


Title	Dr.	Name	Dharmendra Mehta	Photograph 
Department	Pt.Jawaharlal Nehru Institute Of Business Management, FMS			
Designation	Director & Associate Professor			
Address	# 103, Vyas Nagar, Ujjain M.P. India 456010			
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Educational Qualifications

Degree	Institution	Year
B. Com FIRST Division	Vikram University, Ujjain	1988
PGDPM & IR FIRST Division	Vikram University, Ujjain	1989
MBA-Full Time FIRST Division	Vikram University, Ujjain	1992
M. Com FIRST Division	Vikram University, Ujjain	1993
UGC NET (Management) 1 st Attempt	UGC, New Delhi	1993
Ph.D.(Management)	Vikram University, Ujjain	2001
LLB FIRST Division	Vikram University, Ujjain	2006

Career Profile

Actively Engaged with Postgraduate Teaching and Research in the Areas of Business Management & Allied Subjects more than 25 Year

- **Organization** Vikram University, Ujjain **Designation** Presently Director-Pt. JNIBM, VU, Ujjain
- **Former Head of the Department School of Studies in Commerce, VU, Ujjain**
- **Contributed as a Management Hostel In-charge**
- **Contributed As An Asstt. Proctor, Vikram University, Ujjain**
- **Actively Contributing in Youth Festival , State Level and National Level Extra-curricular Activities**
- **Contributed as Coordinator/ Member of University Flying Squad**
- **Contributed as Coordinator in Vikram University Confidential Section**
- **Assisted in University Convocation Ceremonies Activities**
- **Contributed as Senior Exam Superintendent and other Examination related assignments.**

Area of Interest/ Specialization

Communication Skills / Product & Brand Management, International Marketing, Entrepreneurship.

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 Program. Ph.D.(C/W) MCA Program / M. Phil (Commerce), B.Com (Hons) & B.Pharm Level.

Publication Profile

- **Research Papers:** No. of Chapters in Edited Volumes/Books/Conference/Seminars Proceedings (National & International) Published:

41 Approx

- No. of Research Papers Published in the Journals (National & International): **70 Approx**

Books Published:

- "A Handbook of Communication Skills Practices"
ISBN No.: 81-7487-611-1 (2009)

Co-authorship: Dr. Dharmendra Mehta & Dr. Naveen K. Mehta

Published By: Radha Publications, New Delhi
- "Elements of Commerce & Management"
ISBN No.: 978-93-84144-19-7 (2014)

Co-authorship: Dr. Dharmendra Mehta & Dr. Naveen K. Mehta

Published By Research India Publications, New Delhi, First Edition: 2014,
- Edited Book: "Intellectual Property Rights :Challenges In Digital Environment "
ISBN NO. 978-93-83046-89-8 (2017)

Edited by: Dr. R. N. Malviya and Dr. Dharmendra Mehta

Published By: D.P.S. Publishing House, New Delhi
- "Relevance of Mahatma Gandhi's Vision in Knowledge Management and Digital Libraries Today" Edited Book:
ISBN No. 978-93-86883-16-2 (2018)

Edited By: Dharmendra Mehta, Anand Anjani Jha, Vandana Jha

Published By: Gautam Book Centre, Delhi
- Communication Skills
ISBN 978-93-90157-02-0 / (2020)

Dr. Naveen K Mehta, Dr. Dharmendra Mehta & Dr. R.N. Malviya,

Published By: DPS Publishing House, New Delhi

English Grammar

Co-authorship

ISBN-978-93-89-116-43-4 (2020)

Published By Research India Publications, New Delhi
- Madhuranjali
Co-authorship

ISBN 978-93-93285-11-9 (2022)

Published By-Shivank Publications, New Delhi

Research Guidance

Supervision / Co-supervision of Awarded Doctoral Theses: 12

- Deepika Gaur, Dec. 2020, "A Study of Employee Engagement in Selected Public and Private Sector banks and its Impact on Employee Stress "
- Sumit Trivedi, Dec. 2020, "A Comparative Study on Camel Model Analysis of Public And Private Sector Banks in India (A Study From 2010-11 to 2015-16)" (Co-Supervision)
- Hitendra Trivedi, Aug. 2019, "A Comparative Study of Business Performance of Selected Public and Private Sector Banks"
- Sunayana Soni, Oct. 2019, "A Study of Mobile Users Satisfaction Towards M-Shopping Services"
- Shraddha Mittal, June. 2017, "An Analytical Study of Investment Pattern of Selected Public and Private Sector Life Insurance Companies In India"(Co-Supervision)
- Abhishek Tripathi, Dec. 2016, "An Study of Factors Influencing Export Marketing Performance of Indian SMEs (With Special Ref to Selected Units of Dewas Industrial Area M.P.)"
- Dharmendra Singh Yadav, Jul. 2014, "E-Governance Practices And Managing Mega Public Events Through Geo - Spatial Database [With Special. Reference to Simhastha, (Kumbh) Ujjain]
- Shruti Jain, May. 2014, "A Study of Sales Promotion Mix Of Print Media Advertisements With Special Ref. To Selected Newspapers In Madhya Pradesh"
- Pramod Goyal, Aug. 2013, Factors Influencing Air Passenger's Perception of Airport Retailing (An Empirical Study of Selected Airports of India)
- Atul Jain, March. 2012, "Youths' Aspiration Factors in Career Planning Decision" (With Special Ref. to Indian BPO Industry)
- Ranjan Upadhyaya, Dec. 2009, Impact of Information Technology in Higher Education
- Jitendra Sharma, Dec. 2008, A Study on Modern Techniques of Services Marketing in Selected Organizations in Madhya Pradesh.

Ph D. Submitted: 02

- Namita Goyal, Buyers' Perception Towards Selected Consumer Goods Post Covid-19 in India (2022)
- Chhaya Arya, "A Study of Job Satisfaction of Bank Employees and Its Impact of Their Work Life Balance with reference to Selected Commercial Banks"(2022)

Supervision of Doctoral Thesis Under Progress : 03

- Abhay Jaiswal, 'A Study Of Physically Challenged Customers' Satisfaction Towards E-Services In India: With Spl Ref. To Indore City
- Deepak Yadav Technology Interventions Influencing Quality Of Customers' Service (A Case Study Of Selected Metro Cities In India)
- Poonam Chouhan, Emotional Intelligence Practices in Indian Railways (A Study With Special Reference to W.R) (DOR29/10/18)

Supervision of M. Phil (Commerce) Dissertations: 11

Forthcoming Research:

Pursue Research Related to Divyang Consumers' Problems/ WFH Issues / EIPs & AIPs Issues,

Conferences/Webinars Organized - 03 Approx

Conferences / Seminars etc. Attended

- **Attended/Participated Conferences/Symposiums/Seminars/Workshops/FDPs/STCs/TEQUIP/ Papers Presented: 160 Approx**
- **Attended UGC-UNFPA Project Orientation Course (May-June 1997)**
Attended Two Refresher Courses in Business Management-02 (Year 2002 & 2005)

Research Projects

Patent Publication

Title of Invention: (With co-applicants)

Intelligent Agriculture System to Assist Farmers in Smart Decision Making Using IOT Data Analytics and Machine Learning Field of Invention: Communication

The Patent Office Journal No. 02/2022 Dated 14/01/2022 (12) Patent Application No.202121047159

- **Awarded Best Paper Presentation** in the **2nd International Conference-A Virtual Conference- On "Resilience For Sustainability: Revisiting Management Practices and Strategizing For The Future"** - Banking Frauds **Emerging Trends-Be Careful**(Co-authorship) Sponsored by Med24, and Jointly organized in Association With **University of the Fraser Valley, Canada; Nnamdi Azikiwe University, Awka, Nigeria & Debre Tabor University, Ethiopia**. 26th March, 2021
- **Research Awareness Award** Awarded by BGC(SES- Bhartiya Group) Recog. By Dept.H.E.MP Aff. to VU Ujjain, 7th Jan 2020
- **Best Paper Award Presented** in the NCCDLSE 2018 in Collaboration with UNIC for India and Bhutan at Ansal University, Gurugram. 8th Feb 2018.
- **Best Paper Award Presented** in the 7th International Conference on Paradigm Shift in Global Business Practices and Socio Economic Development at VISPSAR, Indore (Aff. to DAVV). 8th Dec 2018.
- **Vishisht Shiksha Samman Honour Conferred** for Contribution in the field of Higher Education at 6th International Conference on Paradigm Shift in Global Business Practices and Socio Economic Development at VISPSAR, Indore (Aff. to DAVV). 9th Dec 2017.
- **Best Paper Awarded at FMS PAHER University, Udaipur** at the International Conference on Integral Development for Wholesome Life. 5th June 2016
- **Second Best Paper Award at JIMS, New Delhi** in the International Conference ICICCT-2016, sponsored by CSI 14th May 2016.

Association with Professional Bodies

Memberships of Professional Associations:-

- Life Member of AIMA, New Delhi
- Life Member of ISTD, New Delhi
- Life Member of LPA, New Delhi
- Life Member of SDPA, New Delhi
- Member of DMA, Delhi
- Senior Member of the IEDRC
- Life Member of All India Accounting Association
- Life Member of MP Economic Association
- Member-VUTA, Ujjain

Other Activities

- **Memorable Online Interaction Q&A /Fire Side Chat-Session Moderator Mr. Prashant Nair, National News Editor, CNBC TV-18 & India's Ace Investor The Big Man of Dalal Street, CA Rakesh Jhunjhunwala, Popularly Known As the 'Warren Buffett of India', During 6th NLC Online Plenary (Session-7) On 20th April, 2021- "Investing In India's Future: New Bets For Growth & Returns".**
- **Attended The 'Learn With Icon' Webinar With the Grandmaster, World Champion, & Padma Vibhushan Awardee Respected Mr. Viswanathan Anand, Organized by Internshala Trainings, On 20th April, 2021**
- **Adjudged and Awarded as Second Best Paper Award with Our University's Divyang Research Scholar and My Co-author Abhay Jaiswal, Winning a Cash prize of Rs.5000/- at JIMS, New Delhi in the International Conference ICICCT-2016, sponsored by CSI on 14th May 2016.**
- **Participated and Winner/Runners Up in the MP Higher Education Dept. MP Govt. State Level Chess Championship.**