



<b>Name</b>	Dr. Amit Garg
<b>Designation</b>	Professor
<b>Qualification</b>	Ph.D., NET, M.Com & B.Com
<b>Area of Specialization</b>	Accounting & Taxation
<b>Years of Experience</b>	20 Years

**(1) Educational Qualifications -**

(I) Ph.D. (Management)	DAVV	2018
(II) NET	UGC	2019
(III) M.Com	DAVV	1998
(IV) B.Com (Taxation)	DAVV	1996

**(2) Teaching Experience –**

(I) At Graduate level – 20 Years	(II) At Post Graduate level- 15 Years
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**(3) Research Experience- Nil**

**(4) Research Guidance Experience-**

(I) Post Graduation Level- Nil	(II) M.Phil Level - Nil	(III) Doctoral Level- Nil
(IV) No. of Candidate Produced - M.Phil- Nil	Ph.D. (Nil)	

**(5) Other Experience-**

- Worked as an Accountant in Shree Dasha Neema Sahyogi Samiti Malganj Indore since 1998 to 2004.
- Worked as a sales representative in Neolux India Ltd Lohamandi Indore since 1996 to 1998.
- Worked as a Office in charge in Perfect Boxes Pvt Ltd Pithampur since 1994 to 1996.

**(6) Membership of Academic/Professional Bodies- Nil**

**(7) Publications-**

• **Research Papers in Peer-Reviewed or UGC listed Journals**

SN	Title of the paper, with Journal's name, Year of publication, Vol. No., Page Nos.,etc.	ISBN/ISSN No.	Impact Factor, If any*	Author-ship**
1.	<p>“An examination of factors impacting mutual fund investment: Exploring the mediating influence of investor attitude determinants of investors investment attitude in a mutual fund”</p> <p>Published paper in Journal of K R CAMA Oriental Institute</p> <p>Vol. 78, Issue (May) 2024 , Pg 74-80</p>	ISSN(print): 0970-0609	7.17	<p>Third</p> <p>30% of total Value</p>
2.	<p>“Analyzing asset utilization for the merger of travel and hospitality companies and real estate companies”</p> <p>Published paper in Journal of K R CAMA Oriental Institute</p> <p>Vol. 78, Issue (May) 2024 , Pg 19-26</p>	ISSN(print): 0970-0609	7.17	<p>Second</p> <p>30% of total Value</p>
3.	<p>“Role of financial institutions in supporting the sustainability of women-owned ventures”</p> <p>Published paper in Journal of K R CAMA Oriental Institute</p> <p>Vol. 78, Issue (May) 2024 , Pg 28-36</p>	ISSN(print): 0970-0609	7.17	<p>Second</p> <p>30% of total Value</p>
4.	<p>“Value propositions affecting the adoption of technological transformation in Indian banking”</p> <p>Published paper in Educational Administration: Theory and Practice, Scopus Journal DOI: 10.53555/kuey.v30i4.1999, Vol. 30, Issue 4, 2024, Pg 3156-3170</p>	E-ISSN: 2148-2403 ISSN: 1300-4832	2.35	<p>Third</p> <p>30% of total Value</p>

5.	<p>“Influence of social media on electorate’s perception towards political party and its brand building”</p> <p>Published paper in Res Militaris, Scopus Journal, DOI: 10.48047/resmil.v12i6.60, Vol. 12, Issue 6, 2022, Pg 2945-2953</p>	E-ISSN: 2265-6294	1.71	<p>Third</p> <p>30% of total Value</p>
6.	<p>“Corporate restructuring: Profitability analysis before and after merger and acquisition of technology companies and e-commerce”</p> <p>Published paper in Rabindra Bharati Patrikla.</p> <p>Vol. XXVII, Issue 2, 2024 , Pg 355-362</p>	ISSN(print): 0937-0037	6.4	<p>Second</p> <p>30% of total Value</p>
7.	<p>“Determinants of investors investment attitude in a mutual fund”</p> <p>Published paper in Rabindra Bharati Patrikla.</p> <p>Vol. XXVII, Issue 2, 2024 , Pg 348-354</p>	ISSN(print): 0937-0037	6.4	<p>Third</p> <p>30% of total Value</p>
8.	<p>“An analysis of the underlying fundamentals of selected undertakings listed on national stock exchange”</p> <p>Published paper in Rabindra Bharati Patrikla.</p> <p>Vol. XXVII, Issue 2, 2024 , Pg 348-354</p>	ISSN(print): 0937-0037	6.4	<p>Third</p> <p>30% of total Value</p>
9.	<p>“Changing dimensions in global human resource management ”</p> <p>Published paper in Rabindra Bharati Patrikla.</p> <p>Vol. XXVII, Issue 2, 2024 , Pg 192-199</p>	ISSN(print): 0937-0037	6.4	<p>Other Author /Co-author</p> <p>Two authors</p> <p>70% of total Value</p>

10.	<p>“A study on relationship between customer relationship management and marketing strategies with special reference to retail segment”</p> <p>Published paper in International Journal of Management, IT &amp; Engineering.</p> <p>Vol 9, Issue 6, June 2019.Pg 984-990</p>	ISSN:2294-0558	7.119	<p>Other Author /Co-author</p> <p>Two authors</p> <p>70% of total Value</p>
11.	<p>“A study on the perception of e-filing among individual taxpayers in Indore city”</p> <p>Published paper in African Diaspora Journal of Mathematics.</p> <p>Vol 24, Issue 6, June 2021.Pg 82-90</p>	ISSN:1539-854X	7.416	<p>Other Author /Co-author</p> <p>Two authors</p> <p>70% of total Value</p>
12.	<p>“Mudra Bank: A tool for financial assistance to MSME sector”</p> <p>Published paper in African Diaspora Journal of Mathematics.</p> <p>Vol 23, Issue 3, March 2020.Pg 60-69</p>	ISSN:1539-854X	7.416	<p>Other Author /Co-author</p> <p>Two authors</p> <p>70% of total Value</p>
13.	<p>“A Study of rural customer satisfaction in State Bank of India(with special reference to Indore district”</p> <p>Paper published in IJFANS International Journal of Food and Nutritional Sciences, Vol 11, Issue 7, 2022, Pg 4807-4829</p>	ISSN(Print):2319-1775 ISSN(Online):2320-7876	1.021	<p>Other Author /Co-author</p> <p>Two authors</p> <p>70% of total Value</p>
14.	<p>“An outline of financial management techniques for organizational effectiveness”</p> <p>Paper published in Annals of Bhandarkar Oriental Research Institute, UGC Care Listed Group-I Journal Vol C, Issue 11, 2023, Pg 40-46</p>	ISSN(Print):0378-1143	6.5	Single
15.	<p>“Role of liquidity management as antecedent of firms profitability: Evidences from Manufacturing and service concern”</p> <p>Sardar Patel institute of Economic and Social Research, Anvesak, A bi-annual journal, UGC Care Group- I Vol 53, Issue 4(I), January- June 2023, Pg 1232-1247</p>	ISSN(Print):0378-4568	6.20	<p>Other Author /Co-author</p> <p>70% of total Value</p>

16	“Effect of Covid-19 II wave on consumer apparel buying behavior: A descriptive study”, Paper published in Journal of The Sayajirao University of Baroda, UGC Care Group-I Journal Vol 57, Issue 1(I), 2023, Pg 29-37	ISSN(Print) : 0025-0422	NA	Other Author /Co-author 70% of total Value
17.	“Customer satisfaction and confidence in electronic shopping are influenced by: Young adults in Indore district (Madhya Pradesh)” Paper published in Journal of The Asiatic Society of Mumbai, UGC Care List Group-I Vol 97, Issue 8, August 2023, Pg 40-46	ISSN(Print): 0972-0766	5.29	Other Author /Co-author 70% of total Value
18.	“Online marketing strategy: A study of the effectiveness of various tools and techniques in the city of Indore”, Paper published in Journal of The Asiatic Society of Mumbai, UGC Care List Group-I Vol 97, Issue 8, August 2023, Pg 24-27	ISSN(Print): 0972-0766	5.29	Other Author /Co-author 70% of total Value
19.	“Institutional support to entrepreneurial development with special reference to entrepreneurs of Indore district of Madhya Pradesh state” Paper published in Parishod Journal, UGC Care List Group-I Vol IX, Issue II, February 2020, Pg 4273-4283	ISSN: 2347-6648	6.3	Other Author /Co-author 70% of total Value
20.	“A study of the impact of financial and innovation management practices on “Employee Engagement “in urban cities- special reference to Indore city” Paper published in Parishod Journal, UGC Care List Group-I Vol VIII, Issue X, October 2019, Pg 328-336	ISSN: 2347-6648	6.3	Other Author /Co-author 70% of total Value
21.	“E-Banking services provided by banks to facilitate services among the customers: An analytical study” Paper published in International Journal of Creative Research Thoughts(IJCRT), Paper Id: IJCRT1134961 Vol 6, Issue 1, January 2018, Pg 328-336	ISSN: 2320-2882	7.97 UGC Approved journal No:49023(18)	Other Author /Co-author 70% of total Value
22.	“A study on startups in India- issues and challenges” Paper published in International Journal of Innovation Research and Management (IJIERM), Paper Id: IJIERM IV- VI	ISSN: 2348-4918	1.223 UGC Approved journal No:4870	Single

	Vol 4, Issue 6, December 2017, Pg 1-6		8	
23.	“A study of customer retention management in telecom sector” Paper published in Naveen Shodh Sansar (An International Referred/Peer Review Research Journal), Jan to March 2018,	ISSN: 2320-8767 E-ISSN: 2394-3793	5.110 UGC Approved journal No:6472 8	Other Author /Co-author 70% of total Value
24.	“Customer preference for a certain brand: A range of cement companies in the selected area” Paper published in Journal of Emerging Technologies and Innovative Research, Paper id JETIR1811C97 Vol 5, Issue 11 November 2018, Pg 335-342	ISSN: 2349-5162	7.95 UGC Approved journal No:6397 5	Other Author /Co-author 70% of total Value

- **Book Published: -**

Book Published in **2023** – Book Title - **Organizational Behavior** - bearing **ISBN - 978-81-955458-0-3**.

- **Patents:-**

S. No.	Brief Description	Patent No.	Date of Award	Level: International/ National
1.	<b>Title of Invention: E-Commerce platform based financial system.</b> <b>Type of Patent: Intellectual Property India</b>	202311009239	<b>03.03.2023</b>	<b>National</b>
2.	<b>Title of Invention: Smart Portable Industrial Hydraulic drum Lift Machine</b> <b>Type of Patent: UK design</b>	<b>6295324</b>	<b>17.07.23</b>	<b>International</b>

**(8) Seminars / Conferences /Workshops / Training Programmed attended-**

- Participated in the workshop conducted at International Institute of professional Studies, DAVV, Indore On 30th & 31<sup>st</sup> August 2007 on the topic “Entrepreneurship Teaching Skills”.
- Participated in National Seminar Conducted at Shri Vaishnav College of Commerce On 6<sup>th</sup> & 7<sup>th</sup> December 2008 on the topic “Impact of Reforms on Indian Economy”.

- Presented paper in National Seminar on "A study of consumer behavior in weekly haat bazaar: Navlakha market" held at Shri Vaishnav Institute of Management, Indore on May 2011.
- Participated in "National Paper Writing Workshop" held at Chameli Devi School of management Indore 7 to 9 June 2012.
- Presented paper in National Seminar on "Mobile number portability: A study of consumer satisfaction" held at Chameli Devi Institute of Science and Management, Indore on August-2012.
- Participated in faculty development programme held at Shri Vaishnav Institute of Management Indore on 21<sup>st</sup> Dec 2012.
- Presented paper in National Seminar on "Contribution of Women Entrepreneurs of India in different sectors" held at Christian Eminent, Indore on April-2014.
- Presented paper in National Seminar on "Impact of liberalization on small scale industries in India: An empirical study" held at Shri Vaishnav Institute of Management, Indore on May 2015.

**(09) Other Highlights-**

- Worked as Principal from Jan. 2021 to Dec. 2022 in ILVA Commerce & Science College, Indore.
- Worked as a Senior Superintendent, Central Superintendent and Asst. Superintendent for DAVV Exams & Other Competitive Exams from time to time.