




Faculty Details proforma for DU Web-site

Title	Professor	First name	Madan	Last Name	Lal	Photograph
Designation		Professor				
Department		Department of Commerce, (Faculty of Commerce and Business) Delhi School of Economics, University of Delhi Delhi-110007				
Address (Residence)		10-D Pocket B, Phase 3 Ashok Vihar Delhi-110052				
Phone No	Office	011-27667891				
	Residence					
	Mobile	09415204753				
	Email	madanfms@gmail.com				
Web page		www.commercedu.com				
Educational Qualification						
Degree		Institution			Year	
D. Litt.		Banaras Hindu University Varanasi			2013	
Ph.D.		H.P. University Shimla			2005	
PG		MA (Economics), Punjab University Chandigarh			1998	
PG		MBA-IB, Punjab University Chandigarh			1996	
UG		BA, H. P. University Shimla			1994	
Any other Qualification						
Career Profile						
Professor, Department of Commerce, Delhi School of Economics.						
Teaching Experience:						
<ul style="list-style-type: none"> Taught MBA/MBA-IB&Ph.D, students in the Faculty of Management Studies, Banaras Hindu University Varanasi for thirteen years and Research experience of more than 13 years. 						
Theses/Dissertations/Projects supervised:						
<ul style="list-style-type: none"> Four Ph.D thesis awarded under my supervision . Supervising Six Ph.D and four M.Phil. research scholars. Supervised forty eight dissertations of MBA/MBA-IB final year students. 						
Research Project:						
<ul style="list-style-type: none"> Completed a major research project (MRP) Sponsored by University Grants Commission On 						

the Title: ‘**A study of relationship among attitudes, subjective norms, behavioural intentions and behaviour for food products in India**’ (2009-2011).

- Completed a major research project (MRP) Sponsored by University Grants Commission On the Title: “**A Study of Competitiveness and Export Performance of Indian Processed Fruits and Vegetables Industry**”.
- One major research project (MRP) sanctioned by the Ministry of Textile, Office of the Development Commissioner (Handicraft) on ‘Study of Handicraft Mapping and Assessing the Living and Working Conditions of Silver Toys and Terracotta/Pottery Artisans in Various Districts of Uttar Pradesh’ for the year 2015-16.
- Coordinated, Major research project, on Industry Institute Partnership Cell, sponsored by AICTE at FMS, BHU.
- Completed a consultancy assignment of UNDP-IKEA on carpet industry in the district of Mirzapur in Uttar Pradesh.

Administrative Assignments

- Member Governing body, Hansraj College, University of Delhi.
- Convener examination, Department of Commerce, DSE, University of Delhi since November 2015
- Coordinator MBA Admissions, Department of Commerce, DSE, University of Delhi since November 2015
- Administrative Warden, Management Hostel, Banaras Hindu University (BHU) , Varanasi from July 2009 to July 2015.
- Member Academic council (AC) Banaras Hindu University, Varanasi. (2008-2011)
- Member Secretary Departmental Research Committee (DRC) of FMS, BHU. (2009-2011)
- Member Departmental Promotion Committee (DPC), of Central Registry BHU. (2008-2013)
- Coordinator, Industry-Institute Partnership cell (IIPC) sponsored by AICTE at FMS, BHU.

Areas of Interest

International trade and Marketing, Managerial/international Economics,

Subjects Taught

International trade, managerial economics, Research Methodology, International business, international Marketing

Details of Research Publications in magazine/journal .

- Published a paper on A Study of Growth and Diversification of Indian Textile Trade in the Asian Journal of Research in Business Economics and Management Vol. 7, No. 7, July 2017, pp164-180 2249-7307 A Journal Indexed in Indian Citation Index DOI NUMBER: 10.5958/2249-7307.2017.00105.0
- Published a paper on Structural Change in India: The Impact of Technology on the Textile Industry Global Journal for Research Analysis, (Co-author) Vol.3 issue 32 March. 2014, Indexed Impact 1.5 ISSN: 2277-8160
- Published a paper on **The Importance of Locational Attributes : A Study of Independent Small Scale Retailers** (Co-author) in Hermeneutics , Vol.04, no.01. March 2014, (60-62) ISSN: 2231-6353
- Published a paper on **A Study of Factors Influencing Shopping destination Choice for the Urban Apparel and Grocery Shopping Trips** (Co-author) in Global Journal for Research Analysis Vol.3 issue 2 feb. 2014 (p 25-27) ISSN:2277-8160indexed
- Published a paper on ‘**Export Performance and Competitiveness of Indian Textile**

Industry' (Co-author) in International Journal of Scientific Research Vol.2, issue 11, Nov. 2013, ISSN : 2277-8179

- Published a paper on '**An empirical Study of Attitude Towards Food in India**' in Journal of Applied Management and Investments, Vol. 1, No. 2, 2012 ISSN: 2225- 3467
- Published a paper on '**Consumer Characteristics Influencing Food Purchase Behaviour in India**' in BHU Management review (December 2011).
- Published a Paper on '**A Study of Fruit Processing Industry in Himachal Pradesh**' in International Journal of Development Studies (Jan.-June 2011)
- Published a paper on '**An Analysis of Production and Export of Potatoes in India**' (Co-author) in Atambodh Journal of Rajarshi School of Management and Technology (Spring 2011)
- Published a paper on '**Assumption of Central Place Theory and Gravity Models with special Reference to Consumer Spatial Behaviour**' in Journal of management & Public Policy (June 2011)
- Published a Paper on '**Consumer Market Segmentation in the twenty First Century**' in International Journal of Development Studies (Jan.-June 2010)
- Published a Paper on '**Suksham Laghu Madhyam Udyog: Aasann Mudde va Chunautiyan**' Tathya Bharti Arthic Masiki (February 2010).
- Published a Paper on '**Linking Customer relationship to Corporate renaissance**' in Marketing Mastermind- A Journal of ICFAI University Hyderabad (May 2008)
- Published a Paper on '**Retailing Opportunities and Challenges in India**' (Co-author) in Anusilana (Vol. VI, 2008)
- Published a Paper on '**Glimpse of Organised Food Retailing in India**' in The Manager (Jan-June 2007)
- Published an article on '**Career Opportunities in Actuarial Science**' in The Employment News' April 7-13 and 14-20, 2007)

Events organized:

- **Course Director** in ICSSR Sponsored workshop on Research Methodology in Social Sciences for Ph.D. Students organized in the Faculty during 15-24 June 2015.
- **Secretary** in International conference on Marketing Paradigms in Emerging Economies, organized at Faculty of Management Studies, BHU during 4-5 December, 2012.
- **Secretary** in International Workshop on Post Economic Meltdown Era - Challenges and Strategies, organized at Faculty of Management Studies, BHU during 4-5 February, 2012.
- **Secretary** in National conference on 'Inclusive Growth and Microfinance Access' organized at Faculty of Management Studies, BHU during 29-30 January, 2010
- **Joint Secretary** in National conference on 'Women Entrepreneurship in India' organized at Faculty of Management Studies, BHU during 22-23 October, 2010
- **Coordinator** in a workshop on Industry-Student Interface, organized at Rajiv Gandhi South Campus, FMS, BHU on 19th March 2010.
- **Joint Secretary** in 'National conference on contemporary issues in rural development held at Rajiv Gandhi South Campus FMS, BHU on 14th March 2010.
- **Coordinator** in national conference on Industry-Academia Partnership: Bridging the Gap, at Faculty of Management Studies BHU, held on 7th February 2009.
- **Organizing secretary** in a Summer Project Competition (SPC) organised at Faculty of Management Studies BHU, on 24th February 2009.
- **Member organizing Committee** in Executive Development Program on 'Marketing Strategies in Indian Financial Sector: The Paradigm Shift' held at Faculty of Management Studies, Banaras Hindu University Varanasi, on 24th Feb, 2007.

- **Program coordinator** in QIP on ‘Research Methods in Management’ during 15-20 Feb.2010 at FMS, BHU.
- **Program coordinator** in QIP on “Supply Chain Management and Customer Relationship Management Practices for Competitive Advantages” held during 5-9 January 2009.
- **Course Coordinator** in Quality Improvement Program on “Entrepreneurship Development: Issues and Challenges” held during 12-17 January 2009.
- **Course Coordinator** in QIP on ‘Customer Experience Management’, and QIP on Entrepreneurship Development: Issues and Challenges’, organized during 24-29 September 2007 at FMS, BHU.
- Member different selection committees in sponsored projects, admission committees in the Faculty of Management Studies BHU.

Book(s) Authored/Edited

- Authored a book Titled: ‘**Consumer Attitude-Towards Food Products**’, published by LAP LAMBERT Academic Publishing GmbH & Co.KG Saarbrucken Germany ISBN 978-3-659-19612-6 in 2012.
- Co-Editor of the book titled: **Inclusive Growth and Microfinance Access**, published by Macmillan Publisher India Ltd. 10:0230-33251-X, in 2011
- Co-Editor of the book titled: **Microfinance: Issues and Challenges**, published by Macmillan Publisher India Ltd. 10:0230-33251-X, in 2011.

Invited Lectures

S.No	Title of Paper Presented	Title of Conference/ Seminar/ Exhibition and date	Organiser(s)	Status
1.	Foreign Trade Competitiveness of Food Products	National Seminar on Reconceptualising Indian Foreign Policy: Emerging Challenges and Opportunities	Banaras Hindu University, Department of Political Science, (30 th April-01 may, 2015)	National
2.	Role of Processed Fruits and Vegetables Exports in Strengthening Economic Development of India	National Business Research Conference on Sustainable Resource Management in North West Himalayas: Socio Economic Cultural and Political Interface	Kathua Campus University of Jammu (18-19 March 2015)	National
3.	Problems and Prospects of Food Retailing in India	International conference on Marketing Paradigms in Emerging Economies	Banaras Hindu University, FMS, (4-5 Dec. 2012)	International
4.	Impact of Higher Education on Entrepreneurial Intentions on	International Seminar on Emerging trends in Entrepreneurship	MES College of Arts and Commerce Zuarinagar Goa, (27-29 sep2012)	International

University Students				
5.	Women and Entrepreneurship: A Tool of Sustainable Development in India	International Seminar on Emerging trends in Entrepreneurship	MES College of Arts and Commerce Zuarinagar Goa, (27-29 sep2012)	International
6.	An Analysis of Intentions of Consumers for Food Products in India	64 th All India Commerce Conference	ICA at Pondicherry University during 13-15 December 2011	National
7.	Consumers In-Store Experience in Food Retailing in India	64 th All India Commerce Conference	ICA at Pondicherry University during 13-15 December 2011	National
8.	Evolution and Challenges Facing Retail Atmospherics	34 th All India Accounting Conference & International Seminar on Accounting Education and Research	Indian Accounting Association at University of Rajasthan Jaipur during 17-18 December 2011.	International
9.	Food Retailing Towards Inclusive Growth in India	National conference on Inclusive Growth and Microfinance Access, held during 29 th to 30 th January, 2011at FMS,	Banaras Hindu University Varanasi.	National
10.	Role of Information Technology in Microfinance in India	National conference on Inclusive Growth and Microfinance Access, held during 29 th to 30 th January, 2011at FMS,	Banaras Hindu University Varanasi.	National
11.	Present Status & Problems in Agriculture & Agribusiness with Special Reference to Fruit and Vegetables in India	International conference on Managing Sustainable Development of Rural Economy and Agri-Business (ICONBHU11) held during 21 st to 23 rd January, 2011	Banaras Hindu University Varanasi.	International
12.	Emerging Trends in Indian Rural	International conference on Managing Sustainable	Banaras Hindu University	International

Marketing: A Promising Marketplace	Development of Rural Economy and Agri-Business (ICONBHU11) held during 21 st to 23 rd January, 2011	Varanasi.	
13. Women Entrepreneurship in India: Issues and Challenges	Women Entrepreneurship in India' held on 22-23 October, 2010	FMS, BHU	National
14. Assessment of Market Penetration of Processed and Packaged Food in Rural India	Contemporary issues in Rural development' held on 14 th March, 2010	FMS, BHU	National
15. Socio Economic conditions of Carpet Weavers in Mirzapur District	Contemporary issues in Rural development' held on 14 th March, 2010	FMS, BHU	National
16. Strategy towards Sustainable Development: Indian Perspective	Strategic Management of Energy, Environment and Disaster for Sustainable Development' held during 11-15 January, 2010	FMS, BHU	International
17. Industry-Institute Convergence: Bridging the Skill Gap	National conference on Industry-Academia Partnership: Bridging the Gap,	Faculty of Management Studies BHU, on 7 th February 2009	National
18. Higher Education Linkage with Corporate World	National conference on Industry-Academia Partnership: Bridging the Gap,	Faculty of Management Studies BHU, on 7 th February 2009	National
19. Supply Chain Food Chain: A Review	International Conference on Issues and Challenges in Supply Chain Management	Institute of Technology, BHU Varanasi (28-30 March 2008)	International
20. Indian Retail Industry: An Overview	Organised Retailing in India: Issues and Concern, held on 29 th March, 2007	Department of Commerce. University of Lucknow, Lucknow.	National

21. Foreign Exchange Market Reforms in India	National Seminar on Financial Sector Reforms in India, held on 24-25 February, 2006	Faculty of Commerce, BHU	National
22. Convergence and Role of Segmentation in Consumer Behaviour	International Conference on Marketing in the Age of Convergence	IIM Kozhikode (7-8 January 2006)	International
23. The Economic Role of Women Managers in India	Women in Management: Potentials, Problems and Future Prospects held on 8-9, October 2005.	Faculty of Social Science, BHU.	National

Association With Professional Bodies

Life Member Indian Commerce Association (ICA)
Life Member Indian Economic Association (IEA)
Life Member Rural Marketing Association of India (RMAI)
Life member of Indian Accounting Association (IAA)

Additional Information:

- Member board of Studies, Management Studies, Texila American University
- Member Editorial board of 'Management Wisdom'-A journal of Business and Management. ISSN 2230-7257
- Designed Ph.D. Course work, for Faculty of Management Studies, BHU.
- Reviewed book on 'Management Research Methodology' for Pearson Education.
- Reviewed chapters in books on, Export Management and International Business for oxford university press.
- Reviewed chapters in book on Managerial Economics for Tata McGraw Hill publication Limited.
- Reviewer for '**International Journal of Intercultural Information Management**' published by **Inderscience** Publishers Ltd.