




महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

Faculty Profile on University Website

www.mjpru.ac.in

Title	Prof.	First Name	Raj	Last Name	Kamal	Photograph
Designation		Prof. of Eminence				
Department		Deptt. of Business Administration				
Address		MJP Rohilkhand University, Pilibhit By Pass Road, Bareilly				
(Campus)						
(Residence)		<i>E-123, Tulip Grand, Pilibhit By-Pass Bareilly (U.P.) 243006</i>				
Phone No		942471186641				
(Campus)		9412192899(WA)				
(Residence)		8077090819				
Mobile						
Fax						
Email		<i>dr.rkamal@gmail.com</i>				
Web-Page						
Educational Qualifications (Graduation Onwards)						
Course/Degree		Institution		Year		Details/Thesis Topic/Subjects
MSc.		MJP R U				Chemistry
MBA (Gold Medalist)		MJP R U				Marketing & Personnel
Ph. D		MJP R U				Management
Career Profile						
Organization / Institution		Designation		Duration		Role
Synthetics & Chemicals Ltd. Bareilly		Sr. Chemist		8yrs.		
SD Fine Chemicals Ltd. Mumbai		Zonal Marketing Manager		7yrs.		
Research Interests / Specialization						
Marketing						
Teaching Experience (Subjects/Courses Taught)						
22yrs. Managerial Economics, Service Marketing, Production & Operations Management, Product & Brand Management, Management of Non Profit Organisations						
Honors & Awards						
Man of Philanthropic Ethos by Times of India Gold Medal in MBA Gold Medal in NCC Merit Certificate by DIG for doing creditable work as a volunteer (Post Warden) of Civil Defense Organization						

Publications /Academic Activities (Numbers Only)									
Books & Monographs (Single Author)	03	Research Papers Published in International Journals	99	Papers Presented in Seminars/ Conferences		Seminars/ Conferences Organized		Research Projects (Completed)	
Books (Co-authored)		Research Papers Published in Other Journals		Seminar/ Conferences Attended	39	Workshops Organized		Research Projects (Ongoing)	
Books (Edited)		Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.		Sessions Chaired in Seminars/ Conferences		Membership of Academic/ Professional Bodies	05	Foreign Countries Visited for Academic Assignments	
Chapters in Edited Books			Resource Lectures Delivered						

Details of Publications /Academic Activities (2010 Onwards)				
(a) Books / Monographs				
Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)
2010	1. Floriculture Marketing in India:	Published by <i>EXCELL BOOKS</i> New Delhi	ISBN:978-81-7446-789-8	
2010	2. A Comparative Review of SHGs Performance (Mentored by Govt. Vs Non Govt. Organizations)	Published by <i>Verlag Dr. Muller (VDM)</i> Publications, Aktlengesellschaft & Co. KG Germany	ISBN:978-3-639-25488-4	
2017	3. Service Marketing: Published by	Shriyanshi Prakashan, Agra,	ISBN:978-93-81247-36-5	
(b) Papers Published in Indexed/ Peer Reviewed Journals				
Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)
2019	Role of Self Efficacy in Job Crafting and employee engagement relationship	ABHIGYAN -refereed Management journal of FORE school of Management	ISSN 0970-2385	
2010	Psychobiological Stress & Organizational Effectiveness – A Case study of Call centers of NCR.	BIZCRAFT -the Journal of FMS SRMS college of Engg. & Tech. Bareilly	ISSN: 2231-0231, RNI No : UPEGN /2007/19207	
2011	Satisfaction of Customers of Banking Sector in India (Public Vs Private)	JIM-QUEST	ISSN 0975-6280	

2012	Impact of Social Message Advertising – The case of ‘Tata Tea’: Published in the OJASExpending Knowledge Horizon	International Journal of Jaipuria Inst. of Mgt. Studies, Ghaziabad	ISSN 2279-0373
2017	Perceptual Differences towards Service Quality in Indian Public and Private Banking Sector: A case Study of Rohilkhand Region: Presented at IIM Indore-NASMEI and Abstract Published by Emerald Group Publishing (India) Pvt. Ltd in the form of Book		ISBN 978-1-78635-416-7
2019	Role of Self Efficacy in Job Crafting and employee engagement relationship	ABHIGYAN	ISSN 0970-2385
2020	An Effect of Work Life Balance on Teachers’ Engagement: The Study of Private Institutions		ISSN 2220-8488
2021	Technology Transfer in Public Funded Research Institutions – A Case Study of Dalbergia Sissoo from CSIR-CDRI	Int Journal of Humanities & Social Sci Shodh Sarita	ISSN: 2348-2397

2021	Impact of Visual Merchandising on Impulse Buying Behaviour of Customers towards Food Stuff		ISSN 2348-8301	
2022	Analysis of the Employability of Technical and Professional Courses in State and Private Universities of Uttar Pradesh	Kanpur Philosophers Issue XI Gradiva Review Journal	ISSN 0363-8057	
2023	Effect of Internal Marketing in Developing Employee's Belongingness - An Empirical Study on IT Professionals from Selected IT Organizations in Delhi and nearby cities of India,	Journal of Southwest Jiaotong University	ISSN 0258-2724	

(c) Articles

(d) Seminar/Conference Presentations

- . 46th All India Commerce conference, Rohtak, 1993
- . 47th All India Commerce conference, Kurukshetra, 1994
- . 52nd All India Commerce conference, Patna, 1999
- . 58th All India Commerce conference, Varanasi, 2005
- . 63rd All India Commerce conference, Goa, 2010
- . 64th All India Commerce conference, Pondicherry 2011
- . 67th All India Commerce conference, Bhuvneshwar 2014
- . National Seminar on Management 1993, organized by Rohilkhand University Management Society, Rohilkhand University, Bareilly.
- . National Seminar on Management (Sep. 1997), organised by Department of Business Administration, MJP Rohilkhand University, Bareilly.

0. National Seminar on Management (March 1998), organised by Rakshpal Bahadur Management Institute, Bareilly.
1. National Seminar on Management (March 1999), organised by Rakshpal Bahadur Management Institute, Bareilly.
2. National Seminar on Management (Jan. 2000), organised by Rakshpal Bahadur Management Institute, Bareilly.
3. Symposium on Economic Role of Govt. (19th Nov. 2000), organised by Rakshpal Bahadur Management Institute, Bareilly.
4. National Seminar on Management 1998, organised by Lal Bahadur Shastri Institute of Management & Technology, Bareilly.
5. National Seminar on Management 2000, organised by Lal Bahadur Shastri Institute of Management & Technology, Bareilly.
6. International Seminar on Financial Management Jan' 2001, organised by Faculty of Commerce, Bareilly College, Bareilly.
7. National Seminar on Management (Prospective '98) organised by Gurunanak Institute of Management, New Delhi at USI Delhi.
8. National Seminar on Management 1999, organized by Invertis Institute of Management Studies, Bareilly.
9. National Seminar on Management (20-21 Jan. 2002), organised by Rakshpal Bahadur Management Institute, Bareilly.
0. National Seminar on Management (March 2002), organised by FMS SRMS college of Engineering & Technology, Bareilly.
1. National Seminar on Management (Nov. 2002), organised by Department of Management Studies, IIT Roorkee.
2. National Seminar on Management (March 2003), organised by Rakshpal Bahadur Management Institute, Bareilly.
3. National Seminar on Management (20-21 Feb 2004), organised by FMS Gurukul Kangri University, Haridwar.
4. National Conference on Management (March 2004), organized by FMS BHU Varanasi.
5. National seminar on Management (2006), organized by LBS IMT Bareilly
6. National seminar on Management (2006), organized by LBS IMT Bareilly
7. National Seminar on Management (March 2006), organised by Rakshpal Bahadur Management Institute, Bareilly.
8. National Seminar on Management (March/April 2007), organised by Rakshpal Bahadur Management Institute, Bareilly.
9. International Seminar on Banking Feb' 2008, organised by Faculty of Commerce, Bareilly College, Bareilly.
0. National Seminar on Management (March 2008), organised by Rakshpal Bahadur Management Institute, Bareilly.
1. International Seminar on Consumer Awareness & Protection of rights (Dec' 2008), organized by S. S.(PG) College, Shahajahanpur and acted as key note speaker in the 1st Technical session.

2. National Seminar on Management (April 2009), organized by Rakshpal Bahadur Management Institute, Bareilly.
3. National Seminar on Management (2010), organized by Faculty of Management, KCMT, Bareilly.
4. National Seminar on Communication (2010), organized by Faculty of Commerce, KCMT, Bareilly.
5. International Seminar on Impact of globalization (Feb. 2011), organized by S. S.(PG) College, Shahajahanpur and acted as key note speaker in the 2nd Technical session.
6. National Seminar on Effective leadership (Nov. 2011) organized by deptt of Business Administration, MJP Rohilkhand University, Bareilly.
7. International Seminar on Consumer Protection (Feb. 2012), organized by S. S(PG) College, Shahajahanpur and honoured as Guest of Honour.
8. National Seminar on Management (Nov 2012), organized by FMS SRMS college of Engineering & Technology, Bareilly.
9. National Seminar on Management (Dec 2012), organized by Faculty of Management, KCMT, Bareilly.

(e) Resource Lectures Delivered

More than 30

(f) Seminars/Conferences/Workshops Organized

*AICTE sponsored **Three Refreshers with A-grade***

Three QIPs

***One** workshop on Case methodology*

***One** work shop on Patent Awareness.*

(g) Public Service / University Service / Consulting Activity

(h) Memberships of Academic/Professional Bodies

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Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Administrative Positions/Assignments Held

*University's **Cultural Coordinator***

*University's **Student Counselor** & I/C Recreation Centre*

** An expert member of University inspection committee*

** Coordinator/Asstt Coordinator-Central Evaluation for the last Nineteen years.*

** A member of University Proctorial Board for almost Twenty-One years*

** An expert member of many selection committees of University*

** Coordinator & member of University's Flying squad*

** A member of UFM committee*

** A member of Scrutiny committee*

** Ex member of University Employment Advisory Committee*

** Member of University Executive council*

** Member of University's Academic council*

** Member of University Sports Executive Council*

** Worked as Asstt. Coordinator-Computer Section (Results declaration)*

**Worked as Asstt. Coordinator-University Entrance Exams (B.Ed.)*

**Worked as Centre Supdt.- University B.Tech.(Ent.), Ayush(UP)*

**Worked as Observer - University B.Tech. (Ent.) at Lucknow centre.*

**Worked as Observer - University B.Ed (Ent.) at Shahjahanpur (four times) & at Bareilly centers (twice) & Combined UP B.Ed(Ent.) Exams (Twice)*

**Worked as one of the Counselors – UPTU-B.Tech. (counseling) 2010*

** Worked as one of the Counselors – UP-B.Ed.(counseling)2010*

**Worked as one of the members of the Core controlling team of UP-B.Ed.(counseling)2011*

**Worked as Observer - University Men's Chess, Basketball, Badminton Championship etc. regularly.*

**A regular Observer - University Women's Kabbadi, Yoga, Badminton, Cricket Championship etc.*

**Worked as Contingent In-charge of University Cultural team at National Youth Festival 2001(North Zone) Patiala.*

**Worked as Contingent In-charge of University Basketball team at North zone Inter University Basketball Tournament at Gurukul Kangri University, Haridwar (2003-04).*

Academic Foreign Visits

Any Other Details

Signature of Faculty Member
(in Hard Copy Only)

Note: Please submit this file to E-mail ID: rkg@mjpru.ac.in through your own E-mail ID.