

BIO-DATA

Name: Dr. Kapil Sharma

Date of Birth: 11-03-1984

Designation: Assistant Professor

Department: Department of Business Studies

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Academic Qualification: MBA, Ph.D.

Area of Specialization: Marketing

Membership of Professional Bodies/Organizations:

1. Member of Punjab Commerce and Management Association (PCMA).

Details of Experience:

1. Joined as Lecturer (Adhoc) at USBS, PUGKC, Talwandi Sabo on 11th August, 2006.
2. Lecturer (Regular) at USBS, PUGKC, Talwandi Sabo from 11thFeb. 2009 to March, 2011.
3. Assistant Professor at PURCITM, Mohali from March 2011 to June, 2011.
4. Assistant Professor at University School of Applied Management Main Campus, Patiala from June 2011 to April 2023.
5. Working as Assistant Professor at DBS, PUGKC, Talwandi Sabo from 1st May 2023 to till date.

List of Papers/ Courses taught at P.G. and U.G. Level:

1. Marketing Management
2. Consumer Behaviour
3. Social Media Marketing
4. Product and Brand Management
5. International Marketing
6. Global Business Environment
7. Logistics Management
8. Foundations of Management
9. Research Methodology
10. E- Business Management
11. Rural Marketing

Papers Published in Journals/ Books:

1. “E-Governance and Business Ethics”, Vedaang -Redefining Excellence
Volume 5, No.2, 2014 pp.21-27
2. “Synergistic Advertisement Strategies Sustainability in Competitive
Era-Issues and Challenges”, New Paradigms in Entrepreneurship,
Twenty first Century Publications, 2015, pp.201-205.
3. “Synergistic Advertisement Strategies on Indian FMCG Sector:
An Overview”, Research Discourse- An International refereed
Journal No.:63580, 2017, pp.53-56
4. “Tourists Satisfaction in Tourist Destination { A Study of Tigray-
Ethiopia}”, International Journal of Research in Finance and

- Marketing, Vol.7, Issue 4, 2017, pp.138-151
5. "Exit Strategies for Start-Up Ventures" International Journal of Research and Analytical Reviews, Volume 5, 2018, pp.738-744.
 6. "Role of Financial Institutions in Entrepreneurial Development in Selected Banks in Punjab", International Research Journal of Management And Commerce, Vol.5, Issue3 ,2018, pp.640-655.
 7. "Agriculture Finance and Farmer Producer Organisations", Journal Of Management Research and Analysis", Vol.5, Issue2, 2018, pp.193-196.
 8. "Agriculture Finance: Way to Empower Rural Women", International Journal Of Management, IT & Engineering, Vol.8, Issue 8, 2018, pp. 1-5.
 9. "Supportive Role of Government in Promoting Start-Ups: A Study Of Tri-City", International Journal of Applied Business and Economic Research, Vol.17, No.3, 2019, pp .43-50.
 10. "Assessing the Consumers' Purchase Frequency for Apparel E-Shopping: A Demographic Perspective", International Review of Social Sciences and Humanities, Vol.9, No.7, 2019, pp.17-26
 11. "Website Attributes and their influence on Future E-Purchase Intention: An Empirical Study of online Apparel Consumers", PIMT Journal of Research, Vol.12, No.1, 2019, pp.72-77

Papers Presented in Seminars/Conferences:

1. "Ethics in Marketing and Advertising in Older and Modern Perspectives", in UGC Sponsored National Seminar organized by

- SMS, Punjabi University Patiala, 6-7 February, 2009.
2. “Emerging issues in Green Marketing”, An International Conference organised by School of Business Studies, Thapar University, Patiala March 28-29, 2014.
 3. “Impact of Marketing on Indian Higher Education System”, An International Business conference organised by PCMA, Nov.7-8, 2014.
 4. “Information Technology in the Banking Sector: An Overview”, A UGC Sponsored National Seminar organised by USAM, Punjabi University, Patiala in collaboration with NSE and SBOP, 8th December, 2014.
 5. “Higher Education Institutions as Market Oriented Organisations: An Indian Context”, A UGC Sponsored National Seminar Organized by SMS, Punjabi University, Patiala, 8-9 March, 2016.
 6. “Green Banking Initiatives in India”, A UGC Sponsored National Organized by SMS, Punjabi University, Patiala, 8-9 March 2016.
 7. “Emergence of Retail Sector: An Indian Scenario”, A National Conference organized by Guru Kashi University and PCMA, 27 April 2018.

Workshops attended: 04 (All Seven days Workshops)

1. Workshop on “Management Strategies for Competitive Advantage” Organized by SMS, Punjabi Uni. Patiala, 23-29 July, 2011.
2. Workshop on “Analytical Techniques for Research” Organized by USAM, Punjabi University, Patiala, 18-24 December 2015.

3. Workshop on “Structural Equation Modeling using AMOS& PLS”
Organized by USAM, Punjabi Uni. Patiala, 17-23 January 2020.
4. Online Workshop on “Research Methodology”, Organized by
Sreekrishnapuram VTB College, Kerala, 8-14 October 2020.

Ph.D. Students Guided

1. Degrees Awarded: 06 (Six)

2. Under Guidance: 10 (Ten)
