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| Title | Prof. | Name | Dr. Dharmendra Mehta | |
| Department | Pt. Jawaharlal Nehru Inst.Of Business Management, FMS,VU,Ujjain | | | |
| Designation | PROFESSOR & DIRECTOR | | |  |
| Address | # 103, Vyas Nagar, Ujjain M.P. India 456010 | | | |
| Phone- Office | 0734-2922117 | | | |
| Residence | 9425985731 | | | |
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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 28 Years

- **Organization** Vikram University, Ujjain **Presently DIRECTOR,-Pt. JNIBM, VU, Ujjain**
- **Former Head of the Department School of Studies in Commerce, VU, Ujjain**
- **Contributed As an Asst. 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.Pharma Level.

Publication Profile

- **Research Papers:** No. of Chapters in Edited Volumes/Books/Conference/Seminars Proceedings (National & International) Published in the Journals (National & International): **73 Approx**

Books Published: (Co-authorship/ Co-edited)

- Innovative Technology and Applications for Sustainable Lib. Services ISBN No.978-93-94070-91-2 **(2024)**
A Compendium Book Co-edited by S. Chand, A. A. Jha, N S. Joshi & Dharmendra Mehta,
published by Aargon Press, New Delhi.
- Modern Marketing Management: Principles and Practices ISBN No.978-81-19980-16-1 **(2023)**
S. Kolugiri, Dharmendra Mehta, N.K. Mehta, A. Pandey Pub. By SKRGC Publishers, Madurai
- Introduction to Human Resource Management, ISBN No.978-81-19313-24-2 **(2023)**
Dharmendra Mehta, T. Singh, Shiny, H. Kamble, Pub. By Aasan Publishers. Virudhnagar.
- E-Commerce Principles, ISBN No.978-81-19313-40-2 **(2023)**
P. Subburaj, V. Ambika, N.K. Mehta, Dharmendra Mehta, Pub. By Aasan Publishers, Virudhnagar
- Madhur anjali N.K. Mehta, U. Mehta & D. Mehta, P. Mehta ISBN No. 978-93-93285-11-9 **(2022)**
Pub. By-Shivank Publications, New Delhi
- English Grammar, N.K Mehta & Dharmendra Mehta, ISBN-978-93-89-116-43-4 **(2020)**
Pub. By Research India Publications, New Delhi
- Communication Skills, ISBN No. 978-93-90157-02-0 **(2020)**
N.K. Mehta, Dharmendra Mehta & R.N. Malviya, Pub. By: DPS Publishing House, New Delhi
- Relevance of Mahatma Gandhi's Vision in Knowledge Management and Digital Libraries Today **(2018)**
ISBN No.978-93-86883-16-2(2018) Co-Edited By: Dharmendra Mehta, A.A. Jha, V. Jha
Pub. By: Gautam Book Centre, Delhi
- "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, Pub. By: D.P.S. Pub. House, New Delhi
- "Elements of Commerce & Management" ISBN No.: 978-93-84144-19-7 (First Edition) **(2014)**
Dharmendra Mehta & Naveen K. Mehta, Pub. By Research India Publications, New Delhi,
- A Handbook of Communication Skills Practices" ISBN No.: 81-7487-611-1 **(2009)**
Dharmendra Mehta & Naveen K. Mehta Pub. By: Radha Publications, New Delhi

Research Guidance

Supervision / Co-supervision of Awarded Doctoral Theses: 15

- Shradha Jain (2023) "कर राजस्व संग्रह में वर्तमान अप्रत्यक्ष कर सुधारो का प्रभाव(उज्जैन जिले के विशेष संदर्भ में (Co-Supervision)
- Chhaya Arya, (2022) " A Study of Job Satisfaction of Bank Employees and Its Impact of Their Work Life Balance with reference to Selected Commercial Banks"
- Namita Goyal (2022) "Buyers 'Perception Towards Selected Consumer Goods Post Covid-19 in India"
- Deepika Gaur, (2020),"A Study of Employee Engagement in Selected Public and Private Sector banks and its Impact on Employee Stress "
- Sumit Trivedi, (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 (2019),"A Comparative Study of Business Performance of Selected Public and Private Sector Banks"
- Sunayana Soni, (2019),"A Study of Mobile Users Satisfaction Towards M-Shopping Services"
- Shradha Mittal,.(2017),"An Analytical Study of Investment Pattern of Selected Public and Private Sector Life Insurance Companies In India"(Co-Supervision)
- Abhishek Tripathi, (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 (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, (2013, Factors Influencing Air Passenger's Perception of Airport Retailing (An Empirical Study of Selected Airports of India)
- Atul Jain, (2012) "Youths' Aspiration Factors in Career Planning Decision"(With Special Ref. to Indian BPO Industry)
- Ranjan Upadhyaya. (2009) Impact of Information Technology in Higher Education
- Jitendra Sharma, (2008) A Study on Modern Techniques of Services Marketing in Selected Organizations in Madhya Pradesh.

Supervision of M. Phil (Commerce) Dissertations: 11

Forthcoming Research:

Pursue Research Related to Divyang Consumers' Problems/ WFH Issues /Stress Management/ EIPs & AIPs/ Life Skills Issues.

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

Conferences/Webinars/Workshops/ Organized

Conferences / Seminars etc. Attended

- Participated in STTP-Online Conducted by NITTR, Bhopal on “Digital Health Care and AI Workshop” on 10th May, 2024.
- Participated in the “Branding & Marketing Summit Future of Marketing” Organised by ASSOCHAM, New Delhi on 7th March 2024 at Gurugram.
- Participated in the 1st International Conference “ICEFFSGTI”, organized by Gyanodaya University, Neemach on 2nd March 2024.
- Invited as Session Chair XIXth International Conference organized by PIMR, Indore on 24th Feb. 2024.
- Invited as a Resource Person in the “I-KOAL 2024” jointly organized by MIT-WPU & LPA on 16th Feb. 2024 at Pune.
- Assisted/Coordinated a Session on “Multi-disciplinary & Holistic Education” in the Central Zone Vice-Chancellors’ Conference on “Implementation of NEP-2020” organized by UGC & V.U., Ujjain on 02nd Feb. 2024.
- Chaired a Technical Session in the “Entrepreneurship Summit-2024” Organized by DMS, JNVU, Jodhpur, on 29th Jan. 2024.
- Participated in the International Conference on “Infusing Technology in the MSME Sector”, Organized by EDI, Ahmedabad, on 9-10th Jan. 2024
- Invited as Session Chair in the XVth International Conference, Organized by PIMR, Gwalior on 6-7th Jan. 2024.
- Chaired a Technical Session on SED in the 10th International Conference organized by VIPSAR, Indore on 16th Dec. 2023.
- Participated in the United Consciousness Global Conclave held on 15-17th Dec. 2023 at Ujjain.
- Invited as a Resource Person in the International Conference on IPRs in Collaboration with ILI, New Delhi, organized by Rishikood University, Sonapat, Dec. 1-2, 2023.
- Actively Participated in 1st International Social Worker Conference, Organized by Ankitgram, Sevadham Asharam, 25-26th No. 2023.
- Attended NCETET-2023, Organized by SOET, Vikram University, Ujjain.
- Participated in the One-day International Seminar on “Youth for Cyber Wellness”, Organized by IQAC, VU, Ujjain & Responsible Netism, Mumbai on 12th Sept. 2023.
- Invited as a Judge in the 2nd International Case Study Competition by IIOM (Aff. DAVV-GOMP) on 25-26th Aug. 2023.
- Attended/Participated in the lecture series “G20 University Connect-Engaging Young Minds”, Organized by Vikram University, Ujjain, on 28th July 2023.
- Attended/Participated Conferences/Symposiums/Seminars/Workshops/FDPs/STCs/TEQUIPs/Inspiring Young Leaders Sessions Series organized by AIMS (Association of Indian Management Institutes).
- Attended Two Refresher Courses in Business Management–02 (Year 2002 & 2005).
- Attended UGC-UNFPA Project Orientation Course (May-June 1997).

Research /Patents Publications/: -

Patent Publications: - 08

2024: Title: (With co-applicants)

- “Pedagogical Perspectives of A Smart Education Model Enabled By Metaverse And Education” Co-authorship, Application No.202441003939A, Dr. Dharmendra Mehta, Issue No.06/2024 Pub. Date 09/02/2024, The Patent Office Journal ppNo.12880/pp13625

2023 Title: (With co-applicants)

- Machine Learning and Digital Marketing Techniques for Enhancing FMCGs in Developing Economies “Co-authorship, Application No.202341078403A Dr. Dharmendra Mehta Pub.Date:29/12/2023, The Patent Office Journal, Issue No.52/2023 pp: 94012/94829
- Strategic Workforce Development Methodology for Integrating HR and Entrepreneurship Strategies Co-authorship, Application No.202311072156A Dr. Dharmendra Mehta Pub.Date:24/11/2023, The Patent Office Journal Issue No.47/2023 pp;77960/78342
- Machine Learning based Supporting System for Training Of Communication Skills in the Education of Health Care Professionals Application No.202311057422A Dr. Dharmendra Mehta (Pub. Date 29/09/23 The Patent Office Journal No.39/2023 pp.64318/pp.64456
- Analysis of Artificial "Intelligence Dialogue Systems for Imposing English as a Foreign Language to students for Interactional Competence in the University" Co-authorship, Application No.202311054415A Dr. Dharmendra Mehta Issue No.36/2023, Pub. Date 08/09/2023, Official Journal of The Patent Office pp 58949/pp58991
- "A Systematic Process of Language Proficiency attained through Content and Language Integrated Learning (CLIL) and English as a Foreign Language” Co-authorship Application No.202341044244A, Dr. Dharmendra Mehta, Official Journal Of The Patent Office, Issue No.35/2023, Dtd.01/09/2023, pp: 55876/56835/
- "Implementation of Deep Learning based Techniques for Analysis of the role of Travel, Tourism and Hospitality in Economical Growth of an Organization" Application No.202341034310A, Co-authorship Dr. Dharmendra Mehta Pub.Date 18/08/2023, Issue No.33/2023, pp: 53839/53981/

2022 Title: (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

Recent Research Paper Publications:

- "Teaching English Language Through AI: A Paradigm Shift In Teaching And Learning" Yadav S, Mehta N.K., Mehta Dharmendra, Yadav R. Chapter No.20 (2024)
ISBN No.978-81-971124-5-4 Edited Book: Advance & Applied Practices
In Management, Social Science & Technology (2024) Dr. S.M. Anas Iqbal & Dr. S. Shukla
- "Exploring 5C's of Shrimad Bhagwad Gita with Life Skills Perspective" S.S. Bais, Dharmendra Mehta, A. Upadhyay (2024), Book of Abstracts, ISBN – 978-81-19757-34-3, XVth International Conference PIMR, Gwalior, Pub. By: Bharti Publications, New Delhi.
- "Perception of Buyers about Online Shopping Post-COVID-19 in India"
N. Agrawal and D. Mehta, **AIMS JOURNAL OF MANAGEMENT**, Jan.2024 Vol..9, No.2
ISSN 2395-6852, Pg 185-199 Journal ID 101024195, Listed In **UGC CARE Journals Under Group I, Indexed in J –Gate**
- 'Recent Trends in Green Human Resource Management,' R. Mishra and Mehta D.
Vol. 11 No. 01 (2024): January 2024 | MET Management Review Pg 54-58 Publisher MET Institute of Management, Mumbai
- "कोविड-19 (कोरोना) का वस्तु एव सेवा कर संग्रहपर प्रभाव "S. Jain, S.K. Bharal, D. Mehta Vol.46, No.1
January-Mar. 2023 Education and Society Impact Factor: 5.74, ISSN No. 2278-6864
Education and Society, **Listed In UGC Care Group 1 Journals**

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 Jhunjunwala, 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.

Awards & Honours

Awarded Best Paper Presentation In the VIPSAR's 10th International Conference 2023

- Decoding The Teachings Of The Bhagavad Gita For Soft Skills with Special Reference to The ABC Perspective" Shukla, S. Mehta, D. Mehta Kaav International Journal of Economics, Commerce & Business Management (A Referred Peer Review Journal) ISSN 2348-4969, Vol.11-2024, Issue-01Jan-Mar)KIJECEBM V11(2024)pp165-171
- **Certificate of Appreciation** Awarded in recognition of memorable performance in the area of Teaching & Research by SBI Ladies Club (R-5), Ujjain, on the occasion of Teacher's Day, 5th Sept. 2023.
- **Shikshak Samman Honour Conferred (Best Teacher Award)** for Contribution in the field of Higher Education at **Kotak Life Insurance** Branch Office on the occasion of Teacher's Day, 6th Sept. 2023 by Division Vice-President, Kotak Life Insurance.
- **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.** 26thMarch,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.