


Curriculum Vitae

Full Name	Atul Dhyani			
Designation	Professor			
Department	Commerce			
Campus	Chauras Campus			
Telephone	01376-267152			
Mobile	09412961461			
Email	dhyani_atul@yahoo.com			
Education Qualification	Bachelor of Commerce (1984), HNB Garhwal University, Srinagar Master of Commerce (1986), HNB Garhwal University, Srinagar D. Phil (1990), HNB Garhwal University, Srinagar			
Teaching Experience	26 Years	Research Experience	31 Years	
Areas of Interest/ Specialization				
1. Marketing: Consumer Behaviour & Decision Making				
Honours & Awards				
1. UGC Post Doctoral Fellowship from Dec., 1991 to June, 1995.				
Member of Academic Institutions				
1. All India Commerce Association				
Member of Editorial Board				
NIL				
Research Supervision (No. of Ph.D. Degree Awarded/ Registered)				
Awarded - 19				
Registered - 06				
Research Projects/ MoU undertaken				
1. "Marketing in Rural Areas: With Special Reference to Garhwal Region", University Grants Commission (UGC), Post Doctoral Fellowship.				
2. "Consumer Behaviour in Rural Market: Need for a Selective Approach", University Grants Commission (UGC), 2.5 Lakh approx., Completed.				
3. "Marketing of Horticulture Produce in Middle Hills of Uttaranchal", Indian Council of Social Science Research (ICSSR), 2.5 Lakh approx., Completed.				
4. "Marketing Aspects and Economic Viability of Fruits in middle Hills of Uttarakhand", University Grants Commission (UGC), 5.0 Lakh approx., Completed.				
Administrative and Academic Experience				
1. UGC RA, H.N.B. Garhwal University. (Srinagar) from Dec., 1991 to June, 1995.				
2. Lecturer, Institute of Productivity & Management (IPM, Kanpur) from July, 1995 to 18 th Nov. 1996.				
3. Lecturer, Academy of Management Studies (AMS, Dehradun) from 19 th Nov. 1996 to 27 th March, 1998.				
4. Lecturer, H.N.B. Garhwal University, Since 28 th March, 1998 to 31 st July 1999.				
5. Sr. Lecturer, H.N.B. Garhwal University, Since 1 st Aug., 1999 to 30 th June'2004.				
6. Reader, H.N.B. Garhwal University, Since 1 st July'2004 to 30 th June'2007.				

7. Associate Professor, HNB Garhwal University, since 1st July 2007 to till date.
8. Professor, HNB Garhwal University, since 1st July 2010 to Till date.
9. Assistant Dean Student Welfare, HNB Garhwal University, Since 2003 to 2011.
10. Assistant Proctor, HNB Garhwal University, Since April 2018 to Till date.

International Collaboration

1. Faculty Exchange Programme with **Gdansk University of Technology, Poland** from 13 Jan to 28 Jan, 2009.

Conference/Symposium/Workshop Attended during last five years (2014-2019)

International/ National

1. “Measuring the Effect of Green Marketing Practices on Competitive Advantage: A study of FMCG Sector”, 71st All India Commerce Conference Organised by Annual Conference of the Indian Commerce Association, Department of Commerce, Osmania University, Hyderabad, December 20-22, 2018.
2. “Sustainable Green Marketing Practices Enhance Competitive Advantage in Indian FMCG Sector”, 2nd International conference on Emerging Trends in Science, Engineering and Management Organised by Maharashtra Chamber of Commerce Industries & Agriculture, Senapati Bapat Road, Pune, Maharashtra, November 25th, 2018.
3. “Women Empowerment-Role in Family Decision Making”, 69th All India Commerce Conference, Organised by Faculty of Commerce, University of Lucknow, at Lucknow, November 11-13, 2016.
4. “Ethical Branding: A Holistic approach to Create Value and Empower the Brand”, International Conference on Brand Management, Organised by Indian Institute of Delhi, April 16-17, 2016.
5. “Consumers’ Perception and Purchase Decision Towards Green Products”, 18th International Conference on Sustainable Growth and Innovation, Organised by Research Development Association, Jaipur, March 26-27, 2016, Jaipur.
6. “Exploration of Green Shift: A Competitive Advantage”, International Conference ‘Make In India’ Campaign for Inclusive Growth: Initiatives and Challenges, Organised by Department of Commerce, Aligarh Muslim University, Aligarh, January 4-5, 2016.
7. “Online Shopping: University students’ perspective”, UGC Sponsored International Conference on “Recent Trends in Business Finance and Economics” Organised by Department of Business Finance and Management Studies, Jai Narain Vyas University, October 8-10, 2015, Jodhpur.
8. “Green Marketing: A Competitive Advantage”, 16th International Conference on Contemporary Issues & Innovation, Research Development Association, Jaipur, May 30-31, 2015, Jaipur.
9. “A study of factors influencing brand loyalty in Smart Phone among University Students”, 3rd International Conference on Management Innovations, Faculty of Management Studies (FMS) Gurukula Kangari University, February 10-12, 2014, Haridwar.
10. “Sustainable Development through Horticulture in Uttarakhand, National Conference on Sustainable Development Of India: Challenges & Remedies, HNB Garhwal University, March 22-23, 2014, Badashai Thaul Campus, Tehri Garhwal.

Conference/Symposium/Workshop Organized during last five years (2014-2019)

1. Workshop on Research Methodology, Department of Commerce, HNBGU, Srinagar Garhwal, 3-4 November, 2015

Publication during last five years (2014-2019)

Journals

1. "Martial Influence in the Decision-Making Process for Services". Singh, S. & Dhyani, A. In Dhyani & Singh. (Eds.). **Dimensions of Consumer Decision- Making**. Excel India Publishers, ISBN: 978-93-88237-31-4, 69-81, 2019, New Delhi.
2. "Measuring the influence of green marketing practices on firms' competitive advantage: A study of Selected Food and Beverage Companies", Amir, M., & Dhyani, A., **NICE Journal of Business**, 13(2), 58-72, 2018.
3. "Sustainable Green Marketing Practices Enhance Competitive Advantage in Indian FMCG Sector", Dhyani, A., & Amir, M. **IJMTE**, 8(XI), 2018.
4. "Impact of Training and Career Development on Employee Engagement: A Study using OCM and UWES Measurement Scales", Semwal, M. & Dhyani, A., **NICE Journal of Business**, 12 (1), 95-101, 2017.
5. "Spousal Attitude towards Exerting Conflict Resolution Strategies in Decision Making", Singh, S. & Dhyani, A. **PARADIGM**, 2(1), 2017. **(Accepted)**.
6. "Demographic Determinants of Spouse Involvement in Deciding Their Child's Education", Dhyani, A., & Singh, S. **Indian Management Studies Journal**, 20(2), 45-73, 2016.
7. "Competitive Advantage through Green Marketing: A Comparative Analysis of Bata and Liberty India", Dhyani, A., & Amir, M. **Sophos Journal of Business Science (SJBS)**, 2(1), 82-93, 2016.
8. "Determinants of Consumers' Perception and Its Influence on Purchase Decision towards Green Products", Dhyani, A., & Divya. **Indian Journal of Research**, 6 (1), 3-13, 2016.
9. "Measuring the Husband-wife Influence in Car-purchase Decision", Dhyani, A., & Singh, S. **NICE Journal of Business**, 10 (1 & 2), 2015.

Proceedings

1. "A study of factors influencing brand loyalty in Smart Phone among University Students", Dhyani, A., Agarwal, A., **3rd International Conference on Management Innovations**, 2014.

Books

1. Dhyani, A. & Singh, S. (2019). **Dimensions of Consumer Decision-Making**. New Delhi, Excel India Publishers, ISBN: 978-93-88237-31-4, 69-81.

Total Number of Research Publications: 56