




## University Faculty Details Page on DU Web-site

Title	Prof.	First Name	Sanjay K.	Last Name	Jain	
Designation		Head and Professor				
Department		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi – 110007.				
Address (Campus)		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi – 110007.				
(Residence)		11/ 392, Sunder Vihar, Delhi – 110087.				
Phone No (Campus)		011-27667891				
(Residence) optional		-				
Mobile		-				
Fax		011-27666781				
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Web-Page		www.du.ac.in				
<b>Education</b>						
Subject		Institution		Year		Details
Ph. D.		Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.		1987		<i>Thesis topic:</i> India's Textile Exports to the Developed Word
P. G. D. I. T. (Post Graduate Diploma in International Trade)		Indian Institute of Foreign Trade (IIFT), New Delhi.		1981		<i>Subjects:</i> Marketing, International Marketing and International Business
M.Phil.		Department of Commerce, Delhi School of Economics, University of Delhi.		1980		<i>Subjects:</i> International Business
D. L. I. I. (Diploma in Law of International Institutions)		Academy of International Law, Department of Political Science, University of Delhi, Delhi.		1979		<i>Subjects:</i> Law of International Institutions
M. Com.		Department of Commerce, Delhi School of Economics, University of Delhi.		1977		<i>Subjects:</i> Commerce
B. Com. (Hons.)		Shri Ram College of Commerce, University of Delhi, Delhi.		1975		<i>Subjects:</i> Commerce
<b>Career Profile</b>						
Organisation / Institution		Designation		Duration		Role
Department of Commerce, Delhi School of Economics, University of Delhi.		Head and Professor of Marketing and International Business		Since January 1, 2007		Restructuring of M. Com. admission process, Development of student feedback mechanism for postgraduate courses in the Department and University of Delhi, Members of the

			Committees constituted for restructuring of M. Phil. Ph. D. and short-term courses in the university, Acting as Coordinator – Commerce Stream at ILLI, University of Delhi. Advisor – Professional Programmes, Have also been Co-ordinator – MIB Programme.
Faculty of Commerce and Business, University of Delhi.	Dean	January 1, 2007 to May 18, 2008	Looking after the strategic and policy issues concerning the administration of the Department of Commerce and Department of Financial Studies.
School of Management Studies, G. G. S. Indraprastha University, Kashmere Gate, Delhi-110 006.	Professor in Management and Dean (Training and Placement)	July 9, 1999 to March 7, 2000	Postgraduate teaching and research, Looking after activities relating to training and placement in the University.
Department of Commerce, Delhi School of Economics, University of Delhi.	Reader in International Marketing	April 14, 1988 to July 26, 1998.	Postgraduate teaching and research, Acted as Co-ordinator of M. Phil. (Marketing), Convenor – M. Phil. Programme, co-ordinator – PGDIM Programme,
Indian Institute of Foreign Trade (IIFT), New Delhi.	Associate Professor	September 17, 1987 to April 6, 1988	Postgraduate teaching, research and administration.
Department of Commerce, South Delhi Campus, University of Delhi, Delhi.	Lecturer in Commerce	December 21, 1983 to April 1, 1985	Postgraduate teaching, research and administration.
Shri Ram College of Commerce, University of Delhi, Delhi.	Lecturer in Commerce and as Reader in Commerce (with effect from August 1987)	January 16, 1982 to April 14, 1988 <i>(On leave during the periods Dec. 1983- March, 1985 and Sept. 1987 to April, 1988)</i>	Teaching to B. Com. (Hons.) students at the college and postgraduate students at the Department of Commerce, University of Delhi.
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.	Teacher Fellow (UGC Fellowship)	January 4, 1980 to January 13, 1982	Postgraduate teaching and research.
Satyawati Co-educational College, University of Delhi, Delhi.	Lecturer in Commerce	November 8, 1977 to January 16, 1982 <i>(On leave during the period January, 1980 to January 1982)</i>	Undergraduate teaching at the college and postgraduate teaching in the Department of Commerce.
<b>Research Interests/ Specialisation</b>			
Marketing, Marketing Research, International Marketing, Services Marketing, International Business, Business Ethics and Corporate Social Responsibility.			

Teaching Experience ( Subjects/Courses Taught)			
More than <b>30 years</b> of teaching to postgraduate students at the Department, various colleges and management institutes in the areas of Marketing, Marketing Research, International Marketing, Services Marketing, International Business, Business Ethics and Corporate Social Responsibility.			
Honors & Awards			
<b>Awarded merit certificates, scholarships and prizes for academic excellence and distinguished achievements in several fields:</b>			
<ul style="list-style-type: none"> <li>• Conferred <b>Distinguished Shri Ram College of Commerce Alumni Award</b> by Hon'ble Union Minister Finance Mr. <b>P. Chindambaram</b> at the Annual Convocation, Shri Ram College of Commerce on March 2006.</li> <li>• Selected by Government of India for participation in the <b>Overseas Marketing Programme</b> held at <b>Malaysia</b> in under the auspices of UNCTAD/ITC, SIDA and IIFT 1981.</li> <li>• Awarded <b>Merit Scholarship</b> for obtaining meritorious position in <b>Post Graduate Diploma in International Trade (PGDIT)</b>, Indian Institute of Foreign Trade (IIFT), New Delhi during 1980-81.</li> <li>• Recipient of <b>Merit Scholarship</b> during M. Com. (1975-77) by the Delhi School of Economics, University of Delhi, Delhi.</li> <li>• <b>Awarded Merit certificate and scholarship for securing ninth merit position</b> in the Higher Secondary Examination, Central Board of Secondary Education in 1972.</li> </ul>			
Publications (LAST FIVE YEARS)			
<u>Books / Monographs</u>			
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>Co-Author</u>
2008	"Searching for Critical Success Factors: A Dimension-Specific Assessment of Service Quality and its Relationship with Customer Satisfaction and Behavioral Intentions in Fast Food Restaurants" in Vinnie Jauhari, ed., <i>Global Cases on Hospitality Industry</i> , pp. 79-116.	Haworth Press, New York, USA, Macmillan India Ltd.	-
2008	"Service Quality in Retail Banking: An Empirical Investigation" in R. K. Mittal, A. K. Saini and Sanjay Dhingra, ed., <i>Emerging Trends in the Banking Sector</i> ,	Macmillan India Ltd., New Delhi	One
2007	Business Studies	NCERT, New Delhi	Various contributors
2002	"Marketing-Research Services Marketing" in Ravi Shankar, ed., <i>Services Marketing: The Indian Perspective</i> , pp. 528-554.	Excel Books, New Delhi.	-
<u>In Indexed/ Peer Reviewed Journals</u>			
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>Co-Author</u>
<b>2007</b>	"Market Orientation and Business Performance: The Case of Indian Manufacturing Firms"	<i>VISION – The Journal of Business Perspective</i> (IIM – A), Vol. 11, No. 1, January-March 2007, pp. 15-33.	One
<b>2006</b>	"Role of Socio-demographics in Segmenting and Profiling Green Consumers: A Study of Consumers in India"	<i>Journal of International Consumer Marketing</i> (USA), 18 (3), 2006, pp. 107-146.	One

<b>2004</b>	"Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers"	<i>Global Business Review</i> , 5(2), July-December 2004, pp. 187-205.	One
<b>2004</b>	"Green Marketing: An Indian Perspective"	<i>Decision</i> (IIM - Calcutta), 31(2), 2004 (July-December), pp. 168-209.	One
<b>2004</b>	"Measuring Service Quality: SERVQUAL vs. SERVPERF Scales"	<i>Vikalpa: The Journal for Decision Makers</i> (IIM- A), Vol. 29(1), January-March, 2004.	One
<b>2002</b>	"Relevance of Personal Factors as Antecedents of Consumer Involvement: An Exploration"	<i>Vision: The Journal of Business Perspective</i> (MDI – Gurgaon), Volume 6, No.1, January-June, 2002, pp. 13-24.	One
<b>Articles</b>			
<b>2008</b>	"Consumers' Attitudes towards Marketing in India: An Exploratory Analysis".	<i>MAIMS Journal of Management</i> , Vol. 3, No. 2, October 2008, pp. 4-11.	One
<b>2006</b>	"Health Care Services: An Assessment of Service Quality and Its Linkages with Customer Satisfaction and Behavioural Intentions".	<i>MAIMS Journal of Management</i> , Vol. 1, No. 2, 2006, pp. 13-24.	One
<b>2005</b>	Review of book by Bridget Somekh and Cathy Lewin, eds., <i>Research Methods in the Social Sciences</i> , Vistaar Publications, A Division of Sage Publications Ltd., New Delhi, 2005,	<i>Vision: The Journal of Business Perspective</i> , Vol. 9, No. 4, October-December 2005, pp. 107-108.	-
<b>2005</b>	"Green Marketing: Genesis, Nature and Its Emerging Role in India"	<i>GGU Journal of Business</i> , 1(1), January 2005, pp. 131-152.	One
<b>2004</b>	"Market Orientation and Its Linkage with Firm Characteristics: A Study of Manufacturing Firms in India"	<i>Business Analyst</i> , 25 (1), 2004 (January-June), pp. 1-22.	One
<b>2004</b>	"Measuring Teaching Effectiveness in Business Schools: Use of a Validated Multi-item Scale"	<i>Srijan Business Journal</i> , Vol. 1, 2004, pp. 1-12.	-
<b>2004</b>	"Eco-labelling: Genesis, Issues and Perspectives"	<i>Effulgence: Management Journal of RDIAS</i> , Volume 2, Number 1, January – June 2004, pp. 5-18	One
<b>2003</b>	"Green Marketing: Conceptual Issues and Strategic Orientation"	<i>Review of Commerce Studies</i> , 22 (1), 2003. pp. 21-48.	One
<b>2003</b>	"Strategic Green Marketing: How Should Business Firms Go About Adopting It?"	<i>Indian Journal of Commerce</i> , Vol. 55, No. 4, October-December, 2003, pp. 1-16.	One
<b>2002</b>	Review of book by Ashok Kundra, <i>The Performance of India's Export Zones: A Comparison with the Chinese Approach</i> , New Delhi: Sage Publications, 2000,276 pp.	<i>Global Business Review</i> , Vol. 3, No. 2, July-December 2002, pp. 379-387.	-
<b>2002</b>	"Construction and Validation of a Scale for Measuring 'Teaching Effectiveness': Methodological Issues and	<i>Review of Commerce Studies</i> , Vol. 20-21, No. 2 (June-Dec., 2002).	-

### Conference Presentations

Presentations made / sessions chaired at various national and international conferences, including the following:

**2010** “**Rural Demand: Untapped Market Potential**” at International conference on Beyond the Meltdown: Search for Options held at India Islamic Cultural Centre, New Delhi on February 3, 2010.  
“**CSR: Issues and Perspectives**” at the Refresher Programme ‘Beyond 2010: Issues and Perspectives in Contemporary Business World’ organized by Department of Commerce and Business Management, Guru Nanak Dev University, Amritsar on February 25, 2010.  
“**International Marketing: Issues and Challenges for Indian Business Firms**” at the Refresher Programme ‘Beyond 2010: Issues and Perspectives in Contemporary Business World’ organized by Department of Commerce and Business Management, Guru Nanak Dev University, Amritsar on February 25, 2010.  
Participated in the Workshop on “**CSR by Small and Medium Enterprises**” organized by Shri Ram centre for Industrial Relations and Human Resources and Haans Seidel Foundation (HSF) at New Delhi on June 18, 2010.

**2009** “**Striving for Marketing Excellence: Emerging Paradigms and Developments**” at IPM, Ghaziabad on January 15, 2009.  
“**Shaping Organisations for Tomorrow: Marketing Imperatives**” at the 9th BVIMR Conference on Shaping Organisations for Tomorrow held at Delhi on February 13, 2009.  
“**Marketing: Emerging Paradigms and Developments**” at function organized by Jaipur Management Association (Local Chapter: All India Management Association), Jaipur jointly with Rotary Club, Jaipur East at Mohan Lal Sukhadia Hall, Rajasthan of Commerce and Industry, M. I. Road, Jaipur on March 21, 2009.  
“**Stepping into Corporate World: Mantras for Success**” at KIET School of Management, Ghaziabad on February 17, 2009.  
“**Marketing: Emerging Paradigms and Developments**” at Gaeddu College of Business Studies, Gedu, District, Chukha, Bhutan on April 7, 2009.  
“**Market Segmentation and Positioning: Strategic Issues and Perspectives**” at Gaeddu College of Business Studies, Gedu, District, Chukha, Bhutan on April 9, 2009.  
“**From Marketing Practices to Marketing theory and Empirical Generalisations: A Leap Forward**” and “**Research Approaches in Marketing Management**” at the DBA Programme in Advanced Marketing Management organised by Asian Institute of Technology, School of Management, Ho-Chi Minh City, Vietnam on August 8, 2009.  
“**Contextual Studies in Marketing Management**” and “**Marketing Research in Global Environment**” at the DBA Programme in Advanced Marketing Management organised by Asian Institute of Technology, School of Management, Ho-Chi Minh City, Vietnam on August 9, 2009.  
Ho-Chi Minh City, Ho-Chi Minh City,

**2008** Several presentations made at various national and international conferences, including the following:  
“**Stepping into Corporate World: Mantras for Success**” at the seminar **COMSPECT: Commerce Spectrum** organized by Commerce Association of Lakshmibai College, University of Delhi, Delhi on December 16, 2008.  
“**Export Market Research: Identifying Foreign Markets**” at the *International Conference on Export Marketing* organised by Management & Trade Solutions Co (M&T), Trade Promotion Organisation of Iran, ICCA and EXAMIE, Tehran, Iran on November 29, 2008.  
“**Global Branding**” at the seminar organized by Shri Guru Gobind Singh Khalsa College of Commerce, University of Delhi, Delhi on Thursday, September 25, 2008.  
“**Emerging Paradigms and Developments in Marketing**” at the *National Conference on Emerging Trends in the World of Marketing* organised by IBS, Noida in collaboration with Association of Indian Management Schools (AIMS) at Noida (UP) on August 21 & 22, 2008.  
“**Evaluating Research Reports**” at the *Faculty Development Programme for Academic Excellence* organized by

Manav Rachna College of Engineering at Sector-43, Aravalli Hills, Surajkund Badkal Road, Faridabad, Haryana on July 22, 2008.

**“Emerging Paradigms and Developments in Marketing”** at the *AICTE Sponsored Staff Development Programme (SDP) on Contemporary Approaches in Management* by Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi on June 19, 2008.

**“Retailing in India: Emerging Vistas and Challenges”** at the *International Conference on Retail Marketing – Globally Emerging and Evolving Trends: Lessons for Developing Economy* organized by Bharati Vidyapeeth University Institute of Management & Research, New Delhi on March 7-8, 2008.

**“Marketing: Roadmap to Excellence Conference on Roadmap to Excellence”** at the *National Conference on the Roadmap to Excellence* organized by Institute of Productivity & Management (IPM), Meerut, UP on February 9, 2008.

**“Building Bridges with Rural India – Human Development Challenges and Strategies”** at the *National Symposium on India Vision 2020: Role of Oil PSUS in Social Re-engineering and National Building* organized by ONGC at the Scope Complex, Lodhi Road, New Delhi on January 5-6, 2008.

**2007** Various presentations made at various national and international conferences, including the following:

**“International Trade in Services: A Performance Analysis of BRIC Countries and Strategic Implications for India”** at the *International Conference on BRICS: Agenda for Cooperation* organised by Integrated Academy of Management and Technology at Islamic Culture Centre, Lodhi Road, New Delhi on December 5-7, 2007.

Delivered inaugural address on the theme **‘Personality Development for Corporate Placement’** at Janaki Devi Memorial College, University of Delhi, Delhi on December 4, 2007.

**“Corporate Social Responsibility: Issues and Strategic Perspective”** at a seminar organized by Desh Bandhu College, University of Delhi, November 13, 2007.

**“Impact of Appreciation of Rupee on India’s International Business”** at the seminar organized by **Centre for International Business Policy**, Birla Institute of Management Technology, Greater Noida, (UP), India on October 29, 2007.

**“Developments and Researches in Marketing: The Path Traversed So Far and the Road Ahead”** at the organized by ICFAI Business School at ICFAI Institute, Gurgaon on April 18, 2007.

**“Customer Relationship Management (CRM): Making It Happen”** at the seminar on *CRM: Challenges and Opportunities* organised by the Academy of Management Studies (AMS), Dehradun on March 18, 2007.

**“Mergers and Acquisitions: Coping with Cross Cultural Challenges”** at the *International Conference on Mergers & acquisitions: The Global Dimensions of Cross Cultural Relations* organised by Bharati Vidyapeeth University, Institute of Management & Research, New Delhi on March 17, 2007.

**“Going Global: Challenges and Imperatives”** at the seminar CONVERGENCE organised by Shri Guru Gobind Singh Khalsa College of Commerce, University of Delhi, Delhi on February 26, 2007.

**“Retailing in India: Emerging Vistas and Challenges”** at the *National Seminar on Retail Marketing - Indian Perspective (Opportunities & Threats)* organized by Department of Management Studies, Shrinathji Institute of Technology & Engineering and Shrinathji Institute of Biotechnology & Management, Nathdwara, Distt. Rajsamand, Udaipur, Rajasthan on February 23-24, 2007.

**“Corporate Social Responsibility: Issues and Strategic Perspective”** at the *Orientation Programme* organized by Centre for Professional Development in Higher Education (CPDHE), University of Delhi, Delhi on Tuesday, January 9, 2007.

**2006** Some of the presentations made at various national and international conferences include:

**“Marketing: Emerging Paradigms and Developments”** at a *Seminar on Corporate Challenges in Competency Development – Contemporary Issues* organized by Deen Dayal Upadhyaa College, University of Delhi, Delhi on December 14, 2006.

**“Corporate Social Responsibility”** at the seminar **COMVISION 2006** organized by Commerce Association, Daulat Ram College, University of Delhi, Delhi on Wednesday, December 13, 2006.

**“Brand Building: Searching for New Mantras”** at the *11th Annual Convention – Erudition’06: Unmasking Corporate Future: From Efficiency to Effectiveness* organized by International Business Forum (IBF), Department

of Commerce, Delhi School of Economics, University of Delhi at PHD Chamber of Commerce & Industry on October 29, 2006.

**“Future of Marketing: Thinking beyond 4Ps”** at the *10th Annual Convention ERUDITION'05 on Leveraging the Future for Corporate Renaissance* organized by International Business Forum (IBF), Department of Commerce, University of Delhi at Hotel Le Meridian, New Delhi on October 27, 2005.

**“Marketing: Emerging Paradigms and Developments”** at *Refresher Programme on Update on the Contemporary Issues in Industry and Business* organized by CPDHE, University of Delhi, Delhi on October 12, 2006.

**“Studies Abroad: A Perceptual Analysis of Foreign Students at University of Delhi and Marketing Implications”** at the *CUSAC MEMBERS MEETING: Sustainability of Student Exchanges* held at Universiti Sains Malaysia, Penang, Malaysia on October 3-5, 2006.

**“Emerging Paradigms and Developments in Marketing: Implications for Marketing Strategy Formulation”** at *‘Hearts & Minds’ - Annual Marketing Seminar on MARKETING STRATEGIES FOR CAPTURING MINDSPACE* organized by JIMS, New Delhi at India International Centre, New Delhi on March 21, 2006.

**“Building Brands Globally: Insights for India Inc.”** at the *Annual Marketing and Finance Summit – 2006* organised by Shri Ram College of Commerce, University of Delhi, Delhi – 110 007 on February 18, 2006.

**‘Marketing: Emerging Concepts and Practices’** at the *Annual Marketing and Finance Summit – 2006* organised by Shri Ram College of Commerce, University of Delhi, Delhi on February 18, 2006.

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**2005** Various presentations made at various national and international conferences, including the following:

**“Future of Marketing: Thinking beyond 4Ps”** at the 10th Annual Convention ‘ERUDITION’05’ on *Leveraging the Future for Corporate Renaissance* organized by International Business Forum (IBF) at Hotel Le Meridien, New Delhi on October 27, 2005.

**“Services Marketing: Pricing and Distribution Issues”** at Indian Institute of Travel and Tourism Management (IITTM), Gwalior on September 18, 2005.

**“Services Marketing: Product Planning, Pricing and Distribution Issues”** at Indian Institute of Travel and Tourism Management (IITTM), Gwalior on September 18, 2005.

**“Service Quality: Its Measurement and Relationship with Customer Satisfaction and Behavioral Intentions in Fast Food Restaurants”** *IBF Seminar on Marketing Invisibles: The Road Ahead* held at Professional Development Centre, University of Delhi, Delhi - 11007 on September 11, 2005.

**“Global Branding: Strategic Issues and Indian Perspective”** at the *Refresher Course in Commerce* at Academic Staff College, Jamia Millia Islamia University, Delhi on May 28, 2005.

**“Searching for Critical Success Factors: A Dimension-Specific Assessment of Service Quality and its Relationship with Customer Satisfaction and Behavioral Intentions in Fast Food Restaurants”** at the *International Conference on Services* by Institute for International Management and Technology (IIIT), Delhi and Oxford Brookes University, U.K. and *Journal of Services Research* at Radisson Hotel, Delhi on March 11-12, 2005.

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**2004** Several presentations made at various national and international conferences, including the following:

**“Measurement of Teaching Effectiveness”** at Deen Dayal Upadhyay College, University of Delhi, Delhi on July 15, 2004.

**“Benchmarking University Practices in Risk and Responsibility for Study Abroad Programmes: The Case of University of Delhi”** at the Commonwealth Universities Study Abroad Consortium (CUSAC) Members Meeting: Benchmarking University Practices in Risk and Responsibility for Study Abroad Programmes held at Queen’s University, Kingston, Ontario Canada from May 19-21, 2004.

**“Socio-demographics as a Correlate of Environmental Consciousness: An Exploratory Study of Consumers in India”** at the *2004 NEBAA International conference on Globalisation and Sustainable Development* organised by New England Business Administration association (NEBAA) and Centre for International Business Education and Research (CIBER) School of Business, Southern Connecticut State University, New Haven, Connecticut – 0615-1355, USA on May 14-15, 2004.

Chaired the **Technical Session VI: Marketing** at the *2004 NEBAA International conference on Globalisation and Sustainable Development* organised by New England Business Administration association (NEBAA) and Centre for International Business Education and Research (CIBER) School of Business, Southern Connecticut State

University, New Haven, Connecticut – 0615-1355, USA on May 14-15, 2004.

**“Building Global Competitiveness: Learning from Chinese Experiences”** at the *National Symposium on Can India Surge Ahead of China* organized by Rai Business School, Rai University at Sri Satya Sai International Centre, Lodhi Road, New Delhi on April 9-10, 2004.

Chaired the Seminar on **Global Economy & International Business Strategy in the New Millennium** organized at Asia Pacific Institute of Management, Udaipur, Rajasthan on March 13, 2004.

**“Measuring Teaching Effectiveness in Business Schools: Use of a Validated Multi-item Scale”** at *International Conference on Business Education for New Century: Challenges for Indian B-Schools* organised by Department of Banking & Business Economics, College of Commerce and Management Studies, Mohanlal Sukhadia University, Udaipur, March 12, 2004.

**“Global Branding”** at a *Seminar on Global Economy & International Business Strategy in the New Millennium* organized College of Commerce and Management Studies, Mohanlal Sukhadia University, Udaipur, Rajasthan on March 12, 2004.

**“Services Marketing: Emerging Issues and Perspectives”** delivered at Indian Institute of Travel and Tourism Management (IITTM) at Gwalior on January 15, 2004.

**“International Business Environment: Relevance and Analytical Framework”** and **“Selection of Foreign Markets: Strategic Issues and Perspectives”** at seminar organized at Poddar Management Institute, Navalgarh, Rajasthan on January 8, 2004.

**2003** Some of the presentations made at various national and international conferences include:

**“Rethinking Global – Local Dilemma: Marketing for Mind Share”** at the *8<sup>th</sup> National Convention on Creating Corporate Advantage in Global Economy* organized by the Department of Commerce, Delhi School of Economics, University of Delhi, Delhi at Hotel Hyatt regency, New Delhi on December 18, 2003.

**“Development of ‘Teaching Effectiveness’ Scale: Methodological Issues and Application Guidelines”** at Bharti Mahila College, University of Delhi, Delhi on March 27, 2003.

#### Total Publication Profile optional

##### Books

1992	<i>A Text book on Marketing and Salesmanship: Elements of Retailing</i> , Volume III.	Department of Vocationalisation of Education, NCERT, New Delhi,	Yes
1988	<i>Export Marketing Strategies and Performance: A Study of Indian Textiles</i>	Commonwealth Publishers, New Delhi,	Yes

##### In Indexed/ Peer Reviewed Journals

More than **30 papers** published in indexed/ peer reviewed national and international journals including *Journal of Global Marketing (USA)*, *Malaysian Journal of Small and Medium Enterprises (Malaysia)*, *Vikalpa - A Journal of Decision Makers (IIM - Ahmedabad)*, *Economic and Political Weekly*, *Foreign Trade Review*, *Business Analyst*, *MDI Journal of Management*, *Vision: The Journal of Business Perspective*, *Productivity*, *Indian Management*, *Management & Change*, *Decision (IIM – Calcutta)*, *Global Business Review* and *Journal of International Consumer Marketing (USA)*.

##### Articles

More than **30 papers** published in various journals/ periodicals including *Lok Udyog*, *Review of Commerce Studies*, *Business Analyst*, *Financial Express*, *The Observer*, *Economic Times*, *Paradigm*, *SAR Economist*, *Ex-Imp Times*, *Communicator*, *National Investment and Finance Weekly*, *The Indian Journal of Economics*, *Eastern Economist*, *Economic Almanac*, *Business Studies*, *Indian Journal of Marketing* and *Indian Journal of Commerce*.

##### Conference Presentations

Have made presentations in more than **50** national and international conferences and seminars held in India and abroad.



#### Public Service / University Service / Consulting Activity

Served as a member of various **Expert Groups** set up by **Indira Gandhi Open University (IGNOU)**, New Delhi; **University Grant Commission (UGC)**, New Delh; **National Council of for Education, Research and Training (NCERT)**, New Delhi; and **PSSIVE**, Bhopal for curriculum development for post graduate, graduate and undergraduate courses. More recently, he has served as **Advisor** to **NCERT, New Delhi** for Development of Course Material in Business Studies (2005-06).

Currently associated with various organisations in various capacities such as:

**Advisor – Professional Programmes (MIB & MHROD)** in the Department of Commerce, Delhi school of Economics, University of Delhi, Delhi - 110 007; **member** of the **Advisory Board** of Rukmani Devi Institute of Management Studies (RDIAS), Delhi and **Centre for Global Business Management and Research**, Amphi Business School, Delhi. He is also on the **Governing Bodies** of different colleges in the University of Delhi.

Has been acting as **M. Phil. Area Co-ordinator (Marketing)** since March 2001 in the Department of commerce, Delhi School of Economics, University of Delhi, Delhi – 110 007.

Has been appointed as **Expert Member** by the **University Grants Commission** to review and monitor financial grant sanctioned under **Special Assistance Programme (SAP)** to **School of Management Studies, University of Hyderabad, Hyderabad, Andhra Pradesh**.

Member of the **Advisory Boards** and **Governing Bodies** of various colleges and management institutes including **College of Vocational Studies**, University of Delhi; **Centre for Global Business Management & Research**, Amphi Business School, Delhi; and **Advisory Committee (Retail)** of Birla Institute of Management Technology (BIMTECH), Noida, UP .

Member of the Editorial Boards of various journals *including GGU Journal of Business*, GGU University, Bilaspur, Madhya Pradesh; *MIAMS Journal of Management*, Maharaja Agrasen Institute of Management Studies (MIAM), Delhi; *Business Horizon*, Sri Guru Gobind Singh College, Delhi University and *India Retail Review*, Birla Institute of Management Technology (BIMTECH), Noida, UP.

#### **Consultancy Assignments:**

Has carried out during 1991-2001 various studies as a Marketing Research Consultant to Voluntary Organisation in Interest of Consumer Education (VOICE) – a Delhi based NGO, including: *Market Survey Report on CTVs, November, 1992; Market Survey Report on Mustard Oil, August, 2001; Market Survey Report on Ceiling Fans, August, 2001; Market Survey Report on PVC Cable, August, 2001; Market Survey Report on Refrigerator, August, 2001; Market Survey Report on Toilet Soaps, August, 2001; Market Survey Report on Toothpaste, August, 2001; Market Survey Report on Water Heater, August, 2001; and Market Survey Report on Glucose Biscuits, August, 2001.*

Carried out an independent research study on **Evaluating Effectiveness of Female Child Campaign** carried on in India by the Government of India in association with UNICEF. The work was published as a paper titled "Social Marketing for Social Change: A Study of Female Child Campaign in India", *Business Analyst*, Vol. 15, No. 1, January 1995, pp. 21-34.

Carried out a consultancy project on **Genset Market in India** for a US multinational corporation interested in doing business in India and the report was submitted in 1995.

As a consultant to Voluntary Organisation in Interest of Consumer Education (VOICE), carried out a research study in 2002 on **Availability and Prices of Medicines in India** for the National Pharmaceutical Pricing Authority (NPPA), Government of India, New Delhi. The report was published by VOICE in August, 2002, pp 1-58.

#### Professional Societies Memberships

Prof. Jain has been member of various academic bodies including **Academy of International Business (AIB)**, USA and **Market Research Society of India (MRSI)**, Bombay, **SRCC Alumni Association**, Delhi and **IIFT Alumni Association**.

**M. Phil. Area Co-ordinator (Marketing)** since March 2001 in the Department of commerce, Delhi

School of Economics, University of Delhi, Delhi – 110 007.

Appointed as **Expert Member** by the **University Grants Commission (UGC)** to review and monitor financial grant sanctioned under **Special Assistance Programme (SAP)** to **School of Management Studies, University of Hyderabad**, Hyderabad, Andhra Pradesh.

Member of the **Advisory Boards** and **Governing Bodies** of various colleges and management institutes including **College of Vocational Studies**, University of Delhi; **Centre for Global Business Management & Research**, Amphi Business School, Delhi; and **Advisory Committee (Retail)** of **Birla Institute of Management Technology (BIMTECH)**, Noida, UP .

Member of the Editorial Boards of various journals including **GGU Journal of Business**, GGU University, Bilaspur, Madhya Pradesh; **MIAMS Journal of Management**, Maharaja Agrasen Institute of Management Studies (MIAM), Delhi; **Business Horizon**, Sri Guru Gobind Singh College, Delhi University and **India Retail Review**, Birla Institute of Management Technology (BIMTECH), Noida, UP.

Projects (Major Grants / Collaborations)

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Other Details

Have guided dissertations and theses of more than 30 students for the award of M. Phil. and Ph. D. students in the Department of Commerce, University of Delhi.

(Signature of Faculty Member)

(Signature & Stamp  
of Head of the Department)