

Faculty Profile

Faculty Name	Dr Sandeep Kumar
Designation	Assistant Professor
Qualification	Ph.D. M.B.A
Email	sandeepkumar.mba@piet.co.in
Area of Interest	Marketing Management, Human Resource Management
Work Experience (Total)	8
• Teaching	4
• Research	3.5
• Industry	1
• Others	Nil
Courses taught at Diploma/ Post Diploma/Under Graduate/ PostGraduate/ Post Graduate DiplomaLevel	Business Statistics, MS Office, Compensation & Reward Management, Business Research Methodology, Competency Mapping and Assessment Centers, Cross Cultural and Global Management
Membership of Professional Bodies	Nil
Research Publications	Yes
• Research Papers UGC-CARE	Nil
• Research Papers SCOPUS	One
• Research Papers WoS/SCI/ABDC	Nil
• List of Publications	<ul style="list-style-type: none"> • Kumar. S., Jain, H., Mishra, A., &Athavale V. A. (2020). <i>An exploratory study to assess stakeholder's perception for new online teaching-learning environment during covid-19</i>. Turkish Journal of Computer and Mathematics Education, 12 (09), 2162–2170.
Book and Chapter Publications	No

• Books Authored published by International Publishers	NA
• Books Authored published by National Publishers	NA
• Publication of Chapter in Edited Books	NA
• Editor of Book by International Publishers	NA
• Editor of Book by National Publishers	NA
• Translation Work of Book	NA
• List of Book and Chapter Publications	NA
Patents	No
• Published	NA
• List of published patent(s)	NA
• Filed	NA
• List of filed patent(s)	NA
PhD Guidance	No
• Degree Awarded	NA
• Thesis Submitted	NA
M.Tech. Guidance	No
• Degree Awarded	NA
• Thesis Submitted	NA
Research Project	Yes
• List of Research project	MBA Research Projects
Consultancy	No
• List of Consultancy	NA
Awards &Honours	No
• List of Awards &Honours	Nil

Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference	Yes
• International (Abroad)	Nil
• International (Within Country)	Presented in International Conference 4
• National	Presented in National Conference 7
<ul style="list-style-type: none"> • List of published papers 	<ol style="list-style-type: none"> 1. Presented paper entitled “Exploring Consumers’ Perception and Motives for Visiting SPA: an Empirical Study”, in 5th Conference on Excellence in Research and Education (CERE-2013), Indian Institute of Management (IIM) Indore, May 09-12, 2013. 2. Presented paper entitled “Influence of television advertisement on consumers’ buying decision: Application of Discriminant analysis”, in 4th Conference on Excellence in Research and Education (CERE-2012), Indian Institute of Management (IIM) Indore, May 10-13, 2012. 3. Presented paper entitled “Influence of eco-friendly packaging on purchasing behaviour of consumers: an empirical study of Haryana”, in International Conference on Innovative Strategies for Contemporary Management (ICISCM-2012), Om Institute of Technology and Management, Hisar, Haryana, March 24-25, 2012. 4. Presented paper entitled “Application of discriminant analysis in examining influence of television advertisement on women’s buying behaviour”, in International Conference on Innovative Strategies for Contemporary Management (ICISCM-2012), Om Institute of Technology and Management, Hisar, Haryana, March 24-25, 2012. 5. Presented paper entitled “Assessing planning & administration competency of aspiring managers: An empirical

	<p>study”, in 8th Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, February 10-11, 2016.</p> <ol style="list-style-type: none">6. Presented paper entitled “Examination of consumers’ perception towards visiting SPA”, in 5th Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, February 7-8, 2013.7. Presented paper entitled “An Empirical Investigation of Patients Perceptions of Service Quality: a Study of Private Heart Institute”, in 5th Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, February 7-8, 2013.8. Presented paper entitled “Assessing consumers’ Preferences and Purchasing Intention for Eco-Friendly Packaged Products: An Empirical Study”, in 5th Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, February 7-8, 2013.9. Presented paper entitled “Exploring consumer behaviour towards buying of eco-friendly packaged products”, in 4th Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, February 9-10, 2012.10. Presented paper entitled “The Prospects of online Retailing: A synoptic view”, in 4th Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, February 9-10, 2012.11. Presented paper entitled Role of demographic factors, trust and perceived risk in consumer purchasing
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	intention for online retailing: A literature review”, in 3 rd Annual National Conference on Business and Management, Haryana School of Business, G.J.U.S. & T., Hisar, March 10-11, 2011.
Organizing National Conference/ International Conference/ FDP/STTP	Nil
• List of Conference/FDP/STTP committee	Nil
Social Contributions and Sports	Nil
• List of Social Contributions and Sports	Nil