

## Curriculum Vitae

<b>1. Personal Information</b>			
(i)	Name	Dr. Mohit Kumar Pandit	
(ii)	Qualification	Ph.D., MBA, UGC NET (Management Subject)	
(iii)	Designation	Assistant Professor	
(iv)	Email-id	mohitkp2014@gmail.com	
(v)	Employee No.		
(vi)	Department	Management	
(vii)	Experience	5 years	

<b>2. Educational Qualification</b>				
S. No.	Degree	Specialization	Year	University/Board
1.	PhD	Management	2021	Devi Ahilya Vishwavidyalaya, Indore
2.	MBA	Major: Marketing Minor: Human Resource Management	2013	Devi Ahilya Vishwavidyalaya, Indore
3.	BBA	Management	2011	Devi Ahilya Vishwavidyalaya, Indore
4.	NET	Management	2013,2014,2019	UGC

<b>3. Research Interests</b>
Marketing, Human Resource Management, Andragogy

<b>4. Research Paper Publications</b>
<b>(I) International/National Journal Publications</b>
(i) Research Paper published on topic "Impact of Sales Promotion Tools on Consumer

- Behaviour with Reference to FMCG Products” in Shri Vaishnav Institute of Management e-journal of Applied Management Vol. 3, Issue 1 & 2, February 2016, pp. 50-63. ISSN NO: 2321-2535.
- (ii) Research Paper published on topic “A Study of Sales Promotion Tools for Traders with Reference to FMCG Products” in International Journal of Engineering Research and Management Vol. 3, Issue 4, April 2016, pp. 85-90. ISSN: 2349-2058. Impact Factor 5.46.
  - (iii) Case study published on topic “A Stitch in Time Saves Nine” in Management Effigy Vol. 7, Issue 1 & 2, Jan- June & July-Dec 2016, ISSN NO: 2249-1643.
  - (iv) Research Paper published on the topic “A Study of Perception of Indian Youth on Demonetization” in Asian Journal of Research in Social Sciences and Humanities Vol. 7, No. 6, June 2017, pp. 170-180. ISSN 2249- 7315. Impact Factor 5.997.
  - (v) Research Paper published on the topic “Consumer Preferences – An Empirical Study with Special reference to Branded Fast Food Outlet” in International Research Journal of Business and Management (UGC Listed) Vol.11, Issue No 2, February 2018, pp.76-83. ISSN 2322-083X. Impact Factor 6.923.
  - (vi) Research Paper published on the topic “Consumer Behaviour of Online Shoppers in the Era of Digital India” in KAAV International Journal of Economics, Commerce and Business Management Vol 6, Issue No 1, Jan 2019, pp.93-106. ISSN 2348-4969. Impact Factor 8.99.
  - (vii) Research Paper published on the topic “A Study of Sales Promotion Influence on Customers Eating from Branded Fast-Food Outlet” in AJANTA Research Journal (UGC Listed) Vol.8, Issue No 1, JanMarch 2019, pp.45-52. ISSN 2277-5730. Impact Factor 5.5.
  - (viii) Research Paper published on the topic “Impact of Demographic Characteristics on Consumption Pattern of Customers Eating Fast Food from Branded Fast-Food Outlets in India (with Special Reference to Madhya Pradesh)” in International Journal of Advance and Innovative Research (UGC Listed) Vol 6, Issue No 2, April-June 2019, pp.36-43. ISSN 2394-7780. Impact Factor 3.117.
  - (ix) Research Paper published on the topic “Strengthening of Quality in Higher Education through Diversity and Inclusion” in Shodh Sarita Research Journal (UGC Listed) Vol.7, Issue No 25, January 2020, pp.8-12. ISSN 2348-2397.
  - (x) Research Paper published on the topic “Corporate Social Responsibility: An Analysis of CSR Projects of Hindustan Unilever Limited (HUL)” in Shodh Sarita Research Journal (UGC Listed) Vol.7, Issue No 26, April 2020, pp. 54-59. ISSN 2348-2397.
  - (xi) Research Paper published on the topic “Digital Marketing Communication Tools Potential

to Create Awareness During Covid 19 Pandemic” in Webology Journal (Scopus Indexed) Vol.18, Issue No 6, Dec 2021, pp.5799-5810. ISSN 1735-188X. Impact Factor 1.65.

- (xii) Research Paper published on the topic “Impact of Transformational Leadership Style on Employee Job Satisfaction in Higher Education Sector” in Journal of the Asiatic Society of Mumbai (UGC Care) Vol.96, Issue No 12, December 2022, pp. 13-16. ISSN: 0972-0766. Impact Factor 5.29.

## **5. List of Conferences/Workshops/Seminars Attended**

### **CONFERENCES**

- (i) Research Paper presented on topic “Enhancement of Quality in Higher Education: Challenges & Prospects” in National Conference on Quality Enhancement in Education held at Shri Vaishnav College of Teachers Training on 30 March 2016.
- (ii) Research Paper presented on the topic “Consumer Behaviour of Online Shoppers in the Era of Digital India” in 7th International Conference on Paradigm in Global Business Practices and SocioEconomic Development on 8th December, 2018 held at Vishisht School of Management, Indore (M.P.).
- (iii) Research Paper presented on the topic “A Study of Sales Promotion Influence on Customers Eating from Branded Fast-Food Outlet” in International Conference on 8th February, 2019 held at Poona College of Arts and Commerce, Pune.
- (iv) Research Paper presented on the topic “Impact of Demographic Characteristics on Consumption Pattern of Customers Eating Fast Food from Branded Fast-Food Outlets in India (with Special Reference to Madhya Pradesh)” in International Multidisciplinary Conference on 20th April, 2019 at Laxman Devram Sonawane College of Arts and Commerce, Kalyan.
- (v) Research Paper presented on topic “Influence of Store Characteristics in Generating Traffic with special reference to Fast Food Restaurants” in 2nd International Conference held at Idyllic Institute of Management, Indore on 28th & 29th June 2022 and won the Best Paper Award.
- (vi) Research Paper presented on the topic “Impact of Transformational Leadership Style on Employee Job Satisfaction on Higher Education Sector” in 2nd International Conference held at Idyllic Institute of Management, Indore on 28th & 29th June 2022.

## **WORKSHOPS/ SEMINARS**

- (i) Participated in the Case writing workshop at Shri Vaishnav Institute of Management, Indore (M.P.) from 12/05/16 to 18/05/16.
- (ii) Participated in Research Methodology workshop at Prestige Institute of Management and Research, Indore (M.P.) from 27/6/2017 to 1/7/2017.
- (iii) Participated in Business Analytics workshop at Sushila Devi Bansal College, Indore (M.P.) from 16/09/2019 to 20/09/2019.
- (iv) Participated in Hands on SPSS (Data Analysis) workshop at Acropolis Institute of Management Studies and Research, Indore (M.P.) from 23/09/2019 to 24/09/2019.
- (v) Participated in a webinar on "How to get success in the stock market?" on 13th August 2021.
- (vi) Participated in 05 days workshop by Niche Quality solutions on Six Sigma Green Belt held from 4th April 2022 to 8th April 2022 at Idyllic Institute of Management Indore.
- (vii) Participated in one-week short term Training Program on Quality Parameters of NBA Accreditation Process QPNAP – 2022 from 31st October to 5th November 2022 at Patel Group of Institutions, Indore (M.P.).

## **6. FDP/MDP**

- (i) Participated in a 10 Day online Faculty Development Program organized by DQAC, IMS DAVV Indore (M.P.) on the topic 'Curriculum Review in the Light of NEP 2020: A Futuristic Perspective' from 5th July 2021 to 16th July 2021.