


Title	Dr.	Name	Dharmendra Mehta	Photograph 
Department	Pt JNIBM			
Designation	Reader			
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Educational Qualifications

Degree	Institution	Year
B. Com	Vikram University, Ujjain	1988
PGDPM	Vikram University, Ujjain	1989
MBA-Full Time	Vikram University, Ujjain	1992
M. Com (A/c)	Vikram University, Ujjain	1993
UGC NET (Management)	UGC, New Delhi	1993
Ph. D (Management)	Vikram University, Ujjain	2001
LLB	Vikram University, Ujjain	2006

Career Profile

Reader in FMS PtJNIBM, Viram University, Ujjain (MP) Since 26-09-2006.

Have been Actively Engaged with Postgraduate Teaching and Research in the Areas of Business Management & Allied Subjects About 18 Years.

Contributing as An Assistant Coordinator(Conf), Vikram University, Ujjain (MP)

Contributed As An Asstt. Proctor, Vikram University, Ujjain (MP)

Undergone STCs/QIP at IIT- Roorkee, IIT Mumbai & BHU, Varanasi.

Area of Interest/ Specialization

International Marketing / Business Communication/ Product & Brand Management /Production & Materials Management. & Related Other Emerging Areas of Business Management & Commerce.

Subjects Taught

Managerial Economics, Production & Materials Management, Product & Brand Management, International Marketing , Managerial Communication/Communication Skills, And others Subjects Of MBA Full Time and Erstwhile MBA Part Time Programme. M.C.A. Programme M.Phil(Commerce),B.Com(Hons.) And B. Pharma Of V.U .UJJAIN

Publication Profile

Research Papers:

(A). Journal Papers:

International: Year 2013

Dr D Mehta, RK Mehta, & Dr NK Mehta, "Application of Engineering Ethics Through Effective Communication: Issues and Challenges", Oeconomics of Knowledge Saphira Publishing House, Bucharest, Romania, 2013, Volume 5, Issue 3,8-15.

Dr D Mehta, & Dr NK Mehta, "A Review of Literature on Accounting System and Practices Based on Ethical and Spiritual Values", World Academics Journal of Management, 2013, 01(1006), 1006-1-04

Nationals: Year 2013

Dr D Mehta, & Dr NK Mehta, "E-Learning & Knowledge Management: Need of Hour", Lingya's Journal of Professional Studies, 2013, Vol.6 No.2, 48-51.

Dr D Mehta, & Dr NK Mehta, "Management Sutra in Bhartrihari's Neeti Shatak", The Vikramarka, 2013, Vol. III, No.2, 63-65.

(B). Conference Papers:

International: Year 2013

Dr D Mehta & Dr NK Mehta "Consumers' Awareness Towards Counterfeit Products in Ujjain City", Mapping Business Excellence Through Vision, Values and Vibrant Practices Organized by PIMR, Indore Published by Excel Books, New Delhi, 30-31 Jan,2013,372-82.

Dr D Mehta & Dr NK Mehta "Store Brands in India: A Paradigm Shift", Business Management & IT Organized by PIM, Dewas Published by Excel Books, New Delhi, 08 -09 February 2013, 402-7

Dr D Mehta, Dr NK Mehta & Pramod Goyal, "The Nitaqat: Bane or boon For Indian workers", International Case Colloquium on Facing Challenges in the Era of Globalization organized by SVIM, Indore & Published by Excellent Publishing House, New Delhi, 18 May, 2013, 312-13.

Nationals: Year 2013

Dr D Mehta & Dr NK Mehta, "Chinese Entrepreneurship: A Review of Literature", Eight National Conference on Entrepreneurship: Driver for Economic Growth" organized by PIMR, Indore & Published by Excel Books, New Delhi, 13-14 September, 2013,66-71.

Dr D Mehta & Dr NK Mehta, "HR Issues in Digital Libraries", K-2013 National Conference on Managing Information Resources in Digital Environment organized and published by SIRs & CCRUM, New Delhi, 21 September,2013, 16-20

Dr D Mehta & S. Soni, "Digital Library Management: Key Issues", K-2013 National Conference on Managing Information Resources in Digital Environment organized and published by SIRs & CCRUM, New Delhi, 21 September,2013,100-03

Dr NK Mehta, Dr D Mehta, & Dr P Mehta, "Multilingual Skills and Tourism Industry", National Conference on Madhya Pradesh Ke Etihadik Parayatan Sthal Evam Malwa, Conference Book Published in 2013, 325-28.

Books Published:

Dr Dharmendra Mehta & Dr NK Mehta, "A Handbook of Communication Skills Practices" Radha Publications, New Delhi, 2009.

Research Guidance

Supervision of Awarded Doctoral Thesis:

Jitendra Sharma, 2008, A Study on Modern Techniques of Services Marketing in Selected Organizations in Madhya Pradesh.

Ranjan Upadhyaya, 2009, Impact of Information Technology in Higher Education

Atul Jain, 2012, “Youths’ Aspiration Factors in Career Planning Decision“ (With Special Ref. to Indian BPO Industry)

Pramod Goyal, 2013, Factors Influencing Air Passenger’s Perception of Airport Retailing (An Empirical Study of selected Airport of India)

Supervision of Doctoral Thesis, Under Progress:

Submitted in Nov, 2013- Shruti Jain, A Study of Sales Promotion Mix of Print Media Advertisements With Special Reference to Selected Newspapers in MP

Dharmendra Singh Yadav, E-Governance Practices & Managing Mega Public Events Through Geo-Spatial Database [With Special Reference to Simhastha, (Kumbha), Ujjain]

Abhishek Tripathi, A Study of Factors Influencing Export Marketing Performance of Indian SME’s [With Special Reference to Selected Units of Dewas Industrial Area (MP)]

Supervision of M.Phil – (Commerce) Dissertations: 11**Conferences Organized**

Organization of a Conference -NIL

Conferences / Seminars etc. Attended- Year 2013

International: 07

National: 14

FDPs: 02

Workshop: 01

Attended UGC-UNFPA Project Orientation Course Vikram University, Ujjain (May-June 1997)

Attended Two Refresher Courses in Business Management – 02 (Year 2002 & 2005)

Research Projects

Name of Project: NIL

Position in Project: NIL

Period: NIL

Grant: NIL

Awards and Distinctions

Adjudged as the Best Paper Presenter in the International Conference organized by Advent Age Education Foundation, Udaipur and CIBER, University of Connecticut, USA, Udaipur on January, 05-6, 2013.

Adjudged as the Best Paper Presenter in the International Seminar organized by, JRN Rajasthan Vidyapeeth (Deemed) University, Udaipur on March, 23-24, 2013.

Adjudged as the Runners up/Second in the International Case Colloquium organized by, SVIM Indore on 18 May, 2013.

Association with Professional Bodies

Committees and Boards

Member of Board of Studies , FMS V.U. Ujjain

Member- Faculty of Management Studies

Advisory Board Member of Lingaya's Journal of Professional Studies, Faridabad.

Former Associate Editor of Indian Journal of Accounting.

Memberships

Senior Member of the IEDRC- International Economics Development Research Center.

Life Member of All India Accounting Association

Life Member of MP Economic Association

Other Activities**Research Interests**

International Marketing / Business Communication/ Product & Brand Management / Event Management/ Retail Management/ & Related Other Emerging Areas of Business Management & Commerce.

Survey Articles: NIL**Popular Article : NIL****Delivered Lectures in :**

Institute Of Pharmacy V.U.Ujjain

Institute Of Computer Science V.U. Ujjain

Eight National Conference on Entrepreneurship: Driver for Economic Growth. PIMR, Indore, Co-Chaired the Technical Session.

National Conference on Malwa Evam Niman Me Ethihaski Mandiro Ki Parampara, MPES, Ujjain, MMPS, Ujjain & Sawraj Sansthan Sachanalaya (Sanskriti Bhivag, Govt. of MP) Bhopal Co-Chaired the Technical Session.

K-2013 National Conference on Managing Information Resources in Digital Environment, SIRs & CCRUM, New Delhi.

Forthcoming Research: Planning to Pursue Research Related to Youths' Perception/ Entrepreneurship/ Workplace Safety/ Issues.