

Dr. Anand Thakur

Career Objective:

To gain excellence in innovative teaching pedagogies for improved student learning; publications in reputed international journals; sensitizing students towards possible solution to social problems, student development activities (participation & awards in curricular activities in national & international events) & institution building (accreditations, curriculum development & honors for the institute)



Ph.D. (Marketing), UGC (NET & JRF-2002)

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Overview

- ✓ Presently working as Assistant Professor in Marketing, Department of Commerce, Central University of Tamil Nadu, Thiruvavur.
- ✓ Worked as Associate Professor in Department of Management, Mittal School of Business, Lovely Professional University, Phagwara (Punjab) from 17.01.2007 to 03.10.2017.
- ✓ Handled HoD responsibilities in Marketing-I Domain, Mittal School of Business from 07.08.2015 to 03.10.2017.
- ✓ Has been granted a National Fellowship (JRF: 2003-2006) for Research from University Grants Commission (UGC), India.
- ✓ 29 Research Publications in reputed Scopus/UGC notified/ABDC Indexed International Journals of Croatia, Philippines and India (like Management, DLSU Business & Economic Review, Management & Labour Studies, IIM Journal of Management Science).
- ✓ Participated in 20 National and International Conferences.
- ✓ 15 years of teaching and research experience.
- ✓ Invited regularly as Resource Person to Reputed Universities and Colleges for Faculty Development Programmes on Research Methods, Marketing and Teaching Pedagogies.
- ✓ Contributed towards Economic Transformation among Rural Women through Social Entrepreneurship Projects of Labcoats as part of SATHI (Skills, Agriculture, Technology, Health, Innovation) Project of LPU (for 10 adopted villages) in collaboration with Government of Punjab during Feb-June 2016.
- ✓ Coordinated 75+ Community Development Projects (2012-15) & 300+ Guest Lectures (2009-2015) in LPU.
- ✓ Supervised 2 PhD Thesis (out of which 1 awarded Degree & second Viva Due) & 13 M.Phil. Dissertations (Full time) successfully.
- ✓ Supervising 02 PhD candidates presently.
- ✓ Honored with 'Research Appreciation Award' for best performance in Management Research at LPU on 5 Sept 2013.

Research and Teaching Interests

Teaching Areas

- Research Methodology (Business Research Methods and Marketing Research)
- Workshop Courses on Data Analysis (with SPSS)
- Marketing Management

Research Areas

- Consumer Brand Relationships
- Rural Marketing

Professional Experience

Total Work Experience till Date: 15 Years of Teaching, Research & Administrative Experience.

Present Employment

Name of University	Designation	Date of Joining
Central University of Tamil Nadu, Thiruvarur	Assistant Professor in Marketing	06.10.2017

Experience Details (in Chronological Order)

Name of Employer	Designation	Date of Joining	Date of Leaving	Duration (in Years & Months)	Reason for Change
Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India	Associate Professor & CoD (In-charge), Marketing Domain	01.08.2012	03.10.2017	5+ Years	Joined CUTN
Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India	Assistant Professor	01.08.2007	31.07.2012	5 Years	Promoted as Associate Professor at LPU
Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India	Senior Lecturer	17.01.2007	31.07.2007	6+ Months	Promoted as Assistant Professor at LPU
Department of Commerce & Business Management,	Lecturer	04.07.2006	16.01.2007	6+ Months	Joined LPU

Guru Nanak Dev University, Amritsar (Punjab), India					
Department of Commerce & Business Management, Guru Nanak Dev University, Amritsar (Punjab), India	Junior Research Fellow (UGC-JRF-NET)	01.05.2006	03.07.2006	2+ Months	Joined GNDU as Lecturer
Department of Commerce & Business Management, Guru Nanak Dev University, Amritsar (Punjab), India	Lecturer	23.08.2005	30.04.2006	8+ Months	Joined LPU
Department of Commerce & Business Management, Guru Nanak Dev University, Amritsar (Punjab), India	Junior Research Fellow (UGC-JRF-NET) Along with Teaching MBA Courses	30.04.2003	22.08.2005	2+Years	Joined GNDU as Lecturer

Educational Qualification

Qualification	University	Specialization	Division	Year
Doctor of Philosophy (Ph.D)	Guru Nanak Dev University	Marketing	As UGC-JRF (Full time)	2007
PG Program in Commerce	Guru Nanak Dev University	Commerce	First (73%)	2002
Bachelor of Commerce	Guru Nanak Dev University	Commerce	First (68%)	2000

Faculty Development Programmes /Guest Talks Delivered

- i. Conducted two Day FDP on Using SPSS for Data Analysis at Rayat Bahra University, Mohali Campus on 17-18 December 2015.
- ii. Invited to Deliver Lecture on Cross Sectional and Longitudinal Designs at Punjab Technical University Sponsored FDP at SSCMT, Amritsar on 4 Jan 2014.
- iii. Invited to Deliver Lecture on Rural Entrepreneurship in Faculty Development Programme on Entrepreneurship in GNDU Regional College, Jalandhar on 3 Jan 2014.
- iv. Conducted Two FDPs on SPSS-Hypothesis Testing and SPSS Use in Multivariate Data Analysis Technique for all the faculty members of Business Management, Lovely Professional University, Phagwara in 2010.
- v. Invited to deliver 4 Sessions on Case Based Teaching in Faculty Development Program at RIMT, Ropar on 28 April 2015.
- vi. Invited for Guest Lecture to students on Marketing Research on 16 Oct 2015 at SNC, Banga, SBS Nagar.

Articles/Research Papers/Books/Chapters Published

- i. Paper Titled 'Relationship between Self-Concept and Attitudinal Brand Loyalty in Luxury Fashion Purchase: A Study of Selected Global Brands on the Indian Market' published in *Management (Scopus Indexed Management Journal of Croatia)*, Vol. 20, 2015, 2, pp. 163-180.
- ii. Paper Titled 'An Empirical Examination of Relationship Between Emotional Attachment and Attitudinal Brand Loyalty Towards Luxury Fashion Brands' *DLSU Business & Economics Review (Scopus Indexed Management Journal of Philippines)*, Vol. 26, No.1, 2016, pp. 70-80.
- iii. Paper Titled 'A Logit Model to Predict Innovativeness Among Mobile Telecom Service Users' *Global Business Review, ABDC & Scopus Indexed Management Journal of IMI*, Vol. 19, No. 3, 2018 (Accepted for Publication).
- iv. Paper Titled, "An Empirical Study on Consumer Trust in Online Shopping in Punjab" Published in *Scopus Indexed Management Journal, Indian Journal of Marketing* (Feb 2017).
- v. Paper Titled, "Attitudinal Loyalty & Emotional Aspects (BL,EA & SC) in Luxury Fashion Purchase : An Empirical Study of Global Brands" Published in *Scopus Indexed Management Journal, International Journal of Applied Business & Economic Research*, Vol. 13, No. 5, December 2015, pp. 3159-82.
- vi. Paper Titled 'Psychographics of Singles: Implications for Marketers' published in *Management and Labour Studies Journal (UGC Approved Referred), XLRI, Jamshedpur* Vol. 30 (1) February, 2005.
- vii. Paper Titled, "Psychographics of Rural-Urban Purchase Behavior Towards Consumer Durables in Punjab" Published in *IIM Journal of Management Science (UGC Approved Referred)* in Jan-June Issue 2012.
- viii. Paper Titled, "Durable Purchase motivators for Rural and Urban Consumers: A Case Study of Punjab" Published in *XIMB Journal of Management Vilakshan* (Refereed) in March, 2007.
- ix. Paper Titled,"Examining Rural-Urban Purchase Behavior towards Washing Machines : An Empirical Study in Punjab" Published in *Asia Pacific Business Review Journal* (UGC Approved Referred) in July-Sep 2008.
- x. Paper Titled, 'A Study on Rural-Urban Purchase Motivators for ACs in Punjab: Implications for Marketers' published in the *Journal of Contemporary Research in Management, PSGIM* (UGC Approved Referred) July 2011.
- xi. Paper Titled, "A Study on 3 I Framework for Telecom Services in Rural India" Published in *International Journal of Applied Business & Economic Research, Scopus Indexed Management Journal*, Vol. 12, No. 3, December 2014,p.925.
- xii. Paper Titled, "e-Word of Mouth in Social Networking Sites: An Empirical Study of Youth Purchase Behavior Towards Laptop" Published in *Asian Journal of Management*(UGC Approved Referred), Oct-Dec 2013.
- xiii. Paper Titled, 'Marketing of Processed Food Products: A Study of Product Strategies of Selected Organizations' published in *Veer Narmad South Gujarat University Journal* (Referred), Surat Vol. 3, 2005.
- xiv. Paper Titled, 'Psychographics of Singles: A Factor Analytic Approach' published in *Indian Management Studies Journal* (Referred), **Punjabi University**, Patiala, Vol. 8, October 2004.
- xv. Paper Titled, "Internet and Traditional Marketing: A Factor Analytic Study" Published in *Effective Management Journal* (Referred) **LMA, PAU Ludhiana**, 2004.
- xvi. Paper Titled, "Rural Consumer: An Opportunity Beyond Saturated Markets" Published in *ICFAI Journal of Marketing Management* (Referred), in February, 2006 issue.
- xvii. Paper Titled, "A Comparative Study of Psychographics of Singles and Non-Singles" Published in *Guru Nanak Journal Of Sociology* (Referred), in April, 2006 Issue.
- xviii. Paper Titled, "Pesticide Marketing: An Indian Scenario" Published in *ICFAI Journal of Managerial Economics* (Referred), in May, 2006 issue.

- xix. Paper Titled, "A Rural-Urban Study On Purchase Behaviour Towards Toiletries" Published in *Management and Labour Studies Journal* (UGC Approved Referred), **XLRI, Jamshedpur**, Nov, 2006.
- xx. Paper Titled, "Relationship Between Personal Values & Perception towards CSR : A Critical Review" Published in *International Journal of Applied Business & Economic Research*, **Scopus Indexed Management Journal** Vol. 13, No. 3, 2015.
- xxi. Paper Titled, "Perceptions of Consumers towards Promotional Schemes for Durables : A Study in Punjab" Published in **ICFAI Journal of Consumer Behavior** (Refereed) in June 2008.
- xxii. Paper Titled, 'A Rural-Urban Study on Purchase Behaviour Towards Durables Using Factor Analytic Approach' published in **Invertis Journal of Management** in July-Dec 2010 Issue.
- xxiii. Paper Titled, "Linking Monetary Rewards to the financial performance-A Study of Leader Valves Ltd. Jalandhar" Published in **MAIMT Journal of Management** (Dec 2010 Issue)
- xxiv. Paper Titled, "Rural Considerations in Readymade Apparel Purchase : A Study of Organized Retail Stores in Doaba Region (Punjab)" Published in **Edited Volume** Title, 'Innovate-Lead-Succeed' by DBGI (2011)
- xxv. Paper Titled, "A Study On Expectations Of Rural Consumer Towards Organized Retailing: A Review" Published in **Edited Volume** on Challenges of Globalization: Strategies for Competitiveness by **McMillan Publishers** (2011).
- xxvi. Paper Titled, "Factors Influencing Readymade Apparel Purchase in Jalandhar City" Published in **Researchers World**-(UGC Approved Referred), July 2013.
- xxvii. Paper Titled, "Health Insurance Penetration in India: Implications for Marketers", Published in **International Journal of Advances in Engineering Sciences** (July 2013).
- xxviii. Paper Titled, "A Critical Evaluation of Relationship Between Self Concept Emotional Attachment, Brand Love and Attitudinal Loyalty: A Review" Published in **MIT SOM PGRC KHOJ-Management-Journal** (Jan 2014).
- xxix. Paper Titled, "Relationship Between Brand Personality And Attitudinal Brand Loyalty Towards Luxury Fashion Brands: A Critique" Published in *International Journal of Applied Business & Economic Research*, **Scopus Indexed Management Journal** Vol. 14, No. 13, December 2016, pp. 3159-82

Papers Presented at International Conferences

- i) Paper Titled 'A Study on Customer Satisfaction & Inhibitors towards Demat Services in Punjab' presented in **International Conference** held on January 9-10, 2009 at **IBS, Hyderabad**.
- ii) Paper Titled 'Health Insurance Penetration in India : Implications for Marketers' presented in **International Conference** on Emerging Issues in Engineering and Management held on July 20-21, 2013 at **SGL, Rohtak**.
- iii) Paper Titled, "A Study On Expectations Of Rural Consumer Towards Organized Retailing: A Review" Presented on 14-15 Jan 2011 in **International Conference** at **AKGIM, Gaziabad**.
- iv) Paper Titled, 'Examining Advertisement Influence for Mobile Phones on Youth: A Review Based Study' Presented on 25 Feb 2011 in **International Conference** in **IBA, Greater Noida** (UP).
- v) Paper Titled 'Linking Monetary Rewards To The Financial Performance-A Study Of Leader Valves Jalandhar' presented in **International Conference** on 8-9 May 2010 at **MAIMT, Jagadhari** (Haryana).
- vi) Paper Titled 'A Critical Evaluation of Relationship Between Self Concept Emotional Attachment, Brand Love and Attitudinal Loyalty : A Review' presented in **International Conference** at Maharashtra Institute of Technology, School of Management held on January 30, 2014 at **MIT (SOM), Pune**.

- vii) Paper Titled 'Examining Antecedents of Trust in Online Shopping: A Review Based Study' presented (in absentia) at 3rd **International Conference** on Sustainability and Management Strategy held on March 21st & 22nd, 2014 at **IMT Nagpur**.

Papers Presented at National Conferences / Seminars/Workshops

- i) Paper Titled 'WTO and the Developed Nations- The Hidden Agenda' presented at UGC Sponsored National Seminar on *Opportunities and Challenges to Indian Business Under WTO Regime* held on March 9-10, 2004 at Guru Nanak Dev University, Amritsar.
- ii) Paper Titled 'Business Process Outsourcing and its Implications in India' presented at National Seminar on *Indian Business Scenario* held on March 13-14, 2004 at Guru Kashi Campus, Talwandi Sabo.
- iii) Paper Titled 'A Study Of Corporate Attitude Towards Green Marketing In Punjab' *National Seminar on Banking and Finance*, SEC, Seekar (Rajasthan), 1-2 May 2010.
- iv) Paper Titled, 'Mutual Fund Industry : Role of Intermediaries in Investor Education' presented at National Seminar on *Capital Market Reforms in India* held on March 1-2, 2004 at Guru Nanak Dev University, Amritsar.
- v) Paper Titled, 'Change Management: A milestone for Business Success' presented at PCMA Conference on *Transforming Traditional Business* held on February 26-28, 2005 at SCD Govt. College, Ludhiana.
- vi) Paper Titled, 'Rural Consumer: A New Ray of Hope for Durable Market' presented at National Seminar on *Agricultural and Rural Development* held on February 4-5, 2005 at Punjab School of Economics, Guru Nanak Dev University, Amritsar.
- vii) Paper Titled 'Evaluating Competitiveness Through Globalization: Some Findings of ILO' presented at National Seminar on *Economic Reforms Under WTO Regime: Some Implications to Indian Business Under WTO Regime* held on February 24-25, 2006 at Guru Nanak Dev University, Amritsar.
- viii) Paper Titled 'Adoption of Mobile Services Among Rural Micro-Entrepreneurs' presented at National Seminar on Small Scale Industry in Punjab Under New Policy Regime held on February 18-19, 2006 at Punjab School of Economics, Guru Nanak Dev University, Amritsar.
- ix) Paper Titled 'A Study on the Factors Affecting Women Productivity in Gender Diverse Environment' presented at UGC & ICSSR Sponsored National Seminar on *Globalization and Human Rights in the 21st Century* held on June 9-10, 2010 at BSA College, Mathura (UP).
- x) Paper Titled 'A Paradigm Shift from Service Quality to Societal and Relationship Marketing : A Critique' presented at UGC Sponsored National Seminar on *Service Sector* held on 24-25 Feb 2012 at SNC Banga.
- xi) Paper Titled 'A Paradigm Shift from Service Quality to Societal and Relationship Marketing : A Critique' presented at National Seminar on Managing Technology & Innovation For Competitive Advantage In Global Business Environment held on 18 June 2015 at RIMT, Ropar (Punjab).
- xii) Paper Titled 'Analyzing Transition Phases in Advertisement Focus of Telecom Industry: A Critical Review' presented at National Seminar on Managing Technology & Innovation For Competitive Advantage In Global Business Environment held on 18 June 2015 at RIMT, Ropar (Punjab).
- xiii) Paper Titled 'A Critical Evaluation of Relationship Between Corporate Social Responsibility and Personal Values' presented at National Seminar on Managing Technology & Innovation For Competitive Advantage In Global Business Environment held on 18 June 2015 at RIMT, Ropar (Punjab).
- xiv) Paper Titled 'Vinayak Fabrics : The Journey Ahead' presented in International Conference on Strategies for Global Competitiveness and Economic Growth held on 28 Nov 2015 at DAVIM, Faridabad.
- xv) Paper Titled 'Service Quality Perception in Banking Industry' presented in National Conference on Business Innovations held on 16 Oct 2015 at APJ Satya University.
- xvi) Paper Titled, 'A Comparative Analysis On Product SpecificationReadymade Apparel' Presented in National Conference at DBGIM on 1 Oct 2011.

xvii) Paper Titled 'Relationship between Self Concept & ABL towards Luxury Fashion Brands : A Critique' presented in National Seminar on Emerging Global Perspective towards Business :Leadership : Opportunities & Challenges held on 16 Oct 2015 at Amity University, Gwalior.

Details of M.Phil/PhD Dissertations Supervised

S.No	Student Name	Programme & Mode (Full Time or Part Time)	Regst No. of Student & University	Batch Year	Title	Status (Completed or Pursuing)
1	Lokesh	PhD (Full Time)	41100123 (LPU)	2011-12 (Year of Registration)	A Study on Integrated, Innovative and Inclusive Framework for Mobile Service Users in Rural Punjab	Completed
2	Krishna	M.Phil (Full Time)	11211058	2012-13	Social Networking And Electronic Word Of Mouth (EWoM): A Study On Youth Purchase Behavior Towards Laptop	Completed
3	Bhuvan	M.Phil (Full Time)	11210508	2012-13	Factors Influencing Readymade Apparel Purchase In Jalandhar City	Completed
4	Sushil	M.Phil (Full Time)	11211250	2012-13	A Study On Factors Influencing Health Insurance Purchase In Punjab	Completed
5	Vajinder	M.Phil (Full Time)	11211018	2012-13	A Study On Perception Of Rural Customers Towards Banking Services In Punjab	Completed
6	Amrita	M.Phil (Full Time)	11114270	2011-12	Corporate Social Responsibility And Marketing Communication: A Study On Mobile Users (Youth) In Northern India	Completed
7	Ankush	M.Phil (Full Time)	11013611	2010-11	Measuring Expectations Of Rural Consumer from Organized Retailing : A Study of Doaba Region	Completed
8	Puneet	M.Phil (Full Time)	11013743	2010-11	Advertisement Influences on Youth Purchase Decision Making: A Study on Mobile Phones in Punjab	Completed
9	Ravindra	M.Phil (Full Time)	10906866	2009-10	An Impact of Loyalty Program on Consumer Buying Decision : A Study of Vishal Mega Mart Retail Stores in Punjab	Completed
10	Harmeet	M.Phil (Full Time)	10809847	2008-09	A Study on Gender Diversity in the Modern Workplace- New Role of Women in Era of Globalization	Completed
11	Sonia	M.Phil (Full Time)	10811792	2008-09	Linking Monetary Rewards To The Financial Performance-A Study Of Leader Valves, Jalandhar	Completed

12	Roopinder	M.Phil (Full Time)	11311893 (LPU)	2013-14 (Year of Enrollment)	Attitudinal Loyalty of Women towards Luxury Fashion Brands in Relation to their Concept of Self, Emotional Attachment and Brand Love	Completed
13	Shabnam	M.Phil (Full Time)	11312617 (LPU)	2013-14 (Year of Enrollment)	Influence of Consumer Trust on Online Shopping Activities in Doaba Region of Punjab	Completed
14	Gobind	M.Phil (Full Time)	11113837	2012-13	Consumer Behavior Towards FMCGs In Doaba Region (Punjab) - A Study On Rural Consumer	Completed
15	Roopinder	PhD (Full Time)	11311893 (LPU)	2013-14 (Year of Enrollment)	Consumer Attitudinal Loyalty towards Luxury Fashion Brands in Relation to Brand Personality and Emotional Aspects: A Conceptual Framework	Thesis Submitted (Viva Due)
16	Simriti	PhD (Part Time)	41300122 (LPU)	2013-14 (Year of Enrollment)	A Study on Relationship Between CSR & Personal Values	Pursuing

Other Achievements

1. Scored 7 bands in IELTS Exam (General Training-IDP) for English held on March 12, 2005.
2. Secured high 1st division in Post-graduation (73 %).
3. Bagged Mr Farewell Award at D.A.V College Jalandhar during Post graduation in 2002.

Personal

Father's Name : Shri Rana Moj Saroop
Date of Birth : 29-Sept-1980
Proficiency in Languages : Fluent in Hindi and English
Nationality : Indian

References on Request

Dr. Anand Thakur