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DR. SURENDRA TIWARI

Objective

To get associated with an organization that provides me the finest work environment, excellent growth and augments my efforts for synergic effect in the development of the organization.

Job profile

- Head– Marketing area for commencement and administrative classes properly.
- Head- Corporate Interaction for PGDM and MBA program
- Administered department of MBA /PGDM for seven years, promoting the growth and discipline as an integral factor.
- Teaching various core and marketing subjects like Marketing Management, Consumer Behavior International Marketing, Service Marketing, Retail Management and Corporate Strategic Management.
- Guiding and motivating the students to carry out the Research reports (being the part of curriculum for management courses) in various marketing related issues.
- Chairperson of syllabus committee for PGDM Program and other short term courses of management for industry.
- Co-chairperson of College discipline committee and member of Academic Board.
- Worked as Controller in the Examination Cell.
- Served as Head Examiner for various subjects of Marketing.

Experience (18+years)

- Working as a Associate Professor in Institutes of Technology and Science, Ghaziabad, Affiliated to AICTE, Ministry of HRD, Government of India and AKTU, Lucknow Since 15 July 2016–till date
- Worked as a Professor in Accurate Institutes of Advanced Management, G. Noida Ph II, Affiliated to AKTU, Lucknow Since 1 Aug 2015 – 15 July 2016.
- Worked as a Professor in Noida Institutes of Engineering & Technology, G. Noida Ph II, Affiliated to UPTU, Lucknow Since 27 Aug 2013 –31 July 2015.

- Worked as an Associate Professor in Vishveshwarya Institutes of Engineering & Technology, G.Noida Ph II, Affiliated to MTU, Noida & GBTU, Lucknow Since 22nd Aug 2003 – 23rd Aug 2013.
- Worked as a Lecturer in Shiva Institute of Management Studies, Ghaziabad. Approved by AICTE, Ministry of HRD, and Government of India Since 1st June 2002 to 21st Aug 2003.
- Worked as an ASM in Panacea Biotec, Delhi (Pharmaceutical Company) in East and Central Delhi Area Since 12th Feb 1999 to 30 June 2000.
- Associated as a visiting faculty with Tulsi Academy of Higher Education, Model Town, Ghaziabad for the last ten years.

Educational Qualification

- Ph.D. in Business Administration from Dr. B. R. Ambedkar University, Agra in the area of Marketing.
- Post Graduate Diploma in Management from Shiva Institute of Management Studies, Ghaziabad Affiliated to AICTE, Ministry of HRD, Government of India in 2002.

Strengths

Excellent Communication, Good Interpersonal and Administrative Skills.

Professional Membership

- Member of All India Management Association.
- Member of Intellectuals Society for Socio Techno Welfare.
- Member of Review Committee of IJIREM Journal of Management.
- Member of Editorial board of NIET- Journal of Management.

Publications:

- Paper entitles " Prospective Customer segmentation and CRM Strategies in e-commerce Business" published in International journal of Advanced and Innovative Research IJAIR special issue (International Journal). (impact factor - 7.36): ISSN: 2278-7844.

- Paper entitles " Prospective customer segmentation and CRM Strategies in e-commerce Business published in Synergy, I.T.S Journal of IT and Management "Vol.17, No. 2, July December 2019, ISSN No.-0972-7361
- Paper entitles "Workplace Communication and Job Satisfaction" published in Synergy, I.T.S Journal of IT and Management, Vol.17, No. 1, Jan-June, 2019, ISSN No.-0972-7361
- Paper entitles "Diffusion of Digital Recruitment Technology" published in Synergy, I.T.S Journal of IT and Management, Vol.17, No. 2, July December 2019, ISSN No.-0972-7361
- Paper entitles "Antecedents of Consumer Environmental Attitude and Intention to Purchase Green Products: Moderating Role of Perceived Product Necessity" published in refereed journal of International Journal of Environmental Technology and Management (IJETM) Inderscience. ISSN no.-1466-2132
- Published in conference proceedings a paper on "Factors influencing consumers' socially responsible behavior: A study with special reference to Delhi-NCR" in an International conference on Global Trends in Management, Governance and Entrepreneurship, (ICGTMGE) 2017. ISSN: 0978-81-928555-2-3, pp-273-284.
- Published in conference proceedings a paper on "Advertising and its global nature: A research on changing trends and its impact on consumers" in an International conference on Global Trends in Management, Governance and Entrepreneurship, (ICGTMGE) 2017. ISSN: 0978-81-928555-2-3, pp-247-252.
- Paper entitles "Emerging Trends in Digital Marketing" published in the national Journal of NIET, N-JOM Vol.8, issue- Winter,ISSN no.-0975-7643.
- Paper entitles "Foreign direct investment: Need of change in reforms" published in the proceedings of international conference "International Conference on Advances in Management & Technology: Mapping Strengths with Opportunities" (Date-29-31 January, 2015), at Motilal Nehru National Institute of Technology, Allahabad.
- Paper entitles "Ethics Of International Business In Global Economy" published in International Journal of IJMRA named International Journal Of Marketing & Technology (IJMT) "Vol.2, Issue No. 8 August 2012", ISSN: 2249-1058 IJMT, pp-236-248.http://ijmra.us/project%20doc/IJMT_AUGUST2012/IJMRA-MT1518.pdf

- Presented a paper on “Antecedents of Consumer Environmental Attitude in Delhi-NCR: A CFA Approach” in an International conference ICRBS 2015.
 Date : 4th 6th December 2015 Venue IIT Roorkee, Noida Campus
- Presented a paper on ““Foreign direct investment: Need of change in reforms”” in an International Conference on “International Conference on Advances in Management & Technology: Mapping Strengths with Opportunities”. Date : 29/01/2015
 Venue: MNNIT, Allahabad
- Presented a paper on “Going Dreams in Real Estates- A Step towards Value Creations” in VIth national marketing seminar on “Creating & Sustaining Customer Value.”
 Date: 15-16/04/2011 Venue: ITS, Mohan Nagar, Ghaziabad
- Organized a national seminar on “Knowledge Management-Issues & challenges.” in collaboration of Intellectuals Society for Socio Techno Welfare
 Duration : 1 Day (24th September’11) Venue : INMANTEC, Ghaziabad
- Participated & Presented a paper on “Emerging Management Strategies in Selling Insurance” in a national seminar on “Emerging Management Techniques Accelerate Economic Growth of a Country.”
 Date(s) : 17/11/2011 & 18/11/2011 Venue : VGI, Dadri
- Presented a paper on “Recessionary Job Stress: Causes & Strategies to Deal with.” in a national seminar on “Evaluation Strategies in Post Meltdown Period.”
 Date : 25/11/2011 Venue : IIMT, Meerut
- Presented a paper on “Strategic Change for Retaining Employees” in a national seminar on “Evaluation Strategies in Post Meltdown Period.”
 Date : 26/11/2011 Venue : IIMT, Meerut
- Presented a paper on “Knowledge Management in Higher Education” in national HR conference on “HR Agenda for Urbanization Excellence.”
 Date : 17/12/2011 Venue: ITS, Mohan Nagar, Ghaziabad
- Presented a paper on “Corporate Social Responsibility as a Determinant of Success in emerging Market” in an International Conference on “Emerging Indian Economy: Opportunities & Challenges”.
 Date : 11/02/2012 Venue: BBS, Allahabad

- Presented a paper on “E- RECRUITMENT as a New Human Resource Dimension” in an International Conference on “Emerging Indian Economy: Opportunities & Challenges”.

Date : 12/02/2012

Venue: BBS, Allahabad

Personal

Father's Name : Shri. P.C. Tiwari

Marital Status : Married

Nationality : Indian

DOB : 08/08/1979

Languages Known : English, Hindi.

Place : Ghaziabad

Date :

[Dr. SURENDRA TIWARI]