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**PROFILE SUMMARY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Amarpreet is currently working with Department of Management Studies, Kumaun University Bhimtal Campus as Assistant Professor from 2014 onwards.

**EDUCATIONAL QUALIFICATIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Pursuing Ph.D. (Management) from Kumaun University, Nainital
* MBA (Marketing and HRM) from Kumaun University, Nainital.

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**PROFESSIONAL QUALIFICATIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* UGC-NET - 2018
* USET -2015
* Oracle 9i Database Administrator Certified Associate (OCA).

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**RESEARCH PAPERS\_/ CONFERENCES / PUBLICATIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| ***S. No.*** | ***PAPER TITLE***  **PRESENTED /PARTICIPATED** | ***Journal / Conference*** | ***Year*** | ***ISSN / ISBN/DOI*** | ***IMPACT FACTOR*** |
| ***1.*** | **PRESENTED**  ACCEPTANCE AND USAGE OF MOBILE BANKING AMONG UNIVERSITY STUDENTS: AN UTAUT2 APPROACH | ***8th National Conference on Atmanirbhar Bharat: A Vibrant Growth in Indian Economy (March 24-25, 2023****)*  Organized by Department of Management Studies, The Technological Institute of Textile and Sciences, Bhiwani, India | 24-25 March, 2023 |  |  |
| ***3.*** | ***PARTICIPATED*** | **NATIONAL WEBINAR** ON “WITNESSING EFFECTS OF COVID-19 ON INDIA IN SOCIO-CULTURAL, CONOMIC AND TECHNOLOGICAL BACKGROUND” Organised by  FMS, Kumaun University, Nainital and Himalayan Management and Development Resource Institute (HIMADRI), Rishikesh | 24th May 2020 |  |  |
| ***4.*** | EXAMINING THE EFFECT OF MARKETING INNOVATION ON GREEN PRODUCT MARKET AGILITY: A STUDY USING PLS – SEM APPROACH | *Global Business Review (GBR)*  ***An ABDC, SCOPUS, UGC and ICI Indexed journal****.*  ***A SAGE******Publication*** | August, 2018 | ISSN No 097-1509  DOI: [10.1177/0972150918779160](https://www.researchgate.net/deref/http%3A%2F%2Fdx.doi.org%2F10.1177%2F0972150918779160)  UGC Journal No 27951 |  |
| ***5.*** | COMMUNITY RADIO IN UTTARAKHAND : SCOPE AND CHALLENGES | **NATIONAL CONFERENCE** on Community Radio in India : Challenges and Possibilities of Information and Knowledge sharing; UOU Haldwani | 30th-31th March, 2017 |  |  |
| ***6.*** | CONSUMERIM IN THE ERA OF GLOBLASITION : CHALLENGES AND OPPORTUNITIES | **NATIONAL SEMINAR** on Consumer, Market and Consumer’s rights : Issues and challenges  Organised By: KU Nainital and IIPA (Indian Institute of Public Administration, New Delhi  MAN, NATURE & SOCIETY, Kumaun University, Department of Policitical Science  ***UGC APPROVED JOURNAL*** | 11th–12th November 2016 | ISSN : 2230-7370 |  |
| ***7.*** | A CONCEPTUAL FRAMEWORK OF TECHNOLOGY TRANSFER IN CONTEXT OF HOSPITALS, UNIVERSITY AND R&D CENTERS. | Journal of Radix International Educational and Research Consortium | Volume 4, Issue 6 (June, 2015) | ISSN: 2250 – 3994(Online); 2320−1738(Print) | Impact Factor : 4.22 |

**FDP PARTICIPATION / DEVELOPMENT PROGRAMS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- |
| ***S. No.*** | ***TITLE*** | ***YEAR*** | ***VENUE*** |
| ***1.*** | AICTE SPONSORED **FACULTY DEVELOPMENT PROGRAM** ON COMPREHENSIVE COURSE ON QUANTATIVE ANALYSIS AND RESEARCH METHODS | 05January,2015 – 24January 2015 | OMIT, RISHIKESH |

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