

Curriculum Vitae

Dr. Surendra Kumar

Ph.D. (Management)

Associate Professor, Department of Business Management

H.N.B. Gharwal University (A Central University)

(Uttarakhand) India

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Email: ksurendra02@gmail.com,

Experience: 18 Years



Professional Qualification

Ph.D. (Management): “Study of Human Resource Management Practices in Small Hospitals”
Department of Management Studies, Maharishi Dayanand Saraswati University, Ajmer,
Rajasthan.

Master of Business Administration: Faculty of Management Studies, Maharishi Dayanand
Saraswati University, Ajmer, Rajasthan.

Master of Commerce: Department of commerce Shobit University India.

Master of Arts (Economics): V.M.O. University Kota Rajasthan.

Research Guidance

S.No	Name Of Schooler	Ph.D. Topic	Status
1	Manoj Rawat	Marketing Challenges for woollen Handicraft Textile Units A Study of Tribal Community of Uttarakhand	Awarded (2021)
2	Sneha Maindola	A Study On Employee Engagement Regarding The Individual Differences In Self-financed Higher Education In Uttarakhand And Its Impact On Employee Retention	Ongoing
3	Anil Chaudhary	A study on Labour welfare Practices in carpet industry of Rajasthan and Uttar Pradesh: An optimal approach for better productivity	Ongoing
4	Shubham Goswami Giri	Tourist Satisfaction towards Homestay Business: A Comparative Cross-Sectional Study of Garhwal region in Uttarakhand and Shimla Region Himachal Pradesh	Ongoing

Teaching routes

Security Analysis & Portfolio Management, Marketing of Services, Human Resource management, Operations Research.

Previous Profile

- 1. Associate Professor Department of Business Administration H.N.B. Gharwal University (A central University) India from Dec 2023 to continue.**
- 2. Assistant Professor Department of Business Administration H.N.B. Gharwal University (A central University) India from November 2012 to Dec 2023.**
- 3. Assistant Professor Department of Commerce and Business Administration Allahabad University (A central University) India from February 2016 to November 2016 (lean form H.N.B. Gharwal University).**
- 4. Associate Professor in the Department of Management & Commerce, Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan (India) from November 2010 to November 2012.**
- 5. HOD & Reader Department of Business Administration Rajasthan College of Engineering for Women Jaipur, Rajasthan (India) from January 2010 to November 2010.**
- 6. Coordinator Entrepreneurship Development Cell Rajasthan College of Engineering for Women, Jaipur, Rajasthan (India).**
- 7. Reader, Department of Business Administration, Arya College of Engineering & Information Technology, Jaipur, Rajasthan (India) from August 2009 to January 2010.**
- 8. Senior Lecturer & Training and Placement Officer, Rajasthan Institute of Engineering & Technology, Jaipur, Rajasthan (India) from July 2006 to August 2009.**
- 9. Lecturer Department of Business Management Kautilya Institute of Technology & Engineering and School of Management, Jaipur, Rajasthan India.**
- 10. Lecturer Department of Business Administration M.K.M. Indian Institute of Management, Jaipur, Rajasthan (India) from Jun 2005 to Jun 2006.**

Administrative Responsibilities

1. Warden, Shri Dev Suman Boys Hostel, HNBGU, from Sep 2017 onwards.
2. Assistant Proctor H.N.B. Garhwal University from 2017 to continue.
4. Member Of anti-ragging committee H.N.B. Garhwal University.
5. Board of Studies Member, Department of Business Management.

Association / Membership -

1. Life member of Indian Commerce Association.
2. Life Membership, Indian Institutions of industrial Engineering.

Book Author

1. Dr. Surendra Kumar (2022), **Human Resource Management Competing Through People**, Mohan Enterprises, ISBN 978-81-952909-4-9, Publication and Printers Motilal Neheru Road, Pragraj-(India).
2. Dr. Surendra Kumar, (2021), **Financial Management**, Mohan Enterprises, ISBN 978-93-90863-13-6, Publication and Printers Motilal Neheru Road, Pragraj-(India)

Research Paper

1. Kumar, S., & Choudhary, (2023) "**Analysis of Relation between Productivity and Working Efficiency on Employee Job Satisfaction in Indian Carpet Industry**", Journal of Mountain Research (J.Mountain Res.). P-ISSN: 0974-3030, E-ISSN: 2582-5011 Vol-18(1), PP 211-216.
2. Kumar, S., Choudhary, A., Gangil, B., & Kumar, M. (2023) "**Application of Labor Welfare Measures among Workers in the Carpet Industry : A Study In The Light Of Government Initiatives**" Bihar journal of public administration. ISSN: 0974-2735., VolXX(1), PP 119-127,(Jan-June).
3. Juyal,S., Kuruva, M. B., Kashyap, M., & Kumar, S(2023) "**Impact of Emotional Intelligence On Academic Performance of University Students: Empirical Evidence**" P-ISSN: 0974-3030, E-ISSN: 2582-5011 Vol. 18(1), PP233-243.

4. Gadgil A, Poonam, Bajaj K, & Kumar S., (2023) **“The Influence of Workplace Ethics on Employee Behavior in the Banking Sector”** Samdarshi, ISSN: 2581-3986 ,(Vol 16),Issue- 4 (September), PP(332-339)
5. Kumar, S. (2022) **“Challenges and Opportunities: Tribal Community and Handlooms in Uttarakhand, India”** J. Mountain Res., 17(2), 259-265. E-ISSN: 2582-5011.
6. Siddiqui,F. ,S . Raghuvanshi, A, Anant, (S). Kumar (S) (2022), **“Impact of The Covid-19 on The Spending Pattern And Investment Behaviour of Retail Investors”** Indian Journal Of Finance And Banking 10(1) (2022), 31-40, P-ISSN 2574-6081 E-ISSN 2574-609X.
7. Kumar, S. (2021) **“Challenges of Women Entrepreneurs in Rajasthan: An Empirical Study”** Industrial Engineering Journal.Vol.XIV & Issue 6 June 2020, p.p.5-10. ISSN 0970-2555.
8. Surendra Kumar, Sunil Kumar, Manoj Rawat, (2021) **“Measurement of Marketing Challenges Being Faced By Traditional Textile Manufacturers of Garhwal Region of Uttarakhand”** J. Mountain Res., 16(1), 259-265. E-ISSN: 2582-5011.
9. Kumar, S. (2021) **“An Empirical Study on Succession Planning & Practices In Family Business”** PIMT Journal of Research, 13(3B), 11-15, ISSN No: 2278-7925.
10. Manoj Rawat, Surendra Kumar, (2021) **“Measure the Relationship Between Processing and Working Marketing Challenges Being Faced By Traditional Textile”** PIMT Journal of Research, 13(3B), 101-104, ISSN No: 2278-7925.
11. Raneem,K,A, Kuruva, M. ,Kashyap, M & Kumar,S (2021), **“Brand Personality of ford in India: An Empirical Analysis”** Industrial Engineering Journal.Vol.XIV & Issue 12, January 2021, p.p.31-39.ISSN 0970-2555.
12. Kumar, S & Raghuvanshi, A. (2020) **“A Study on the Factors Affecting Mutual Fund Investment in Uttarakhand”** Shodh Sanchar Bulletin Vol.10 Issue,40, October -December ,2020, p.p. 108-114. ISSN: 2229-3620.

13. Kumar, S. (2020) **“What Drives the Travellers to Book a Hotel? A Study on Indian Domestic Travellers”** Industrial Engineering Journal.Vol.X111 & Issue 3, March 2020, p.p.37-42. ISSN 0970-2555.
14. Kumar, S. (2017) **“Female Entrepreneurship Determinants: A Study across Countries”** Asian Journal of Research in Business Economics and Management Vol. 7, No. 6, June 2017, pp. 199-208. ISSN 2249-7307.
15. Kumar, S. (2017) **“A Review of Literature Cultural Entrepreneurship and Entrepreneurial Narratives”** Asian Journal of Research in Banking and Finance Vol. 7, No. 6, June 2017, pp. 109-116. ISSN 2249-7323.
16. Kumar, S. (2017) **“A Empirical Study on Hospital Management Worker Perception Concerning Structure Justice”** International Research Journal of Human Resources and Social Sciences ,ISSN-2349-4085 (5.414)Volume 4 issue:4 Page No, 81-97, April 2017.
17. Shukla & Kumar, S. (2016) **“Tourism Promotion in India”** International Journal of Core Engineering & Management (IJCEM) Volume 2, Issue 10 (January), pp.30-41, online, ISSN: 2348 9510.
18. A.Manne & Kumar.S. (2016) **“A Study On Factors Affecting Transactional E-Banking Risks in Banking Industry (Case Study of Some Selected Nationalized & Private Sector Banks in India)”** International Research Journal of Management & Social Sciences. Vol. 1, issue 4, pp.64 – 75, ISSN: 2455-4553.
19. Kumar, S. (2017) **“A Review of study on Microfinance and SHG’s Role in Women Empowerment”** International Research Journal of Commerce Arts and Science. Volume 6 Issue 6, pp.192-196, ISSN 2319 – 9202.
20. Kumar, S. (2013) **“A Study on The Relationship Between Staff Team Work and Patient Satisfaction in Small Hospitals at Jaipur, Rajasthan”** Indian journal of Applied Research ,ISSN-2249-555X(Impact Factor:3.62)Volume 3 issue:6 Page No, 386-387, June 2013.

21. Sharma S., Verma V., Kumar S. (2012) **“Different Aspects of FDI in Retail Market in India”** Global Research Analysis (GRA), ISSN ,2277-8160 ,(Impact Factor 3.12)Volume 1 Issue- 5,(October-2012).
22. Sharma S., Verma V., Kumar S., (2012) **“A Review: Women Entrepreneurship “An era of transition”** Shiv Shakti International Journal in Multidisciplinary and Academic Research (SSIJMAR), ISSN, Online- 2278 – 5973 (Impact Factor: 3.13) Volume 1 No. 3, Issue- (September-2012).
23. Kumar, S. & Tripathi (2012) **“Acceptance and Emergence of Internet Banking – Indian Customer’s perspective”** International Journal of Asian journal of Research in Business Economics & Management, ISSN-2250-1673, (Impact Factor: 2.302) Page no 66-73 vol11 Issue-V11 (July 2012).
24. Kumar, S. & Tripathi (2012) **“Enhancing CRM Philosophy in Retail Banking”** International Journal of Marketing and Technology (IJMT), ISSN-2249-1058, (Impact Factor: 0.599) Volome-2 Issue.(2nd April 2012).
25. Kumar, S. (2011) **“Exploring Human Resource Management Practices in Small Scale Hospitals of Rajasthan”**, JM International Journal of Management Research, ISSN Print 2229-4562 Online 2230-8059, Volume-1 Issue-V May 2011.
26. Kumar, S. Yadav, M. & Chowdhary Nimit (2010) **“Organising Human Resource Management Functions in Small Hospitals”**,Pranjana: The Journal of Management Awareness, ISSN Print-0971-9997, and Online-0974-0945 (Vol-13), Issue-2 (July-Dec).
27. Kumar, S. (2009) **“Management of Rural Hospitals- Exploring Success”** Journal of Commerce & Information Technology, ISSN Print 0972-9550 Vol. - No.9 (Jan-Jun).

Book Chapter

1. Kumar, S., & Choudhary, A. (2023) **“A Study on the Performance of Spot and Futures Commodity Markets in India”**. Nalla Narasimha Reddy Education Society’s Group of Institutions., ISBN: 978-93-5915-673-6.

2. Maindola, S., & Kumar, S. (2022) **“Employee Perception of the Effectiveness of Digitalized Performance Management Systems”** Disruptive Innovation and Emerging Technologies for Business Excellence in the Service Sector, 186. IGI Global Business Science Reference (An Imprint of IGI Global).
3. Kumar,S & Verma (2022) **“Pedagogical Issues And Changing Trends In Teaching Learning Methods in Social Sciences Recent Advances in Humanities”** Commerce, Management, Engineering, Science & Technology, Volume1. p.p 71-75. ISBN: 978-93-94819-13-9.
4. Kumar, S (2021) **“Role of Human Resource Development Practices Concerning the Employee’s Performance and its Impacts on the Development of the Automobile Industry”**, Future Skilling Our People p.p.42-45.ISBN No Print ,978-93-90863-13-6
5. Kumar, S. & Tripathi (2012) **“The changing dimensions of green marketing: Indian scenario”** Edited book - Emerging Paradigms in Marketing ISBN- 978-93-81505-42-7 Wisdom publication Page No. 184 -194, October 2012.
6. Kumar, S. (2012) **“Management of Healthcare though Knowledge Continuity”** CMS, JMI, New Delhi, titled ‘Knowledge Management and HRM: issues and challenges’ ISBN: 978-81-922331-1-june, 2012.
7. Kumar, S. (2011) **“Revenue Management in Small Scale Hotels of Rajasthan: A critical Appraisal of Pricing Strategy”** CMS, JMI, New Delhi, titled ‘Future of Financial Markets, ISSN-978-81-922331-0-9, 2011.
8. Kumar, S. (2011) **“Awareness of ICT in Small Scale Tourism Enterprises in Rajasthan”** in CMS,JMI, New Delhi, titled ‘Future of Financial Markets’ ISSN-978-81-922331-0-9, 2011.
9. Kumar, S. (2014) **“An Analytical Approach to Human Resource Development in Tourism Sector-A Study”** Tourism and Cultural Heritage: Issues and challenges, Vol. 1, No. 1, pp.57-67 ISSN: 978-71-5534598-5

Conferences / Seminars

1. 10th International Conferences on Social Science **Organized by Balkan Kirklareli Turkey** in January 6-7-2024 , For Presenting the paper “Accommodation trends: Exploring Homestay Preferences in the Johar Valley of Uttarakhand”.
2. Three days International Seminar on Accounting, Finance, Business, and Social Sciences (ISAFBS’2023) 14th,15th & 16th September’2023 **Organized by Dept. Of**

Management North Eastern Hill University, Shillong (India). For presenting the paper “Motivating Factors for Choosing Homestay Accommodation: A Study in Rishikesh”.

3. International conferences on sustainable innovations business practices **Organized by Lexicon Management Institute of leadership and Excellence** 24 Sep,2022, Pune, For Presenting the paper “A Review of Dynamic Studies on the Socio-Economic development of tribes of Uttarakhand”
4. International Conferences of the Arts and Sciences **Organized by Republic of the Philippines CEBU normal University** on 21, 22 Sep 2022, Paper presented entitled “A Culture, identities and Social changes in the Jātakas.”
5. All India museums Annual Conferences Theme: Maharajas and their museums **Organized by the Museums Association of India held at Udaipur, Rajasthan** on 6, 7 Aug 2022, Paper presented entitled “A study of functional Management of museums in Uttarakhand”.
6. National Conference on Building a Start-up Innovation Ecosystem **Organized by Banaras Hindu University** on 19 Aug 2022, Paper presented entitled “A Study of opportunities and challenges of rural women entrepreneurs in Garhwal region of Uttarakhand”.
7. Two days National conferences on Innovations and emerging trends in management sciences **Organized by the School of Management Science** on 26, 27 Aug 2022 Paper presented entitled “A study on Innovative teaching and learning Methods in social.”
8. 10th International conference on social sciences **Organized by Anadoludiyarbakir Turkey** on 16, oct 2022. Paper presented entitled “An Empirical study of processing and marketing challenges: Traditional Handloom Practices in Uttarakhand, India”.
9. International Multidisciplinary Scientific Research Conference Bangkok, Thailand, Jointly **Organized by Scientific Research Association UNICEF University, Zambia Institute of Educational Technology, Eurasian University & Research Culture Society** on 13,14,Aug 2022., Paper presented entitled “Exploring the Traditional practices and challenges of Bhotia Community in the region of Uttarakhand”.
10. National Conference on Tribal Development and Inclusivity: Prospects and Interventions **Organized by the School of Social Work in collaboration with the Department of Doctoral studies and Research, Martin Lutheran University, and ICSSR** on 1, 2 Sep 2022. Paper presented entitled “Historical study of Tribes and its conceptual framework”.
11. International conference on Developing issues & Interdisciplinary Research Method **Organized by department of Economics Mahila collage khagaria University in collaboration with dept. of economics, Shyamlal college (E) University of Delh** on

4, 5 Sep 2022. Paper presented entitled “Social and Cultural Development in the middle Gangetic valley.”

12. International e-Conference on 'Recent Advances in Humanities, Commerce, Management, Engineering, Science technology' jointly **Organized by the College of Arts, Bhigwan, Maharashtra and, Dattakala Group of Institutions, Maharashtra** on 20 Sep 2022. Paper presented entitled “The impact of online display advertising on firm performance and firm value”.
13. International conference on social sciences **Organized by International conference on social sciences Organized by Anadolu Diyarbakir Turkey** on 15, 16 Oct 2022, Paper presented entitled “Unrevealing the identities of Tribal communities in the ‘Jātakas”.
14. 2nd Biennial four days International Conference of the Indian association for South Asian Studies (IASAS) on Global South Asians: Transformative Experiences **Organized by the Department of history, Banaras Hindu University** during 15 to 18 Nov 2022, and Paper presented entitled “An Empirical Study of Image Content and Social Media Engagement”.
15. Three days international E-conferences Gender Culture and Society **Organized by Department of English and foreign languages, Guru Ghasidas Vidyalya Bilaspur India on 26th, 27th & 28 Nov 2022**. Paper presented entitled “Women and Buddhist Arguments against the Interpretation of social Dimension.”
16. International Conferences on New Frontiers in Engineering, Science, Law, Management, Humanities and Social Sciences INFES-2022 **Organized by Eudoxia Research University USA AND Eudoxia Research Centre –India**, Presented Paper titled, Factor affecting Organizational Culture and Job Satisfaction on commitment of Employees: An Indian expatriate working in the Banking Sector.
17. National Conference on Tribal Development and Inclusivity: Prospects and Interventions **Organized by the School of Social Work in collaboration with the Department of Doctoral studies and Research, Martin Luther Christian University and ICSSR, North Eastern Regional Centre** on September 1-2, 2022, Presented Paper titled, “Development of Tribal Marketing and Community Brands with Social Networks”.
18. Two Days **All India Museums Annual Conference held at City Palace Museum, Udaipur**, and Rajasthan from 6th to 7th August, 2022. Presented a Paper titled, “Depicting Kingship in Garhwal Region of Uttarakhand through the Lenses of Museums”.
19. International Virtual Conference Textile Heritage of India **Organized by , department of history, UCSSH, Mohanlal Sukhadia University, Udaipur** during 3th & 4th December, 2021, For Presenting the paper, “Deciphering the role of culture in the

Survival of Traditional Occupation : A case study of Bhotia Community in Uttarkhand, India”.

20. International Management Conference on "Re-Inventing the Future of Work and Business: Challenges, Opportunities and the Path Ahead" **Organized by KIIT School of Management, KIIT Deemed to be University, Bhubaneswar**, Odisha, India on 27 & 28 Feb 2021., Paper presented entitled “ Employee and Work Engagement: An Answer To The Problems Of The Handloom Industry In India”.
21. International Management Conference 2021 **Organized by Centre for Management Studies Jamia Millia Islamia, New Delhi, India** during 21 to 24 may 2021. Presenting the paper (online) titled, “Covid Crash and Its Impact on Exchange traded Funds: Evidence from Pre and Post Pandemic Period in India”.
22. International Management Conference 2021 Centre for Management Studies **Organized by Jamia Millia Islamia, New Delhi, India** on 21 to 24 May 2021. Paper presented entitled “Job Security a Key to Employee Engagement in the Time of Pandemic”.
23. International Conference on Sustainability and Equity, Theme : Digital Society **Organized by Kalinga Institute of Industrial Technology (KIIT), Deemed to be University, Bhubaneswar, Odisha, India** during November 23-25, 2020., Paper presented entitled “A Review of Succession planning & Practices”.
24. National Seminar on Consumerism in Emerging Digital : Issues, Challenges, And Possibilities held on 12th to 13th October, 2019, **Organized by Department of Economics HNB Garhwal University**, Paper presented entitled “Agriculture Sector in India: Path Towards Sustainability.”
25. National Conference on Vision Uttarakhand 2040: Agenda for Socio -Economic Development held on 15th to 16th Feb, 2019. **Organized by Centre for public Policy (CPP), Doon University, Dehradun and Co-organised by Ministry of MSME, Government of India & State Planning Department, Government of Uttarakhand**, Paper presented entitled “Across Country on the determinants of women entrepreneurship”.
26. National Seminar on Centre for Consumer Studies, **Organized by Indian Institute of Public Administration, New Delhi** during 14,15 Feb 2019., For Presenting the paper “Digital Market in India: Issues, Challenges & the way ahead.”
27. National Seminar of adventure tourism promotion and development in Uttarakhand, **Organized by CMTH, HNB Garhwal University, Srinagar Garhwal.**, during March 27, 2018, Paper presented entitled “A Comparison Adventure tourism of development of Uttarakhand with Himachal Pradesh”.

28. Three days International Conference cum Workshop on Sustainable entrepreneurship development practices in Tourism and Hospitality Sector in the Himalayan states Industry: held on 28th & 30th April 2017, **Organized by CMTH, HNB Garhwal University, Srinagar Garhwal.**, Paper presented entitled, “A cross country Study on the Influence of country: Level Governance on Business Environment & entrepreneurship”.
29. National Conference on changing paradigms in Indian Tourism: Challenges Growth & Sustainability 24th, October 2017, **Organized by Department of Commerce and Business Management University of Allahabad.** Paper presented entitled, “A Sustainable Tourism in India: A Study on the Challenges”.
30. National Seminar, on “Opening Uttarakhand State for Startup Companies held on 4th march 2017, **Organized by Department of Business Management, HNB Garhwal University, Srinagar Garhwal** , Paper presented entitled “Determinants of female entrepreneurship Across Countries”.
31. Three days International Conference cum workshop on Sustainable entrepreneurship development practices in Tourism and Hospitality Sector in the Himalayan states Industry: held on 28th & 30th April 2017, **Organized by CMTH, HNB Garhwal University, Srinagar Garhwal** , Paper presented entitled “ A cross country Study on the Influence of country: Level Governance on Business Environment & Entrepreneurship” .
32. International Conference on Marketing in Emerging Economies: held on 18th February 2016, **Organized by Centre for Management Studies, Jamiya Miliya Islamia, University New Delhi**, Paper presented entitled “Importance and Utility of market research In the Start-ups in the context of technopreneurs”
33. International Conference on Marketing in Emerging Economies: held on 18th February 2016, **Organized by Centre for Management Studies, Jamia Milia Islamia, University New Delhi**, Paper presented entitled “A review of factors Influencing first generation entrepreneurs”
34. National Seminar, **Organized by Centre for Mountain Tourism & Hospitality Studied (CMTHS) H.N.B. Garhwal University (A Central University) Srinagar Garhwal Uttarakhand (India)** titled ‘Inclusive Drive Engine of Community-based Ecotourism in the Mountainous Himalayas: Guidelines, Policy Perspectives & Development Indicators’ held on 27th September, 2014 . Paper presented entitled “Foreign Direct investment & Tourism in Hill station of North India; Evidence from panel statistical tests”.
35. National Conference on “Changing Scenario of Business Management & Finance in India” 30 – 31 January 2014, **Organized by Faculty of Commerce S.S. Jain**

Subodh P.G. college Jaipur, Paper presented entitled “Concept & Venture funding: Financial Contracts”.

36. International Conference on Tourism and Hospitality Industry: Modern State, Problems & Perspectives held on 11th & 12th May 2013, Jointly **Organized by CMTH, HNB Garhwal University, and Srinagar Garhwal & Dept. of Hotel Management, at Graphic Era University, Dehradun**, and Paper presented entitled “A case study on Pricing Strategies with special focus on Revenue Management with small scale hotels of Hadoti region Rajasthan.
37. International Conference on “Managing Change in Business & Economy: 6th & 7th April 2013 ,**Organized by Faculty of Management Studies Pacific Academy of Higher Education & Research University Udaipur**, paper presented entitled “An Empirical Study on FII’S performance in Indian Capital Market ”.
38. National Seminar, **Organized by Centre for Mountain Tourism & Hospitality Studied (CMTHS) H.N.B. Garhwal University (A Central University) Srinagar Garhwal Uttarakhand (India)** titled ‘Application of Science & Technology for Sustaining Tourism & Hospitality Industry: Bridging Theory & Practices’ held on November 28-29th 2013. Paper presented entitled “Upgrading the professionalism of tourist guide: A case Study tour guiding System”.
39. National Conference on “Tourism & Cultural Heritage of Rajasthan: Issues & Challenges” December 8th -9th 2012, **Organized by Centre for tourism and Heritage Research Dayanand College, Ajmer**, Paper Presented entitled “Human Resources in Tourism: Employment Creation”.
40. 3rd National Conference emerging Issues in Business Management 4th & 5th March (2011) **Organized by Arya College of Engineering & IT, Jaipur, Presented a paper entitled** “A Study of Performance Appraisal in Small Scale Hospitals”.
41. 10th International Conference on “Emerging Global Trends & Future Challenges in Economic Development, Accounting & Finance, Information & Communication Technology, Business & Management”, January 22 & 23, 2011, **Organized by Research Development Research Foundation & Research Development Association, Jaipur, in collaboration with Rajasthan Chamber of Commerce & Industry, Jaipur**. Paper Presented entitled “Understanding Work Life Balance- an Empirical Study of Health Care Sector”.
42. 3rd Biennial International Conference on Entrepreneurship themed “Entrepreneurship in Growing Economies” **Organized by Center for Entrepreneurship and Small Business Management, Maharishi Dayanand Saraswati University Ajmer** on January 22 & 23, 2011. Presented the paper titled

“A Study of Human Resource Management Practices in Small Hospitals in Rajasthan.

43. 63rd All India Commerce Conference of Indian Commerce Association, 1st -3rd Oct. 2010, **Organized by Faculty of Commerce, Goa University**. Presented a paper entitled: - “The psychometric study of rural entrepreneurs in Rajasthan to determine their entrepreneurial success”.
44. International Seminar on Rural Marketing: The Changing Scenario’ held on February 17-18, 2010. **Organized by University of Rajasthan, Jaipur, Rajasthan (India)**. Paper presented entitled “Management of Rural Hospitals- Exploring success”.
45. What is next...???, 1st National Conference on Marketing , Jan. 22-23,2010, **Organized by Amity Business School, Jaipur**. Paper presented on “Factor Affecting Marketing of Micro, Small and Medium Tourism Enterprises”.
46. 62nd All India Commerce Conference of Indian Commerce Association, 10-12 Oct 2009, **Organized by Maharishi Dayanand Saraswati University Ajmer**. Presented a paper entitled, “Exploring Human Resource Management practices in Small Scale Hospitals of Rajasthan”.
47. National Conference on “Indian civil Aviation Sector: Future Directions” 17th & 18th January, 2009, **Organized by Indian Institute of Tourism and Travel Management, Gwalior and Indian Tourism Congress**, Paper presented entitled “Problems faced by Aviation Sector in India”.
48. International Conference on “R3- Rural, Retail & Revolution The international conference ,2008 ,**Organized by Faculty of Management Studies Institute of Rural Management ,Jaipur**, Paper presented entitled “Relation between team working & patient satisfaction : result from study of hospitals in Jaipur”.

Dr. Surendra Kumar

Place:

Srinagar