Centre for ASIA, New Delhi on 19-21 July 2022.
2. One Day National workshop on **“IPR Policy and procedure ”** organized by Reacerch and Development Cell School of UPRTOU, Prayagraj on 02 July 2022.
3. National workshop on **“Self Learning Material Development and Student Support Services”** organized by School of Education, UPRTOU, Allahabad on 15 December 2016.
4. Workshop to Coin Vision of UPRTOU on 12 July 2011.
5. Workshop on Awareness Creation on Knowledge Management & Knowledge Through ODL organized by UPRTOU University, Allahabad on 06 June 2010 under the guidance of Dr. S. Rangnaker, **IIT ,Roorkhi**.
6. National workshop on “Self Learning Material” organized by UPRTOU, Allahabad on 12th and 13th March 2010.
7. Workshop on “Research Methodology in Social Sciences” organized by UPRTOU, Allahabad on 24 May 09.
8. Workshop on “Self Learning Material” organized by UPRTOU, Allahabad on 09 May 09.
9. Workshop on “Vocational Guidance and Career Counseling” from 28th Mar 08 to 29th Mar 08 organized by UPRTOU, Allahabad.
10. Workshop on “Evolving Innovative Practices for Preparing and Evaluating Assignments in ODE System” from 24th Mar 08 to 25th Mar 08 organized by UPRTOU, Allahabad.
11. Workshop on “Community Development through NGOs and VOs from 30th May 07 to 31st May 07 organized by UPRTOU, Allahabad.
12. Counselor’s Workshop on 20th Decm06 organized by UPRTOU, Allahabad.
13. Counselor’s Workshop on 31st Aug 06 organized by UPRTOU, Allahabad.
14. Counselor’s Workshop on 30th Aug 06 organized by UPRTOU, Allahabad.
15. Counselor’s Workshop on 9th March 06 organized by UPRTOU, Allahabad.
16. North Zone Open Institutions Round Table Conference on Learners Support visa-vise Academic Counseling from 1st Mar 06 to 3rd Mar 06 organized by DEC, New Delhi & UPRTOU, Allahabad.
17. Coordinator’s four-day Meet on 10th, 12th, 14th & 16th Feb. 05 organized by UPRTOU, Allahabad.
18. Coordinator’s one-day Meet on 9th Jul 05.organized by UPRTOU, Allahabad.

19. Counselors one day meet on 28th Feb 05 organized by UPRTOU, Allahabad.
20. Coordinators & Counselors workshop on 15th & 16th Oct 04 organized by UPRTOU, Allahabad.
21. Two-day workshop on Indian Spiritual Heritage on 10th & 12th Sep.2004 organized by UPRTOU, Allahabad.

4. Refresher & Orientation

1. Teachers Orientation Programme for Capacity Building on Stability of Mind & Emotional Wellness organized by School of Education of UPRTOU on 09 May 2022.
2. Refresher Programme at UGC Academic Staff College, University of Allahabad, From 09 Jan. 2020 to 22 Jan.2020.
3. Refresher Programme at UGC Academic Staff College, **University of Allahabad**, From 27 Novm. 2017 to 16 Decm.2017.
4. Refresher Programme at UGC Academic Staff College, **University of Allahabad**, From 24 Sep.2012 to 14 Oct.2012.
5. Orientation Programme at UGC Academic Staff College, **University of Allahabad**, From 15 Nov.2010 to 12 Dec.2010.

5. Training Programme

1. **Seven Days** Training programme on MOOCs, E-Content Development And Open Educational Resources organized by **Faculty Development Center(under the scheme of PMMMNMTT Ministry of HRD Govt. of India) of Iswar Saran PG College, Allahabad University** from August 27 to 02, 2019.
2. **Seven Days** National workshop on Research Methodology for Management & Statistical Analysis using IBM SPSS Statistics 21.0 organized by **ITM University, Gwalior & IBM, Bangalore** from December 09 to 15,2013.
3. **Three Days** National workshop on Open Education Recourses organized by Inter University Consortium, **IGNOU, New Delhi** and Common Wealth of Open Learning, **CANADA** on 06th March to 08th March 2013.
4. National workshop on “Developing Research Proposals in Distance & Online Learning” organized by **IGNOU, New Delhi** on 27 Novm/2011 to 01/ Decm/ 2011.
5. **Three day** training programme on web 2.0 tools in Distance Education Organized by **IGNOU at New Delhi** on January 28-30, 2010.
6. **Six day** training programme on SLM for Distance and on line Learning Organized by **IGNOU at New Delhi** on September 14-19, 2009.

PROJECT

- **A Study on Learner's Satisfaction with Respect to Examination Support Services**, Mini Project of Rs-30,000 funded by **Distance Education Council, New Delhi & UPRTOU, Allahabad** granted on 24.6.2011 and report submitted on 15.1.2013.
- 55 summer training projects supervised for MBA and other PG Diploma programmes.

INVITED AS A SUBJECT EXPERT/CHAIRMAN/ IN SEMINAR/SYMPOSIUM/WORKSHOP/TRAINING

1. Invited as a Resource person to deliver a lecture on the title **“Digital Marketing Magic for Make in India Business Environment”** in the Department of Business Administration organized by Dr. Harisingh Gour Vishwavidyalaya, Sagar on **07th July 2022**.
2. Invited as a Resource person to deliver a lecture on the title **“Digital Marketing is New Weapon to cope up all Socio Economic Environmental issues”** organized by Dr. Shyama Prasad Mukherjee Government Degree College, Bhadohi, sponsored by Department of Higher Education, Government of UP. on **27th March 2022**.
3. Invited as a Resource person to deliver a lecture on the title **Society Management and Economic Transformation** in Seventh Northern Regional Social Science Congress organised by ICSSR-NRC, New Delhi & UPRTOU Prayagraj on **2nd to 4th Feb 2020**.
4. Invited as a Resource person to deliver the lecture on the title **Recent Trends in Management** in International conference on Recent Trends in Science and Technology, Agriculture and Management jointly organized Footwear Design & Development Institute (FDDI) Amethi and Society for Science and Nature, Lucknow on **20th & 21 October 2019**.
5. Invited by ASCENT Business School, Unnao to deliver the Guest lecture to faculty members and students of BBA programme on the topic **“Time Management in Institutional Work Culture”** on **3^{1st} March 2019**.
6. Invited by SRMS International Business School, Lucknow to deliver the Guest lecture to second semester students of PGDBM programme on the title **“Strategies of e-commerce in Make In India Business Scenario”** on **07th March 2019**.
7. Invited as a Resource person to deliver the lecture on the title **“Significance of Yoga and South Asian Culture in Modern Management Practices”** in Inter-national seminar organized by PSIT, Kanpur, UP on **21st Oct 2018**.
8. Invited as a Resource person to deliver the lecture on the title **“Significance of Cashless Economy for Make in India Business Environment”** in National seminar on Cashless Economy and Financial Inclusion in India: Issues and challenges organized by Department of Economy, University of Allahabad on **24th March 2018**.

9. Invited as a key speaker for technical session -I to deliver the lecture on the title **Need Analysis & Management of employable skills under the flagship of Make in UP** in Inter-national summit on University Industry Interface for skill development of youth by Department of Commerce & Business Administration of APS University, Reewa, MP on 25th Feb 2018.
10. Invited as a Resource person to deliver the lecture on the title **GST: Issues & Challenges** in National Seminar, GST: Issues & Challenges jointly organized by Department of Commerce, Economics & Business Administration of Khwaja Moinuddin Chisti, Arbi Farsi University, Lucknow, on 18th-19th March 2017, Sponserd by Department of Higher Education, Government of UP.
11. Invited as a Resource person to deliver the lecture on the title **Role of Social Media in Hospitality Industry with special reference to Creating Brand India** in National Seminar, Creating Brand India: Strategies Issues & Challenges-Managerial Perspective organized by Faculty of Commerce & Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi, on 19th-20th January 2016.
12. Invited as a Resource person to deliver the lecture on the title **“Effectiveness of Distance Mode to Impart Commerce & Management Education” in National Seminar** on “Recent Trends in Commerce & Management” organized by **D.D.U PG College, Saidabad, and Allahabad** on 22-23 February, 2015. Sponsored by Department of Higher Education UP.
13. Invited as a Resource person to deliver the lecture in **National Seminar on “Issues and Challenges in Promoting Heritage Tourism”** organized by School of Studies in Tourism and Travel Management of **Jiwaji University, Gwalior, MP** on 21-22 February, 2015.
14. Invited as a Management Expert to deliver the lecture on the topic **“Time Management to Principles & Senior Lecturers of intermediate Colleges of UP”** during course work on Diploma in Educational Management on 23.05,2013 organized by **State Institute of Management & Training (SIEMAT) Allahabad, UP**.
15. Invited as a Management Expert to deliver the lecture on the topic **“Changing Sales & Distribution Pattern of Green Products”** in State level Hindustan Farmer Fare organized by daily news paper **HINDUSTAN** on 25th Decm 2012.
16. Invited as a Subject Expert to deliver the lecture on the title **“Customer Relationship Management”** in National Conference on Emerging Trends & Challenges in Management Organized by **Awadhesh Pratap Singh University, Reewa MP** on 24 & 25 March 2012.
17. Invited as a Subject Expert to deliver the lecture on the topic **“Chipping in Corporate Participation in Professional Education Machinery”** in National Seminar organized by **KNIPSS Management Institute, Sultanpur, UP** on 19th Feb 2012.

18. Invited as a Recourse person to deliver **the lecture** on the topic “**The Conventional System and its difference from Open and Distance Learning System**” in Orientation Programmes of Science Tutors organized by Regional Office of **National Institute of Open Schooling, Allahabad** on 10.Feb2011.
19. Invited as a Subject Expert to deliver the lecture on the topic “**Global Recession:-Impact on Indian Economy**” in National Seminar, organized by **Dayanand Academy of Management Studies, Kanpur** on 29th Feb 09.

SEMINAR & WORKSHOP ORGANISED

- **Member** of Organizing Committee of “National Seminar on Academic Libraries :Strategies for Sustainable Development in ICT Era organized by Yagyavalkya Granthalaya and School of Humanities, UPRTOU, Prayagraj on **29,June 2019**.
- **Member** of Organizing Committee of “National Seminar on Globalization and Gandhian Thought organized by School of S.S, UPRTOU, Allahabad on 30,January 2018.
- **Member** of Executive Board of “ Gender Discrimination and Dimensions of Socio-economic participation of Rural Women in Agrarian Sector of India, organized by School of Agricultural, UPRTOU, Allahabad on 27 and 28, February, 2017.
- **Co-coordinator** of Inter- University Youth Festival -2017 organized by UPRTOU, Allahabad.
- **Member** of Executive Board of “National Seminar on Emerging Trends in ICT organized by School of Science , UPRTOU, Allahabad on 30-31, January, 2017.
- **Member** of Organizing Committee of “National Seminar on Panchayti Raj Vaystha aur Swachh Bharat Abhiyan:- Chunautiya avm Sambahvnaye organized by School of Social Science, UPRTOU, Allahabad on 14-15,June2016.
- **Member** of Organizing Committee of “National Seminar on Changing Dimensions of Business management & Technology organized by School of Management Studies, UPRTOU, Allahabad on 30,March 2016.
- **Member** of Organizing Committee of “National Workshop on Relevance of Statistics in Research with Statistical Software organized by School of Science on 14-20 March, 2016.
- **Member** of Organizing Committee of “National Seminar on Entrepreneurship Education and Skill development in Agribusiness organized by UPRTOU, Allahabad on 27-28 February, 2016.

- **Member** of Organizing Committee of “International conference on Current Scenario and Prospects of Nanotechnology and Bio-Statistics organized by School of Science on 25-26 February, 2016.
- **Organizing Secretary** of the National Seminar on “**Technology & Management of Smart Cities: - Issues, Challenges and Opportunities**” organized by SOMS of UPRTOU, Allahabad on May 03, 2015.
- **Organizing Secretary** of workshop on “**Distance Education Community College**” organized by UPRTOU, Allahabad on November 24, 2014.
- **Coordinator** of National Seminar on “**Indian Preparations to face the opportunities and Challenges in the Post Recession Era:-A Management Perspective**” organized by SOMS-UPRTOU on February 18-19, 2014.
- **Member** of Organizing Committee (Transportation & Stay) for the “National Seminar on Food Security & Sustainability of Agriculture” by letter dated 3/2/2012.
- **Convener of National Seminar on Global Economic Meltdown** organized by SOMS UPRTOU on December 04-05, 2009.

TALKS WITH ALL INDIA RADIO

1. Talk on the topic **बैंकिंग उद्योग के विकास में एल० पी० जी० का प्रवेश** on 27.11.2014 broadcasted on at 8.00 pm.
2. Talk on the topic **साक्षरता समाज की आवश्यकता** on 11.11.2009 broadcasted on at 6.50 pm.
3. Talk on the topic **वन्य जीव संरक्षण एवं आपसी सहयोग** on 03.10.2009 broadcasted on at 6.15 pm.
4. Talk on the topic **आधुनिक जनसंचार माध्यम** on 22.03.2009 broadcasted on at 9.30 pm.
5. Talk on the topic **मेरा गाव मेरा राज** on 23.12.2008 broadcasted on at 9.30 pm.

OTHERS

1. **Associate Editor** of Indian Accounting General (From 2011 to till date)
2. **Member of ADVISORY BOARD** Ekansh Journal of Engineering, ICT & Management, Bi-annual Journal of GNIT Group of Institutions, Greater Noida.
3. **Observer** of CBSE examinations.
4. **Observer** of UP-PMT & UP-BED examinations.

CORE COMPETENCIES

- In-depth understanding of the university structure, systems, procedures, programmes and policies due to the work experience in the Conventional System as well as Distance Learning System.

- Skills to evaluate and monitor policies and programmes of developmental issues in the University System.
- Networking skills for coordination among units and liaisoning with external units for smooth functioning of the University System.
- Academic leadership generated through effective communication skills and interpersonal human relations with the university personnel.
- Capability to build and work in a team for developmental activities of the University Set-Up.
- Institution building capacity developed during the service tenure in different academic and administrative capacities.

RESEARCH INTERESTS

- Student Support Services
- Examination Support Services
- Marketing of Educational Institutions
- Contemporary issues of Distance Education

Dr (Devesh Ranjan Tripathi)