



RAVI KUMAR

D.O.B:16-04-1987

PERMANENT ADDRESS

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CORRESPONDENCE ADDRESS

#24, MULTISTORY BUILDING TEACHERS' FLATS
PUNJABI UNIVERSITY SOUTH CAMPUS
TALWANDI SABO- 151302

ACADAMIC QUALIFICATIONS

Examination Passed	Name of Board/University	Year of Passing	Distinction if any
10th	P.S.E.B.	2003	1st
10+2	P.S.E.B.	2005	1st
B.A.	G.N.D.U.	2008	2nd
MBA	Punjabi University, Patiala	2010	1st
NET	UGC	2010	

TEACHING EXPERIENCE

Teaching the Undergraduate (BBA & BCOM) and Postgraduate (MBA & MCOM) classes from 29 July 2011 to till date (more than 12 years)

AREA OF SPECIALIZATION

- I. Major: **MARKETING**
- II. Minor: **FINANCE**

CORPORATE EXPERIENCE

- 1) 1 year experience in corporate sector (pharmaceutical) as Executive Officer at Jammu H.Q.
- 2) Did 7 weeks Summer Training at HINDUSTAN TIMES NEWSPAPER Pvt. Ltd., Mohali. The project undertaken was “consumer behavior towards Hindustan times newspaper”

RESEARCH WORK:

Sr. no.	Research Papers published
1	“The Ethical Issues and Challenges of Advertisements”, in proceedings of UGC Sponsored National Seminar on Make in India: Issues & Challenges organized by University School of Business Studies Punjabi University, Talwandi Sabo on 25 February 2016.

Sr. No.	Research Papers presented
1	“Factors Influencing Consumer Purchase Decision for male Products using Female models in advertisements”, at National Seminar on Contemporary Issues in Management for Sustainable Development organized by University School of Business Studies Punjabi University, Talwandi Sabo on 18 February 2015.
2	“Consumer Behaviour Towards Ready to Eat Products in Punjab” at National Conference on Contemporary Issues in Commerce and Management organized by Guru Kashi University, Talwandi Sabo on 25 April 2015.
3	“The Ethical Issues and Challenges of Advertisements”, at UGC Sponsored National Seminar on Make in India: Issues & Challenges organized by University School of Business Studies Punjabi University, Talwandi Sabo on 25 February 2016.
4	“The impact of digital marketing on consumer’s purchase intention of luxury brands: testing moderating effects of brand equity”at One Day ICSSR Sponsored National Conference on Business Transformation For A Sustainable Future: Roadmap For Success on 14th June 2023 organized by Department Of Business Studies Guru Kashi Campus, Talwandi Sabo in association with Punjab Commerce and Management association.

WORKSHOPS, CONFERENCES, SEMINARS AND FDPS

1	National Seminar on Contemporary Issues in Management for Sustainable Development organized by University School of Business Studies Punjabi University, Talwandi Sabo on 18 February 2015.
2	National Conference on Contemporary Issues in Commerce and Management organized by Guru Kashi University, Talwandi Sabo on 25 April 2015.
3	UGC Sponsored National Seminar on Make in India: Issues & Challenges organized by University School of Business Studies Punjabi University, Talwandi Sabo on 25 February 2016.
4	7 days National Level Workshop on “RESEARCH METHODOLOGY” From June 4-10, 2020 BY PUNJAB COMMERCE AND MANAGEMENT ASSOCIATION In Collaboration with KHALSA COLLEGE FOR WOMEN, CIVIL LINES LUDHIANA. (ONLINE DURING COVID-19)
5	“INTERNATIONAL CONFERENCE COVID-19: Potential & Challenges for Growth and Development of Hospitality & Tourism Industry” held on June 21, 2020 BY PUNJAB COMMERCE AND MANAGEMENT ASSOCIATION. (ONLINE DURING COVID-19)
6	One Week Faculty Development Programme on “Structural Equational Modeling using SmartPLS Software” (June 10 - 16, 2020) BY DELHI SCHOOL OF PROFESSIONAL STUDIES & RESEARCH 9, Institutional Area, Sector-25, Rohini, New Delhi- 110085. (ONLINE DURING COVID-19)
7	“Online International Seminar on Effective Transitioning from Traditional (T) Class to Virtual (V) Class Teaching ” held on June 02, 2020 BY PUNJAB COMMERCE AND MANAGEMENT ASSOCIATION. (ONLINE DURING COVID-19)
8	“One Week 2 nd National Workshop on Research Methodology & Statistical Tools” from Dec 25-29, 2021 organized by Department of Business Studies, Punjabi University Guru Kashi Campus Talwandi sabo.
9	One Day ICSSR Sponsored National Conference on Business Transformation For A Sustainable Future: Roadmap For Success on 14th June 2023 organized by Department Of Business Studies Guru Kashi Campus, Talwandi Sabo in association with Punjab Commerce and Management association.

INTERESTS

- **Playing Badminton and Cricket**
- **Listening music (Punjabi and Hindi)**

GENERAL INFORMATION

Ravi Kumar is currently working as Assistant Professor at DBS, Punjabi University Guru Kashi Campus Talwandi sabo. He is also a member of Training and Placement Cell, Sports committee and Extra-Curricular activities of the DBS. His academic qualifications; MBA (Punjabi University Patiala), and Pursuing Ph. D in Management (Punjabi University Patiala).He also qualified UGC-NET (2010) in Management. He has versatile experience of near about 10 years both in corporate sector (1 year) and teaching (10 years).He has one paper published and Two 2 papers presented in national seminars. He has attended 7 days National Level Workshops on Research Methodology from June 4-10, 2020 by Punjab Commerce and Management Association in collaboration with Khalsa College for Women, Civil Lines Ludhiana. He has attended a National Workshop on Advanced Statistical Tools and Methods on 25th to 27th December 2019, Organized by University School of Business Studies, Punjabi University Campus Talwandi Sabo. He has also attended One Week Faculty Development Programme on “Structure Equation Modeling using SmartPLS Software” on June 10-16, 2020 Organized by Delhi School of Professional Studies & Research, New Delhi. He has also participated in “Online International Seminar on Effective Transitioning from Traditional (T) Class To Virtual (V) Class Teaching” held on June 02, 2020 by PCMA. He has also participated in National Webinar on “COVID-19: Lessons for Education” held on May 25, 2020 by PCMA. He has attended in One Week 2nd National Workshop on Research Methodology & Statistical Tools”from Dec 25-29, 2021 organized by Department of Business Studies, Punjabi Univrsity Guru Kashi Cmapus Talwandi sabo. His area of interest is marketing. He has also participated in “One Day ICSSR Sponsored National Conference on Business Transformation For A Sustainable Future: Roadmap For Success” on14th June 2023 organized by Department Of Business Studies Guru Kashi Campus, Talwandi Sabo in association with Punjab Commerce and Management association.

DATE-
PLACE-PATHANKOT

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