




# M.J.P. Rohilkhand University, Bareilly

<b>Title</b>	<b>Dr.</b>	<b>First Name</b>	ASHUTOSH	<b>Last Name</b>	PRIYA	<b>Photograph</b> 
<b>Designation</b>		PROFESSOR & HEAD				
<b>Department</b>		ECONOMICS				
<b>Address</b>	<b>Campus</b>	Department of Economics , MJPRU Bareilly				
	<b>Residence</b>	431, "SAVITRI SADAN" Basant Vihar , Izatnagar , Bareilly- 243122				
<b>Mobile No.</b>		9897031328				
<b>Email ID</b>		Personal	ashutoshpriyamjpru@gmail.com			
		University Domain	ashutoshpriya@mjpru.ac.in			
<b>Educational Qualifications (Graduation Onwards)</b>						
<b>Course/Degree</b>		<b>Institution</b>	<b>Year</b>	<b>Details/Thesis Topic/Subjects</b>		
B.sc.		Rohilkhand University	1992	Physics , Maths , Electronics		
M.A ( Economics )		„	1994	Economics		
Ph.D ( Economics )		„	1997	Public Sector in India: Prospects & Retrospects		
OLDE		EDI Ahmedabad	2008	Entrepreneurship		
<b>Career Profile</b>						
<b>Organization / Institution</b>		<b>Designation</b>	<b>Duration</b>	<b>Nature of Duties</b>		
MJP Rohilkhand University Campus, Bareilly.		Associate Professor & Head	22/06/2018 onwards	Teaching , Research & Academic Admin. Academic		
<b>Research Interests / Specialization</b>						
Higher Education , Entrepreneurship / Micro Economics , Public Finance , International Trade , Indian Economics , Sprituality						
<b>Research Experience in Years : 12 years</b>						
<b>No of Research Scholars Successfully Guided</b>						
<b>Name of Programme</b>		<b>Awarded</b>	<b>Under Supervision</b>			
Ph.D.		3				

M.Phil.		6
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<b>Details of Publications /Academic Activities (2010 Onwards)</b>
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Dissertation MBA (M.Ed./M.A.)	60 +			-						
Researcher/ Expert ID	Scopus	Orchid	Publons			Vidwan		Google Scholar		
	drpriyaashu@gmail.com	-	AAZ-4996-2020			-		<a href="https://scholar.google.com/citations?user=UVNxxL0AAAAJ&amp;hl=en">https://scholar.google.com/citations?user=UVNxxL0AAAAJ&amp;hl=en</a>		
Teaching Experience (Subjects/Courses Taught)										
Micro Economics, Macro Economics , Indian Economy , Public Economics, International Trade										
Entrepreneurship, Research Methodology										
Honours / Awards & Fellowship FOR OUTSTANDING WORK										
Distinguish Educator Award 2013 by Discovery Education Media Pvt. Ltd.										
Publications /Academic Activities										
Books & Monographs (Single Author)	-	Research Papers Published in International Journals	21	Papers Presented in Seminars/ Conferences	55	Seminars/ Conferences Organized	7	Research Projects (Completed)		
Books (Co-authored)	2	Research Papers Published in Other Journals	31	Seminar/ Conferences Attended	62	Workshops Organized	10	Research Projects (Ongoing)		
Books (Edited)	12	Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.	2	Sessions Chaired in Seminars/ Conferences	21	Memberships of Academic/ Professional Bodies	2	Foreign Countries Visited for Academic Assignments	1	
Chapters in Edited Books	21			Resource Lectures Delivered	35					

(a) Authored Books/ Monographs					
Name of Book		Year of Publication	Publisher	ISBN No	
Principles and Practices of Modern Management		2010	Global Vision Publishing House	978-81-8220-354-9	
स्व , योग और व्यक्तित्व		2020	OrangeBooks Publication	978-81-948038-7-4	
(b) Edited Books					
Year of Publication	Title	Publisher	ISBN	DOI No.	Citations
2006	Changing Paradigms in Professional Education Handbook of	AMAN Publications	81-8204-011-6	-	-
2010	Human Development & Management	Serials Publication	978-81-8387-370-3	-	-
2020	Covid-19 : Challenges & Opportunities (Economic & Social Issues)	International Educators Group , USA	978-1-953224-00-2	-	-
2020	Changing Landscape of Higher Education : Post Covid-19	OrangeBooks Publication	978-81-947079-2-9	-	-
2020	भारतीय शिक्षा म भारतीय	Swaranjali Publications	978-93-90110-98-8	-	-
2020	ा	Walnutpublication.com , UK	978-195439921-1	-	-
2021	Paradigm Shift in Managerial Practices	OrangeBooks Publications	978-93-90489-25-1	-	-
2021	RE-INVENTING THE HR WHEEL				
2021	Self – Reliant Bharat : Challenges & oportunities	Sohem Publications	978-81-949722-4-2	-	-
2021	Women	OrangeBooks Publications	978-93-90489-89-3	-	-
2021	Empowerment	Sohem Publications	978-81-	-	-

	& Life Skills		949722-6-6		
2021	Roadmap to Atmnirbhar Bharat	Sohem Publications	978-81-949722-5-9		
2021	भारतीय शिक्षा की	Swaranjali Publications	978-93-90573-31-8		

**(b) Papers Published in UGC Care Listed /Scopus / Web of Science/Indexed/ Peer Reviewed Journals 52**

Some of the Papers listed below

1. Published one Paper titled as "TQM: a Tool of Change Management" in the journal Effulgence, Vol.3 No1 (ISSN 0972-8058).
2. Published a paper titled as "Ethical Issues in marketing: A New Dimension and Challenges" in Indian Journal of Marketing, Vol. 34 Number 12 (ISSN 0973-8703).
3. Published one paper in the journal Biz- craft, titled "FDI in Retail-Can we survive onslaught" (ISSN 2231-0231).
4. Published one paper in the journal "Gurukul Business Review (GBR)" titled "Ethics at Work Place: A Case Study" in Volume-3, SPRING 2007 (ISSN 0973-1466).
5. Paper "Microfinance through SHG- Bank Linkage Programme & its impact on Uttaranchal" is published in MAIMT-Journal of IT & Management (ISSN. 0974-066X).
6. Paper titled "E-governance: fast Track Democratizing Tool" published in the Global Journal of Business Management (ISSN: 0973-8533) published by Global Vision Publishing House, Delhi.
7. Paper titled "Explicit & Embedded Economic Benefits of Education - Rationale for Investment in Education as Human Capital Component" published in ACME (ISSN: 0974-1763), Vol-7.
  8. Paper titled "Creating opportunities of infrastructure growth through dedicated infrastructure funds" has been published in BJMR journal Vol.1 of April 2009 (ISSN 0976-4739).
  9. Paper titled "Women Entrepreneurship: A Tool of Women Empowerment, Policy and Issues" has been published in International Journal of Management Research & Technology of June, 2009 (ISSN: 0974-3502).
10. Paper published in **Quest** titled as "Kumaon Ka Paryatan Udhog: Champawat Zile ke Vishesh Sandarbham" in 2009 (ISSN 0974-5041).
11. Paper titled "Knowledge Economy and Indian Higher Education-In Search of Effective Policy Notes" published in ACME, Vol.8 (ISSN: 0974-1763).
12. Paper titled "Higher Education and Employment-Understanding the Intermingled Social and Economic Dimensions in context of Tribes" published in **International journal** "Indian Journal of Millennium Development Studies" Vol.4, September 2009 (ISSN: 0973-3981).
13. Published review of book titled Global Business Environment, Understanding Multicultural Behaviour by Kamal Dean Parhizgar in the journal "Review of Professional Management, Vol-7, and December, 2009(ISSN: 0972-8686).
14. Paper titled "Management Education: Need for Quality Improvement" has been published in Journal Vedaang Vol.1, Number 2nd December 2010 (ISSN0975-7961).
15. Paper titled "Service Industry in India: Reference to Knowledge Process Outsourcing" has been

published in the journal "Convergence Asia" Vol.8 – No.3 April-Sept.2010 (ISSN 0973-9033).

16. Paper titled "University Industry Linkage: In search of Pragmatic Approach for Indian higher Education" has been published in International journal GUMBAD BUSINESS REVIEW Vol 6. No.1 , July 2010 – December 2010 (ISSN 0973-6158).
17. Paper Published titles as in "Role of ICT in Rural Empowerment" in the International Journal of Research Publication's , Research Journal Science & Management in Vol. 1, No 5 (2011); 01 Sep 2011. 2011.(ISSN 2251-1571)
18. Paper published titled as "Spiritual Quotient: An Entrepreneurial Hunt" in JS International Journal Of Social Science in Vol. 1(1) 2011 (ISSN 2249-1538).
19. Paper titled "European Higher Education Areas: A Brief Note on Proceedings " published in the journal ACME Vol 9, June 2011 (ISSN 0974-1763).
20. Paper titled "Innovative Financial Solution for Agripreneurs in India: A way Forward, International Journal of Business Derivative, Vol1 Issue, Page 165-184, 1 2011.
21. Article Titled: Faculty (without Ph.D and NET) in Private NBA Accredited MBA Institute has been published in IJMBS journal in 2015 Vol. 6-7 page 496-503 (ISSN 2278-5671)
22. Article Titled: "The Economic Implications of Modern biological Sciences (Genomics) has been published in OIJB journal in 2018 Vol.8 Issue 1 May 2018 page 512-518. ([www.seetix.org](http://www.seetix.org)) (ISSN 2249-8745).
23. Published one Paper titled "Knowledge Process Outsourcing in India" in the journal "Jamshepur Research Review" Vol. IV Issue XVII. (ISSN 2320-2750)
24. Article titled "Current Status and Problems of Agripreneurs in food processing industries " has been published in IJEDS journal in 2010 Vol. 1(1) page 100-105. (ISSN 2079-2549) ([www.ijeds.org](http://www.ijeds.org))
25. Published one paper in "International Journals of Advanced Science & Technology" Vol. 29 number 9s (2020) titled as "A study on factors affecting job satisfaction of employees in hotel industry: A study with reference to few hotels in Lucknow , Vol. 29, No.9,2020 (ISSN 2005-4238).
26. Published one paper in the "International Journal of Analytical and Experimental Model Analysis" Vol. XII , issue IX Sept, 2020 with title " Private Universities and Quality of Education in Uttar Pradesh" (ISSN 0886-9367)
27. Published one Paper titled "An Empirical Study on Management Education at Risk: Talent Crises" in Global Journal of Business Management Vol. 7, No 2 (ISSN 0973-8533).
28. Published one paper titled "Rural Urban Divide in Higher Education in India: Issues related to Access , Expenditure & Efficiency" in the Quarterly Journal of Management Development " Vol. 50 No 1 (ISSN 0048-6175).
29. Published one paper titled "Impact of New Economic Policy on Agricultural Development with special reference to Uttar Pradesh: A Review" in the Global Journal of Current Research, Vol. 6 No.4, 2018 (ISSN 2320-2920).
30. Published paper titled " Recent Trends in Indian Higher Education System" in the journal International Journal of Advance Science and Technology , Vol. 29.No, 6 , 2020 (ISSN 2005-4238).
31. Published paper titled "The Changing Face of HR Function: From Admin to a Business Partner" in PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 2020 (ISSN 1567-214x).
32. Published one paper titled "Green Technology and Consumer Behaviour: An Analysis" in the journal Solid State Technology Vol.63 Issue 6, 2020 (ISSN 0038-11x).
33. Paper titled "A Study of Role Efficacy Profiles of Doctors Serving In Private Sector Health Service Organization of Uttar Pradesh (India): An Organizational Development Intervention" published in the journal European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 7, Issue 10, 2020.
34. Published paper titled "Challenges & complexities in turnkey projects affecting employee's performance in a private Limited firm of repute in Uttar Pradesh (India)" in the journal Test Engineering and Management, May-June 2020 (ISSN: 0193-4120).

35. Published paper titled “Crafting the Way forward: Sustainability Model for Indian Rural Artisans” in International Journal of Management (IJM), Vol. 11, Issue 12, December 2020 (ISSN 0976-6502).
36. Published paper titled “Innpreneurship : A Case on Baking through Home Makers” in the journal Psychology and Education(2020) 57(9) (ISSN 0033-3077).
37. Paper published in The Journal of Oriental Research Madras titled “Food Safety : A Global Challenge” in April, 2021 Vol. XCII-XI ( ISSN 0022-3301).
38. Published paper titled “Issues and Challenges of Zari-Zardozi Industry: An Analysis” in Indian Journal of Adult Education, Vol.82. No.1 (A) (ISSN 0019-5006).
39. Paper titled “Resilient Stability for Sustainability” published in journal SODH SANCHAR BULLETIN Vol.11, Issue 1, January–March, 2021 (ISSN 2229-3620).
40. Paper titled “University-Industry Linkage & Development of Higher Education : A Study about Faculty Perception” in Journal of Contemporary Issues in Business and Government , Vol. 27, No.3 , 2021 ( ISSN 1323-6903).

**(d) Chapter/Paper Published in Edited Books**

Publication		Title of the Book	Title of the Chapter	Name & Address of Publisher	Year	ISBN	DOI	Citation Google/web of science
National	International							
National	-	Managerial Rainbow	Global World and Quality of Management Education in India	<u>KITAB MAHAL PRAKASHAN</u>	2005	978-8122503814		
National	-	Corporate Governance and Restructuring of Industries	Globalization and India	<u>Wisdom Publications</u>	2004	-		
National	-	Changing Paradigms in Professional Education	Fuzzy Integrated Data Mining	<u>Aman Publications</u>	2006	81-8204-011-6		
National	-	Changing Paradigms in Professional Education	Higher Education: Road for Development (a Case Of Uttaranchal)	<u>Aman Publications</u>	2006	81-8204-011-6		
National	-	WTO, India and Emerging Areas of Trade	Cradle of Growth, or Mountain of Challenges? Indian Agriculture,	<u>Excel Books</u>	2008	978-81-7446-593-1		

National	-	Convergence of Corporate Governance Norms	Pharmaceutical and Textile Industry in the Wake of WTO  Need for Developing Adaptive and Effective Corporate Governance Practices to Manage Global Pressure	<a href="#">Cygnus</a>	2009	978-81-907741-2-3		
National	-	Rural Marketing	Agripreneurship : A solution for poverty alleviation through sustainable livelihood in rural areas of developing countries	<a href="#">Saujanya Books</a>	2011	10-81-313-1265-8/8131312658		
National	-	Entrepreneurship in era of globalization	Comprehensive Solution model for poultry industry: A way Forward	<a href="#">Sunmarg Publications</a>	2014	978-93-82606-09-3		
National	-	Entrepreneurship in era of globalization	Entrepreneurship in Changing Environment: Special Emphasis on barriers faced by SMEs	<a href="#">Sunmarg Publications</a>	2014	978-93-82606-09-3		
National	-	Recent Trends in Sustainable Development	Innovative Financial Solutions for Agripreneurs in India: A Way Forward	<a href="#">Himalaya Publishing House</a>	2018	978093-5299-478-6		
National	-	Enhancing Organizational Effectiveness and Sustainability: Issues and Concerns	Creating Entrepreneurial Mindset through Innovative Business Plans and Making Effective Organizations	<a href="#">Excel India Publishers</a>	2019	978-81-943641-0-8		
National	-	New Global Economic Order Challenges & Opportunity	India: ASEAN Trade- Opportunity & Challenges in New Economic Scenario	<a href="#">Research India Publications</a>	2009	-		

-	International	Proceedings of Business Management Conference	The New Economic Reality: Ideas for the New Century	<u>University of KWAZULU - NATAL, South Africa.</u>	2009	-		
-	International	Value Based Management	Values Inspiring Decisions: A Value Based Leadership	<u>AIMS, International</u>	2010	-		
National	-	Skill Development in India : Challenges & opportunities	Reinventing the HR Wheel : A paradigm shift to next-Gen HR	<u>Swaranjali Publications</u>	2019	978-93-88838-54-2		
National	-	<u>Covid - 19</u>	The Mental Health Consequences of Covid-19	<u>Insc</u>	2020	978-81-946370-2-8		
National	-	<u>Changing Landscape of Higher education : Post Covid-19</u>	Covid -19 : Challenges before Higher Education and way forward	<u>OrangeBooks Publication</u>	2020	978-81-947079-2-9		
National	-	Women Empowerment & Leadership	Sexual Harassment – Lethal Weapon at workplace	<u>OrangeBooks Publication</u>	2021	978-93-90489-89-3		
National	-	Reinventing the HR Wheel	HR Measures during and Post COVID-19	<u>OrangeBooks Publication</u>	2021	978-93-90489-25-1		
National		राष्ट्रीय शिक्षा नीति २०२०	भारतीय शिक्षा की यात्रा	<u>Swaranjali Publications</u>	2021	978-93-90573-31-8		
National		Impact Corona Virus on Indian Economy	कोविड -19 और लॉकडाउन: भारत पर आर्थिक	<u>NAVYUG</u>	2021	978-93-88873-08-6		

**(f) Seminars/Conference s/Workshops Organized -**

1. 7 National Level Conferences/Seminar organized as Convenor /Seminar Director
2. 10 FDP/EDP/Training Programmes conducted



(h) Administrative Positions/Assignments Held			
Post	Organization	Duration	
		From	To
Principal	USMT , Bareilly	03-05-2012	21-06-2018
Director	AIMCA , Haldwani	01-06-2009	14-03-2012
<b>Seminar/Conference Presentations :</b> Presented Papers in more than 50 National / International Conferences and Seminars and attended more than 60 conferences and Seminars , Webinars.			
<b>(j) Memberships of Academic/Professional Bodies</b> <ol style="list-style-type: none"> <li>1. Indian Commerce Association</li> <li>2. IDEAS</li> </ol>			
<b>(k) <u>Participation in Community Service / Exchange Programme / Consulting Activity</u></b>			
NSS Activities , Consulting in some Training and Academic Institutions as Advisor			
<b>(l) International Academic Exposure</b>			
Invited Lecture	BRICS Conference	University of Campinas Brazil , Saopolo	
<b>(m) Workshops /FDP/Trainings :</b> Attended more than 25 Training Programmes /FDP/Refresher /Workshops / Induction at various places like IIM , EDI, BHU, NSTEDB etc			
<b>(n) Other Administrative and Academic Responsibilities :</b> <ol style="list-style-type: none"> <li>1. Worked as In-charge of Entrepreneurship club.</li> <li>2. Worked as Hostel Warden..</li> <li>3. Supervised many projects at undergraduate &amp; postgraduate level.</li> <li>4. Paper setter &amp; Evaluator &amp; Examiner for different universities.</li> <li>5. PhD examiner for different universities.</li> <li>6. Participated in Seminars as Chair, Co-Chair, and Expert &amp; Rapportuer of Technical Sessions.</li> <li>7. Worked as Proctor.</li> <li>8. Worked as Sr. Centre Supdt. (Examination).</li> <li>9. Worked as EDITOR of UGC listed Journal for 7years.</li> <li>10. Worked as Programme Officer of NSS.</li> <li>11. Worked as Head, Department of Management Studies.</li> <li>12. Member of governing body in two Management Institutes.</li> <li>13. Worked as Dean (FD) &amp; Dean Student Welfare.</li> <li>14. Working as Reviewer for National &amp; International Journals.</li> <li>15. Part of advisory committee for seminars &amp; conferences.</li> <li>16. Conducted MDPs, FDPs, EDPs and student development programmes for government and non-government organizations.</li> <li>17. Expert for selection committees in Schools, Banks, and other organizations.</li> <li>18. Prepared unified syllabus of UP state for Economics.</li> <li>19. Member of RTI Committee.</li> <li>20. 2 times worked as Co-Coordinator Evaluation Centre MJPRU.</li> <li>21. Worked as PhD Coursework Coordinator for Sociology and Military Science at MJPRU.</li> <li>22. Was Member of IQAC Cell MJPRU?</li> <li>23. Member of Flying Squad Team of MJPRU.</li> <li>24. Member of NAAC Committee.</li> <li>25. Observer of Examination Centers for NTA, MJPRU and Others.</li> </ol>			

