

## RESUME

*Dr. Manish Kumar*

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**Personal:**

**Father's Name** : Mr. Shyam Lal



**Date of Birth** : 10 January, 1978

**Marital Status** : Married

**Permanent Address** : Vill. Andaua Post Office Kami,

Dist. Hardoi– 241124(U.P.)

**Correspondents Add. :** 60, Rakesh Bhawan Moh. Chowksi,  
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**Educational Qualification :**

Courses	Year	Div.	Sub.	Board/University
High School	1996	II	Commerce	U.P Board Allahabad.
Intermediate	1998	II	Commerce	U.P Board Allahabad.
B.Com.	2001	II	Commerce	M.J.P. Rohilkhand University Bareilly.
M.Com.	2004	II	Commerce	M.J.P. Rohilkhand University Bareilly.
Ph.D.	Awarded 2009		Commerce	M.J.P. Rohilkhand University Bareilly. Title of the Thesis “अल्पाधिकारी बाजार में उपभोक्ता व्यवहार पर विज्ञापन के प्रभाव का अध्ययन”
M.A.	2015	II	Economics	M.J.P. Rohilkhand University Bareilly.

Economics				
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**Teaching Experience:** 1 Feb. to till date S.S.(PG) College Shahjahanpur UP (Aided) Affiliated to M.J.P Rohelkhand University Bareilly UG & PG Both.

**Membership :**

1. Life time membership of “ All India Accounting Association”. LTE-02
2. Life time membership of “All India Commerce Association”. UP-624
3. Member of NGO AS “Sankalp”

**Other Achievements:**

- Rajeev Gandhi National Fellowship awarded by UGC New Delhi in 2005.

**Administrative Experience**

Associate Editor, Mumukshu Journal of Humanities, Since June 2015

**1. Research Papers in Peer- Reviewed or UGC listed Journals**

S.No	Title of the Research paper	Name of Journal	Year	Vol.	Page No.	ISSN No.	Impact Factor	Whether you are the First/Corresponding Author	Journal no. as per latest UGC list
1	अल्पाधिकारी बाजार में उपभोक्ता व्यवहार पर विज्ञापन के प्रभाव का अध्ययन (75-81)	समाज विज्ञान शोध पत्रिका	2007-08	Vol. 02 Part II NO. VII	75-81	0973-7626	Reviewed / Refereed Research Journal	Main Author	No.4 8215

<b>2</b>	Organizational Role Stress And Coping Strategies (43-45)	Mumukshu Journal of Humanities	2011	<b>Vol. 03 No. 03</b>	<b>43-45</b>	0976-5085	Reviewed / Refereed Research Journal	Corresponding Author	No.4 8510
<b>3</b>	Rural Marketing In India : Problems and Prospects (124-126)	Mumukshu Journal of Humanities	2013	<b>Vol. 05 No. 01</b>	<b>124-126</b>	0976-5085	Reviewed / Refereed Research Journal	Main Author	No.4 8510
<b>4</b>	A Study on Indian Rural Banking Industry – Issues and Challenges (165-169)	Mumukshu Journal of Humanities	2014	<b>Vol. 06 No. 01</b>	<b>165-169</b>	0976-5085	Reviewed / Refereed Research Journal	Main Author	No.4 8510
<b>5</b>	Role of Information Technology in Modern Marketing System (08-09)	Remark Multi-disciplinary International Journal	2014	<b>Vol. 01 No. 01</b>	<b>08-09</b>	2394-0344	UGC List	Main Author	No. 40827
<b>6</b>	Impact of FDI on Agriculture Sectors in India (29-31)	Shrinikhal Multi-Disciplinary	2014	<b>Vol. 02 No. 01</b>	<b>29-31</b>	2321-290X	UGC List	Corresponding Author	No. 40880

		y Inter natio nal Journ al							
<b>7</b>	The Economic Thoughts of Dr. Bhimrao Ambedkar (With Special reference to Agriculture Sector) (180-182)	Mumukshu Journal of Humanities	2015	<b>Vol. 07 NO. 01</b>	<b>180-182</b>	0976-5085	Reviewed / Refereed Research Journal	Main Author	No.4 8510
<b>8</b>	उपभोक्ता के क्रय निर्णय पर विज्ञापन के प्रभाव का अध्ययन (339-342)	INSPIRA- Journal of Commerce, Economics & Computer Science	2016	<b>Vol. 02 No. 02</b>	<b>339-342</b>	2395-7069	UGC List Impact Factor 1.7122	Main Author	No. 48314
<b>9</b>	Impact of Newspaper Advertisement on Consumer Behavior in India (186-188)	Mumukshu Journal of Humanities	2016	<b>Vol. 08 No. 01</b>	<b>186-188</b>	0976-5085	Reviewed / Refereed Research Journal	Main Author	No.4 8510
<b>10</b>	Role of Advertisement on Consumer Buying Behavior of Laptops in Northern India	Mumukshu Journal of	2016	<b>Vol. 08 No. 01</b>	<b>189-193</b>	0976-5085	Reviewed / Refereed Research	Corresponding Author	No.4 8510

	(189-193)	Humanities					Journal		
11	प्रियदर्शनी इन्दिरा गाँधी का आर्थिक एवं सामाजिक चिन्तन	Mumukshu Journal of Humanities	2016	Vol. 08 No. 01(i)	47-51	0976-50850	Reviewed / Refereed Research Journal	Main Author	No.4 8510
12	भारत में विकास बैंकिंग की प्रगति, समस्याओं तथा सम्भावनाओं का अध्ययन (भारतीय स्टेट बैंक का इकाई अध्ययन) (310-312)	INSPIRA-Journal of Modern Management & Entrepreneurship	2016	Vol. 06 NO. 04	310-312	2231-617X	Peer Reviewed/ Refereed Journal Impact Factor 2.0778	Corresponding Author	No. 45138
13	अम्बेडकर ग्राम विकास योजना की सामाजिक उपलब्धियों का अध्ययन (304-306)	INSPIRA-Journal of Modern Management & Entrepreneurship	2017	Vol. 07 NO. 01	304-306	2231-617X	Peer Reviewed/ Refereed Journal Impact Factor 2.0778	Corresponding Author	No. 45138
14	उपभोक्ता व्यवहार पर विज्ञापन का आर्थिक-सामाजिक प्रभाव (117-120)	Vidya warta International	2017	Vol. 02 NO. 18	117-120	2319-9318	Peer Reviewed/ Refereed	Main Author	No. 67759

		Multi ngual Rese arch Journ al					Journal Impact Factor 4.014		
<b>15</b>	Consumer Satisfaction Towards online Shopping (213-217)	Mum uksh u Journ al of Hum anitie s	2017	<b>Vol. 07 No. 01</b>	<b>213-217</b>	0976- 5085	Review ed / Referee d Researc h Journal	Main Author	No.4 8510
<b>16</b>	Impact of Digitalization on the Indian Economy (223-227)	Mum ukshu Journ al of Hum anitie s	2017	<b>Vol. 08 No. 02</b>	<b>223-277</b>	0976- 5085	Review ed / Referee d Researc h Journal	Main Author	No.4 8510
<b>17</b>	Entrepreneurship & Micro Small and Medium Enterprises MSMEs	Printi ng Area - Intern ation al Multi ngual Resea rch Journ al	2018	<b>Vol. 07 No. 37</b>	<b>29-33</b>	2394- 5303	Printing Area - Internati onal Multing ual Researc h Journal	Main Author	<b>4303 3</b>
<b>18</b>	Corporate Social Responsibilities in India	Vidy avart a Peer Revie wed Intern ation	2019	<b>Vol. 04</b>	<b>67-71</b>	2319- 9318	6.021	Main Author	

		al Refr ed Resea rch Journ al							
<b>19</b>	A study on customers awareness on Green Banking Initiatives in public and private sectors banks with special reference to Shahjahanpur Dist.		2021	<b>Vol. 01 No. 72</b>	<b>54</b>	2394-5303	7.387	Main Author	

## (2) Chapter in Edited Book

<b>S.No</b>	<b>Title with Page No</b>	<b>Author Co-Author</b>	<b>Name of the Publisher</b>	<b>Year</b>	<b>Book editor</b>	<b>Title</b>	<b>ISBN No.</b>	<b>API Score</b>
<b>1</b>	Consumer Rights and Duties (79-82)	Main Author	Mumukshu Journal of Humanities	2012	Consumer Protection And Behaviour In Present ERA	Consumer Protection And Behaviour In Present ERA	978-81-910666-1-6	<b>5</b>
<b>2</b>	Trade as a Tool for Employment Generation (227-231)	Main Author	Mumukshu Journal of Humanities	2013	Employment Generation in Developing Countries : Challenges & Opportunities	Employment Generation in Developing Countries : Challenges & Opportunities	978-819-10666-3-0	<b>5</b>
<b>3</b>	Impact of Rupee Devaluation on the Indian Economy (168-172)	Main Author	Mumukshu Journal of Humanities	2014	Economic Development with Devaluation of Non Economic Values : Problems & Remedies	Economic Development with Devaluation of Non Economic Values : Problems & Remedies	978-81-910666-5	<b>5</b>
<b>4</b>	A Review of Prospects & Challenges of Educational (262-272)	Corresponding Author	Mumukshu Journal of Humanities	2014	Economic Development with Devaluation of Non Economic Values : Problems & Remedies	Economic Development with Devaluation of Non Economic Values : Problems & Remedies	978-81-910666-5	<b>5</b>

5	Role of Human Resources in Service Sector in India (418-422)	Main Author	Mumukshu Journal of Humanities	2015	Human Development in Developing Nations	978-81-910666-6-1	5
6	The Role of Distance Education in the Human Resource (527-530)	Main Author	Mumukshu Journal of Humanities	2015	Human Development in Developing Nations	978-81-910666-6-1	5
7	Life, Liberty and the Pursuit of Happiness : Human Rights and Information (703-707)	Main Author	Mumukshu Journal of Humanities	2016	Tourism, Mercantilism and Human Happiness	978-81-910666-7-8	5
8	Stress Management on Job Satisfaction Among The Working Women in Public Sector Banks (109-113)	Corresponding Author	Mumukshu Journal of Humanities	2016	Impact of Stress Management in Business Organizations	978-81-910666-7-8	5
9	Terrorism attack on tourism in India	Main Author	Mumukshu Journal of Humanities	2017	International Terrorism, Tourism and Economic Health of the World	978-81-910666-8-5	5

### (3) P.G dissertation

Name of the Scholar	Title of the Thesis	Awarded (Yes/ No)	Name of the University	Month and Year
Saumya Agarwal	SWAT Analysis of Trade under WTO Regime	Yes	MJP Rohilkhand University, Bareilly	2017
Sheetal Singh	जनपद शाहजहाँपुर में ग्रामीण बेरोजगारी उन्मूलन में सरकारी योजनाओं की भूमिका	Yes	MJP Rohilkhand University, Bareilly	2017
Umaima Fatima	An analytical study of the nature of employment problem in india.	Yes	MJP Rohilkhand University, Bareilly	2017
Manshi Rastogi	भारतीय अर्थव्यवस्था में मानवीय संसाधनों के उपयोग में	Yes	MJP Rohilkhand University, Bareilly	2018



	कम्प्यूटराईजेशन के प्रभाव का अध्ययन			
Brijesh	Study of Insurance sector in India in past reform ERA.	Yes	MJP Rohilkhand University, Bareilly	2018
Neelesh Kumar Chaubey	Information technology on economic development on human resource in india.	Yes	MJP Rohilkhand University, Bareilly	2019
Komal Katiyar	Role of foreign direct investment in infrastructural development of india.	Yes	MJP Rohilkhand University, Bareilly	2019
Sonali Kodesia	Evaluation of export performance of india.	No	MJP Rohilkhand University, Bareilly	2020
Rupali Attrey	A study of performance of selected mutual funds in india.	No	MJP Rohilkhand University, Bareilly	2020
Harsh Sethi	An analytical study of financial services in india.	No	MJP Rohilkhand University, Bareilly	2020

**(4) Invited lectures / Resource Person/ paper presentation in Seminars**

S. No.	Name of Programme	Name of Organizing Agency	Title of the Invited Lecturedelivered/Paper presented	International (Abroad)/ International (within country)/ National/State/University
1	National Seminar	Department of Zoology, Swami Shukdevanand (PG) College, Shahjahanpur (UP)	सुरक्षित भविष्य के लिए पर्यावरण की सुरक्षा	National
2	National Seminar	Sri Jai Narain post Graduate College, Lucknow (UP)	आधुनिक युग में विपणन वित्त की की व्यवस्था	National
3	National Seminar	Sahu Jain College, Najibabad )UP)	Natural Resources Protection and Conservation	National

4	National Seminar	जिला शिक्षा एवं प्रशिक्षण संस्थान, ददरौल, शाहजहाँपुर एवं स्नातकोत्तर एवं शोध अध्ययन शिक्षा विभाग स्वामी शुकदेवानन्द स्नातकोत्तर महाविद्यालय, शाहजहाँपुर (उ०प्र०)	प्राथमिक शिक्षा में गुणवत्ता	National
5	National Seminar	Faculty of Commerce & Research Studies Swami Shukdevanad Post Graduate College, Shahjahanpur (UP)	Role of Information Technology in Shopping World Economy	National
6	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Importance of Research in Socio-Economic System	National
7	National Seminar	Shri Ram Murti Smarak College of Engineering & Technology, Bareilly (UP)	Innovations for Sustained Excellence	National
8	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Violation of Human Right in USA	National
9	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Small and Medium Enterprises in Present Economic Scenario	National
10	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	उच्च शिक्षा में मानव अधिकार एवं नैतिक मूल्य	National
11	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Quality Education in India	National
12	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Human Rights awareness in Women	National
13	National Seminar	Swami Shukdevanand (PG) College,	Human Rights and Duties	National

		Shahjahanpur (UP)		
14	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Relevancy of Prevention Communal Target Violence Bill, 2011 in India	National
15	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Investor Awareness in Investment	National
16	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Role of SEBI in Investors awareness	National
17	National Seminar	K.A. (PG) College, Kashganj (UP)	Role of Human Rights and Present Scenario	National
18	National Seminar	Kirorimal College, University of Delhi	Corporate Social Responsibility Issue and Challenges	National
19	National Seminar	B.S.M. (PG) College, Roorkee, (UK)	Food Security in India	National
20	National Seminar	Mata Gujri College, Sri Fatehgarh Sahib (PB)	Business Ethics Oligopolistic Market in India	National
21	National Seminar	Swami Shukdevanand Law College, Shahjahanpur (UP)	Emerging Dimensions of Human Rights	National
22	National Seminar	Arya Kanya Post Graduate College, Hapur (UP)	Rural Marketing India Problems and Prospect	National
23	National Seminar	K.A. (PG) College, Kasganj (KRN) Etah	Role of MNREGA in Rural Employment Generation	National
24	National Seminar	Kirorimal College, University of Delhi	Leadership and Democracy in India	National
25	National Seminar	DAV (PG) College, Muzaffarnagar (UP)	Impact of Globalization & Privatization on Quality Standard of Management	National
26	National Seminar	Kiroromal College, University of Delhi	Concept Framework of PPP in India	National
27	Workshop	Swami Shukdevanand (PG)	E-Commerce & E-Learning	Workshop

		College, Shahjahanpur (UP)		
28	National	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Consumer Protection in India	National
29	National Seminar	Banglore University, Banglore	Role of Commerce in indian Education	National
30	National Seminar	K.N. Singh Memorial	Globalization and Development : Issues and Challenges	National
31	National Seminar	Swami Shukdevanand Law College, Shahjahanpur (UP)	Human Right of Environment and Human Health	National
32	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	New Dimensions of Communication : Opportunities & Threats	National
33	National Seminar	जगदीश सरन हिन्दू स्नातकोत्तर महाविद्यालय, अमरोहा (उ०प्र०)	भारत में लोकतंत्र एवं विकास : चुनौतियाँ तथा अवसर	National
34	National Seminar	School of Management Studies, Rajarshi Tandon Open University, Allahabad	Usage of ICT in Higher Education in India : Challenges and opportunities	National
35	Workshop	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Application of Research Methodology in Commerce and Management	Workshop
36	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Role of Youth in Making India	National
37	National Seminar	DAV (PG) College, Kanpur (UP)	Role of PPP in Development of India	National
38	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	डॉ० अम्बेडकर के सपनों का लोकतांत्रिक भारत	National
39	Workshop	Swami Shukdevanand (PG)	Research Methodology	Workshop

		College, Shahjahanpur (UP)		
40	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Stress Management on Job Satisfaction among the Working Women in Public Sector Bank	National
41	Workshop	A.K. College, Shikohabad (UP)	Workshop on Basic Research Methodology and Statistical Analysis	Workshop
42	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Indira Gandhi an Iron Leady	National
43	Workshop	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Career & Job opportunities	Workshop
44	National Seminar	CSJM University, Kanppur (UP)	Swat Analysis of Indian tourism Industry	National
45	National Seminar	Khwaja Moinuddin Chisti Urdu, Arabi- Farsi University, Lucknow (UP)	Goods & Service Tax in India	National
46	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Economic Thoughts of Indira Gandhi	National
47	National Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Goods and Services Tax : Challenges and Opportunities	National
48	Short Term Course	G.F. College, Shahjahanpur (UP)	Training Program on Academic Leadership	Short Term Course
49	National Seminar	The IIS University, Jaipur (Rajasthan)	"Entrepreneurship and Micro small and medium Enterprises MSMEs"	National
50	National Seminar	Future Institute of Management & Technology, Bareilly	Prospects & challenges of Skill Development program in Emerging India	National
51	National Seminar	Arya Mahila Degree College, Shahjahanpur (UP)	Role of Agriculture in Indian Economy	National

52	National Seminar	Govt. PG College, Bisalpur (UP)	Social and Cultural Development of Human Resources.	National
53	National Seminar	Lotus Institute of management, Bareilly (UP)	An Overview of Skill Development Programme in Indian Era	National
54	National Seminar	S.S. (PG) College, Shahjahanpur (UP)	Economic Impact of GST in India	National
55	National Seminar	S.S. (PG) College, Shahjahanpur (UP)	भारत के आर्थिक विकास में इन्दिरा गाँधी की भूमिका	National
56	National Seminar	Arya Mahila Degree College, Shahjahanpur (UP)	पं० दीन दयाल उपाध्याय के विचारों का राष्ट्रीय, आर्थिक एवं सामाजिक विकास में योगदान	National
57	Workshop	S.S. (PG) College, Shahjahanpur (UP)	Research Methodology	Workshop
58	National Seminar	National PG College, Lucknow (UP)	Higher Education Problems and Suggestion	National
59	National Seminar	Osmania University, Hyderabad, Telangana State	Banking and insurance : Contemporary Issues and Challenges	National
60	Workshop	S.S. (PG) College, Shahjahanpur (UP)	Use of Statistical tools in Business Research	Workshop
61	FDP	UGC Community College, Kirorimal College, University of Delhi	Entrepreneurship & Start-ups	FDP
62	National Seminar	S.S. (PG) College, Shahjahanpur (UP)	Prospects & Challenges of Skill Development Program in Emerging India	National

#### (5) International Seminar

63	International Seminar	Bareilly College, Bareilly (UP)	भारत के सामाजिक विकास में सूक्ष्म वित्त की भूमिका	International
64	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	अल्पाधिकारी बाजार में उपभोक्ता व्यवहार पर विज्ञापन के प्रभाव का अध्ययन	International
65	International Seminar	Swami Shukdevanand (PG) College,	Role of IT Communication Skill	International

		Shahjahanpur (UP)		
66	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Impact of Globalization in Commerce	International
67	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Impact of Emotional Intelligent Leadership in HRM In Third World	International
68	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	उपभोक्ता के क्रय निर्णय पर विज्ञापन के प्रभाव का अध्ययन	International
69	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Trade as a Tool for Employment Generation	International
70	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Impact of Rupee Devaluation on The Indian Economy	International
71	International Seminar	उपाधि महाविद्यालय, पीलीभीत (उ०प्र०)	अन्तर्राष्ट्रीय पर्यटन अद्योग और हिन्दी	International
72	International Seminar	Ismail National (PG) College for Women, Meerut (UP)	Role of Mahtma Gandhi in Women & Political Participation	International
73	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Role of Human Resources in Service Sector in India	International
74	International Seminar	Gaeddu College of Business Studies Royal University of Bhutan (Gedu, Chukha, Bhutan)	Customer Satisfaction and E-Banking in Indian Banks	International
75	International Seminar	University Business School, Panjab University, (Pb)	Emerging Trends in Accounting System	International
76	International Seminar	Swami Shukdevanand (PG) College, Shahjahanpur (UP)	Life, Liverty and Pursuit of Happiness : Human Rights and Immigration.	International

77	International Seminar	Vishwa Hindi Manch, India, Guangdong International Language University, Guanzhou, china	हिन्दी साहित्य का विवरण	International
78	International Seminar	S.S. (PG) College, Shahjahanpur (UP)	Terrorism Attack on Tourism in India	International
79	International Seminar	Faculty of Commerce, University of Lucknow, Lucknow (UP)	PM Vision for New India 2022	International
90	International Seminar	Manipal University, Jaipur (Rajasthan)	Audit of Computerized Accounting	International

**Date:**  
**Place:**  
**Kumar**

**Dr. Manish**