

Curriculum Vitae

Dr. TEJINDER SHARMA

Professor

Department of Commerce, Kurukshetra University
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Academic Background

- 2002 Doctor of Philosophy, Kurukshetra University, Kurukshetra, India
- 2002 Post Graduate Diploma in Computer Applications, Kurukshetra University, Kurukshetra, India
- 1993 MBA Kurukshetra University, Kurukshetra, India
- 1991 BSc (Dairying) National Dairy Research Institute, Karnal, India

Work Experience

- Sep'2013-till date Professor in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Research Methodology, Marketing Research, IT & E-Commerce, etc. to post graduate students. Supervising Doctoral research.
- Sep'2010- Sep'2013 Associate Professor in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Logistics, Retailing, Comparative Management etc. to post graduate students. Supervising Doctoral and M.Phil research.
- Sep' 2007 – Sep'2010 Reader in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Logistics, Retailing, Comparative Management etc. to post graduate students. Supervising Doctoral and M.Phil research.
- Aug. 1998-Sep. 2007 Lecturer, in Department of Commerce, Kurukshetra University, Kurukshetra, India. Teaching Logistics, Retailing, Industrial Marketing, E-Commerce etc. to post graduate students.
- April- Sep. 1998 Lecturer in Department of Business Management, Guru Jambheshwar University, Hisar, India. Teaching Export Procedures, International Logistics to post graduate students.
- Oct. 1995-April 1998 Area Manager (Marketing), Gujarat Ambuja Proteins Limited, Ahmedabad. Major responsibilities include marketing and export of corn wet milling products.
- April 1994 - Sep. 1995 Marketing Executive, Cipla Ltd., Mumbai, Marketing of pharmaceuticals

Research Projects

Principal Investigator, Major Research Project, '*Potential and Consumer Behaviour of Subsistence Marketplaces: A Study in Haryana*,' funded by University Grants Commission, New Delhi, India, Rs. 492000/-, Allocation revised as Rs. 6.36 lacs, 1st July, 2011 to 31st Dec, 2013

Co-Investigator, *Environment Management Survey*, JAZ ANZ, Australia, PI-Dr. Ambika Zutshi, Deakin University, Melbourne, 1st September, 2012 till date, (Ongoing)

Completed minor research project, jointly with Dr. Mahabir Narwal, on the topic *Customers' Perception of Social Responsibility of MNCs: A Study of Soft-drinks and Chocolate Industry*, Funding received from UGC under Department's DRS Programme.

Paper Coordinator of E-Pathshala Project of Ministry of Human Resource Development to develop e-content and videos for following papers:

- (i) Paper 05, Principles and Practices of Management (40 Modules) under the subject 'Management' (Available on: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>)
- (ii) Paper 07, International Human Resource Management (40 Modules) under the subject 'Human Resource Management' (<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>)

Administrative Responsibilities

- Director IQAC, Kurukshetra University, Kurukshetra, since 4th June, 2024 till date
- Co-Coordinator NAAC, Kurukshetra University, Kurukshetra, since 4th June, 2024 till date
- Chairman, Department of Commerce, Kurukshetra University, Kurukshetra, since 18th July, 2020 to 17th July, 2023.
- Member NAAC Peer Team (Five visits completed, two as Chairman, NPT)
- Coordinator, PMM Faculty Development Centre, Kurukshetra University, Kurukshetra, 1st January 2021 to 15 Sep, 2021
- Director Youth & Cultural Affairs, since 9th October 2018 to 15th May 2020
- Director, Public Relations, since 16 May 2016 to 15th May 2020
- Advisor, International Students, since May 2018 to 15th May 2020
- Member Appellate Committee for Examination 2017-18, 20th June 2017-19th June, 2018.
- Nodal Officer NIRF, October 2016 to April 2017
- Nodal Officer CM Window (Social Media) March 2018 – September 2018
- Nodal Officer, AIU-AGM, 2015
- Programme Coordinator, National Service Scheme, Kurukshetra University, 24 Jan, 2014 to 16 May 2016
- Member, Investment Committee, KUK, 06th March, 2014 to 15 May, 2020 & 12 Jan, 2020 to 17 July, 2023
- Member NAAC Steering Committee, since 2005
- Member IQAC Committee, April 2015 till date
- Director, 9th International Gita Conference, held on 5-7 Dec, 2024
- Director, 8th International Gita Seminar, held on 17-19 Dec, 2023
- Director 7th International Gita Seminar, held on 29-30 Nov & 1st Dec, 2022
- Organizing Secretary, 6th International Gita Seminar, held on 9-11 Dec, 2021

- Course Coordinator for PG Diploma in Export Marketing (Distance Education) since 2000
- Course Coordinator for M.Com (Distance Education) 18 July, 2020 to 17 July, 2023
- Course Coordinator for M.Com (Online) 15 March, 2023 onwards

Awards & Honors

Certificate of Appreciation for role as Internal Expert during the session 2022-2023, Kurukshetra University Technology Incubation Centre (KUTIC), October 16th, 2023.

Certificate of Honour conferred in recognition of academic achievements and contribution during last 5 years in raising the reputation of the University, Kurukshetra University, Kurukshetra, January 7th, 2023.

Certificate in recognition of selfless service mentoring interns and contributing to the rejuvenation of the timeless Guru Shishya Parampara of Bharata in the kalyabda-5124 (2022CE), Indian Knowledge Systems Division, Ministry of Education, Government of India, 13th Sep, 2023.

Best Paper Award for presenting a paper at International E-Conference on Transition from Digital inclusion to Digital Empowerment Sharda University, Noida, November, 26-27, 2020 (Online), Online Customers' Reviews: Insights of Food Delivery App using Sentiment Analysis

Samaj Sewa Ratan, Prerna Samiti, Haryana, 2016

HPCMA Excellent Research Award, Himalayan Society for Promotion of Commerce & Management Activities, 2011

Academic Contribution

S. No	Membership in AC/BoS, etc.	From	To
1	Member, Academic Council, Kurukshetra University, Kurukshetra	18 July, 2020	17 July, 2023
2	Member, Academic Council, Doon University, Dehradun	01 Dec, 2021	30 Nov, 2022
3	Member, PG Board of Studies, Department of Commerce, Kurukshetra University, Kurukshetra	13.9.2013	Till Date
4	Member, UG Board of Studies, Department of Commerce, Kurukshetra University, Kurukshetra	18 July, 2020	17 July, 2023
5	Member, Board of Studies, Department of Management, Central University of Haryana, Mahendergarh	Sep 2015	Sept 2018
6	Member, Board of Post Graduate Studies & Research in Commerce, Department of Commerce, Indira Gandhi University, Meerpur (Rewari)	13 Nov, 2020	12 Nov, 2022
7	Member, Board of Post Graduate Studies & Research in Management, Department of Management, Indira Gandhi University, Meerpur (Rewari)	29 Jan, 2021	28 Jan, 2023
8	Member, Board of Undergraduate Studies, Department of Commerce, Ch. Ranbir Singh University, Jind	08 th April, 2021	07 th April, 2023
9	Member, Board of Post Graduate Studies & Research, Department of Commerce, Ch. Ranbir Singh University, Jind	10 th Aug, 2021	09 th Aug, 2023
10	Member, Undergraduate Board of Studies, Department of Commerce, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur	02 nd June, 2023	01 st June, 2025
11	Member, Board of Studies Department of Retail Management,	1 st Mar, 2020	31 st March,

	Kanya Mahavidyalaya (Autonomous College), Jalandhar		2023
12	Member, Board of Studies Department of Retail Management, Kanya Mahavidyalaya (Autonomous College), Jalandhar	1 st Mar, 2023	31 st Mar, 2026
13	Member, Research Degree Committee, Department of Commerce, HP University, Shimla	29 Aug, 2022	28 Aug, 2024
14	Member, School Board, Faculty of Commerce, HNB Garwal University, Srinagar	22 Nov, 2017	21 Nov, 2019
15	Member, Board of Studies, Department of Commerce, HNB Garwal University, Srinagar	27 Jan, 2022	26 Jan, 2024
16	Member, Board of Undergraduate Studies, DCRUST, Murthal	6 Sep, 2022	5 Sep, 2024
17	Member, DRS SAP Review Committee, University of Jammu, Jammu	1 st April, 2014	31 st Mar, 2018
18	Member, Board of Studies in Business Administration, Guru Nanak Dev Engineering College, Ludhiana	12 th February, 2024	11 February, 2026
19	Member, Faculty of Business Studies, Punjabi University, Patiala	23, July, 2024	26 th Oct, 2026

Publications

Sharma T., Kumar V., Rani M. (2024) Assessing the Satisfaction of farmers towards Crop Insurance Scheme Using the American Customer Satisfaction Index, International Journal of Indian Culture and Business Management, Vol 33, No. 2, pp 198-212. DOI: 10.1504/IJICBM.2023.10056632

Saini S., Sharma T., Parayitam S. (2024) Financial awareness, investment strategies and investor satisfaction: a multilayered empirical model testing in the Indian context, South Asian Journal of Business Studies, 14th August, 2024. DOI: <https://doi.org/10.1108/SAJBS-02-2023-0039>

Sharma T., Sheetal K., Khosla D. (2024) Covid 19 and Online Education: Leveraging Service Dominant Logic Perspective, International Journal of Business Excellence, Vo. 34, No. 1, DOI: 10.1504/IJBEX.2021.10041555

Saini A., Elangovan R., Sharma T., Influence of Social Media on Consumers' Brand Choice: A Moderated Mediation Model, International Journal of Business Excellence, DOI: 10.1504/IJBEX.2021.10042658

Devi P., Sharma T. (2023) Adoption of Insurance Products among Low-income Consumers (Subsistence Marketplaces), International Journal of Business Excellence, Vol 30, No. 3, pp 347-359. DOI: 10.1504/IJBEX.2022.10047813

Kaur, K., & Sharma, T. (2024). Impulse buying in the digital age: An exploration using systematic literature review approach, Journal of Consumer Behaviour, 1–32, 23rd May, 2024. DOI: <https://doi.org/10.1002/cb.2360>

Devi P., Sharma T., (2023) Examining the Satisfaction Level of Insurance Policy Holders at Subsistence Marketplaces: The Bottom-up Approach, International Journal of Indian Culture and Business Management, Vol 30, No. 3, pp 347-359. DOI: 10.1504/IJICBM.2022.10049798

Dhanwan N., Dutta K., Sambyal R., Sharma T. (2023) Facilitators and inhibitors of new product development in small and medium enterprises, Apeejay Journal of Management and Technology, 18(1), Jan-Jun, pp 87-103 (UGC Care Listed)

- Saini S., Sharma T., Parayitam S. (2023) The Relationship Between Financial Knowledge, Investment Strategy and Satisfaction From Pension Schemes: Evidence From India, *Asia Pacific Markets*, 15 May, pp 1-35. <https://doi.org/10.1007/s10690-023-09408-9>
- Devi P., Sharma T. (2022) Consumer Behaviour towards Insurance Products at Subsistence Marketplaces: The Bottom Up Approach, *HSB Research Review*, 16-17 (2-1), pp 91-101.
- Kumar V., Sharma T. (2022) Current Challenges Faced by Farmers in Crop Insurance New Evidence from Indian Farmers, *Bimaquest*, 22(3), 43-60.
- Kunal, Sharma T. (2022) An Empirical Study of Customer Satisfaction and Customer Loyalty Intentions for Payment Banks, *Digital Marketing Outreach: The future of marketing practices*, ed. Dr. Kavita Sharma & Swati Agarwal, 1st Edition, Routledge India, pp 43-55. ISBN: 978-0-367-13750; DOI: 10.4324/9781003315377
- Rani R., Sharma T. (2021) Carbon Footprinting: A Study of Plywood Industry in District Yamunanagar (India), *Climate Resilience and Environmental Sustainability Approaches: Global Lessons and Local Challenges*, ed. Kaushik A., Kaushik C.P., Attri S.D., Springer Singapore, pp 257-272. ISBN: 978-981-16-0904-6
- Sharma T., Sarohi Y. (2020) Role Ambiguity and Work Life Balance: A Study of Employee Perception in Indian Banking Sector (With reference to Tri-city, Chandigarh), *Third Eye: A Journal of Business Review*, VII (7), pp 51-61. ISSN: 2319-3476
- Sharma, T. (2020). Dynamics in academics and consumer research in post-COVID 19 scenario. *Skyline Business Journal*. 16(1), pp 81-85. DOI: <https://doi.org/10.37383/SBJ160108>
- Sharma T., Roland Gau, Tajdini S. (2018) Lifestyle Segmentation of Subsistence Level (BoP) Consumers, *Indian Journal of Commerce*, 71(2), 1-13
- Mandal P., Sharma T., Sharma S. (2017) Perception and Switch Intention of Rural Customers Towards Organized Retail, *International Journal of Business Forecasting and Marketing Intelligence*, 01/2018; 4(1): 13
- Dhanwan N., Sharma T. (2017) Impact of Intrinsic R&D Enablers on New Product Development, *Journal of Business Wisdom*, I(1), pp 65-78.
- Sharma T., Mangalaraj, G., Natarajan, V.S., (2016) E-Governance in Developing Countries: A case study of E-Disha initiative in the Indian state of Haryana, *International Journal of Indian Culture and Business Management* Vol 13, No. 1, ISSN 1756-0047
- Reena (Ramneek Kaur), Sharma, T., (2015) Faculty Perspectives of Internal Marketing Practices: An exploratory in B-Schools in Punjab, *NMIMS Management Review*, Vol XXVI, Jan-Feb, pp 54-63.
- Sharma T., Chawla G. (2014) Consumer Perception and Opinion towards Advertising: An Empirical Study on Consumer Behaviour in South Delhi, *International Journal of Marketing and Business Communication*, 3(2), 46-55
- Chopra, R., Chawla, M., Sharma T., (2014) Service Quality in Higher Education: A comparative study of management and educational institutions, *NMIMS Review*, Vol XXIV, April-May, pp 59-73

- Sharma T., Dudeja, M. (2013) Business Ethics in SMEs: an empirical study of selected units of Haryana, *International Journal of Indian Culture and Business Management*, Vol. 7, No. 3, pp 307-323, ISSN: 1753-0806
- Sharma T., Kumar S. (2013) Brand Positioning Strategies in Knitwear Industry, *GNA Journal of Management and Technology*, Vol VIII, No. 1, July. ISSN- 0974-5726
- Narwal M., Sharma T. (2013) Social Reference Group Influence on Consumer Decision Making in Subsistence Marketplaces, *GNA Journal of Management and Technology*, Vol VIII, No. 1, July. ISSN- 0974-5726
- Natarajan, V. S., Parayitam, S., & Sharma, T. (2012). The relationship between web quality and user satisfaction: The Moderating Effects of Security and Content, *International Journal of Business Excellence*, Volume 5, No 1/2, 52-76 ISSN 1756-0047
- Sharma T., Turka S.K., Natarajan, V.S., (2012) Qualitative Factors as Determinant of Firm Location: A Case Study of Paddy Processing Industry in Northern India, *International Journal of Indian Culture and Business Management*, Vol. 5, No. 2, pp 111-131 ISSN: 1753-0806
- Sharma T., (2012) A Qualitative Study of Longitudinal and Geographic Variations amongst Consumers in Subsistence Marketplaces, *Business Analyst*, Vol 33, Issue 1 (Apr-Sep), pp 161-176. ISSN 0973-211X
- Sharma T., (2012) Longitudinal and Geographic Variations Among Consumers in Subsistence Marketplaces in India, *Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead*, Proceedings of International Conference in Marketing, IIM Lucknow, January 12-14, 2012, Noida Campus, pp 27-28.
- Sund Sr., J.B., Natarajan V.S., Kalyanaram Gurusurthy, Sharma T., (2012) Evolution of GSM Technology Market in India: A Bass Model Approach, *Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead*, Proceedings of International Conference in Marketing, IIM Lucknow, January 12-14, 2012, Noida Campus, pp 370-71.
- Sharma T., Natarajan V.S., Sharma G.D. (2011) Euclidean Mapping of Attributes in Small Cars: A Case Study of Tata Nano, *Proceedings of The Association of Collegiate Marketing Educators*, 15
- Sharma T., Natarajan V., (2010) User Perceived Constituents of Website Quality: An Empirical Study, *E-Business Review*, Vol X, pp 128-131. ISSN: 1550-7793
- Turka S., Sharma T., (2010) Determinants of Dairy Plant Location: An Empirical Study, *Gyan Management*, Vol 4, Issue 1, Jan-June, pp 18-29. ISSN: 0974-7621
- Sharma T., Turka S.K., Bhutta M.K.S., Natarajan V., (2010) Location Strategies of Dairy Plants in India, *International Journal of Indian Culture and Business Management*, Vol 3, No. 3, pp 239-259 ISSN: 1753-0806
- Sharma T., Natarajan V. (2010) User Perceived Constituents of Website Quality: An Empirical Study, *Proceedings of 10th Annual Conference of International Academy of E-Business*, International Academy of E-Business, San Francisco, April 1-4, 2010.
- Sharma T., Turka, S.K., Sharma P., (2010) Emerging Opportunities in Social Entrepreneurship, *Udyog Yug*, Sep, pp 4-8.
- Sharma S., Sharma T. (2010) Prospects of Rural Retailing in India, *Udyog Yug*, Aug, 7-11.
- Suresh S., Sharma T., (2010) Special Economic Zones as an Industrial Location, *Udyog Yug*, May, pp 10-15.

- Sharma T., Kumar S., (2010) Dynamics of Location Decision: Implications for Regulatory Policy, Udyog Yug, December, pp 25-28
- Narwal M., Sharma T., (2008) Perceptions of Corporate Social Responsibility in India: An Empirical Study, Journal of Knowledge Globalisation, Vol 1, No. 1, Spring, pp 61-79. ISSN: 1938-7717
- Sharma T., Narwal M. (2008) Societal Perception of Corporate Social Responsibility: An Empirical Study, Corporate Social Responsibility: Theory and Practice with Case Studies, 395-405
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, ed. David Crowther & Nicholas Capaldi, Ashgate Research - Companion to Corporate Social Responsibility, Chapter 15, pp 287-303
- Sharma T., (2007) Learning Organisations: Practices in Multinational and Indian Companies, Apeejay Journal of Management & Technology, Vol 2, No. 2, July-Dec, pp 1-8.
- Sharma T., Dhandha S., (2007) Perceptions of Customer Value: An Empirical Study, Indian Management Studies Journal, Vol II, No. 1, April, pp 15-48
- Sharma T., Narwal, M., (2006) Managing Marketing Crisis: The CSR Perspective, Social Responsibility Journal, Social Responsibility Research Network, Leicester, Vol 2, No. 2, pp 124-130.
- Sharma T., (2005) Value Delivery Systems: A study of selected industries (abstract of Ph.D thesis), Finance India, Vol XIX, No. 1, March, pp 205-212.
- Sharma T., Narwal M., (2005) Societal Perceptions of Corporate Social Responsibility, Social Responsibility in India, ed.s David Crowther, Renu Jatana, Social Responsibility Research Network, London, pp 27-31.
- Sharma T., (2004) Determinants of manufacturing location: An empirical study, Economic Dateline, Vol IV, No. 1 & 2, January-February, pp 30-34.
- Sharma T., Kapoor S., (2004) Response to Global Competition, Proceedings of NATCOM 2004, Annual Conference of Indian Institute of Materials Management, Pune.
- Sharma T., Kapoor S., (2004) Fighting Global Competition, Logistics Focus, Vol 2, Issue III, pp 21-24.
- Sharma T., Bhardwaj Y., (2003) E-Commerce: Value Based Systems Approach, Management Dynamics in Integrating World Market, ed.s I.C. Agarwal, Peeyush Ranjan Agarwal, Geetika, SMS MNREC, Allahabad, pp 223-229.
- Sharma T., (2003) Cut Fat not Muscle, Cargo Talk, Vol III, No. 4, May-June, pp 23.
- Sharma T., (2003) Third Party Logistics – Do's and Don'ts, Logistics Focus, Vol 1, Issue 2, pp 15
- Sharma, T. (2002) E-Governance: The process reengineering perspective, Indian Journal of Public Administration, October-December Vol XLVIII, No. 4, pp 606-616.
- Sharma T., (2002) Determinants of Manufacturing Location: A study of selected industries, Proceedings of VIth Annual Conference of Society of Operations Management, Indian Institute of Management, Kozikhode, December (Only abstract published)
- Sharma T, Davar S.C., (2001), Competing is Easy Indian Management, 2001, July, pp 79-81.
- Sharma, T, Narwal M, (2002) Rural Marketing: Need for Strategic paradigm, Kautilya, Haryana Economic Journal, Vol XXI, No. 1-2' pp 23-31.

Sharma T., Kapoor S., (2000) Modeling Logistics for Value Maximisation Proceedings of NATCOM 2000, Indian Institute of Materials Management, New Delhi, pp 25-32.

Sharma T., (2000) Delivering Customer Value Through Technology, Headstart, May 17th

Sharma T., (1998) Will Rupee Do it All? Export Import Trade Flash, Feb. pp19

Editorial Assignments

Editor of Proceedings of *National Seminar on Business Solutions for Sustainable and Inclusive Growth*, Department of Commerce, Kurukshetra University, Kurukshetra.

Guest Editor for Prabandhan, Indian Journal of Management, Special Issue on Corporate Governance, Corporate Social Responsibility and Business Ethics, Parts 1 & 2, Vol 3, No.s 7 & 8, July & August Issues, 2010

Referee/Associate Editor/ Editorial Board Member for the following journals:

- International Journal of Indian Culture and Business Management, Inderscience Publication, ISSN: 1753-0806
- NMIMS Management Review, Narsee Monjee Institute of Management Studies, Mumbai, ISSN 0971-1023
- International Journal of Marketing & Business Communication, Publishing India Group, New Delhi, ISSN 2277-484X
- Gyan Management, Gyan Jyoti Institute of Management, ISSN: 0974-7621 Mohali
- Journal of Policy and Organizational Management, ISSN : 0976-7738 & ISSN: 0976-7746 Bioinfo Group.
- Journal of Haryana Studies, Kurukshetra University, Kurukshetra

E-Content & Study Material for EPG Pathshala Project of Ministry of Human Resource Development

- (A) Paper Coordinator Paper 05, Principles and Practices of Management (40 Modules) under the subject 'Management'
(Available on: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>).

Authored e-text and videos for the following modules:

- (i) Module 2: Managers: Types, Roles & Skills: <https://youtu.be/ap43HfZPCCk>
- (ii) Module 4: Taylor's Scientific Management: <https://youtu.be/WnAodF-SiRY>
- (iii) Module 5: Henri Fayol's Principles of Management: <https://youtu.be/MUdRbbbfCrI>
- (iv) Module 15: Management by Objectives: https://youtu.be/599xJFNi_bA
- (v) Module 16: Decision Making Techniques & Processes: <https://youtu.be/X4Jr3KIsIVI>
- (vi) Module 27: Leadership: Concept, Styles & Traits: <https://youtu.be/dLAuzwU0ImY>

- (B) Paper Coordinator Paper 07, International Human Resource Management (40 Modules) under the subject 'Human Resource Management'
(<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1610>)

Authored e-text/ videos for the following modules:

- (i) Module 21: Outsourcing and HRM: <https://youtu.be/EAqzUM1XJF8>
 - (ii) Module 22: IT and Human Resource Management: <https://youtu.be/66OjO6ktYBE>
 - (iii) Module 23: International Industrial Relations: <https://youtu.be/Ccq4e0AWs3A>
 - (iv) Module 24: Discipline in International Human Resources: https://youtu.be/FFSHUkY_8L0
 - (v) Module 25: Stress Management: <https://youtu.be/qI7wzyFmtL0>
 - (vi) Module 26: Knowledge Management: https://youtu.be/9dvn_A6FHME
 - (vii) Module 27: Repatriation and In-patriation: Implications for HRM: <https://youtu.be/VgYvGmUoxuM>
 - (viii) Module 28: Leadership Styles in Japan and US: https://youtu.be/2JkdQCOCQ_0
 - (ix) Module 29: Leadership Styles in China: <https://youtu.be/xY7XqigD3Pg>
 - (x) Module 30: Leadership Styles in India: <https://youtu.be/csTNbVUSQyc>
- (C) Prepared the study material for over 50 lessons for Distance Education Programmes – MBA, M. Com, PG Diploma in Export Marketing, B. Com, etc. of Kurukshetra University, Guru Jambheshwar University, Uttarakhand Open University, Pondicherry University

Conferences/Seminars/Workshops/ Events Organized

Director, International Gita Conference, 10th International Gita Conference on Svadharma in Shrimad Bhagavad Gita: Inspiration for Duty, Peace and Harmony, Kurukshetra University & Kurukshetra Development Board, 24-26 Nov, 2025.

Track Chair on Digital Transformation for Smart and Sustainable Cities, 9th International Conference of Marketing Strategy and Corporate Policy Research UK, 2025, Shaheed Bhagat Singh College of Commerce New Delhi, April 9-11, 2025

Director, International Gita Conference, 9th International Gita Conference on Srimad Bhagwad Gita and Sustainable Ecosystem, Kurukshetra University & Kurukshetra Development Board, 5-7 Dec, 2024.

Seminar Director, 8th International Gita Seminar, *Vasudhaiva Kutumbakam: Srimad Bhagwad Gita and Global Unity*, Kurukshetra University, Kurukshetra, 17-19 December, 2023.

Seminar Director, 7th International Gita Seminar, *World Peace and Harmony: Insights from Srimad Bhagwadgita*, Kurukshetra University, Kurukshetra, 29-30 Nov, 1st Dec, 2022

Organized, Invited Talk on ‘Climate Crisis: The changing world order and its local Implications’, Department of Commerce, Kurukshetra University, Kurukshetra, 18 June, 2022.

Organized, One Day Workshop on Understanding Stock Markets, Department of Commerce, Kurukshetra University, Kurukshetra, 16th May, 2022.

Organized Student Interaction Program in Career Opportunities in Commerce & Signing of MoU between ICSI and Department of Commerce, Kurukshetra University, Kurukshetra, 12 May, 2022.

Organized, Azadi Ka Amrit Mahotsav – Poster Making, Rangoli & Exhibition, Department of Commerce, Kurukshetra University, Kurukshetra, 25th April, 2022.

Organized, Research Methodology Workshop on Regression & Scale Construction, Department of Commerce, Kurukshetra University, Kurukshetra, 28th February, 2022.

Seminar Organizing Secretary, 6th International Gita Seminar, *Vishwa Guru Bharat: Lessons from Bhagwadgita*, Kurukshetra University, Kurukshetra, 9-11th December, 2021

Track Chair, *Eighth Subsistence Marketplaces Conference*, Loyola Marymount University, Los Angeles, May 30-June 1, 2020 (organized virtual due to Covid 19 pandemic)

Track Chair, *Second Bottom Up Immersion Conference*, Subsistence Marketplace Initiative, Mexico, June 2-5th, 2020

Conference Co-Chair, *First Bottom Up Immersion Conference*, Subsistence Marketplace Initiative of University of Illinois at Urbana Champaign, Chennai & New Delhi, January 4-9, 2018

Track Chair, *Marketing in South Asia track*, Annual Conference of Association of Collegiate Marketing Educators, ACME, Houston, March 13, 2015

Organized, *National Seminar on Higher Education in India: Striving for Excellence, 23-24 October, 2013, IQAC, Kurukshetra University, Kurukshetra*

Organized *National Seminar on Business Solutions for Sustainable and Inclusive Growth*, 15-16 March, 2013.

Organized *International Conference on Perspectives in Strategic Management*, 24-25th November, 2007, Department of Commerce, Kurukshetra University, Kurukshetra

Papers presented

International Conferences

Sharma T. (2025) Understanding Electronic Payment System and its Impact on Consumer Purchasing Decision, International Conference on Innovating for Impact: Digital Technologies for Public Administration, Engineering Application, Environmental Protection, Sustainable Business Operations and Healthcare, Confab 360 Degree and Manipal Academy of Higher Education, Dubai Campus, Rushford Business School, Switzerland, European Global Institute of Innovation and Technology, Malta, February 19-20, 2025

Sharma T. (2024) Session Chair cum Invited Talk on Strategies for Business Transformation in International Conference on Sustainable Future: Technology, Business Transformation & Circular Economy, Mittal School of Business, Lovely Professional University, May 3-4, 2024

Sharma T. (2024) Session Chair on the theme Reinventing Business Management and Changing Global Business Management at Three Day International Conference on Innovation and Sustainability in Business Development, International Centre for Cross Cultural Research and Human Resource Management (ICcR and HRM) University of Jammu, University of South Pacific, Fiji & Directorate of Distance Education, University of Jammu, February 22-23rd, 2024.

Sharma T. (2024) Inaugural Address & Session Chair at International Conference on Technology, Innovation and Entrepreneurship for Sustainable Development and Economic Growth, Apeejay Institute of Management & Engineering Technical Campus, April 6th, 2024.

Sharma T. (2023) Panelist in International Conference on "Integrating Indigenous Knowledge Systems in Higher Education, Bhagat Phool Singh Mahila Vishwavidyala, Khanpur, November 29.

Sharma T. (2023) Invited Talk on Valuing the Invaluable: Sustainability of Business, International Conference on Innovations in Science, Management and Technology, American Institute of Management and Technology (AIMT) & Department of Business Administration, Ch Devi Lal University, Sirsa, August 17-18th, 2023.

Sharma T. (2020) Product Innovation in Subsistence Marketplace, 8th Subsistence Marketplace Conference: Symbiotic Academic Social Enterprise in Subsistence Marketplaces, Loyola Marymount University, Los Angeles, May 30-Jun1st, 2020

- Sharma T. (2018) Lifestyle Segmentation and Sustainability: Lessons from Ancient Indian Wisdom, International Conference on Building Sustainable Business Excellence: Reimagining the Future, Commerce and Management Association of India and Pegasus International College, Ngu Hanh Son, Da Nang, Vietnam, 25-27th January, 2018.
- Sharma T. (2018) Chaired Technical Session, International Conference on Building Sustainable Business Excellence: Reimagining the Future, Commerce and Management Association of India and Pegasus International College, Ngu Hanh Son, Da Nang, Vietnam, 25-27th January, 2018.
- Sharma T, (2016) Lifestyle Segmentation of Subsistence Level Consumers, Marketing and Product Planning Conference, American Marketing Association, California Polytechnic State University, San Luis, Obispa, CA, 23-25 June.
- Sharma T., (2016) Product Innovation in Subsistence Marketplaces, Fourth Subsistence Marketplace Conference, University of Illinois at Urbana Champaign, June 17-19.
- Sharma T., (2015), Chaired a Technical Session, International Conference on Contemporary Issues in International Business, Tourism and Sustainability: Issues and Challenges, Maharaja Agrasen University, Baddi, H.P., April 18-19, 2015.
- Sharma T.; (2013) Students' Perspective of Service Attributes: A Comparative Study of Public and Private B Schools in India, 2014 Annual Conference of the Emerging Markets Conference Board, IIM Lucknow, Noida Campus, January 9-11.
- Sharma T. (2012) E-Governance Adoption by Subsistence Level Citizens: A Study of E-Governance Initiatives in Indian State of Haryana, The Fourth Subsistence Marketplace Conference, Loyola University, Chicago, 27-29th July, 2012
- Sund, James B., Vivek S. Natarajan, Gurumurthy Kalyanaaram, Sharma T. (2012) Evolution of GSM Technology Market in India: A Bass Model Approach, International Conference in Marketing, Indian Institute of Management, Lucknow (Noida) Jan 12-14, 2012
- Sharma T. (2012) Longitudinal and Geographic Variations Among Consumers in Subsistence Marketplaces in India, International Conference in Marketing, Indian Institute of Management, Lucknow (Noida) Jan 12-14, 2012
- Sharma T., (2012) Competition in Global Economic Slowdown: Opportunities and Challenges for Indian Companies, First International Conference on Global Economic Slowdown, Commerce and Management Association of India, Bangkok, Feb, 7- 10, 2012
- Sharma T., Natarajan V. (2010) User Perceived Constituents of Website Quality: An Empirical Study, 10th Annual Conference of International Academy of E-Business, San Francisco, April 1-4, 2010
- Sharma T., Dhanda S., (2007) Customer Value: Study of Rural and Urban Customers, International Conference on Product Development for Developing Country Markets: Scope, Challenges and Management, Indian Institute of Management, Bangalore, December 17-19.
- Sharma T., (2007) Effectiveness of Social Advertisements: An Empirical Study, 6th International Conference on Social Responsibility, organized jointly by De Montfort University, UK & University Teknologi MARA, Kuala Lumpur, 11-14th June..
- Sharma T., Narwal M., (2005) Societal Perceptions of Corporate Social Responsibility, Proceedings of IVth International Conference on Corporate Social Responsibility, organized by London Metropolitan University and ML Sukhadia University, Udaipur, Feb, 21-23.

Sharma T. (2002) Determinants of Manufacturing Location: An Empirical Study, 6th Annual Conference of Society of Operations Management, IIM Kozhikode, Dec 20-22.

National/ Regional

Sharma T. (2024), Session Chair in National Conference on 'Opportunities and Challenges for Indian Economy in way of Viksit Bharat@ 2047, I.B. (PG) College, Panipat, November 23rd, 2024.

Sharma T. (2024) Invited Talk on Bhagwad Gita and Sustainable Ecosystem, 2-Week Refresher Course in Entrepreneurship Development, Department of Commerce & UGC Malaviya Mission Teacher Training Centre, November 20th, 2024.

Sharma T. (2024) Invited Talk on Research Methods on Literature Review and Referencing, Department of Commerce, HNB Garhwal Central University, Srinagar, Garhwal, November 11th, 2024.

Sharma T. (2024) Empowering Educators through Design Thinking: Innovative Solutions for Teaching and Learning, 4-weeks Gurudakshita Online Faculty Induction Programme, Institute of Management Studies & UGC Malaviya Mission Teacher Training Centre, September, 27th, 2024.

Sharma T (2024), Session Chair cum Invited Talk, One Day National Seminar on Dr. Ambedkar's Vision on Pakistan or Partition of India, Centre for Dr. B.R. Ambedkar Studies, Kurukshetra University, Kurukshetra, August 28th, 2024.

Sharma T. (2024) Panelist in ICSSR Sponsored Two Day National Seminar on Commerce & Technology in 21st Century: Nurturing Sustainable Business, Commerce and Management Association of India, Internal Quality Assurance Cell & Department of Commerce, Central University of Himachal Pradesh, Dharamshala, June 26-27th, 2024.

Sharma T. (2024) Keynote Address Emerging Trends Influencing Business & Management in Present Era, National Conference on Emerging Trends in Business and Management in Present Era, Department of Commerce & Management, I.B. College, Panipat, April 20th, 2024.

Sharma T. (2024) Inaugural Address at National Seminar on Green Horizons: Nurturing Sustainable Entrepreneurship and Startups for a Better Tomorrow, Department of Commerce, Guru Nanak Girls College, Yamuna Nagar, April 10th, 2024.

Sharma T. (2024) Invited Talk on Business & Society, Online Refresher Course on Community Participation in Higher Education (IDC), Centre for Professional Development in Higher Education, UGC-MMTTC, University of Delhi, March 19th, 2024.

Sharma T., (2024) Srimad Bhagwad Gita and its Impact on Management, Online Refresher Course in Commerce & Management, Department of Commerce and UGC-MMTTC, University of Jammu, March 13th, 2024.

Sharma T. (2024) Panelist in ICSSR Sponsored Two Day National Conference on NEP, Gurukul Kangri, Haridwar, March 11-12, 2024.

Sharma T. (2024) Valedictory Address on Viksat Bharat @ 2047: Strategies for Commerce & Management, National Seminar on Developed India and Progress Towards 2047, Arya College, Ambala Cantt, April 9th, 2024.

Sharma T (2023) Lets Talk About Fin Tech! AI and Relational Factors in the Adoptoin of Financial Information Chatbot, ICSSR Sponsored National Seminar on Financial Sector Reforms and Sustainable Development, Indian Institute of Management, Jammu, October 13th, 2023.

Sharma T. (2023) Invited Talk on National Education Policy, 2020, Two-Week Professional Development Programme on Multidimensional Skill Enhancement Training Program for Non-

- Teaching Officers and Staff, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, 16-27 January, 2023.
- Sharma T. (2023) Invited Talk on Contemporary Issues in Research Methodology, One-Week Workshop on Research and Publication Ethics, Centre for Continuing Education, RUSA, Kurukshetra University, Kurukshetra, October 27th, 2023.
- Sharma T. (2023) Invited Talk on Strategies for Self Motivation, Induction Programme, Department of Commerce, Bhagat Phool Singh Mahila Vishwavidyala, September 19th, 2023.
- Sharma T. (2023) Invited Talk on Design Thinking, Two Week Online Refresher Course in Entrepreneurship Development for Commerce/ Management/ Tourism/ Economics/ Mass Communication and Media Technology, UGC-HRDC & Institute of Management Studies, Kurukshetra University, Kurukshetra, September 18th, 2023.
- Sharma T. (2023) Invited Talk on Preparing for NAAC Inspection, One Day Online Webinar on NAAC Requirements and Accreditation, UGC-HRDC, Kurukshetra University, Kurukshetra, July 18th, 2023.
- Sharma T. (2023) Inaugural Address on Sustainability and Businesses, One Day Multidisciplinary National Level on Business and Sustainability: Remodeling Business Processes to check climate change, BAR Janta College, Kaul, May 17th, 2023
- Sharma T. (2023) Inaugural Address on Fostering Entrepreneurship among Students, DHE Sponsored One Day National Seminar on Future Prospects of Entrepreneurship in India in view of NEP – 2020, Gandhi Memorial College, Ambala Cantt, March 28th, 2023.
- Sharma T. (2023) Invited Talk on IPR for Commerce & Management, DHE Sponsored One Day National Seminar on The Effect of Intellectual Property Rights (IPRs) on Economic Development, Arya Girls College, Ambala, February 28th, 2023.
- Sharma T. (2023) Types of Questionnaires and Construction of Questionnaire, ICSSR Sponsored Two Week Capacity Building Workshop For Faculty Members in Social Sciences, Faculty of Commerce & Management, Ch. Ranbir Singh University, Jind, February 23rd, 2023
- Sharma T. (2023) Integrating IKS for Management Education (Address & Session Chair), Two Day National Conference on "Management Education: In Light of NEP 2020, Chaudhary Bansi Lal University, Bhiwani & Gautam Buddha University, Noida, March 27th, 2023
- Sharma T (2023) Invited Talk on Implementing NEP 2020: Issues & Challenges for Administrative Staff, AICTE-DCRUST Sponsored Two Weeks Professional Development Programme in Multidimensional Skill Enhance Training Program for Non-Teaching Officers and Staff, DCRUST, Murthal, 16-27 January, 2023.
- Sharma T. (2022) Invited Talk on Literature Review with Referencing Software Like Zotaro/ Medley, MET Institute of Management, Nashik, 25th September, 2022
- Sharma T. (2022) Design Thinking, Faculty Development Program, on Law and Social Sciences, Rajiv Gandhi National University of Law (Punjab), 14 Sep, 2022
- Sharma T. (2022) Fostering Skill and Creativity among Youth, National Seminar on The Rising Era of Entrepreneurship: Discover an Entrepreneur and Skill Enhancement, Ramanujan College, University of Delhi, 25 March, 2022.
- Sharma T. (2022) Invited Talk on Reference Management, UGC Sponsored One Week Online Data Analysis & Statistical Techniques, UGC-HRDC Guru Nanak Dev University, Amritsar, 19th March, 2022

- Sharma T. (2022) Invited Talk on Roadmap for Atamnirbhar Bharat: Lesson for Haryana, One Day Online Multi-Disciplinary National Seminar on Voyage from Azad Bharat Towards Atamnirbhar Bharat, Govt PG College, Naraingarh, 5th March, 2022
- Sharma T. (2021) Invited Talk on Innovations in Management, Virtual International Conference on Innovative Practices in Commerce and Management during Pandemic Era, Central University of Rajasthan, 25 Nov, 2021
- Sharma T. (2021) Invited Talk on Building Self Reliant India, 5-Days Online Faculty Development Programme on Law and Economics, Rajiv Gandhi National University of Law, 29th July, 2021
- Sharma T. (2021) Invited Talk on Rajiv Gandhi National University of Law, Fostering Creativity for Innovation among Youth, AICTE Sponsored One Week Online National Faculty Training Programme, Department of Management Studies, DCRUST, Murthal, 13 July, 2021
- Sharma T. (2021) Invited Talk on Rebuilding Economy after Pandemic, National Seminar on Pandemic and Future of Business, Department of Commerce & Management, SD College, Ambala, 26th June, 2021
- Sharma T. (2021) Invited Talk on Imbibing Yoga in Daily Life, National Webinar on Yoga for Well Being and Blissful Life, Jagat Guru Nanak Dev Punjab State Open University, Patiala, June 21st, 2021
- Sharma T. (2021) Invited Talk on Entrepreneurship Development for Atamnirbhar Bharat, National Webinar on Entrepreneurship Development: A way forward for educational institutes in India, Universities Commerce & Management Teachers' Association (Gujarat) & HK Commerce College, Ahmedabad, 5th May, 2021
- Sharma T. (2021) Invited Talk on Trends in Modern Management, International E-Conference on Advances in Business & Management, Shaheed Bhagat Singh College, New Delhi, 4-6th March, 2021
- Sharma T. (2020) Invited Talk on Rebuilding Economy After Covid: The Road Ahead, Two Weeks Refresher Course in Business Studies, Human Resource development Centre, Bhagat Phool Singh Mahila Vishwavidalaya, Khanpur, November 7th, 2020
- Sharma T. (2020) Invited Talk on Atamnirbhar Bharat: The Road Ahead, UGC Sponsored Two Weeks Online Refresher Course in Business Studies, Human Resource development Centre, GJU, Hisar, December 8th, 2020
- Sharma T. (2020) Invited Talk on National Education Policy: The Road Ahead, Making Education Relevant: Global Confluence of Intellectuals International Chamber of Service Industry, October 16th, 2020
- Sharma T. (2020) Invited Talk on Building Economy after Covid 19, Two Weeks Online Refresher Course in Business Studies, UGC-HRDC GJ University, Hisar, 12 Aug, 2020
- Sharma T. (2020) Invited Talk on Self Reliant India, Two Weeks Online Refresher Course in Business Studies, UGC-HRDC GJ University, Hisar, 12 Aug, 2020
- Sharma T. (2020) Paper Presentation on Online Customer Reviews Insights based on Sentiment Analysis: A case of food delivery app, E-Conference on Transitioning from Digital Inclusion to Digital Empowerment, School of Business Studies, Sharda University, 26-27th Nov, 2020 (Best Paper Award)
- Sharma T. (2020) Invited Talk on Building Indian Economy after Covid 19 Four Weeks Faculty Induction Programme Human Resource development Centre, GNDU, Amritsar, 19th September, 2020

- Sharma T. (2020) Invited Talk on Building Atamnirbhar Bharat: The road ahead, Four Week Faculty Induction Programme – 01, UGC-HRDC GNDU, Amritsar, 23 Sep, 2020
- Sharma T. (2020) Invited Talk on Building Self Reliant India in Post Covid Regime, Webinar on Building Self Reliant India in Post Covid Regime, Department of Commerce, Shivaji College, New Delhi, 19th May, 2020
- Sharma T. (2020) Invited Talk on Strategic Paradigms in Online Education, Expert Lecture Series on Ressurgence of Human Excellence During Challenging Times of Covid 19, DAV Institute Management,, Faridabad, 11th May, 2020
- Sharma T. (2020) Invited Talk on Developments in Service Sector: Opportunities for India, National Seminar on Emerging Scenario in Service Sector, B.P.R. College, Kurukshetra, February 29th, 2020, (Guest of Honor)
- Sharma T. (2020) Invited Talk on Emerging Opportunities for India, Two Days National Conference on Current Trends in Business and Economics, S.D. College, Panipat, February 7-8, 2020,
- Sharma T. (2020) Invited Talk on Inspiring Young Minds for Entrepreneurship, DGHE Sponsored One Day National Seminar on Entrepreneurship and Economic Development of India, SD College, Ambala Cantt., 11th January, 2020.
- Sharma T. (2019) Chaired a Technical Session at the International Conference on Knowledge and Policy for Sustainable Development: Global Lessons and Local Challenges, Directorate of International Affairs, Guru Gobind Singh Indraprastha University, New Delhi, 25-27th September, 2019.
- Sharma T. (2019) Invited Talk on Questionnaire Design & Survey Instrument, ICSSR Sponsored Ten Days Research Methodology Workshop (15-25, Jan, 2019) for M.Phil/ Ph.D/ PDF Scholars in Social Sciences, Centre for B.R. Ambedkar Studies, Kurukshetra University, Kurukshetra, January 18th,2019.`
- Sharma T. (2019) Invited Talk on Reference Management using Zotero, ICSSR Sponsored Ten Days Research Methodology Workshop (15-25, Jan, 2019) for M.Phil/ Ph.D/ PDF Scholars in Social Sciences, Centre for B.R. Ambedkar Studies, Kurukshetra University, Kurukshetra, January 16th,2019.`
- Sharma T. (2018) Chaired Technical Session and Invited Talk on Corporate Social Responsibility as Management Philosophy, NEC Sponsored National on Emerging Trends in Finance, Accounting and Management of Business with reference to North Eastern Region, 28-29th September, 2018.
- Sharma T., (2016) Invited Talk on Literature Review and Questionnaire Design, Workshop on Data Analytics, International Resource Centre – Universal Human Values & Ethics (IRC-UHVE), I.K. Gujral Punjab Technical University, Kapurthala, June 7th, 2016.
- Sharma T., (2015) Invited Talk on Determinants of Outward FDI of India, UGC Sponsored National Seminar on Impact of FDI in Different Sectors, SD (PG) College Panipat, March 22-23, 2015.
- Sharma T., (2015) Chaired a Technical Session, UGC Sponsired National Seminar on Corporate Regulatory Reforms – Perspective, Issues and Challenges under New Company Law, Jalandhar Chapter of Institute of Companies Secretaries of India, DAV College Jullandhar, March 21st, 2015.
- Sharma T., (2015) Advancement in Information Technology & Innovation in Management, Department of Computer Science and Business Administration, SCD Government College, Ludhiana, February 24th, 2015.

- Sharma T., (2014) Integrating Planet, People and Profits: Qualitative Evidence from textile industry, 67th All India Commerce Conference of Indian Commerce Association, KIIT University, Bhubneshwar, December 27-29, 2014.
- Sharma T., (2014) Internal Marketing and Internal Customer Satisfaction: A study of educational services, 67th All India Commerce Conference of Indian Commerce Association, KIIT University, Bhubneshwar, December 27-29, 2014.
- Sharma T., (2013) Understanding Subsistence Level Marketplace: A Study in Haryana, National Seminar on Business Solutions for Sustainable and Inclusive Growth, Department of Commerce, Kurukshetra University, Kurukshetra, March 16-16, 2013.
- Sharma T., (2013) Valedictory Address on Emerging Scenario of Indian Markets, UGC Sponsored National Seminar on Emerging Scenario of Indian Markets, DAV Centenary College, Phillaur (Jullandhar), January 21-22, 2013.
- Sharma T., (2013) Chaired a Technical Session, UGC Sponsored National Conference on Contemporary Innovative Practices in Management, Hans Raj Mahila Mahavidalaya, Jullandhar, September 22, 2013.
- Sharma T. (2012) Governance in Globalized Regime, UGC Sponsored National Seminar on Governance in Neo-Liberal Era, Rashtriya Kanya Manavidalaya, Shimla, 30th June-1st July.
- Sharma T., (2012) Chaired Technical Session, National Conference on Value Creation and Sustainability in Competitive Era, Budha College of Management, April 28th, 2012.
- Sharma T., (2012) FDI in Retailing, National Seminar on Role of Foreign Direct Investment in Sustainable Growth of Indian Economy, Dr. B.R. Ambedkar Government College, Jagdishpura Kaithal, March 19, 2012.
- Sharma T., (2011) Issues and Challenges in Consumer Rights, National Seminar on Consumer Protection and Welfare in India, Government PG College, Ambala Cantt., March 16-17, 2011.
- Sharma T. (2012) Financial Inclusion of Subsistence Marketplaces: Role of Banking Sector, UGC Sponsored National Seminar on Issues and Challenges for Indian Banking Industry in Globalized and Information Technology Era, Kamla Lohtia Sanatan Dharam College, Ludhiana, 28-29th Feb.
- Sharma T. (2011) Chaired Technical Session on Corporate Social Responsibility & Business Ethics for Good Corporate Governance, Rashtriya Kanya Mahavidalaya, Shimla. June 4-5.
- Sharma T. (2011) Chaired Technical Session at UGC Sponsored National Seminar on Financial Re-engineering in India, Arya PG College, Panipat, March 22-23.
- Sharma T., Natarajan V (2011) Relationship of Website Quality & Users' Satisfaction, National Seminar on Global Competitiveness of Indian Business, University School of Management, Kurukshetra UNiversity, Kurukshetra, 12-13 Feb, 2011.
- Sharma T. (2011) Higher Education: A Case for Status Quo, National Conference on Indian an Emeging Service Economy: Issues and Challanges, Guru Nanak National College, Doraha, 18-19 Feb.
- Sharma T., (2011) Resource Person, National Seminar on Retail Sector in India: Problems and Prospects, Markanda National College, Shahbad Markanda, Kurukshetra, January 28, 2011.
- Sharma T. (2010) Business Ethics & Corporate Social Responsibility, Two-Day National Seminar on Ethical Issues in Teaching, DAV College for Girls, Yamunanagar, Oct 30-31

- Sharma T. (2010) Globalization: Issue & Challenges, National Seminar on Liberalization, Privatization and Globalization: Issues, Challenges & Prospects, DAV (PG) College, Karnal, October 5-6.
- Sharma T., (2010) Social Opportunities for Rural Entrepreneurs, 63rd All India Commerce Conference, University of Goa, Goa, 1-3rd Oct.
- Sharma T., (2009) Retailing in Changing Paradigm, National Seminar on Changing Dimensions in Indian Retail Sector, DAV College, Cheeka, February 21-22.
- Sharma T., (2009) Corporate Governance in India: Emerging Issues, National Seminar on Corporate Governance, Hindu Kanya College, Kapurthala, February 2-4th. Chaired Technical Session.
- Sharma T., (2009) Corporate Social Responsibility: A Case Study of Jindal Steel and Power Ltd., 6th International Conference on Business Challenges and Opportunities in South Asia, PCMA, Panjab University, Chandigarh, October 24-25.
- Sharma T., (2008) Globalisation of Business: Opportunities & Challenges for Indian Business, International Conference on Globalisation of Indian Business, Punjab Commerce & Management Association, KIMTW, Ludhiana, December 8-9.
- Sharma T., (2008) Mitigating International Risk, National Seminar on Mitigating Risk: A New Paradigm, Gurunanak College for Women, Ludhiana, September 26.
- Sharma T., (2008) Resource Person, National Seminar on Customer Relationship Management in Banking and Insurance Sector, PCMA, Doraha Institute of Management & Technology, Doraha, February 24th, 2008.
- Sharma T., (2007) Developing Effective Research Methodology, UGC Sponsored Conference cum Workshop on Statistics in Research Methodology, Guru Nanak Khalsa College, Yamuna Nagar, March 28.
- Sharma T., (2007) Marketing of Services, Faculty Development Programme on Marketing Skills in Current Economic Environment, Doraha Institute of Management & Technology, Doraha, Ludhiana, February 17.
- Sharma T., (2005) CSR in Financial Sector, National Seminar on Management of Financial Services, Department of Business Management, Guru Jambheshwar University, Hisar, March 19.
- Sharma T., Narwal M., (2004) CSR: Analysing Marketing Crisis, National Seminar on Issues & Challenges in Contemporary Management, Department of Commerce, Kurukshetra University, Kurukshetra, April 29-30.
- Sharma T., (2004) Learning Practices in Organizations: A Comparative Study of Indian and Multinational Companies, National Seminar on Issues & Challenges in Contemporary Management, Department of Commerce, Kurukshetra University, Kurukshetra, April 29-30.
- Sharma T., (2004) Residents' Perception of Group Housing Societies, *National Seminar on Managerial Issues in Seamless Economy*, G.J. University, Hisar, February 27-28th, 2004
- Sharma T. (2003) Electronic Documentation: A study of the use of EDI in Export Logistics, *National Seminar on Supply Chain Management – A Global Perspective*, organized at University Business School, Panjab University, Chandigarh, on February 17th.
- Sharma T., (2001) Newer Value Chains in IT Age, *XXIst Annual Conference of Haryana Economic Association*, MA College, Jagdhri, March 23-24.

Davar S.C., Sharma T., (2001) Value Building Strategies, *National Conference in Managerial Responses to Corporate Sector in the New Millennium*, Institute of Management Studies and Research (IMSAR), MD University, Rohtak, February 17-18.

Sharma T., Bhardwaj Y., (2001) E-Commerce: Value-based systems approach, *Integrating world markets*, Proceeding of *International Conference on Integrating World Markets- Living Excellence through Technology & Beyond..*, School of Management Studies, SMSMNREC Allahabad, January 5-6th.

Sharma T., Davar S.C., (2000) Generic Competitive Strategies and Corporate Restructuring, *Contemporary Issues in Corporate Restructuring in India in the New Millennium*, Department of Management, Kurukshetra University, Kurukshetra, March 11-12.

Sharma T., (1998) *Modelling the Services Differentiation*, *Marketing of Services*, Panjab University, Chandigarh, December 9th, 1998. (Joint paper)

Conferences/ Workshops/ Seminars Attended

Training Workshop on Internationalization Strategies for Success: Unlocking International Opportunities, Association of Indian Universities, New Delhi, October 22nd, 2024.

Global Education Summit, Institute of Chartered Accountants of India, Hotel Ashoka, New Delhi, 5-6th July, 2024

3rd International Conference on Security Dynamics, Climate Change and Sustainable Development in Indo-Pacific Region, International Center for Indo-pacific Studies (ICIPS) and Department of Economics, Kurukshetra University, Kurukshetra, October 14-15, 2024.

National Workshop on Structural Equation Modeling, *Department of Commerce and Business Management*, Gurunanak Dev University, Amritsar, April 6-8, 2013.

Punjab State Conference on Empowering SMEs & Beyond, Institute of Company Secretaries, Jullandhar Satellite Chapter, December 15th.

One Day Workshop on Innovations in Lesson Writing for Distance Learners, Directorate of Distance Education, Kurukshetra University, Kurukshetra, Sep 25th.

National Seminar on Technology Innovation in Open and Distance Learning, *Directorate of Distance Education*, Kurukshetra University, Kurukshetra, March 1st, 2012.

Global Commerce Education Summit, *The Institute of Chartered Accountants of India*, New Delhi, December 5th, 2011.

Workshop on Application of Statistical Methods in Research, *Department of Commerce, Punjabi University, Patiala*, January 29, 2011.

National Conclave cum Conference on International Financial Reporting Standards, *Punjab Commerce & Management Association, GNAIMT*, Phagwara, June 13-14, 2009.

National Seminar on Strategic Issues & Challenges in the Financial Sector, *Department of Commerce, Government College, Panchkula*, March 10-11th, 2008.

Acted as a Rapportier in the Technical Session on Capital Market Reforms: Contemporary Issues and Challenges, organized by *Department of Commerce, Punjabi University, Patiala*, February 10-11, 2005.

Refresher Course (27.10.2005-16.09.2005) Academic Staff College, Kurukshetra University, Kurukshetra

Refresher Course (27.8.2003-16.9.2003) Academic Staff College, H. P. University, Shimla.

Workshop on Curriculum Development in Commerce, *Department of Commerce, Kurukshetra University, Kurukshetra*, August 6-7th, 2003.

Refresher Course 30.06.2000-20.07.2000) Academic Staff College, Kurukshetra University, Kurukshetra

Annual Conference of Indian Institute of Materials Management, NATCOM, December 1-2, 2000, New Delhi.

Awareness Programme on Technology Management, *Department of Scientific and Industrial Research, Ministry of Science and Technology & REC Kurukshetra*, December 11th, 1999

Training Programme on Export Documentation, *Technical Teachers Training Institute, Chandigarh*, November 1998

Orientation Course (21.01.1999-17.02.1999) Academic Staff College, Kurukshetra University, Kurukshetra

Patents Awareness Workshop, *Regional Engineering College, Kurukshetra*, October 9th, 1999.

Doctoral Research Guidance

Awarded

Dhanda, Suresh (2006) Customer Value: A Comparative Study of Rural and Urban Customers, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Kumar, Suresh (2007) Factors Influencing the Choice of Manufacturing Location: A Study of Selected Industries, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Sharma, Sunit (2012) Prospects for Organized Retail in Rural Markets, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Sharma Sanjeev (2013) Branding Strategies of Knitwears: A Study of Selected Units, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Dudeja, Manisha (2014) Business Ethics in Small and Medium Enterprises: An Empirical Study, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Geetanjali (2015), Commercial Advertising: Awareness and its Impact, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Chawla, Mamta (2015), Service Quality Perspectives in Marketing Mix Elements of Educational Services: A Case Study of Self Financing Professional Colleges, Department of Education, Kurukshetra University, Kurukshetra (Awarded) (Joint Supervision)

Reena (2016) Internal Marketing in Service Quality Practices: A Study of Selected Units in Service Sector, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Anupam (2020), Factors influencing Overseas Investment by Indian Companies, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Rani, Neeraj (2020), New Product Development in Small and Medium Enterprises, Department of Commerce, Kurukshetra University, Kurukshetra (Submitted)

Eena (2021) Impact of Leadership Styles on Job Satisfaction and Organizational Commitment of Sales Force in Pharmaceutical Sector, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded) (Joint Supervision)

Shallu (2021), Investors' Perception and Satisfaction from New Pension Scheme, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Devi, Preeti (2023) Adoption of Life and Health Insurance Products : A Study of Subsistence Level Consumers in Haryana, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Kumar, Vikas (2023) Problems and Prospects in Crop Insurance in Haryana : Farmers' Perspective, Department of Commerce, Kurukshetra University, Kurukshetra (Awarded)

Ongoing Doctoral Research

Four Doctoral scholars pursuing research under my guidance

Awards and Honors

Certificate of Honor (2023) conferred by Kurukshetra University

Certificate of Recognition (2023) conferred by Indian Knowledge Systems Division, Ministry of Education, Government of India

Certificate of Appreciation (2023) conferred by Kurukshetra University Technology Incubation Centre

Samaj Sewa Ratan (2016) conferred by Prerna Samiti, Haryana

HPCMA Excellent Research Award (2011) conferred by Himalayan Society for Promotion of Commerce and Management Activities

Membership

Life Member, Indian Commerce Association

Founder President, Haryana Commerce & Management Forum

Member, Social Responsibility Research Network, De Montfort University, Leicester ,UK, 2005 to 2007

Member, Haryana Economic Association, 2000-01; 2001-02.

Ahmedabad Management Association, Ahmedabad, India, 1995-96

Scholarship

Received Indian Council for Agricultural Research Scholarship, awarded by Indian Council of Agricultural Research for academic performance for the period 1987-1991.

Academic And Research Profiles

- ORCID ID: <https://orcid.org/0000-0002-2795-9575>
- Google Scholar Profile: <https://scholar.google.com/citations?user=bKVSa6oAAAAJ&hl=en&oi=ao>