

CURRICULUM VITAE



Dr. Vivek Kumar

Assistant Professor

University School of Management

Kurukshetra University, Kurukshetra-136119 (Haryana)

(An 'A++' NAAC Grade University with 3.56 CGPA)

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E-Mail Address: dr.vivekkumar91@kuk.ac.in

Orcid I.D: <https://orcid.org/0009-0006-0868-2140>

H-Index: <https://scholar.google.com/citations?hl=en&user=bm7AUUIAAAAJ>

Scopus I.D: <https://www.scopus.com/authid/detail.uri?authorId=59355631100>

I. PROFESSIONAL GOAL

To actively contribute towards advancing the frontiers of Higher Education in India, focusing on key macro issues and University Academics. Specifically, my aim to excel in the field of Marketing Management and Administration, emphasizing Contemporary Professional and Ethical Marketing practices. My expertise lies in areas such as Marketing Management, Marketing Strategies, Consumer Behavior, Market Research, Brand Management, Digital Marketing, and exploring Emerging Trends in Marketing.

II. ACADEMIC QUALIFICATION

- Ph.D in January 2021 from Faculty of Management Sciences, Maharshi Dayanand University, Rohtak on the topic of research "*Prospects and Problems of Residential Real Estate Market of Central National Capital Region (CNCR).*"
- UGC NET Qualified in June 2012.
- MBA (Hons.) in May 2012 from Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak.
- B.Com. in April 2010 from Vaish College, Rohtak.
- Sr. Secondary (Commerce) in September, 2007 from Board of School Education Haryana.
- Matriculation in August 2005 from Board of School Education Haryana.

III. KEY AREAS OF TEACHING AND RESEARCH INTEREST

- | | |
|--|---|
| <input checked="" type="checkbox"/> Marketing Management | <input checked="" type="checkbox"/> Marketing Research |
| <input checked="" type="checkbox"/> Sales Management | <input checked="" type="checkbox"/> Advertising Management |
| <input checked="" type="checkbox"/> Consumer Behaviour | <input checked="" type="checkbox"/> Strategic Brand Management |
| <input checked="" type="checkbox"/> Integrated Marketing Communication | <input checked="" type="checkbox"/> Business Research Methodology |
| <input checked="" type="checkbox"/> Strategic Management | <input checked="" type="checkbox"/> Business Environment |

IV. TOTAL TEACHING EXPERIENCE

MORE THAN 8 YEARS

1. As Assistant Professor

From **07-11-2022 to-date** at University School of Management, Kurukshetra University, Kurukshetra (Haryana).

2. As Assistant Professor

From **11-07-2018 to 06-11-2022** at Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar (Haryana).

3. As Guest Faculty

From **31-07-2017 to 04-05-2018** at Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar (Haryana).

V. PUBLICATIONS – RESEARCH PAPERS

Publication in International Journals

From Latest Onward...

- Vivek Kumar** “Determinants of Homebuyer Decision-Making in Government-Sponsored Affordable Housing: A study of Deen Dayal Awas Yojana Beneficiaries” published in ‘*Journal of Management Research and Review*’, December 2025, 1(6), 300-308, (**E-ISSN-3051-3588, Print-ISSN- 3051-357X**).
DOI: <https://doi.org/10.65150/EP-jmrr/V1E6/2025-08>
- Vivek Kumar** “Social system dynamics and community resilience: A mixed-methods approach” published in ‘*Journal of Infrastructure, Policy and Development*’, December 2024, 8(15), 01-11, (**E-ISSN-2572-7931, Print-ISSN- 2572-7923**).
DOI: <https://doi.org/10.24294/jipd7318>
- Vivek Kumar** “Cultural impacts on leadership styles: A perspective in social science management” published in ‘*Journal of Infrastructure, Policy and Development*’, September 2024, 8(10), 01-13, (**E-ISSN-2572-7931, Print-ISSN- 2572-7923**).
DOI: <https://doi.org/10.24294/jipd.v8i10.7360>

4. **Vivek Kumar** “Cultural Heritage Conservation in Urban Areas: Integrating Traditional Knowledge and Modern Planning Practices” published in ‘*Journal of Applied Bioanalysis*’, August 2024, 10(2), 260-265, ((ISSN- 2405-710X). DOI: [10.53555/jab.v10i2.036](https://doi.org/10.53555/jab.v10i2.036))
5. **Vivek Kumar** “Examining The Corporate Governance Strategies Of Indian Family-Run Companies: Insights From Selected Enterprises” published in ‘*Journal of Law and Sustainable Development*’, December 2023,11(12), 1-23, ((ISSN- 2764-4170). DOI: <https://doi.org/10.55908/sdgs.v11i12.1713>)
6. **Vivek Kumar** “Customer Engagement and Perceptions: Analyzing the impact on Buying Behavior in the Residential Real Estate Market of Mohali” published in ‘*International Research Journal of Modernization in Engineering Technology and Science*’, May 2023,05(05), 8167-8175, ((E-ISSN- 2582-5208). DOI: <https://www.doi.org/10.56726/IRJMETS40767>)

VI. PUBLICATIONS – BOOKS

From Latest Onward...

1. **Vivek Kumar**, “Strategic Management in a rapidly changing world” Edited Research Book on ‘Emerging Trends in Business: Innovations in Commerce and Management’, Selfpage Developers Pvt. Ltd.,New Delhi, published in 2025 (*ISBN: 978-1-68576-631-3*).
2. **Vivek Kumar**, “Impact of Social Media Marketing on Consumer Buying Behavior: Evidence from NCR Region” Edited Research Book on ‘Innovative Technological Applications Reshaping Modern Business’, Bharti Publications,New Delhi, published in 2024 (*ISBN: 978-81-19757-27-5*).

VII. INTERNATIONAL CONFERENCES/SEMINAR

From Latest Onward...

1. Paper entitled “Reconceptualizing marketing ethics through the philosophical doctrines of the Bhagawad Gita: A theoretical inquiry ” accepted and presented in 10th International Gita Conference on Svadharma and Swadeshi in Shrimad Bhagwad Gita: Inspiration for Duty, Peace and Harmony organized by Kurukshetra University, Kurukshetra, held on 24 November-26 December 2025.
2. Paper entitled “Ethical influence in Digital Marketplace: Reinterpreting lord krishna’s teaching” accepted and presented in 10th International Gita Conference on Svadharma and Swadeshi in Shrimad Bhagwad Gita: Inspiration for Duty, Peace and Harmony organized by Kurukshetra University, Kurukshetra, held on 24 November-26 December 2025.
3. Paper entitled “Residential Satisfaction: Critical Literature Review, Conceptual Framework, and Policy Directions” accepted and presented in International Conference on Reimagining Business: Innovate, Include & Thrive organized by Department of Commerce, Kurukshetra University, Kurukshetra, held on 8th october-9th October 2025.
4. Paper entitled “How to make an investment strategy in a Bearish Stock Market? A Lesson from Shrimad Bhagwad Gita” accepted and presented in 9th International Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem organized by Kurukshetra University, Kurukshetra, held on 5 December-7 December 2024.

5. Paper entitled “Impact of Social Media Marketing on Consumer Buying Behavior: Evidence from NCR Region” accepted and presented in International Conference on Innovative Technological Applications Reshaping Modern Business (ITARMB-2024) organized by University School of Management, Kurukshetra University, Kurukshetra, held on 15 March-16 March 2024.
6. Paper entitled “Impact of Globalization on Corporate Social Responsibility” accepted and presented in the International Seminar on Globalization and its impact on Culture, Society, and Economy organized by Vaish College Bhiwani held on 17 February 2024.
7. Paper entitled “Women’s Empowerment in the India, from ancient period to modern time period” accepted and presented in the International Seminar on Evaluation of Cleanliness, Health, Literacy and Self- Reliance at International Level organized by Vaish College Bhiwani held on 28 March 2023.
8. Paper Entitled “Impact of Russia-Ukraine War on Indian Economy with special Reference to Crude Oil Supply” accepted and presented in the International Seminar on Empowering Consumers for sustainable Consumption organized by MDU Centre for Professional and Allied Studies, Gurugram, held on 15 march 2023.

VIII. NATIONAL CONFERENCES/SEMINAR

From Latest Onward...

1. Paper entitled “Exploring Financial Development, Microcredit, and Empowerment of Marginalized Women: A Case Study in Semi-Urban Areas of Delhi” accepted and presented in National Seminar on Women Empowerment and Sustainable Development Goals organized by Bhagat Phool Singh Mahila Vishwavidyalaya Sonapat (Haryana), held on 27 February 2024.
2. Paper entitled “Financial Inclusion: A Focus on Regional Rural Banks” accepted and presented in the National Seminar on Sustainable Development Goals and Challenges organized by Government College Bawal, Rewari (Haryana) held on 17 February 2024.
3. Paper Entitled “Exploring challenges and issues in Rural Financial Inclusion in India” accepted and presented in the National Seminar on Rural Development: Ways and Means organized by Sakshi Malik Government college for girls, Mokhra(Rohtak) held on 10 January 2024.
4. Paper Entitled “Issues Challenges of Corporate Social Responsibility for Indian Firms” accepted and presented in the National Seminar on Development@75: Social, Economic and Cultural Changes organized by Government College Dubaldhan, Jhajjar, held on 16 march 2023.

IX. MEMBER OF ADMINSTRATIVE BODY/COMMITTEES

1. Member, Academic Council, Kurukshetra University, Kurukshetra.
2. Member, Commerce and Management Association of India.
3. Member, PG Board of Studies, University School of Management, Kurukshetra University, Kurukshetra.
4. Member, UG Board of Studies, University School of Management, Kurukshetra University, Kurukshetra
5. Former, Deputy Coordinator, Kurukshetra University Technology Incubation Centre (KUTIC), Kurukshetra University, Kurukshetra

6. PAG Member, Kurukshetra University Technology Incubation Centre (KUTIC), Kurukshetra University, Kurukshetra
7. Vice-President, Teachers' club, Kurukshetra University, Kurukshetra.
8. Member, Admission Committee, University School of Management, Kurukshetra University, Kurukshetra.
9. Convener, Training, Placement and Alumni Interface Committee, University School of Management, Kurukshetra University, Kurukshetra.
10. Member, Committee for NAAC, University School of Management, Kurukshetra University, Kurukshetra.
11. Member-Expert on Panel of various Management Institutes.
12. Member-cum-Organizing-Joint Secretary for Workshop/Conferences/Seminar organized by University School of Management, Kurukshetra University, Kurukshetra.
13. Member of Marketing Club to organize Workshop/Seminar/discipline specific activities, University School of Management, Kurukshetra University, Kurukshetra.
14. Member, Committee of Extra-curricular/Co-curricular activities committee, University School of Management, Kurukshetra University, Kurukshetra.

X. CURRICULUM DESIGN

- a) **Curriculum Designing:** Contributed extensively in the curriculum designing and formulation process for BBA, MBA, as per NEP-2020 Programmes at University School of Management, Kurukshetra University, Kurukshetra
- b) **Curriculum Development:** Also visibly contributed in the syllabus development process of Bachelor in Business Administration (BBA), and MBA (Distance and Online Education), MBA Lateral Entry Programmes run through Centre for Distance and Online Education, Kurukshetra University, Kurukshetra.

XI. PERSONAL PROFILE AT A GLANCE

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| 1. | Name | : | Dr. Vivek Kumar |
| 2. | Father's Name | : | Dr. Vijay Kumar |
| 3. | Mother's Name | : | Dr. Nirmala Kumari |
| 4. | Date of birth | : | January 11, 1991 |
| 5. | Nationality | : | Indian |
| 6. | Marital Status | : | Married |
| 7. | Spouse Name | : | Dr. Himani |
| 8. | Name of Children | : | Vanshika |
| 9. | Languages known | : | English and Hindi |
| 10. | Hobbies in Life | : | Reading, Writing and Speaking |
| 11. | Personality Traits | : | Self-motivated, communication skills,
Sincere and hard working |
| 12. | Postal Address | : | House No. 1766, Sector 4, Kurukshetra
Pin Code - 136119(Haryana)
Tel: +91-8376040224(M) |

XII. MY PROFESSIONAL REFERENCES

- 1. PROF. MUKESH DHUNNA**
Professor
Institute of Management Studies and Research
Maharshi Dayanand University, Rohtak
MB: 9896213511
Email I.D: mukeshdhunna@rediffmail.com
- 2. Dr. POOJA VYAS**
Professor
Institute of Management Studies and Research
Maharshi Dayanand University, Rohtak
MB. 9468269720
Email I.D. pooja.vyas9@gmail.com

Date: January, 27, 2026

Place: Kurukshetra



(Dr. Vivek Kumar)