



Prof. Anil Kumar Kashyap, Ph.D., MBA

Professor at HPKVBS

School of Commerce and Management Studies

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PROFILE SUMMARY

Dr. Anil Kumar Kashyap is a Professor at HPKV Business School at the Central University of Himachal Pradesh at Dharamshala, India. With over fifteen years of academic, research, editorial, and administrative experience across leading higher education institutions in India, including the **Indian Institute of Management Ahmedabad** and the **National Institute of Fashion Technology**, his academic career reflects a unique blend of teaching excellence, impactful research, institutional leadership, and industry engagement. His research lies at the intersection of marketing strategy, consumer behaviour, digital transformation, social media and influencer marketing, artificial intelligence, international marketing, entrepreneurship, and retailing. He has published extensively in internationally recognized SSCI, ABDC, and Scopus-indexed journals and has contributed to several edited books, case studies, and policy-oriented research projects.

Dr. Kashyap currently serves as the Editor-in-Chief of ***Manthan: Journal of Commerce and Management*** and actively contributes to the global scholarly community as a reviewer for leading journals published by Emerald, Elsevier, Sage, Frontiers, and IGI Global. His editorial experience, coupled with his research leadership, has positioned him as an emerging voice in contemporary marketing scholarship.

Beyond research, he has successfully led and contributed to multiple externally funded projects supported by organizations including the Indian Council of Social Science Research (ICSSR), the Ministry of Rural Development, Government of India, and several industry partners. His consultancy assignments have included strategic marketing initiatives for Tihar Prison and rural development interventions for governmental agencies.

As an academic leader, he has held several institutional responsibilities, including Associate Director of IQAC, Assistant Director of the Ph.D. Programme, Programme Coordinator, School Board Member, Placement Committee Member, and NAAC Steering Committee Member. His commitment to academic governance has significantly contributed to curriculum development, quality assurance, doctoral education, and institutional capacity building.

Dr. Kashyap has supervised doctoral scholars, evaluated Ph.D. theses for multiple universities, mentored research scholars and start-ups, and regularly delivers invited lectures, keynote addresses, faculty development programmes, and research methodology workshops at national and international institutions. His overarching academic vision is to create research with societal relevance, strengthen industry-academia collaboration, mentor future scholars, and contribute to the advancement of responsible marketing and management education through research excellence, innovation, and academic leadership.

ACADEMIC PHILOSOPHY

I believe that universities exist not merely to disseminate knowledge but to create knowledge that transforms society. My academic journey has therefore been guided by a commitment to integrating rigorous research, innovative teaching, institutional leadership, and meaningful societal engagement. As an educator, I view classrooms as spaces where curiosity, critical thinking, and ethical leadership are cultivated. My teaching philosophy emphasizes experiential learning through live projects, case studies, field engagement, digital technologies, and interdisciplinary collaboration. Rather than simply preparing students for employment, I strive to prepare them for leadership in an increasingly dynamic and technology-driven global economy.

My research philosophy is equally grounded in relevance and impact. I seek to address contemporary challenges at the intersection of marketing, digital transformation, consumer behaviour, entrepreneurship, and public policy. I strongly believe that academic research should not remain confined to scholarly journals but should inform managerial practice, public policy, and community development. Institutional leadership has been another important dimension of my professional journey. I consider academic administration as an opportunity to strengthen institutional systems, enhance research culture, mentor colleagues, and contribute towards building globally competitive universities. My involvement in quality assurance, curriculum development, doctoral education, and strategic academic planning reflects this commitment.

Ultimately, my vision is to contribute to higher education through research excellence, ethical leadership, international collaboration, and the development of future scholars capable of creating meaningful societal impact.

ACADEMIC IDENTITY

Academic Position	Professor
Current Affiliation	Central University of Himachal Pradesh
Discipline	Management
Specialization	Marketing
Research Areas	Consumer Behaviour Entrepreneurship Digital and Social Media Marketing Digital Financial Behaviour Artificial Intelligence in Marketing International Marketing Entrepreneurship
Ph.D. Awarded under my Supervision	02
Ph.D. Students under my supervision	05
Master Dissertation Supervised	More than 150
Current Status of Masters Students under my supervision	16
Master Supervision Experience	14 Years
Ph.D. Supervision Experience	9 Years

WORK SUMMARY

Position & Organization	Duration	Key Responsibilities & Achievements
Associate Professor, HPKV Business School, Central University of Himachal Pradesh, Dharamshala, India	<i>[March 2023 –March 2026]</i>	Teaching postgraduate and doctoral courses in Marketing; supervising Ph.D. scholars; leading externally funded research projects; curriculum development; academic administration; quality assurance (IQAC); publication in SSCI/ABDC/Scopus journals; editorial leadership; organizing FDPs, workshops, and conferences; fostering national and international research collaborations.
Assistant Professor, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, India	<i>[June 2013–Feburary 2023]</i>	Delivered MBA, BBA, MCA and Ph.D. courses; supervised research scholars and dissertations; contributed to curriculum design, accreditation, admissions, placement, and institutional committees; coordinated academic activities; strengthened research culture through publications and funded projects.
Assistant Professor, National Institute of Fashion Technology (NIFT), Kangra, India	<i>[August 2012–June 2013]</i>	Taught Fashion Marketing, Retail Management, Entrepreneurship, Luxury Marketing and Merchandising; mentored student projects; collaborated with industry; promoted experiential learning and interdisciplinary education aligned with the fashion and retail sectors.
Academic Associate (Marketing Area), Indian Institute of Management Ahmedabad (IIMA), India	<i>[July 2010–March 2012]</i>	Assisted faculty in teaching, research, executive education and consulting projects; prepared teaching cases and research material; supported data analysis and classroom delivery using case-based pedagogy; gained exposure to world-class management education and research practices.
Project Fellow (UGC Major Research Project), University of Lucknow, India	<i>[October 2009–March 2010]</i>	Conducted field research, data collection and analysis under a UGC-funded project; contributed to research reports, publications and project documentation; developed expertise in empirical research methods and policy-oriented studies.
Marketing & Event Management Professional (Industry Experience)	<i>[June 2009–October 2010] and [May 2002–July 2004]</i>	Managed marketing campaigns, client relationships and promotional events; coordinated branding and communication activities; developed practical insights

Position & Organization

Duration

Key Responsibilities & Achievements

into marketing strategy and consumer engagement that continue to enrich teaching and research.

LATEST FIVE PUBLICATIONS

1. Priyanka, **Kashyap A.K.**, Dash, S (2026). Virtual Influencer and User Engagement: A Systematic Review and Future Research Agenda. *International Journal of Consumer Studies*, In Production, ABDC "A", SCOPUS. **10.1111/ijcs.70237**
2. Kumar A, Melese E, Kashyap AK (2026;), "Antecedents and consequences of international marketing capabilities: insights from a systematic review". *Journal of Trade Science*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JTS-01-2026-0005>
3. Kumar, A., Moges, E. M., & **Kashyap, A. K.** (2026). Impact of government export promotion programs on firms' commitment, competitive positioning and export performance. *Journal of Business & Industrial Marketing*, 1-14. ABDC "A", SCOPUS Indexed
4. Sharma, S., **Kashyap, A. K.**, & Sohal, A. (2026). Reviewing the Literature on Job Crafting Theory Through the Lens of Research Instruments. *Organizational Cultures: An International Journal*, 16(2), 225. SCOPUS Indexed
5. Annu, **Kashyap, A. K.**, Sharma, S., & Dwivedi, A. K. (2026). Technology adoption among women entrepreneurs of the Global South: a systematic literature review and research agenda. *Journal of Management Development*, 1-13. ABDC, SCOPUS Indexed

Other Research Articles/ Case Studies

1. Sharma Dheeraj, Chowdhri Nishima, Kashyap Anil published a case study on "Perk your Spirits with Glucose Energy: A Case of New Product Introduction in the Chocolate Industry" at Indian Institute of Management, registered on 14/08/2012, registration no.: IIMA/MAR0425
2. Sharma Dheeraj, Chowdhri Nishima, Kashyap Anil published a case study on "Perk your Spirits with Glucose Energy: A Case of New Product Introduction in the Chocolate Industry" at Indian Institute of Management, registered on 14/08/2012, registration no.: IIMA/MAR0425
3. Kashyap Anil Kumar, "Revitalize Your Restaurant by Enhancing its Servicescape" published in *International Journal of Engineering Technology, Management and Applied Sciences*, Volume 3, Issue 12 (2015), ISSN 2349-4476, pp. 12-23.
4. Kashyap Anil Kumar and Kumar Ajay " Customer Decision Making Side of Ecommerce" published in *Journal of Marketing Management and Consumer Behavior*, ISSN-Canada: 2371-3615, Vol.1, No.4, 2016, pp.28-39.
5. Kumar Ajay and Kashyap Anil Kumar, " Measuring Information Potential to Motivate Consumer for Online Shopping: A Review Analysis Approach" published in *Asian Journal of Research in Business Economics and Management*, UGC listed Journal, ISSN: 2249-7307, Vol.8, No.3 March 2018, pp.1-10.
6. Kumar Ajay and Kashyap Anil Kumar, "**Leveraging utilitarian perspective of online shopping to motivate online shoppers**" published in *International Journal of Retail & Distribution Management*, **SCOPUS/ESCI/ABDC** indexed, Emerald Publishing Limited, ISSN: 0959-0552, Vol. 46, Issue. 3. 2018, pp. pp. 247-263.
7. Bhagwat Shree, Kumar Ajay and Kashyap, Anil Kumar, " Assessing The Significance and Measuring The Dynamism of Apparel Retailing in India's Evolving Organized Retail Sector " published in the UGC listed ZENITH *International Journal of Business Economics & Management Research*, Vol. 8, Issue 5, 2018, pp. 64-72.
8. Kashyap Anil Kumar and Kumar Ajay "**Understanding Customer Perceived Mall Values-A Confirmatory Factor Analysis Approach**" published in the *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, **SCOPUS indexed** IGI Global, ISSN: 1947-9247, EISSN: 1947-9255, Volume 10, Issue 3. 2019 Pp. 21-34.
9. Kashyap Anil Kumar and Kumar Ajay "Measuring information potential to understand shoppers' acceptance for online shopping" *International Journal of Business Innovation and Research*

- (IJBIR) **SCOPUS/ABDC** indexed, Inderscience, ISSN: 1755-3539 (Print), ISSN: 1755-3547 (Online) Vol. 19, No. 2 pp. 2019,179-194.
10. Tiwari G K, Kashyap A K, Rai P K, Tiwari R P, Pandey R. Collective Affirmation in Action: Understanding the Success of Lockdown in India during the First Wave of the COVID-19 Pandemic. *J Research Health* 2022; 12 (3) :137-150 (**SCOPUS indexed**)
 11. Kumar Ajay and Kashyap Anil Kumar “An Exploratory Analysis of Mall Attractive Dimensions from the Perspective of tier-II cities Customers” *International Journal of Business Innovation and Research (IJBIR)*, Inderscience, ISSN: 1755-3539 (Print), ISSN: 1755-3547 (Online) Vol. 25, Issue. 01. 2021 pp. 78-93. **SCOPUS/ABDC** indexed
 12. Kumar, A., & Kashyap, A. K. (2023). The Role of Mall Attractiveness in Shaping the Fashion Shopping Orientation of Apparel Shoppers: A Segmentation Approach. *Research Journal of Textile and Apparel*, 27(1), 19-35. **SCOPUS/ABDC** indexed
 13. Kashyap, A. K., Sahu, I., & Kumar, A. (2022). Artificial Intelligence and Its Applications In E-Commerce-A Review Analysis And Research Agenda. *Journal of Theoretical and Applied Information Technology*, 100(24). **SCOPUS** indexed
 14. Kumar, A., & Kashyap, A. K. (2022). Understanding the Factors Influencing Repurchase Intention in Online Shopping: A Meta-analytic Review. *Vision*, 0(0). <https://doi.org/10.1177/09722629221107957> **SCOPUS/ABDC** indexed
 15. Melese E, Kumar A, Kashyap AK, Kovid RK (2025), "Role of entrepreneurial education and perceived opportunity in shaping entrepreneurial intention of female students". *LBS Journal of Management & Research*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/LBSJMR-08-2024-0089>
 16. Kashyap, A. K., & Kumar, A. (2024). Application of theory of planned behaviour in determining attitude and to measure purchase intention under the fear of Covid-19. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2376108> **SCOPUS/ABDC**
 17. Kumar, A., Kashyap, A.K., Gangai, K.N. & Mahakud, G.C. (2025). Level of Anxiety and Its Impact on Intentions to out of Home Behaviour During COVID-19. *International Journal of Indian Psychology*, 13(4), 2752-2768. DIP:18.01.249.20251304, DOI:10.25215/1304.249
 18. Kashyap, Anil Kumar, Priyanka, Gupta Prashant (2026). Do cyber fraud experiences matter? Revisiting user motivations and satisfaction in driving FinTech continuance, Vol. ahead-of-print <https://doi.org/10.1108/JFC-09-2025-0300> **SCOPUS/ABDC**

Edited Book

1. Marketing 5.0: The Role of Human-Mimicking Technology, Ajay Kumar, M.D. Ciddikie, Anil Kumar Kashyap, Hafiz Wasim Akram, Emerald Publishing Limited
DOI: <https://doi.org/10.1108/9781837978151> **ISBN electronic:** 978-1-83797-815-1; **ISBN print:** 978-1-83797-816-8 **Publication date:** 2025
2. **UPCOMING (In Press) *Sports Tourism in Transition: Pathways through Innovation, Digitalization, and Sustainability***, Ajay Kumar, Anil Kumar Kashyap, Piali Haldar, Rakesh Tomar and Arun Kumar

Book Chapter

1. Kashyap Anil Kumar, "Regional integrity through SAARC: The rough way ahead" published in the book titled as "Global Economic Associations: Prospect & Aspect" edited by Dr. Pramesh Kumar Gautam, ISBN: 978-81-929700-0-4, pp. 22-36 (2016).
2. Kashyap Anil Kumar, "E-Governance to Digital India: Reforms through IT and ITes" published in the book titled as "Information Technology & Its role for India's Business World Development" published by Success Publication, Pune, ISBN:978-93-24457-21-2,pp.279-283 (2017)
3. Kashyap Anil Kumar ““*MBAs are at crossroad: A way ahead to rejuvenate management education in India*” published in the book titled as “Management Education: Emerging Trends,

- Challenges and Innovation” edited by Neha Dubey Kaushakiya and Anupam Raj Mishra and published by SVN publishing house. ISBN: 978-81-929700-4-2, pp.14-21(2018).
4. Kashyap, Anil Kumar, "A sustainable and commercially viable approach of delivering financial services to rural India" published in the edited book titled “Changing Paradigms in Marketing Financial Services” edited by Gupta Ashish, Yadav Babita and Rokade Varsha and published by Manakin Press, ISBN:978-93-88342-16-2 (2020), pp. 319-330
 5. Kashyap Anil Kumar, "Assessment of the cause of Non Performing Assets and the Performance of Public Sector Banks in India" published in the edited book titled as "Transformations in Indian Financial Sector" edited by Dr. Shishir Kumar Gujrati and Dr. Shashi Yadav, published by SARA book publication, Ahmedabad, ISBN:978-1-7303-230-0, pp.16-29 (2017).
 6. Kashyap Anil Kumar and Sahu Ity “Reshaping Customer Retail Experience: Implication of Technology, Innovation and Customer Psychographics” published in the edited book titled as “Marketing Strategies and Challenges for Emerging Markets” edited by Ciddikie M.D. and Kumar Ajay published by Bharti Publications, New Delhi, ISBN: 978-93-91681-12-8 (2021), pp. 1-8
 7. Kashyap Anil Kumar and Kumar Ajay “Understanding Customer Preference and Choice in the Blend of Sustainability and Technology: A Retailer’s Perspective “ by Bloomsbury Publishing India Pvt. Ltd, (Jaipuria Institute of Management) ISBN 978-93-54358-62-3 (2022) pp. 76-84
 8. Kashyap Anil Kumar, Sahu Ity, Kumar Ajay “Transforming Customer Retail Experience in Post Pandemic Era: Role of Technology, Innovation and Customer Psychographics” in the edited book titled as Shaping the Next Normal: Rebound Reimagine, Reinnovate, Rearchitect edited by Piali Haldar, Priyanka Agarwal and Sadhana Tiwari published by Bazooka Publication with ISBN : 978-93-91363-57-4 pp. 91-104
 9. Kashyap Anil Kumar, Kumar Ajay “Health Consciousness is Responsible for the Shift in Shopping Destination: An Exploratory Analysis” in the conference proceedings of International Conference on “Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal” at Dr. D.Y. Patil Business School (April 27-29, 2022) edited by Dr. Amol Gawande and Dr. Atul Kumar, ISBN: 978-81-950596-1-4 pp. 680-687
 10. Kashyap, A. K., & Sahu, I. (2023). Virtual Experiences, Real Consequences: How Virtual Reality Transforms Consumer Behavior in E-Commerce. In *AI and Emotional Intelligence for Modern Business Management* (pp. 254-262). IGI Global. 10.4018/979-8-3693-0418-1.ch017
 11. Kumar, A., & Kashyap, A. K. (2024). Exploring the Role of Simulation based Education in Management Studies for NEP 2020. In *Advanced Learning and Teaching in Higher Education in India: A Policy-technology-capacity Enabled Approach* (pp. 25-32). River Publishers. <https://doi.org/10.1201/9781032631226>
 12. Anil Kumar Kashyap, Priyanka (2025). "Mimicking Technologies in Retail: Facilitating and Transforming Customer Retail Experience", *Marketing 5.0: The Role of Human-Mimicking Technology*, Ajay Kumar, M.D. Ciddikie, Anil Kumar Kashyap, Hafiz Wasim Akram <https://doi.org/10.1108/978-1-83797-815-120251006>
 13. Priyanka, Anil Kumar Kashyap (2026). “Determining the role of influencer in promoting sustainable consumption: a qualitative study”, *Organizational Resilience and Leadership issues in the dynamic era*, Deepti Dabas Hazarika, Arnab Chakraborty, Shiwangi Sharma, Apurva A Chauhan, Neha Yadav <https://doi.org/10.4324/9781003725084>

Ph.D. Research Supervision and Thesis Evaluation

S. No.	Student Name	Titel of the thesis	Status	Remarks
1.	Ity Sahu	A Study on the Role of Artificial Intelligence in Analysing Consumer	Awarded	I supervised her throughout her Ph.D. but before the award of degree I resigned from the University so Final Name of

		Buying Behaviour in E-commerce		Supervisor on thesis is someone else
2.	Sahil Sharma	Role of Playful Design in Moderating the Relationship between Psychological Capital and Job Crafting among Nurses	Awarded	Supervised and awarded under my guidance
3.	Priyanka	Investigating the role of Receiver Motives, Content Value and Influencers Credibility in determining Satisfaction led Behavioural Intention	Final Stage	Under Supervision
4.	Annu Dabla	Social Media and Entrepreneurial Success of Women Homepreneurs in India: The Mediating Role of Digital Empowerment and Moderating Effects of Digital Competence and Entrepreneurial Orientation	Mid Stage	Under Supervision
5.	Nishant Wadhwa	DRC Pending	Early Stage	Under Supervision
6.	Anmol Joel	DRC Pending	Early Stage	Under Supervision

Thesis Evaluated/Viva Voce Taken (Total 7)

S. No.	Name	Title	Institution
1.	Ms. Samira Tawangar	Social Media and Women Empowerment: Case of Women Entrepreneurs in Afghanistan	SHARDA UNIVERSITY
2.	Sandeep Tyagi	Big Data Analytics, Customer Relationship Management and Perceived Sales Performance in B2b Context: A Study in NCR	SHARDA UNIVERSITY
3.	Pooja Bibay Shinde	“A Study of Tax and Investment Literacy Among the Salaried Class of Employees in Chhattisgarh”	AMITY UNIVERSITY

Masters Dissertation Supervised and Evaluated

⇒ I have supervised more than 200 Master Dissertation during my academic career so far.

Research Projects/Consultancy offered

S. No.	Title of the Project/Consulting Assignment	Sponsored Agency	Status	Amount	Role
1.	Post Project Evaluation Study of Zone- VI funded by Ministry of Rural Development, Government of India	Ministry of Rural Development and Panchayati Raj, Government of India	Completed	INR 46 Lakh	Member of the Core Committee
2.	Marketing consulting assignment for Tihar Prison in house retail brand "TJ", Government of NCT	Tihar Prison	Completed	INR 19 Lakh	Research Associate
3.	Financial Inclusion for Small Saving Schemes of Kamuna Agro	Kamuna Agro	Completed	INR 2 Lakhs	Marketing Consultant
4.	Emerging Models in Agriculture: A Value Chain Analysis in the state of Uttar Pradesh	University Grants Commission, New Delhi	Completed	INR 145000/-	Research Fellow
5.	"Impact of Skill India Mission on Youth: A Study of B.Voc. Programme in Himachal Pradesh"	Indian Council of Social Science Research (Ministry of Education)	Completed	INR 120000/-	Co-PD (Co-Project Director)
6.	A Philosophical Analysis of Dharma and the Ashrama System in Rama-Kavya	Indian Council of Social Science Research (Ministry of Education)	Ongoing	INR 100000/-	Co-PD (Co-Project Director)
7.	Leveraging Cultural Entrepreneurship among Tribal Women in Himachal Pradesh, Insights through the lens of SDGs and Viksit Bharat@2027	Indian Council of Social Science Research (Ministry of Education)	Ongoing	INR 145000/-	Co-PD (Co-Project Director)

Research Paper/Book Chapter and Article Reviewed

S. No.	Journal Name	Publisher	Peer Reviewed
1.	Research Journal of Textile and Apparel	Emerald Publishing Limited	32
2.	International Journal of Retail Distribution and Management	Emerald Publishing Limited	10
3.	Frontier in Psychology	Frontiers	03
4.	Vision: The Journal of Business Perspective	Sage Publication	08
5.	International Journal of E-Business Research (IJEER)	IGI Global	01
6.	Journal of Retailing and Consumer services	Elsevier	3

PAPER PRESENTED IN CONFERENCE / SEMINAR

⇒ **Anil Kumar Kashyap and Varun Saini**

Participated and presented the paper “Internationalization in the Digital Age: How Born-Digital Firms Navigate Global Expansion?” at 10th International Conference on “Rebalancing Global Commerce: Navigating Disruptions, Diversification, and New Trade Realities” January 26 - 27, 2026 at University of Colombo, Colombo, Sri Lanka with collaboration Commerce & Management Association of India (CMAI).

⇒ **Priyanka, Anil Kumar Kashyap**

Participated and presented the paper “The Dual Pathways of Digital Financial Influence: How Trust and Social Proof Shape Investment Intentions” at FORE International Management Conference held during November 19-21, 2025 at FORE School of Management, New Delhi

⇒ **Dr. Anil Kumar Kashyap,**

Participated in the International conference (virtual) on “Infusing Competitiveness in Indian MSME’s” from December 04-05, 2021 organized at EDII sponsored by Ministry of Micro, Small and Medium Enterprises (GoI)

⇒ **Dr. Anil Kumar Kashyap, Ity Sahu**

Presented paper titled “Leveraging the potential of digital technology to remove the barriers in the path of women entrepreneurs: Review and Conceptual Framework” in the International Conference on “Empowering Women Entrepreneurs from the Grassroots to Global” held during February 24-25, 2022 at EDII.

⇒ **Dr. Anil Kumar Kashyap, Ajay Kumar**

Health consciousness is responsible for the shift in shopping destination: an exploratory analysis at International Research Conference -2022 on “Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal” held in virtual mode from April 27th to 29th 2022

⇒ **Dr. Anil Kumar Kashyap, Ity Sahu**

Participated, presented and won the best paper award for the article entitled as “**Understanding the role of sustainability in customer choice and preference in the technology enabled marketplace: A retailer’s perspective**” in the International e-Conference on Industry 4.0 for Sustainable Development in the Global Business, Management and Education held at Sage University, Bhopal , January 22, 2022

⇒ **Dr. Anil Kumar Kashyap, Dr. Ajay Kumar**

Participated and presented the paper titled “**Measuring the effect of Consumer Health Consciousness and Covid-19 Protocol on Shopping Behavior: Application of Theory of Planned Behavior**” in the XIIIth International Conference on Industry 4.0 & Key Drivers of Sustainable Global Business Practices held at PIMRG Gwalior co hosted in Association of International Business and Professional Management, Indonesia , January 08-10, 2022

⇒ **Dr. Anil Kumar Kashyap, Dr. Ajay Kumar and Ms. Ity Sahu**

Participated, presented and won the second best paper presentation award for the paper titled “**Transforming Customer Retail Experience in Post Pandemic Era: Role of Technology, Innovations and Customer Psychographics**” in the International level **Marketing Summit- 2022 Re-imaging Marketing in New Normal- Advertising & Branding, Retail and Entrepreneurship organized by GLBIMR, Greater Noida** on Saturday, January 08, 2022

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a talk on “**Funding and Financing of Education in the National Education Policy- 2019 (Draft): Searching the Trajectory for Empowering people, community and Nation in the Globalised Knowledge Society**”, National Level Dialogue organized by TLCSS under PMMMNMTT, Dr. Harisingh Gour Vishwavidyalaya, Sagar (June 17-19, 2019)

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper on “**MBAs are at crossroad: A way ahead to rejuvenate management education in India**” in the National Seminar on” Management Education: Emerging Trends, Challenges and Innovation” organized by SVN University, Sagar (May 28, 2018)

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper on “Revitalizing economy or plugging it in chaos: a case of financial reform through currency demonetization in India” in the National conference on Demonetization and Uprooting Parallel Economy at Department of Commerce, DHSGSU Sagar, sponsored by ICSSR (March 24-25, 2017)

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper on “Challenges of Value Based Management Practices” in the National Seminar on "Saamajik, Naitik Evam Saikshanik Uthaan" organized by Governement P.G Arts and Commerce College, Sagar (March 19, 2016)

⇒ **Dr. Anil Kumar Kashyap and Mr. Ajay Kumar**

Participated and presented a paper entitled as "**Developing rural India through Agropreneurship- A way ahead** " in the ICSSR, NABARD and UGC sponsored National Seminar on "Agricultural growth in India: Opportunities and Challenges" & XXVIII MPEA conference organized by the Department of Economics, Dr. Harisingh Gour Vishwavidyalaya, Sagar (February 24-25, 2018).

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper entitled as "**Regional Integrity through SAARC: The Rough Way Ahead**" in the National Seminar on "Role of Emerging Economic Association in International Relations and Financial Management: Contemporary Issues and Challenges" (on May 07, 2016) organized by the Faculty of Management & Commerce, Swami Vivekanand University, Sagar.

⇒ **Dr. Anil Kumar Kashyap**

Paper entitled as “**Farmer Ownership: Developing Farmer an Independent Enterprise**” presented in the two days National Seminar “Current Issues and Challenges of Agriculture Sector in India” (on March 5 to 6, 2016) at Department of Economics, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P) organized by Department of Economics and sponsored by University Grants Commission, New Delhi.

⇒ **Dr. Anil Kumar Kashyap**

Participated and presented a paper entitled as “**Discussion on Accounting for Startups**” in the National Seminar on “Nation Building Accounting” (on Jan 02, 2016) at Pt. Deendayal Upadhyay Governement Arts & Commerce College (Nodal), organized by Department of Commerce in association with Indian Accounting Association, Sagar Chapter.

⇒ **Anil Kumar Kashyap**

Participated and presented a talk on the title “**Use of Technology and Innovations in Promoting Good Governance**” conducted under the directives of MHRD, GOI, New Delhi (December 25th 2014) and Organized by Internal Quality Assurance Cell, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P).

⇒ **Anil Kumar Kashyap**

Paper entitled as “**Effect of Servicescape on Consumer Satisfaction in Restaurant Industry**” presented in the National Seminar “Emerging Trends in Area of Management and Accounting” (on Dec. 13th 2014) at Sagar (M.P) organized by BTIRT Sagar in Collaboration with Indian Accounting Association.

⇒ **Anil Kumar Kashyap & Dr. Niraj Kumar**

Paper entitled as “Effect of Servicescape on Consumer satisfaction in Hotel Industry: A review and research agenda” presented in the 4th Doctoral Colloquium (Jan 4th -6th 2011) at IIM Ahmedabad. Abstract has been published in the proceedings book.

⇒ **Anil Kumar Kashyap & Dr. Bimal Jaiswal**

Paper entitled as "FDI inflows in India: Beginning & Growth" presented in the National Seminar “Emerging Trends in India’s External Sector”, Organised by the Department of Applied Economics, University of Lucknow (March 28th 2010).

CONFERENCE/ SEMINAR ATTENDED/DELIVERED LECTURE/CONVENEOR/OTHER

- ⇒ Chaired the track “Marketing in the Digital Age” at FORE International Management Conference held during November 19-21, 2025 at FORE School of Management, New Delhi
- ⇒ Delivered a Lecture “Tools to Enhance Teaching Pedagogy” in Short Term Course on Academic Research Writing and E-content development at Academic Staff College, Dr. Harisingh Gour Vishwavidyalaya, on October 10th 2025
- ⇒ Delivered a lecture in an online webinar on “Design Thinking, Critical Thinking and Innovation Design” at LNCT Bhopal dated February 10th 2023

- ⇒ Delivered a lecture in an online Webinar at Police Training School, Sagar on “Media Management” dated 16th November 2022
- ⇒ Attended the workshop “Reviewer workshop: How to get the most out of being a reviewer of scientific articles” conducted by Researcher Academy On Campus of Elsevier, presented by Dr. Biswanath Dutta Publisher, Prof. Henrik Rudolph Editor-in Chief, Applied Surface Science on Wednesday, August 10th 2022.
- ⇒ Delivered a lecture on "Process of Innovation Development & Technology Readiness Level (TRL)" & Commercialisation of Lab Technologies & Tech-Transfer" at Sadanlal Sanwaldas Khanna Girl's Post Graduate College, Allahabad (A Constituent College of University of Allahabad) on 12/02/2022 at 02:00 PM.
- ⇒ Participated in the International Conference (Virtual Mode) on Infusing Competitiveness in Indian MSMEs organized at EDII Ahmadabad sponsored by Ministry of Micro Small and Medium Enterprises, Government of India (December 04-05, 2021)
- ⇒ Developed and designed a proposal to be the Institute of Eminence included four courses and for centre
- ⇒ Developed, designed and offered a course on "**Rural Entrepreneurship**" in collaboration of NCRI, Hyderabad
- ⇒ Delivered lecture on “**Developing Entrepreneurial Skills in Rural India** ” in online refresher course on Rural Development offered through SWAYAM
- ⇒ Invited as subject expert to conduct Viva-Voce in affiliated colleges of Dr. Harisingh Gour Vishwavidyalaya, Sagar, Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (Madhya Pradesh)
- ⇒ Paper Setter for various examination of Universities and colleges
- ⇒ Invited as subject expert to conduct Viva-Voce in at Swami Vivekanand University, Sagar (Madhya Pradesh)
- ⇒ Invited as subject expert at Remedial Coaching Class (An UGC Initiative) at Dr. Harisingh Gour Vishwavidyalaya
- ⇒ Invited as subject expert at Department of Computer Application at Dr. Harisingh Gour Vishwavidyalaya
- ⇒ Engaged as a subject expert for conducting and evaluating exam paper/ term paper of Madhya Pradesh Bhoj (Open) University, Bhopal (M.P).
- ⇒ Invited Speaker in the Worksoop "" organized by Department of Education, Dr. Harisingh Gour Vishwavidyalaya under the banner of PMMMNMST, Sagar
- ⇒ Invited Speaker for Marketing Research (PGDM) at Udaybhansinhji Regional Institute of Cooperative Management, Gandhinagar, Gujarat.
- ⇒ Attended the workshop on IPR organized at Dr. Harisingh Gour Vishwavidyalaya
 - ⇒ Attended and organized a seminar on "FDI: Current status and direction" at Department of Business Management , Dr. Harisingh Gour Vishwavidyalaya, Sagar, Key note Speaker: Prof. P.R Aggarwal, Vice Chancellor, Veerbahadur Singh Poorvanchal University, Jaunpur, Uttar Pradesh
 - ⇒ Attended the talk on "How to write UG and PG projects based on your internship" delivered by Prof. J.P Sharam, University of Delhi, Delhi.
 - ⇒ Attended the lecture by renowned educationalist Prof. Anil Sadgopal on “India a Thought: Challenges of Globalisation” on Jan 15th 2015
 - ⇒ Attended the “4th IIM A Conference on Marketing in Emerging Economies” organized by IIM Ahmedabad (January 5-7, 2011). (No. of paper presented- 103)
Key Note Speaker: Johny K. Johansson, Mc Donough School of Business, George Town University, USA.
 - ⇒ Attended the “International Conference on Challenges to Inclusive Growth in the Emerging Economies” organized by the SMF & IIM Ahmedabad (December 15-17, 2010) (No. of paper presented- 60)
Key Note Speaker: Ratan Tata, Arun Maira & Mohd. Yunus.

WORKSHOP/ORIENTATION/REFRESHER/FDP/TRAINING ATTENDED

- ⇒ 2-day workshop on Generative AI by Outskill in October 11-12,2025
- ⇒ 6 days online FDP on SMART PLS-SEM organized by Sharda University from March 07th to March 12th 2022

- ⇒ Participated and completed successfully the 5-day online FDP on the theme “Inculcating Universal Human Values in Technical Education” organized by All India Council for Technical Education(AICTE) from 6/12/2021 to 10/12/2021 at AICTE New Delhi.
- ⇒ Participated and completed successfully the AICTE Training and Learning Academy FDP in virtual mode on Data Analytics: Tools and Techniques from 22/11/2021 to 26/11/2021 at University of Hyderabad
- ⇒ Attended and completed a two two-day Training Programme under Saansad Adarsh Gram Yojana at National Institute of Rural Development & Panchayati Raj, Hyderabad June 6-7, 2018
- ⇒ Attended and completed twelve days DST sponsored National Training Programme on Entrepreneurship Development and Management for Scientists & Technologists working in Government Sector at EDI Gandhinagar, Gujarat from January 22 to February 2, 2018
- ⇒ Attended and Completed one Week GIAN programme titled “**Digital and Social Media Marketing in Emerging Markets** ”offered by Prof. Yogesh K. Dwivedi (United Kingdom) under the GIAN initiative of Ministry of Human Resource Development, Government of India from September 29th 2016 to October 5th 2016 at Dr. Harisingh Gour Vishwavidyalaya, Sagar
- ⇒ Attended and Completed the **Interdisciplinary Refresher Course on "E-commerce and Management"** with “Grade A” from the UGC-Human Resource Development Centre, Sagar (M.P) from January 25th 2016 to February 14th 2016.
- ⇒ Attended and Completed the **Orientation Program** with “Grade A” from the Academic Staff College, Sagar (M.P) from December 16th 2014 to January 14th 2015.
- ⇒ Participated in the **UGC- Sponsored workshop** on the title “Use of Digital Technology for Data Collection” at Academic Staff College, Sagar (M.P) (October 28th to 30th, 2013)
- ⇒ Attended the “**Springer User Awareness Program**” on accessing the online research database (December 18th 2013).

WORKSHOP/ORIENTATION/REFRESHER/TRAINING/TOUR CONDUCTED

- ⇒ Conducted a National Level Seminar on “Emerging Paradigms for Startups” sponsored by UGC Feb 26-27, 2017
Invited Speaker: Prof. P.R. Agarwal, VC (VBSPU, Jaunpur), Prof. Tanuj Nandan (MNIT Allahabad), Prof. P.N. Mishra (DAVV Indore) and many more
- ⇒ Conducted a Webinar on Career in Start-up Entrepreneurship and Family Business on April 12th, 2021 **Invited Speaker:** Dr. Amit Kumar Dwivedi (Associate Professor and In charge, Department of Policy Advocacy, Knowledge and Research at EDII, Gandhi Nagar)
- ⇒ Conducted a Webinar on Emerging trends in Fashion and Retail in the post pandemic era on December 17th 2021
Invited Speaker: Dr. Deepak Joshi (NIFT Delhi), Dr. Rashi Aggarwal (CSJMU Kanpur), Mr. Sanni Gupta (Jogira India), Ms. Nimisha (Jogira India)
- ⇒ Conducted Study tour in 2019 and 2020 at HUL (Chhindwara), Raymond (Sausar) and Heromotocorp (Haridwar) plants.

MULTIMEDIA PRODUCTS

1. E-content for SWYAM (UG) Organic Farming Practices and Certification- 2021
 Link: https://onlinecourses.swyam2.ac.in/cec21_ag03/preview
2. E-content for SWYAM (UG) Concept of Marketing and Indian Organic Market- 2021
 Link: https://onlinecourses.swyam2.ac.in/cec21_ag03/preview
3. E-content for National Resource Center under TLC Sagar Skill Development in Fostering Rural Entrepreneurship- Social and Rural Development
 Link: <https://nmtt.gov.in/downloads/arpit.pdf>

COMPETENCIES AND SKILLS

- ⇒ Proficient in MS Word, Excel and Power point
- ⇒ Competent in using SPSS for statistical analysis

MEMBER IN COMMITTEES/ CO-CURRICULAR ACTIVITIES AND SPECIAL INTEREST

- ⇒ Member School Board, School of Commerce and Management, Central University of Himachal Pradesh
- ⇒ Member Sports Meet at CUHP for All India Women Championship-2023,2024, 2025, 2026
- ⇒ Member, High Level Steering Committee for NAAC Visit Preparation-2021
- ⇒ Member Admission Committee for UG and PG Programmes
- ⇒ Member Coordination Committee for CBCS Examination- 2019,2022
- ⇒ Member, Gour Jayanti News Letter Publication-2018, 2019
- ⇒ Member Flying Squad for University Examination- 2022
- ⇒ Member, SAGY post project evaluation (MoRD)
- ⇒ Member, Convocation Committee 2017, 2018, 2019,2022,2023,**2024,2025**
- ⇒ Member, BoS for Community College
- ⇒ Member, Selection Committee,
- ⇒ Member Purchase Committee
- ⇒ Member Committee for Evaluation of Technical and Feasibility of IT Infrastructure in the University
- ⇒ Judged Poster Presentation, Debate and Essay competition organized by various departments of the University
- ⇒ Conducted an University level debate on the topic "Technology, A Surrogate Teacher: The Pros and Cons" on February, 19th, 2016 at Seminar Hall, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P).
- ⇒ Conducted Business Quiz for all the students of Department, on Match 18th, 2016 at Seminar Hall, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P).
- ⇒ 1st Prize Winner in Sabd Gyaan Patiyogita of "HINDI PAKHWADA" organized by IIM Ahmedabad and Rajbhasa Samiti, Govt. Of India (Sept. 15th-29th, 2011)
- ⇒ 1st Prize winner in Essay competition of "HINDI PAKHWADA" organized by IIM Ahmedabad and Rajbhasa Samiti, Govt. of India (Sept. 15th-29th, 2010)
- ⇒ Composing Hindi Poem, one of my poem has been published in first issue of "PRATIBIMB" IIMA Annual Hindi Magazine
- ⇒ Founder member of an NGO (Koshish...an Endeavour) which is working for Child Education and Women Empowerment
- ⇒ Head Social Council (2007-2009) a social & cultural platform of IMS Class Representative of MBA-Marketing 2007-09 Batch
- ⇒ Winner of B-Plan in "Havoc-2008" an Inter College Fest
- ⇒ As the Head of Social Council I also organized B-Quiz Mantra 2k8
- ⇒ In Ventura2k8- An Annual Event of MBA-Marketing, I performed on stage show "LU-TV-Dil mein sach Khabrein chakachak" produce & directed by me.

PERSONAL PROFILE

Date of birth: 06th December 1984

Marital Status: Married

Residential Status/Citizenship: Dharamshala (Himachal Pradesh), Indian

Languages Known: English, Hindi

Permanent Address: Flat No. 03, Shri Krishna Ganesh Apartment, Khanyara Road, Near St. Mary
Senior Secondary School, Dharamshala, H.P- 176215

DECLARATION

I hereby declare that the above given information is true to the best of my knowledge.

Date:

Place: Dharamshala

(Anil Kumar Kashyap)