



CURRICULUM VITAE

| | | |
|---|---|---|
| Name: | ARUN KUMAR |  <p style="text-align: center;"><i>Photo</i></p> |
| Designation: | Assistant Professor | |
| School: | Department of Commerce & Management Sciences | |
| Department: | Management Sciences | |
| Specialisation & Research Interests: | Marketing, Marketing Analytics, Research Analytics, Business Research Methods, Advanced Marketing Research, Data Analytics, Operations Research, Expert in SPSS, AMOS for Univariate & Multivariate Analysis. | |
| Email IDs (Official & Personal) | arun.vaisali@gmail.com , arunkumar@mgcub.ac.in | |
| Mobile No.: | 8340647802 | |
| Address: | At- Vibhutinagar, Post- Marui, P.S.- Patepur, Dist- Vaishali, Bihar, 843110 | |

2. ACADEMIC QUALIFICATION (in reverse Chronological order):

| Degree | Year | University / Board |
|--------|----------|--------------------|
| Ph.D | Pursuing | IIT(ISM) Dhanbad |
| MBA | 2011 | GBTU, Lucknow |

| Degree | Year | University / Board |
|----------|------|---------------------|
| B.Com(P) | 2008 | University of Delhi |

3. ANY OTHER QUALIFICATION:

1. UGC NET JRF in MANAGEMENT (2011)
2. UGC NET in MANAGEMENT (2010)
3. DOEACC 'O' LEVEL

4. PROFESSIONAL EXPERIENCE:

| Organisation/Institute/University | Position Held | Duration |
|---|---------------------|---|
| Mahatma GANDHI CENTRAL UNIVERSITY, MOTIHARI | ASSISTANT PROFESSOR | 27 th October, 2016 to Till Date |
| | | |
| | | |

5. ADMINISTRATIVE ASSIGNMENTS:

| Position Held | Duration | Nature of Work |
|---------------|----------|----------------|
| | | |
| | | |
| | | |
| | | |

6. COURSES TAUGHT:

1. Marketing Management
2. Business Research Methods
3. Advanced Marketing Research
4. Supply Chain management
5. Marketing of Services
6. Sales and Distribution Management
7. Retail Management
8. Rural Marketing
9. Business Environment
10. Operations Research

7. RESEARCH SUPERVISION:**A. Ph.D.:**

- i. Awarded :
- ii. Submitted :
- iii. Ongoing :

B. M.Phil.:

- i. Awarded :
- ii. Submitted :
- iii. Ongoing :

C. Non-Degree Oriented (Master's Level Dissertation):

- i. Awarded : 20
- ii. Submitted :
- iii. Ongoing :

8. CONTRIBUTION TO CORPORATE LIFE OF THE UNIVERSITY:

1. Member of Community Engagement Programme (CEP)
2. Assistant Central Superintendent for University Exam
3. Member of Logistics Committee
4. Industrial Tour Coordinator
5. Summer Internships Coordinator
6. Member of the placement cell
7. Special Invitee of Board of Studies for the Department of Management Sciences.
8. Special Invitee of Board of Studies for PhD in Department of management Sciences

9. MEMBERSHIP OF SOCIETIES / PROFESSIONAL BODIES:**10. PUBLICATIONS:****A. BOOKS/MONOGRAPHS:****1. Authored:**

- i.
- ii.
- iii.

2. Edited:

- i.
- ii.

iii.

B. PAPERS IN REFEREED/PEER REVIEWED JOURNALS:

- i. Kumar, A. and Pandey, M. (2016) Indian Consumers' Beliefs, Attitudes, and Behavioral Responses towards Advertising on Social Networking Sites. *Media watch*, 7(2), 44-55 Scopus Indexed Journal

C. PAPERS IN CONFERENCES PROCEEDINGS:

- i. Kumar, A, and Pandey, M. (2015) Post graduate students' perceptions towards online advertising: an empirical study: proceedings of ICEBM Vol. 2, *Excellent Publishing House*, 29-35 BITS, Pilani, Rajasthan, on 20th to 21th March 2015
- ii. Kumar. A, and Pandey, M (2017). A Study on Factors Affecting Attitude and Behavioural Intention towards Social Network Advertising. *Emerald Group Publishing (India) Private Limited*, ISBN: 978-1-78635-416-7 Book of Abstracts: 2017 IIM Indore-NASMEI Summer Marketing Conference July 27-29, 2017 Indian Institute of Management Indore, pp.31-32 @ Emerald Group Publishing (India) Private Limited New Delhi
- iii.
- iv.
- v.

11. Patents/Copyrights /IPR (If Any)

12. INVITED TALKS:

13. RESEARCH PROJECTS (COMPLETED / ONGOING):

14. PARTICIPATION& PRESENTATIONS IN SEMINARS/SYMPOSIA/WORKSHOPS/CONFERENCES:

1. Attended Workshop on Research Methodology & Data Analysis, Organized by Department of Management Studies, IIT(ISM) ,Dhanbad, 14th -18th July 2014
2. Attended Workshop on Tools and Techniques for Data Analysis in Management Research organized by Jaypee University of Information Technology, Wagnaghat, Solan (H.P) 8th - 13th June, 2015 held in June 8-13, 2015

15. AWARDS, FELLOWSHIPS & OTHER DISTINCTIONS:

ACADEMIC EXCELLENCE AWARD 2010

16. ANY OTHER SIGNIFICANT INFORMATION:

ARUN KUMAR

(Name of Faculty)