

NAME: Prof. (Dr.) Jyoti Rana

DESIGNATION: Dean, Faculty of Management Studies & Research

OTHER ASSIGNMENTS: Dean Skill Faculty of Agriculture, Dean Students' Welfare, Incharge Centre of Excellence of Entrepreneurship & Innovation

DEPARTMENT: Skill Faculty of Management Studies



EMAIL: jyotirana.hvsu@gmail.com

QUALIFICATIONS: M. Com, MBA, Ph.D.

AREAS OF INTEREST: Research Methodology, Marketing, Consumer Behaviour, Organisation Behaviour

OFFICE ADDRESS: Shri Vishwakarma Skill University, Dudhola, Palwal

TEACHING EXPERIENCE: 22 Years

RESEARCH INTERESTS: Consumer Behaviour, Green Marketing, Rural Marketing

ADMINISTRATIVE EXPERIENCE : 20 years

MEMBER OF LEARNED SOCIETIES:

- American Marketing Association
- All India Commerce Association
- All India Management Association
- Higher Education Forum
- Australian Academy of Business Leadership
- Centre for Education Growth and Research

HONOURS, AWARDS AND DISTINCTIONS

- Academic Leadership Award
- Shiksha Gaurav Puruskar
- Eminent Researcher Award
- Eminent Teacher Award
- Social Contribution Award



REVIEWED PAPERS FOR JOURNALS: 10 papers for 'A' & 'B' Category Journals of ABDC list.

OTHER SCHOLARLY ACTIVITIES:

- Organised IIMA Women Alumni Meet, Delhi NCR
- Member of SIG Women Alumni IIMA
- Organised National Conclave on Women Leadership
- Organised Youth Unconference in collaboration with Entrepreneurs, Consultants and Management Youth.
- Chairperson in International conferences and National Conferences
- Working on research projects/papers in collaboration with academicians in USA, China, Nizwa & India
- Reviewer of International Conferences of IIMs and Other B-Schools of Eminence
- Expert in selection committee for the appointment of faculty members

PARTICIPATION IN CURRICULUM DEVELOPMENT: Developed curriculum in marketing area for State Universities and B-Schools, Content Development and Projects for MBA students.

REFEREED PUBLICATIONS: 42 Research Papers including publication in 'A' & 'B' Category journals of ABDC list.

PAPERS IN CONFERENCES: 35 Research Presentations including presentations in conferences of IIMs and IITs.

BOOKS PUBLISHED: 11

EDITOR OF BOOK(S) : 2

CHAPTERS IN BOOKS : 2

PH.D. THESES SUPERVISED/UNDER SUPERVISION: 3/2

M.PHIL. DISSERTATIONS SUPERVISED : 1

INVITED LECTURES: More than 90 Talks in more than **50 academic institutions including central and state Universities, Business schools and colleges in** 20 cities of Northern India.

TRAININGS CONDUCTED: Trained more than 1000 (approx) middle and senior level Public Sector officers and faculty at **BHEL, Noida, CWC, Sarvodaya Group etc.**

WORKSHOP/CONFERENCE ORGANISED: 16 International & National Conferences/Workshops.

WORKSHOP/CONFERENCE ATTENDED: 54 Workshops/International & National Conferences.

FDP ORGANISED: 12 FDPs

FDP ATTENDED: 10 FDPs

PROJECTS:

Completed: 5 Projects-Major Research Project, Minor Research Project, Project with IIPA, Project with Next Care India Pvt.Ltd., Project with Police Commissionerate of Faridabad.

TV PROGRAMS:

- Two documentaries named 'Yuva The Power' & 'Zara Hat Ke' telecasted on my work by Pragya TV Channel.
- Participated as a speaker in two live programs on “Pragya TV Channel”.

SOCIAL ASSOCIATIONS:

- Chairperson, Foundation of Management Research and Training(FMRT),NGO, working in the area of Education, Research and Training.
- Sponsoring the education of 10 girl students.
- Developing Library for students at Kakhri Ghat,A village of Swami Vivekananda’s enlightenment.

WRITINGS FOR NON ACADEMIC AUDIENCE:

- You tube Channel:
<https://www.youtube.com/channel/UCZHQyGtOKvh72br13DDyeIQ>
- The Realm of Memories- English Poetry Book. Lokmitra Prakashan, New Delhi (2014).
- Ahsaas Bane Alfaaz-Hindi Poetry Book- Amrit Prakashan, New Delhi 2018
- Tum to Ho – Hindi Poetry Book, Amrit Prakashan, New Delhi (2008).
- Zindgi Facebook Ki Tarah – Hindi Poetry Book. Lokmitra Prakashan, New Delhi (2014).