

CURRICULUM VITÆ



Dr. MANOJ SINGH BISHT
M. Com., NET, Ph. D.
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Department of Commerce
Government Degree College
Dehradun Shahar (Dehradun)
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Pin - 248001



- ✓ **CURRENT AFFILIATION:** Working as an Assistant Professor in the Department of Commerce, Government Degree College Dehradun Shahar (Dehradun), Uttarakhand.
- ✓ **Teaching Experience** – *Around 20 Years*
- ✓ **Research Experience** – *More Than 20 Years*
- ✓ **Educational Qualifications** – M. Com./NET/Ph. D. (M.A. Economics/PGDCA)

WORK EXPERIENCE

- **Worked as a Project Fellow in ICSSR Major Research Project**, in the Department of Commerce, HNB Garhwal Central University Srinagar (Garhwal), Uttarakhand Since September' 2004 to September' 2006.
- **Worked as a Guest Faculty** in the Department of Commerce, HNB Garhwal Central University Srinagar (Garhwal), Uttarakhand Since October' 2006 to May' 2010.
- **Worked as a Visiting Faculty** in MBA Program, ICFAI National College Srikot, Srinagar (ICFAI University Dehradun), Uttarakhand Since July' 2007 to' April' 2010.

TOPIC OF D. PHIL. THESIS

“A Study of Fruits and Vegetables Marketing in Uttaranchal: Focus on Joshimath Block of Chamoli District”.

ORIENTATION PROGRAM

- ATTENDED A UGC Sponsored Orientation Program-Organized By: UGC-HRD, Centre “Doctor Harisingh Gour Vishwavidyalaya (A Central University), Sagar, MP, 15th January to 11th February’ 2018.

REFRESHER COURSE

- ATTENDED A MHRD Sponsored Refresher Course (*Under PMMMNMTT Scheme*)-Organized By: HNBGU (A Central University) Srinagar (Garhwal) Uttarakhand, September 12th to 25th 2019.
- ATTENDED A UGC Sponsored Refresher Course in Commerce and Management - Organized By: UGC-HRD, Centre “Kumaun University Nainital, Uttarakhand, December’ 14th to 28th 2023.

SHORT-TERM COURSE

- ATTENDED A Short Term Programme on “Blended Learning: Concepts and Tools” - Organized By: Teaching Learning Centre, Ramanujan College University of Dehli , (*Under Malaviya Mission Teacher Training Programme*) March’ 30th to April’ 05th 2024.

PUBLICATION

PUBLISHED BOOK	FINANCIAL ACCOUNTING- K.G. Publication, Modinagar – July’ 2023	ISBN 978-81-952066-0-5
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CHAPTER IN EDITED BOOK

S.N	CHAPTER NAME	TITLE OF BOOK & PUBLISHERS	ISBN
1	Need of Horticultural Entrepreneurship in Uttaranchal	Rural Development and NGO-Shree Publishers & Distributors, New Delhi, 2007	81-8329-181-3
2	Mahatma Gandhi’s Thoughts on Economy	Contemporary Indian Society and Gandhian Philosophy-Sahitya Sanchay Publication, Soniya Vihar Delhi, 2020.	978-93-89809-21-3
3	Reverse Migration and Its Impact on Rural Indian Economy	COVID-19 And Its Socio-Economic Perspectives-Jagdamba Publishing Company, New Dehli, 2021.	978-93-85437-30-4
4	Covid-19 And Lives, Livelihood and Economy in India: An Analysis	Covid-19 Pandemic Realities & Perception: An Insightful Impact on Northern India- Adhyayan Publishers & Distributors New Dehli, 2022.	978-93-91943-03-5

PAPER PUBLISHED

S.N	TITLE OF PAPER & JOURNAL	ISSN
1	Need of Cooperative Marketing for Horticulture Produce in Uttaranchal – Indian Economic Panorama – A quarterly Journal of Agriculture, Industry, Trade and Commerce, April 2006.	Vol. - 16 No. - 1
2	Buying Motives of Consumer and Their Attitude towards Advertisement- Journal of Business and Finance, Vol. 2 No. 2 July-December 2009.	0974-3413
3	A Study of Consumption Pattern of Durable Products in Rural Areas of Dehradun District-International Journal of Commerce and Business Management, Vol. 3 Issue 1 April 2010.	0974-2646
4	Consumption Pattern of Non-Durable Products in Rural Areas of Haridwar District-ANVIKSHIKI: International Journal of Research, Vol. 4 No. 3 May 2010.	0973-9777
5	Marketing of Fruits With Respect to Economic Viability: A Case Study of Chamoli District of Uttarakhand-Journal of Business Finance, Vol. 3 No. 1 January-June 2010.	0974-3413
6	Preferences and Attitude of Indian Consumers towards Foreign Brands: With Reference To Durables-Journal of Banking, IT and Management, Vol. 7 No. 1 January-June 2010.	0972-902X
7	Marketing of Apple in Middle Hills of Uttarakhand: Cost Vs. Margin-VEDAANG: A Journal of Management, Vol. 1 No. 1 January-June 2010.	0975-7961
8	Consumer Inclination towards Foreign brands-International Journal of Development Studies, Vol. 2 Issue IV July-December 2010.	0975-5799
9	Awareness and Perception of Rural and Urban Consumer's towards Celebrity Endorsement-Journal of Business Finance, Vol. 3 No. 2 July-December 2010.	0974-3413
10	Awareness and Sources of Information of Rural women Entrepreneurs in Uttarakhand Hills-ANUSILANA: Indian Research Journal, Year 6 Vol. XXV No. 4, 2010.	0973-8762
11	Horticulture Development Vs Government Efforts-ANVIKSHIKI: International Journal of Research, Vol. 5 No. 1 January 2011.	0973-9777
12	Customer Satisfaction With Respect to Mobile Services in Uttarakhand-Indian Management Studies Journals, Vol. 15 No. 1 April 2011.	0974-4355
13	Consumer Awareness and Complaint Behaviour-VEDAANG: A Journal of Management, Vol. 2 No. 1 January-June 2011.	0975-7961
14	A Study on Customer's Preference and Awareness for Mobile Services in Uttarakhand-International Journal of Development Studies, Vol. 5 Issue II July-December 2013.	0975-5799
15	Factors Influencing Buying Decision of Rural Consumers-VEDAANG: A Journal of Management, Vol. 5 No. 1 January-June 2014.	0975-7961
16	Buying Decision of Rural Consumer: A Study on Dehradun District-Gurukul Business Review, (Refereed International Journal with Impact factor: 0.65) GBR Vol. 10 -Spring 2014.	0973-1466
17	Affecting Factors of Product Selection (Focus on Rural Consumers of Uttarakhand)-	2347-7660

	International Journal of Scientific & Innovative Research Studies, Double Blind Peer Reviewed Refereed Research Journal (UGC Approved Journal), Centre for Scientific & Innovative Research Studies, Lucknow, Vol-VI, Issue-I, January' 2017.	(Print) 2454-1818 (Online)
18	Customer Consideration For Cellular Services-International Journal of Scientific & Innovative Research Studies, Double Blind Peer Reviewed Refereed Research Journal (UGC Approved Journal), Centre for Scientific & Innovative Research Studies, Lucknow, Vol-VI, Issue-V, May' 2018.	2347-7660 (Print) 2454-1818 (Online)
19	Interlinkage Between Human Resource Management And Supply Chain Management-International Journal of Innovative Social Science & Humanities Research, Double Blind Peer Reviewed Refereed Research Journal (UGC Approved Journal), Centre for Scientific & Innovative Research Studies, Lucknow, Vol-VI, Issue-I, January-March' 2019.	2349-1876 (Print) 2454-1826 (Online)
20	Impact of Privatization on Higher Education: Indian Overview-Printing Area-Peer Reviewed International Journal (Impact Factor 7.387 IJIF), Harshwardhan Publication, Beed, Maharashtra, Issue-64, Vol-03April' 2020.	2394-5303
21	Job And Life Satisfaction of The Employees of The Pharmaceutical Companies in The District of Haridwar, Uttarakhand-An Analysis: Journal of Strategic Human Resource Management, Vol.-10, Issue-03 October' 2021. <i>(http://publishingindia.com/jshrm/)</i>	2277-2138
22	Rural Economy in India: Growth And Challenges: Education and Society- UGC Care Listed Journal, Pub.- Indian Institute of Education (IIE) JP Naik Path, Kothrud Pune-38, Special Issue - Vol. – II, February' 2023.	2278-6864
23	Women Entrepreneurship in India: A Path of Success- Journal Global Values: A Peer Reviewed & Refereed International Journal (Research Skills & Entrepreneurship Development Activities in Global Perspective) Vol. XIV Special Issue April (Part-2) 2023.	0976-9447 (Print) 2454-8391 (Online)

PAPER PRESENTED IN CONFERENCE/SEMINAR

- 1. International Conference on Emerging Issues in Accounting & Finance, Infrastructure Development, Information Technology, business and management, Organized By: The Research Development Association, Jaipur, 15 and 16 January' 2010.**
- 2. International Seminar on Economic, Cultural and Political Viability of ASEAN in Global Environment: Issues and Challenges, Organized By: J. V. Jain College, Saharanpur, U. P. 12 and 13 March' 2011.**
- 3. National Seminar on Uttarakhand Rajya Ka Arthik Paridrishya: ATIT AUR VARTMAN, Organized By: Govt. PG. College Ranikhet Uttarakhand, 2 and 3 November' 2011.**
- 4. ACADEMICA Conference on Recent Trends in Research fields of Science, Social Science and Humanities, Organized By: Govt. PG. College Gopeshwar Uttarakhand, 14-16 March' 2012.**

5. **National Seminar on *Role of Information and Communication Technology in Socio-Economic and Educational Development*, Organized By: Govt. PG. College Kotdwara Uttarakhand, 23 and 24 December' 2013.**
6. **4TH CONVENTION of *Uttarakhand History and Culture Association* Organized By: SSJ Campus Almora, Kumaun University, Uttarakhand, 21 and 22 March' 2014.**
7. **International Seminar on *Sustainable Development: Challenges and Strategies*, SPONSORED By ICSSR and Organized By: Department of Economics, Government PG. College Gopeshwar, Chamoli (Uttarakhand), 21 and 22 October' 2016.**
8. **National Workshop on *Effectiveness in Teaching through Teacher's Own Experiences*, SPONSORED By IGNOU and Organized By: Department of B. Ed. And Department of Sociology, Government PG. College Gopeshwar, Chamoli (Uttarakhand), 4th January' 2017.**
9. **National Workshop on *Problems and Solution of Higher Education in Hill Areas of Uttarakhand*, SPONSORED By Sri DevSumanUttarakhand University and Organized By: Department of B. Ed., Government PG. College Gopeshwar, Chamoli (Uttarakhand), 20th September' 2017.**
10. **National Seminar on *Goods and Services Tax (GST) and Economic Growth* Organized By: Doon University Dehradun, Uttarakhand, 28 September' 2017.**
11. **International Seminar on *The Himalayan Challenges: Towards Interdisciplinary Dialogues for Sustainability and Development* Organized By: Sri DevSumanUttarakhand University, Badshahithaul, (Uttarakhand), 29th November' to 1st December' 2017.**
12. **National Seminar on *Digitalization in India* SPONSORED By Deptt of Higher Education, UP government Organized By: Faculty of Commerce, Sahu Jain PG College, Najibabad, (UP), 21-22 December' 2018.**
13. **National Workshop on *Art and Drama in Education: An Effective Medium of Expression and Creativity*, SUPPORTED By Sangeet Natak Academy New Dehli, Organized By: Faculty of Education, Government PG. College Gopeshwar, Chamoli (Uttarakhand), 30-31th August' 2019.**
14. **National Seminar on *Folk Culture and Tourism in Himalayan Region-With Reference to Uttarakhand*, SPONSORED By ICSSR, Organized By: Government PG. College Gopeshwar, Chamoli (Uttarakhand), 28-29th September' 2019.**
15. **International Conference on *Relevance of Mahatma Ganghi in Present Global Perspective*, SPONSORED By ICSSR and UCOST, Organized By: LSM Government PG. College Pithoragarh(Uttarakhand), 17-18th November' 2019.**

16. **National Seminar on *Quality Enhancement in NAAC Perspective*, SPONSORED By NAAC, Organized By: IQAC Government PG. College Gopeshwar, Chamoli (Uttarakhand), 26-27th November' 2019.**
17. **National Seminar on *The Migration Challenge in India*, SPONSORED By UPUEA, Organized By: Government Degree College Bhatronjhan, Almora(Uttarakhand), 28-29th February' 2020.**
18. **A Training-Cum-Consultative Meeting on *Participatory Springshed Management*, Jointly Organized By: G.B. Pant National Institute of Himalayan Environment Garhwal Regional Centre Srinagar, (Garhwal), and Department of Geography HNBG Central University Srinagar, (Garhwal), 19-20th February' 2021.**
19. **Two Days National Seminar on *Goods and Services Tax in Indian Economy: An Analysis*, SPONSORED By ICSSR, Organized By: Chaman Lal Mahavidhyalaya, Landhaura Roorkee, Haridwar (Uttarakhand), 07-08th September' 2022.**
20. **Two Days International Seminar on *Role of Education, Literature, Culture and Society in Global Development*, Organized By: LSM PG. College, Pithoragarh (Uttarakhand), 13-14th November' 2022.**
21. **National Seminar on *Youth Empowerment through Entrepreneurship and Development*, SPONSORED By District Industries Centre, Narendra Nagar, (TG) Organized By: Dharmanand Uniyal Govt. Degree College, Narendra Nagar, Tehri Garhwal, (Uttarakhand), 25-26th November' 2022.**
22. **Two Days National Seminar on *Digital Business Operations and Sustainability*, SPONSORED By ICSSR, Organized By: SSJDWSSS Govt. PG. College Ranikhet, (Uttarakhand), 29-30th September' 2023.**
23. **Two Days National Workshop on *Science and Mathematics: An Augmentation from Ancient to Contemporary India*, SPONSORED By USERC, Organized By: VSKC Govt. PG. College Dakpathar Dehradun, (Uttarakhand), 01st-02nd March' 2024.**

POSTAL ADDRESS

**DEPARTMENT OF COMMERCE
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DECLARATION

I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

(Dr. MANOJ SINGH BISHT)