



Faculty Details proforma for DU Web-site

Title	Dr.	First Name	ASHISH	Last Name	CHANDRA	
Designation		Associate Professor				
Address		Department of Commerce Delhi School of Economics University of Delhi Delhi 110007				
Phone No	Office	011 – 27667891				
	Residence	AB – 171, Shalimar Bagh, Delhi – 110088				
	Mobile	(+91) – 9899092300				
Email	dr.ashishchandra@gmail.com					
Web-Page	http://www.commercedu.com/dr-ashish-chandra/					
Educational Qualifications						
Degree		Institution			Year	
Ph.D in Management (Marketing)		Institute of Management Studies, Bundelkhand University, Jhansi, U.P.			2005	
Master of International Business Management (M.I.B.M)		Institute of Management Studies, Bundelkhand University, Jhansi, U.P.			2003	
(B.A. Tourism) Bachelors in Tourism Studies		College of Vocational Studies, University of Delhi, Delhi.			2001	
Career Profile						
Name of the Employer		Designation		Years		
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.		Associate Professor		2015 – till date		
Vivekananda Institute of Professional Studies, Affiliated to Guru Gobind Singh Indraprastha University, Delhi.		Associate Professor		2013 – 2015		
Amity University, Bharati Vidyapeeth University, Bhartiya Vidya Bhawan, Delhi Institute of Management Studies, ICFAI and Indian Institute of Financial Planning.		Visiting Professor		2012 – 2013		
Asia-Pacific Institute of Management, 3 & 4 Institutional Area, Jasola, New Delhi.		Professor		2011 – 2012		

Rukmini Devi Institute of Advance Studies, Rohini, Affiliated to Guru Gobind Singh Indraprastha University, Delhi.	Professor	2010 – 2011
Rukmini Devi Institute of Advance Studies, Rohini, Affiliated to Guru Gobind Singh Indraprastha University, Delhi	Associate Professor	2009 – 2010
Bharati Vidyapeeth University Institute of Management and Research, New Delhi	Associate Professor	2007 – 2009
Amity International Business School, Amity University, Noida U.P.	Lecturer	2006 – 2007
IBM (International Business Machine), Gurgaon, Haryana	Specialist	2006
Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi, U.P.	Reader	2005
Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi, U.P.	Lecturer	2003 – 2005

Administrative Assignments

Administrative Responsibilities at Department of Commerce, Delhi School of Economics, University of Delhi.

Convener – Prevention Caste Based Discrimination Committee

Member – Admission Advisory Committee

Member – M.Phil Committee

Member – Anti Ragging Committee

Member – Anti Smoking Committee

Major Administrative Responsibilities at Institutions other than Department of Commerce, Delhi School of Economics, University of Delhi.

Selection Committee (2017) – Member of duly constituted Selection Committee for Appointments of Assistant Professor (Ad-hoc) at Department of Computer Science, University of Delhi.

Screening Committee (2017) – Member of Screening Committee for Department of Computer Science, University of Delhi

Centre Observer – At Bangaluru Centre for Central Entrance Test – 2016 of University of Delhi.

Co-Chairperson (MDPs) – Liaison with Corporate / Industry, Content Development, Conducting MDPs.

Chairperson (Admissions) – Prospectus Content Development, Quality Intake, Digital Media Marketing, Social Media Marketing, Seminars, Liaison with Channel Partners.

Chairperson (CIIE) – Established and run the Centre for Idea, Innovation, Incubation & Entrepreneurship. Conduct of one month M.S.M.E funded Workshop, Guided students for Business Plan, Live Projects, etc.

Chairperson (Summer Trainings) – Coordinated Summer Trainings for MBA Students. Handled all the activities right from liaison with the companies till the final summer training placements of students.

Chief Coordinator (IIPC) – Managed Industry Institute Partnership Cell (IIPC) in association with AICTE in capacity of Head & Chief Coordinator.

Centre Observer (Entrance Test-2005) – Conducted Bundelkhand University, Jhansi Entrance Test-2005 as Centre Observer in Delhi.

Centre Observer (Campus for Open Learning-2004) – Conducted Annual Examinations of Bundelkhand University Campus for Open Learning – 2004 for various courses as Centre Observer in Delhi.

Areas of Interest / Specialization

Marketing; Consumer Behaviour; Services Marketing; Customer Relationship Management; Digital Marketing.

Subjects Taught

Business Environment; Consumer Behaviour; Entrepreneurship Management; International Marketing; Management: Principles, Practices and Philosophies; Marketing Management; Sales and Distribution Management; Services Marketing.

Research Guidance

Supervision of Ph.D Research Work:
Doctoral Thesis under progress – 2

Supervision of M.Phil Research Work:
Degree awarded – 2
Research work under progress – 2

Publications Profile

Research Papers:

Potential of Aromatic & Medicinal Plants in Garhwal Himalayas for the Development of Health Tourism

Devesh Nigam and **Ashish Chandra**

Published in the proceedings of International Geographic Union Conference “Recent Trends in Tourism: the Baltic and the World” Garfield, Germany in June 2004.

Indian Mints and their Utilization for Herbal Cure in Health Resorts

Devesh Nigam and **Ashish Chandra**

Published in National Journal SUNRISE NATURE AND HEALTH, New Delhi, India in October 2004.

Issues and Gray Areas in Tourism Education

Devesh Nigam and **Ashish Chandra**

Published in International Journal HOTELLINK INTERNATIONAL, Belgrade, Yugoslavia in December 2004.

Nature Conservation in Garhwal needs Wildlife based tourism

Devesh Nigam and **Ashish Chandra**

Published in the proceedings of the International Conference on “Ecotourism Planning and Management in Protected Areas” organized by Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, Srinagar, Uttranchal, Mussoorie, India during February 28 to March 03, 2005.

Impact of tourism on environment in Garhwal Himalaya: A Critical Assessment

Ashish Chandra and Devesh Nigam.

Published in Tourism Environment & Ecology – An International Book published by Indica Publishers & Distributors Pvt. Ltd, New Delhi, 2005.

Commodification of Tourism in Twenty-first Century: A Case of Garhwal

A.C. Shukla, Vandana Asthana, **Ashish Chandra** and Devesh Nigam

Published in Tourism Environment & Ecology – An International Book published by Indica Publishers & Distributors Pvt. Ltd, New Delhi, 2005.

Green Marketing: A tool to Combat Environmental Challenges

Ashish Chandra, Mrs. Navneet Kaur and Anoop Pandey

Published in International Management Journal Effulgence in Vol.7 No.2, published by Rukmini Devi Institute of Advance Studies, Rohini, Delhi, Affiliated to Guru Gobind Singh Indraprastha University, Delhi in July, 2009.

Information Technology: Emerging Advancements in Retail Sector

Ashish Chandra, Vikas Dahiya and Anoop Pandey

Published in proceedings of “Modern Management Practices & Information Technology Trends” National Conference organized by DAV Institute of Engineering & Technology, Jalandhar during March 17 – 18, 2009.

Global Economic Slowdown and its impact on the Financial Services industry in India

Ashish Chandra and Rahul Kumar

Published in the National Conference on “Enterprise Management in a Traditional Economy”, Organized by Banarsidas Chandiwala Institute of Professional Studies, Dwarka, Delhi, Affiliated to Guru Gobind Singh Indraprastha University, Delhi on November 28, 2009.

Knowledge Management: The Next Big Thing

Ashish Chandra, Rahul Kumar and Vikas Dahiya

Presented and published in the National Conference on “Information Management in Knowledge Economy” organized by University School of Management Studies, Guru Gobind Singh Indraprastha University jointly with IETE, CSI and IEEE Delhi at New Delhi on March 20, 2010.

Consumer Acceptability of Online Banking in India Market

Ashish Chandra

Published in International Journal - Disha Journal of Management (ISSN No.0976-2574), published by Disha Institute of Management and Technology, Raipur.

Be Well Prepared!

Ashish Chandra

Published in the daily national "The PIONEER" on May 01, 2012

Sachet Marketing: Combating competition and reaching bottom of pyramid – A study of Delhi NCR area

Ashish Chandra, Sachin Gupta and Anu Vasusdeva

Published in the proceedings of National Conference – 2014 on "Business Rethinking and Innovative Solutions Together for Reinventing Management" organized by Vivekananda Institute of Professional Studies, Pitampura, New Delhi during February 26 – 27, 2014.

Small Pockets – Big Target : Capturing Children Segment – A new mantra for widened market share

Published in the Book Volume of Convention papers; presented at 3rd Annual Commerce Convention, organized by Department of Commerce, Delhi School of Economics, University of Delhi, during April 12-13, 2014.

CSR as a measure for enhanced reputation – A review of world renowned select companies

Published in the souvenir of 4th Annual Commerce Convention on "Corporate Governance and CSR: Retrospect and Prospects" organized by Department of Commerce, Delhi School of Economics, University of Delhi, during December 18 – 19, 2015.

Consumer Awareness, Motivation and Attitude towards Eco-friendly Products – An empirical study of Delhi region.

Ruchi Shukla, Ashish Chandra and Manisha Jain

Published as Chapter in Book on New Age Business Strategies in Emerging Global Markets (ISBN: 978-93-84869-97-7), 184-200, (2015).

OLA vs. UBER – The Battle of Dominance

Ruchi Shukla, Ashish Chandra and Himanshi Jain

Published in IOSR Journals (p-ISSN: 2319-7668) published by International Organization of Scientific Research, a unit of CSIR, (2017).

Books:

Title	Publisher`s Details	Co-Author
Innovations in Marketing (2017)	Arcler Press, New York, United States of America	Single Authored
Marketing for Entrepreneurs and SMEs (2017)	Arcler Press, New York, United States of America	Single Authored
Business Rethinking in 21st Century (in set of 2 Vols.) (2014)	Shree Publishers & Distributors, Delhi, India	Dr. Anuradha Jain
Travel Tourism & Hospitality (2011)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Hotel, Tourism Catering Management (2010)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Pharmaceutical Industrial Management (2009)	Shree Publishers & Distributors, Delhi, India	Dr. H. P. Singh
Tourism Environment & Ecology (2005)	Shree Publishers & Distributors, Delhi, India	Dr. Devesh Nigam
Public Administration (2005)	Shree Publishers & Distributors, Delhi, India	Prof. M. L. Maurya

Public Finance (2005)	Shree Publishers & Distributors, Delhi, India	Prof. M. L. Maurya
Tourism, Biodiversity & Sustainable Development (in 6 Vols.) (2004)	Isha Books, Delhi, India	Prof. O. P. Kandari
Legal Perspectives in Indian Tourism (2004)	Abhijeet Publications	Dr. Mukesh Ranga
Tourism Strategies for Rural Development (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Tourism and Sustainable Development (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Travel and Tourism Management (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Tourism Development - Principles and Practices (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Tourism, Sustainability and Growth (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Tourism and Hospitality Management (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Managerial Economics (2004)	Shree Publishers & Distributors, Delhi, India	Prof. M. L. Maurya
Modern Trends in Tourism and Hospitality—in 5 Vols. (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari

Hospitality Leisure and Tourism Industries (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Food Production and Hospitality Management (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Eco Tourism (2004)	Shree Publishers & Distributors, Delhi, India	Prof. O. P. Kandari
Tourism in 21st Century (2003)	Discovery Publishing House, Delhi, India	Dr. Mukesh Ranga

Conference Organization/ Presentations (in the last three years)

Conference Organization

Convener of the **International Conference** on ***“Retail Marketing: Globally Emerging and Evolving Trends – Lessons from Developing Economies”*** during *March 07 – 08, 2008* organized by ***Bharati Vidyapeeth University Institute of Management and Research, New Delhi – 110063.***

Co-Convener of the **National Conference** on ***“Global Warming and Its Impact on Emerging Economies”*** organized by *Bharati Vidyapeeth University Institute of Management and Research, New Delhi* on *December 13, 2008.*

Convener of the **National Conference** on ***“Shaping Organizations for Tomorrow”*** organized by *Bharati Vidyapeeth University Institute of Management and Research, New Delhi* on during *February 12 – 13, 2009.* **Received Sponsorship of Rs. 45,000/-** for this conference from different companies.

Convener of the **National Workshop** on ***“Summer Training and Research Projects”*** organized by *Rukmini Devi Institute of Advance Studies, Rohini, New Delhi* on *November 21, 2009.*

Convener of the **National Conference** on **“Global Business Strategies & Practices: Lessons for Developing and Emerging Economies”** organized by *Rukmini Devi Institute of Advance Studies, Rohini, New Delhi* on *April 17, 2010*. **Received Sponsorship of Rs. 2,50,000/-** for this conference from different companies and **Rs. 10,000/-** books for Library from **Wiley Publication Pvt. Ltd.**

Convener of the **National Workshop** on **“Industrial Motivational Campaign”** organized and jointly conducted by *Centre for Idea, Innovation, Incubation and Entrepreneurship, RDIAS, Delhi and Micro, Small and Medium Enterprise Development Institute, Government of India, Okhala, New Delhi* on *December 15, 2010*.

Convener of the **One Month National Workshop** on **“Business & Skills Development Programme”** being organized and jointly conducted by *Centre for Idea, Innovation, Incubation and Entrepreneurship, RDIAS, Delhi and Micro, Small and Medium Enterprise Development Institute, Government of India, Okhala, New Delhi* during *January 20 – February 19, 2011*. **Received Sponsorship of Rs. 65,000/-** for this workshop from **MSME, Ministry of Industry, Government of India**.

Convener of the **National Workshop** on **“Leveraging Technology to Improve the Quality of Higher Education”** organized by *Centre for Idea, Innovation, Incubation and Entrepreneurship, Rukmini Devi Institute of Advanced Studies, New Delhi* on *April 09, 2011*.

Convener of the **National Conference** on **“Business Rethinking And Innovative Solutions Together for Reinventing Management”** organized by *School of Business Studies, Vivekananda Institute of Professional Studies, New Delhi* during *February 26 – 27, 2014*.

Participation and Papers Presentations

Issues and Gray Areas in Tourism Education

Devesh Nigam and **Ashish Chandra**

Days of Turistica “Strategic Partnerships for the Development of Tourist Destinations” – Portoroz, Slovenia, during March 18th - 19th, 2004.

Potential of Aromatic & Medicinal Plants in Garhwal Himalayas for the Development of Health Tourism

Devesh Nigam and **Ashish Chandra**

International Geographic Union Conference "Recent Trends in Tourism: the Baltic and the World"- Garfield, Germany, in June 2004.

Nature Conservation in Garhwal needs Wildlife based tourism

Devesh Nigam, **Ashish Chandra** and Nidhi Bhatia

“Ecotourism Planning and Management in Protected Areas” organized by Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, Srinagar, Uttranchal, Mussoorie, India, during February 28 to March 03, 2005.

Green Marketing: A tool to Combat Environmental Challenges

Ashish Chandra, Mrs. Navneet Kaur and Anoop Pandey

“Shaping Organizations for Tommorrow” National Conference organized by Bharati Vidyapeeth University Institute of Management and Research, New Delhi, during February 13 – 14, 2009.

Information Technology: Emerging Advancements in Retail Sector

Ashish Chandra, Vikas Dahiya and Anoop Pandey

“Modern Management Practices & Information Technology Trends” National Conference organized by DAV Institute of Engineering & Technology, Jalandhar during March 17 – 18, 2009.

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“Enterprise Management in a Traditional Economy”, National Conference organized by Banarsidas Chandiwala Institute of Professional Studies, Dwarka, Delhi on November 28, 2009.

Knowledge Management: The Next Big Thing

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“Information Management in Knowledge Economy” National Conference organized by University School of Management Studies, Guru Gobind Singh Indraprastha University jointly with IETE, CSI and IEEE Delhi at New Delhi on March 20, 2010.

Consumer Acceptability of Online Banking in India Market

Ashish Chandra

“Innovation & creativity: tools for success in contemporary management era” National Conference organized by Disha Institute of Management and Technology, Raipur on February 25, 2011.

Consumer Awareness, Motivation and Attitude towards Eco-friendly Products – An empirical study of Delhi region.

Ruchi Shukla, **Ashish Chandra**, and Manisha Jain.

“Sustainable Business Practices for Emerging Global Markets” National Conference organized by *Vivekananda Institute of Professional Studies, Delhi* during November 27 – 28, 2015.

CSR: As a measure for enhanced reputation - A Review of world renowned select companies

Bhavana Kapoor, Ruchi Shukla and **Ashish Chandra**

4th International Annual Convention, organized by Department of Commerce, Delhi School of Economics, University of Delhi, held on December 18-19, 2015.

Going Green: An ethical issue or pseudo practice by companies

Ashish Chandra, Ruchi Shukla and Kirti Rathi

International Conference on "Corporate Governance: Retrospect & Prospect", organized by Institute of Management Studies, Ghaziabad, held on February 12 -13, 2017.

CSR: A study of spending pattern and regional imbalances in India

Ashish Chandra, Anu Vasudeva, and Satnam Singh

International Conference on "Corporate Governance: Retrospect & Prospect", organized by Institute of Management Studies, Ghaziabad, held on February 12 -13, 2017.

Achieving Social Welfare through CSR & Sustainability: A case study of select Indian Companies

Ashish Chandra, Mukesh Jain and Swati Khanna

International Conference on "Corporate Governance: Retrospect & Prospect", organized by Institute of Management Studies, Ghaziabad, held on February 12 -13, 2017.

OLA vs. UBER – The Battle of Dominance

Ruchi Shukla, Ashish Chandra and Himanshi Jain

“BRAINSTORM – Building Research Analytics in Sciences, Technology, Operations Research and Management” **International Conference – VINC’17** organized by *Vivekananda Institute of Professional Studies, Delhi* during March 16-17, 2017.

Research Projects (Major Grants/Research Collaboration)

Conducted a project funded by Micro Small and Medium Enterprises, Ministry of Industries, Government of India for conducting an exclusive and intensive one month Workshop on “Business & Skills Development Programme”, in capacity of Convener, 2011.

Awards and Distinctions

Honour of being awarded by 02 Gold Medals & 02 Merit Scholarship Certificates from the hands of First Citizen of India, His Excellency, The then, Hon’ble President of India, Late. Dr. A. P. J. Abdul Kalam ji.

1. Chancellors Gold Medal for being the topper of the M.I.B.M Examination.
2. Sri. Bhagwan Dass Gold Medal for achieving highest marks in M.I.B.M throughout the course.
3. Two Merit Scholarships for standing first class first in both the academic years of M.I.B.M.

Association With Professional Bodies

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Other Activities

I. Contribution as Editor:

Associate Editor:

Journal of Hospitality and Tourism, Refereed International Journal published by Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi during 2003 to 2005.

Journal of Applied Economics, Refereed International Journal published by Department of Economics, Bundelkhand University, Jhansi during 2003 to 2005.

Co-Editor:

BVIMR Management Edge, Refereed International Journal published by Bharati Vidyapeeth University Institute of Management and Research, New Delhi during 2008 to 2009.

Editor:

Effulgence, Refereed International Journal published by Rukmini Devi Institute of Advance Studies, Rohini, Delhi, Affiliated to Guru Gobind Singh Indraprastha University, Delhi from 2009 to June, 2011.

II. Registered Copyright:

Got a copyright registered © 2013 “A’s and IP’s of Marketing-Mix”, for original work on updation and conversion of Marketing-Mix from 7 P’s to 9 IP’s in today’s too fierce globally competitive world.

III. Management Development Programme (MDP):

Conducted an M.D.P for Meddin Belle Health Care Pvt. Ltd. titled, “Sales and Selling – Mastering the Art” for their Sales Managers and Zonal Sales Managers.

IV. Corporate Research & Consultancy Projects:

Analysis of Kids Apparels Industry – Shopper Tree: 2 months live project conducted in Delhi, NCR area for analyzing and evaluating the potential of kids apparels industry in regard to online selling with special reference to Shopper Tree Company.

Distribution Network and Market Development – Bodycare International Ltd.: Live Research and Consultancy Project for retail operations of Bodycare International Ltd. in Delhi for a period of 2 months.