



# MultanimalModi College

Modinagar-201204 (U.P.)

(Affiliated to Ch. Charan Singh University, Meerut)  
(For Teaching Staff)

Title	Dr.	First Name	Himanshu Kumar	Last Name	Pandey	Photograph
<b>Designation</b>	Assistant Professor					
<b>Department</b>	Department of Commerce					
<b>Address (Campus/Department)</b>	Department of Commerce, Multani Mal PG College, Modinagar, Ghaziabad, Pin Code-201204					
<b>(Residence)</b>						
<b>Phone No (Campus)</b>	-					
<b>(Residence) optional</b>						
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<b>Email</b>	<a href="mailto:himanshu90017001@gmail.com">himanshu90017001@gmail.com</a> , <a href="mailto:hkp9001@gmail.com">hkp9001@gmail.com</a>					
<b>Web-Page</b>	-					

## EDUCATIONAL QUALIFICATIONS

Subject	Institution	Year	Details
<b>Ph.D.</b>	University of Allahabad	2020	<b>Title-</b> "A Comparative Study of Socio-Economic Impact of Advertising Through Television and Social Networking Sites."

<b>M.B.A.</b>	MotilalLal Nehru Institute of Business Administration (MONIRBA) University of Allahabad	2011-2013	Subject;Marketing & Finance.
<b>B.Com.</b>	University of Allahabad	2008-2011	Subject ; Commerce

## CAREER PROFILE

<b>Organization / Institution</b>	<b>Designation</b>	<b>Duration</b>	<b>Role(s)</b>
MultanimalModiPG College, Modinagar, Ghaziabad (Affiliated to C.C.S. University, Meerut)	Assistant Professor	2.5 Months(Since 3 <sup>rd</sup> June 2022)	NAAC & IQAC related works, Discipline committee, Peace Committee, Cultural Committee, Examination Related Duties, etc.

### **Research Interests / Specialization:**

Marketing & Advertising.

### **Teaching Experience (Subjects /Courses Taught): 7.5 years**

**Undergraduate Level;** - Marketing Management, Managerial Economics, Computerized Accounting, Mercantile Law.

**Post Graduate Level;** - Advertising, Service Marketing, Research Methodology, Marketing Management, E-Commerce.

### **Orientation Courses/Refresher Courses/FDP:**

Attended UGC SPONSORED SHORT TERM COURSE organized by UGC-HRD CENTRE, UNIVERSITY OF ALLAHABAD.

15 DAYS ONLINE CERTIFICATE COURSE ON RESEARCH METHODOLOGY.

### **Honors & Awards:**

Awarded UGC NET-SRF Fellowship in 2015 in Subject Management

Awarded UGC NET-JRF Fellowship in 2013 in Subject Management.

Awarded UGC NET in Subject Commerce in year 2019.

Awarded UGC NET in Subject Management in year 2012.

Best Research Paper Award in National Conference organized by University of Allahabad.

**Publications (Last FIVE (05) Year Publications,**

<b>Year of Publication</b>	<b>Title</b>	<b>Journal/Book(s)</b>	<b>Co-Author(s)</b>
2021	“Examining Motivation, Engagement and Loyalty Relationship in Business Events”.	Integral Review “A Journal of Management& Commerce”.	one
2020	“Exploring the Role of Trade Shows and Effective BrandAssociation in B2B Branding – A Prospective Study”.	Integral Review“ A Journal of Management& Commerce”.	one
2018	“Advertisement: A Study of Effectiveness of Social Networking Sites”.	Jigyasa	NA
2018	“Emerging Tool of Marketing: An Empirical Study of Social Media”.	Annals of Multi-Disciplinary Research	NA
2018	“Advertising through Social Networking Sites: A Study”.	ShodhPrerak	NA

**Conference Presentations:** National / International

1.	GROWTH OF ADVERTISEMENT MEDIA IN SMART CITY.	NATIONAL SEMINAR ON ECO CENTRIC DEVELOPMENT AND SMART CITY.	C.M.P. DEGREE COLLEGE, GANGA SAMAGRA & INDIA THINK COUNCIL, NEW DELHI	National
2.	STATISTICAL TECHNIQUES, BIG DATA ANALYSIS AND RESEARCH.	INTERNATINAL SYMPOSIUM ON STATISTICAL TECHNIQUES, BIG DATA ANALYSIS AND RESEARCH	SCHOOL OF SCIENCES, U.P. RAJARSHI TONDON OPEN UNIVERSITY, ALLAHABAD	International
3.	IMPACT OF SOCIAL NETWORKING SITES ON TOURISM AND HOSPITALITY.	NATIONAL CONFERENCE ON CHANGING PARADIGMS IN INDIAN TOURISM: CHALLENGES FOR GROWTH AND SUSTAINIBILITY.	DEPTT. OF COMMERCE & BUSINESS ADM., UNIVERSITY OF ALLAHABAD	National
4.	SENSITIZING GST IN INDIA.	WORKSHOP ON SENSITIZING GST IN INDIA	DEPTT. OF COMMERCE & BUSINESS ADM., UNIVERSITY OF ALLAHABAD	National
5.	SOCIO-ECONOMIC ROLE OF ADVERTISING: A NATIONAL DEVELOPMENT PERSPECTIVE.	UGC SPONSORED SS 8 <sup>TH</sup> INTERNATINAL SEMINAR ON TOURISM, MERCANNTILISM AND HUMAN HAPPINESS: CHALLENGES & OPPORTUNITIES	FACULTY OF COMMERCE & RESEARCH STUDIES, SSPG COLLEGE, SHAHJAHAPUR	International
6.	GROWTH OF RETAIL SECTOR IN INDIA.	NATIONAL SEMINAR ON RURAL CONSUMER AWARENESS.	CENTER FOR CONSUMER AWARENESS, INDIAN INSTITUTE FOR PUBLIC ADM., NEW DELHI	National

7.	WORKSHOP ON UNDERSTANDING STATISTICS THROUGH MS-EXCEL AND SPSS.	WORKSHOP ON UNDERSTANDING STATISTICS THROUGH MS-EXCEL AND SPSS.	DEPTT. OF STATISTICS, UNIVERSITY OF ALLAHABAD	National
8.	EMPLOYEMENT GENERATION IN INDIA: ISSUES AND CHALLENGES.	UGC SPONSORED SS 6 <sup>TH</sup> INTERNATINAL SEMENAR ON ECONOMIC DEVLOPMENT WITH DEVALUATION OF NON-ECONOMIC VALUES: PROBLEMS AND REMEDIES	FACULTY OF COMMERCE & RESEARCH STUDIES, SSPG COLLEGE, SHAHJAHAPUR	International
9.	MARKETING STRETEGY AND PRICING ANALYSIS.	NATIONAL SEMINAR ON INNOVATIVE TRENDS IN MORDERN BUSINESS MANAGEMENT	UNITED INSTITUTE OF MANAGEMENT	National
10	GROWTH OF RETAIL SECTOR IN INDIA.	UGC SPONSORED SS 5 <sup>TH</sup> INTERNATINAL SEMENAR ON EMPLOYEMENT GENERATIONAL IN DEVLOPING COUNTRIES: CHALLENGES & OPPORTUNITIES	FACULTY OF COMMERCE & RESEARCH STUDIES, SSPG COLLEGE, SHAHJAHAPUR	International

**Publications in Indexed/ Peer Reviewed Journals:**

<b><u>Year ofPublication</u></b>	<b><u>Title</u></b>	<b><u>Journal</u></b>	<b><u>Author</u></b>
2021	“Examining Motivation, Engagement and Loyalty Relationship in Business Events”.	Integral Review “A Journal of Management & Commerce”.	First Author
2020	“Exploring the Role of Trade Shows and Effective BrandAssociation in B2B Branding – A Prospective Study”.	Integral Review“ A Journal of Management& Commerce”.	First Author
2018	“Advertisement: A Study of Effectiveness of Social Networking Sites”.	Jigyasa	Sole Author
2018	“Emerging Tool of Marketing: An Empirical Study of Social Media”.	Annals of Multi-Disciplinary Research	Sole Author
2018	“Advertising through Social Networking Sites: A Study”.	ShodhPrerak	Sole Author
2015	“Impact of Micro-Finance on Rural India”.	Vaichariki	Sole Author
2015	“International Business: PlanningandStrategies”.	ShodhPrerak	Sole Author

2014	“Licensing, Franchising and Sourcing”.	ShodhPrerak	Sole Author
2015	“Competitive Analysis and Alternative Modes of Operation Exporting”.	ShodhPrerak	Sole Author

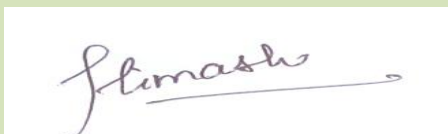
**Name(s) & Number(s) of PhD Students Supervised and Awarded with year:**

S.No.	Name of Ph.D Scholar	Date of Registration	Date of Award	Title of Thesis
	NA			

**Any other information(s):**

NCC ‘C’ Certificate Holder.

Served in NSS for 2 Years.



(Signature of Faculty Member)

(Signature & Stamp of Teacher In-Charge/Principal)

#The point which is not desirable/applicable, strike out or delete.