


## FACULTY DETAILS PAGE ON WEB-SITE

Name	<b>DR. HIMANSHU AGARWAL</b>	Photograph
Designation	ASSOCIATE PROFESSOR	
Department	FACULTY OF COMMERCE AND BUSINESS ADMINISTRATION	
Address (Campus)	D. N. (PG) COLLEGE, MEERUT	
(Residential)	25 MURARI PURAM, GARH ROAD, MEERUT	
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### Education

Subject	Institution	Year	Details
D.Litt. (Pursuing)	CCS University, Meerut	-	<i>Recent Trends in Export led Growth in India: An Empirical Re-investigation of Constraints and Possible Solutions for Inclusive Economic Development (1991-2012)</i>
D.I.P.	WIPO, Geneva, Switzerland	1991	Intellectual Property Rights
Ph.D.	CCS University, Meerut	1999	<i>Small Scale Industry in India - A Critical Appraisal of Problems and Export Opportunities</i>
NET (Commerce)	UGC, New Delhi	1995	Passed
P.G. (M.Com.)	Meerut University, Meerut	1993	77.67% 2 <sup>nd</sup> position in the University
U.G. (B.Com.)	Meerut University, Meerut	1991	79.7% 3 <sup>rd</sup> Position in the University

### Career Profile

Organization/Institution	Designation	Duration	Role
D. N. COLLEGE, MEERUT	Associate Professor	Working	<i>A Mentor, a Guide and a navigator to the students</i>
INDIAN INSTITUTE OF FOREIGN TRADE, NEW DELHI	Associate Member (Honorary)	Holding at Present	Playing role in Policy making
U.P. MADYAMIK SHIKSHA PARISHAD, ALLAHABAD, Uttar Pradesh	Member of Syllabus Committee	At present holding the post	Key member in framing various policies and syllabus for upliftment and upgradation of the High School and Intermediate students

### Research Interests / Specialization

In Primary researches with original studies – Management, marketing, human resources, commerce areas and other current commerce and trade issues

**Teaching Experience (Subject / Courses Taught)**

**B.Com.:** 14+ Years (Corporate Accounting, Entrepreneurship Development, Business Environment, Business Communication).  
**M.Com.:** 14+ Years (Financial Accounting, Business Management, Marketing Management, Strategic Management, Marketing Research).  
**MBA(IGNOU):** 9 Years (Management and Marketing).

**Honors & Awards**

Research Supervision	Awarded	Submitted	Working
Ph.D.	4	None	3
Projects	75+	None	None

**Publications (since 2007)****In Indexed / Peer Reviewed Journals/Edited Books/ Proceedings**

- CORPORATE SOCIAL RESPONSIBILITY: UNVEILING THE OTHER SIDE OF THE COIN** Chapter in Edited Book "Social Responsibility of Business Enterprises" ISBN 978-81-8376-203-8, 2009, Pp. 246-255.
- WOMEN CONTRIBUTION IN RURAL DEVELOPMENT** The Journal of the Meerut University History Alumni ISSN 0973-5577, Vol. XIII, 2009 Pp. 120-126.
- CHILD DEVELOPMENT: THE KEY TO BETTER HUMAN LIFE** Research Journal of Philosophy and Social Sciences, Vol. XXXVI No. 2, 2010, ISSN: 0048-7325, Pp.135-140 in Co-Authorship of Dr. Archana Rani
- INDIAN MSME SECTOR AND IPR AWARENESS** Full Paper Published in Souvenir 2009 National workshop on IPR Awareness, NIPO & CCS University, Meerut Pp. 25-26.
- ECO-SOCIAL ETHICS AND CONSUMERISM** Journal of Graphic Era University (International Journal of Science & Technology) Vol. 1 No.1, March 2009 ISSN 0975-1416, Pp. 47-48.
- EMERGING ROLE OF IT IN THE DEVELOPMENT OF WORLD ECONOMY** Journal of Graphic Era University Vol. 1 No. 2 September, 2009 ISSN 0975-1416, Pp. 207-218.
- TRANSITION OF RURAL ECONOMY INTO GLOBAL ECONOMY** Chapter in Edited Book "E-marketing in Indian Scenario" ISBN 978-81-910560-0-6, 2010, Pp. 19-26.
- ROLE OF EMOTION AND BEHAVIOUR IN MARKETING** Research Journal of Arts, Management & Social Sciences ISSN 0975-4083 Vol. 2 No. 1, March 2010 Pp. 319-326.
- ROLE OF EMOTION AND BEHAVIOUR IN MARKETING** The Journal of the Meerut University History Alumni ISSN 0973-5577 Vol.18 No.9, 2011, Pp.157-164.
- IMPACT OF GLOBALISATION ON THE WORK LIFE BALANCE OF WORKING WOMEN IN INDIAN CONTEXT** Chapter in Edited Book "Impact of Globalisation on Indian Economy" ISBN 978-81-7487-794-9, 2012, Pp. 62-71.
- E-COMMERCE - THE BASE FOR E- MARKETING** Chapter in Edited Book "Contemporary Art-Marketing in Globalised Era" ISBN 978-81-923100-1-5, 2012, Pp. 273-276.
- EXPORT BASED GDP GROWTH: CURRENT IMPERATIVE NEED** Chapter in Edited Book "Transcending Barriers towards Business Transformation" ISBN 978-93-81212-20-2, 2012, Pp. 108-115.
- GOVERNMENT INITIATIVES AND RURAL MARKETS IN INDIA: OPPORTUNITIES AND CHALLENGES** Chapter in Edited Book "Role of Rural Consumer Awareness in Development of Rural Marketing Strategies" ISBN 978-81-89972-86-8, 2013, Pp. 164-177. In Co-Authorship of Dr. Ashok Kumar
- FOREIGN DIRECT INVESTMENT AND GROWTH OF RETAIL SECTOR IN INDIA** Proceedings of the AICTE sponsored National Seminar ISBN 978-93-5156-238-2, 2014, Pp. 1-15.

## 9. RESEARCH PAPERS READ AND PUBLISHED

### (A) INTERNATIONAL:

1. **CONSUMER PROTECTION AND EDUCATION** International Seminar: Swami Shukdevananand (P.G.) College, Shahjanhanpur. 20-21<sup>st</sup> December, 2008.  
Abstract Published in Souvenir.
2. **IT DRIVEN DEVELOPMENT OF INDIAN FOREIGN TRADE** International Seminar on Role of Information Technology in shaping World Economy, Faculty of Commerce & Research Studies. Swami Shukdevananand (P.G.) College, Shahjanhanpur. 20-21<sup>st</sup> December, 2009.
3. **ETHICAL ISSUES IN BUSINESS: THE SPRITUAL INPUTS** International Research Conference on Business and Information 2010, (Researching Realities of Management Phenomenon) Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka. 4th June, 2010.
4. **EFFECTIVE MICRO FINANCE THROUGH THE JOINT ROLE OF BANKS AND INSURANCE COMPANIES: A TOOL FOR POVERTY REDUCTION AND EMPLOYMENT GENERATION** International Conference on Business and Information (Steering Excellence in Business Knowledge) Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka. 20<sup>th</sup> October, 2011.  
Full Paper Published Electronically ISBN: 978-955-9044-95-6.
5. **ROLE OF TALENT MANAGEMENT STRATEGIES IN THE DEPRESSIVE INDUSTRIAL CLIMATE IN THE COUNTRY** Swami Shukdevananand International Seminar on Impact of Globalization on Managerial Skill. Faculty of Commerce & Research Studies, S.S. (PG) College, Shahjanhanpur. 26-27th February, 2011.
6. **INDIA AND ASSOCIATION OF SOUTHEAST ASIAN NATIONS: CHANGING REGIONAL ECONOMIC DYNAMICS** UGC Sponsored International Seminar on Economic, Cultural and Political Viability of ASEAN in Global Environment: Issues and Challenges, Faculty of Commerce & Business Administration, J. V. Jain College, Saharanpur (U.P.) India. 12-13th March, 2011.  
Abstract Published in Souvenir and Abstracts at Page 121.
7. **CONSUMER BEHAVIOUR AND PERCEPTION IN IT DRIVEN WORLD** Swami Shukdevananand International seminar on Consumer Protection and Behaviour in Present Privatised Era. Faculty of Commerce & Research Studies, S.S. (P.G.) College, Shahjanhanpur. 25-26th February, 2012.
8. **EXPORT BASED GDP GROWTH: CURRENT IMPERATIVE NEED** UGC sponsored International Conference on Transcending Barriers: A Global Perspective in International Business, Dept of Commerce and Management, Apeejay College of Fine Arts, Jalandhar (Punjab). 7-8<sup>th</sup> September, 2012.
9. **A REVIEW OF EXPORT LED GROWTH AND CONSTRAINTS IN INDIA WITH SPECIAL REFERENCE TO MANUFACTURING SECTOR** XV International Seminar on Economy, Enterprise and Employment organized by Rotary Club of Delhi Maurya, DSPSR and Divine International Group of Institution, Gwalior on 3-4<sup>th</sup> January, 2014 at India Habitat Centre, New Delhi, India.

### (B) NATIONAL:

1. **IMPEDIMENTS TO FDI INFLOW IN INDIA** UGC sponsored National Seminar on Foreign Direct Investment in India: Problems & Prospects. Dept of Commerce, S.D. College, Muzaffarnagar. November 26, 2005.
2. **CONSUMER EDUCATION AND PROTECTION - CHALLENGES AND RESPONSES** National Seminar on Consumer Protection through Mass Awareness-Challenges & Opportunities in the Global Era. D.A.V. College, Malout (Punjab). November 27, 2005. In Coauthorship with Dr. S. K. Agarwal and Gurpreet. Abstract Published in Souvenir on Page 73.
3. **MARKETING OF FACTORING SERVICES** Government sponsored National Seminar on Marketing of Consumer Services, Government PG College, Karnal (Haryana). January 6-7, 2006.
4. **PORTRAYAL OF WOMEN IN ADVERTISEMENT: THE ROLE, REALITY AND RELEVANCE** UGC sponsored National Seminar on Media Exploitation of Women, Department of Sociology, N.A.S. PG College, Meerut (UP).  
September 23-24, 2006. Abstract Published in Souvenir on Pp. 29-30.
5. **Bhartiya Arthik Vikas evam Vartman Prakiriti Pradushan – Uthte Prashan** National Seminar on Population, Poverty and Environment. J.S. Hindu PG College, Amroha (Jyotiba Phule Nagar) (UP). February 12-13, 2006.
6. **SUPPORT FOR ECONOMIC & POLITICAL FREEDOM: A LESSON FROM DEVELOPED TO DEVELOPING NATIONS** National Seminar sponsored by Ministry of Human Resource Development on Application of Intellectual Property Rights in Developing Countries. Department of History, R.G.

- (PG) College, Meerut (UP). *October 6, 2006*. Abstract Published in Souvenir, P. 29.
7. **RURAL MARKETING SCENARIO IN INDIA: OPPORTUNITIES AND CHALLENGES** UGC sponsored National Seminar on Rural Economy at the Doorstep of Economic Revolution. D.N. (PG) College, Meerut (UP). *November 10-11, 2006*. Full Paper Published in Souvenir. Pp. 83-86.
  8. **Bachho ke Vayaktiv Vikas me Parivar Evam Vidhyalayo ki Bhumika Evam Dayitava** UGC Sponsored National Seminar on Family- A Stepping Stone in Holistic Development of Child. Rani Bhagyawati Devi Mahila Mahavidyalaya, Bijnor (UP). *September 27-28, 2008*. In Co-Authorship of Dr. Archana Rani. Abstract Published in Souvenir. P.139.
  9. **WOMEN CONTRIBUTION IN RURAL DEVELOPMENT** National Seminar. S. G. (P.G.) College, Sarurpur Khurd, Meerut. *November 16, 2008*. In Co-Authorship of Dr. Archana Rani. Abstract Published in Souvenir on Pp.10-11.
  10. **UNEXPECTED INCREASE IN GLOBE TEMPERATURE** National Seminar on Global Warming: Global Warning under Faculty Enrichment Programme (CPE). Department of Botany, R.G.(P.G.) College, Meerut. *November 27, 2009*.
  11. **NREGA: UNPOOR CHOICES AHEAD** National Seminar on Rural Employment Programme- special Reference to NREGA under Faculty Enrichment Programme (CPE), Department of Economics, R.G. (P.G.) College, Meerut. *December 12, 2009*.
  12. **E-MARKETING IN INDIAN SCENARIO** National Seminar on E-Marketing in Indian Scenario. Faculty of Commerce and Business Administration, D.N. (P.G.) College, Meerut. *January 30-31, 2010*.
  13. **Gramin-Nirdhan Pariwaro ki Vitayi Awashaktao ka ek Vishleshtratmak Aadhyan (Janpad Muzaffarnagar ke Sandarbh Me)** UGC Sponsored National Seminar, Department of Economics, D.N. (PG) College, Meerut. *January 30-31, 2010*.
  14. **MARKETING OF MUTUAL FUND SERVICES** ICSSR and UGC sponsored National Seminar on Globalisation Impact on Privatisation and Investment Policies in Public Sector Enterprises in India organized by Department of Economics, Kisan (P.G.) College, Simbhaoli (Ghaziabad). *February 4, 2010*.
  15. **Adhunik Bhartiya Kala Aur Uska Badalta Parivesh** National Seminar on Value Oriented Education and its Philosophy in the light of Indian Culture. D.A.V. College, Kharkhanda, Meerut. *26-27, April 2010*.
  16. **Ucch Sikhsha Me Ubharti Nari Shakti** ICSSR Sponsored National Seminar on Gender Issue in India : A Pragmatic Approach for its Resolution at Saraswati Institute of Medical Sciences, Hapur organized by YSSSR Foundation, Hapur. *28 April, 2010*.
  17. **Pragrtisheel Arthvayavashtha Evam Paryavaran Hannan: Ek Chunauti** ICSSR Sponsored National Seminar on Climate Change and Socio-Economic Development in India: Spatial and Temporal Variation, Department of Geography, Meerut College, Meerut. *8-9<sup>th</sup> May, 2010*.
  18. **ABSENTEEISM: THE EMPLOYEE ENGAGEMENT GAP** 63rd All India Commerce Conference of Indian Commerce Association organized by Faculty of Commerce, Goa University, Goa. *1-3<sup>rd</sup> October, 2010*. Abstract Published in Souvenir on Page 54.
  19. **DIRECTION OF HIGHER EDUCATION IN INDIA IN GLOBALISED ECONOMY** National Seminar on Globalisation and Emerging Scenario of Higher Education in India, College of Professional Education, Meerut. *22-23<sup>rd</sup> January, 2011*.
  20. **IMPACT OF GLOBALISATION ON THE WORK LIFE BALANCE OF WORKING WOMEN IN INDIAN CONTEXT.** National Seminar on Impact of Globalisation on Indian Economy. Faculty of Commerce & Business Administration, D. N. (P.G.) College, Meerut. *5-6<sup>th</sup> February, 2011*.
  21. **Gramin- Nirdhan Parivaro ki Vityayi Aavshaktao par Arthik Sudharo ke Asar ka Ek Vishveshlatmak Adhyayan** ICSSR Sponsored National Seminar on Impact of Economic Reforms on Generation of Employment opportunities in India. SMCL KAKA Girls Degree College, Sikandrabad, Bulandshahr. *6-7<sup>th</sup> March, 2011*.
  22. **NREGA: RURAL EMPLOYMENT RESTORED (A CASE STUDY OF MEERUT DISTRICT)** 64th All India Commerce Conference of Indian Commerce Association organized by Pondicherry University, Pondicherry. *13-15<sup>th</sup> December, 2011*.
  23. **ISSUES & CHALLENGES OF BUSINESS ENVIRONMENT IN CONTEXT TO INDIAN ECONOMY** UGC Sponsored National Seminar. Faculty of Commerce and Business Administration, Meerut College, Meerut. *11-12<sup>th</sup> March, 2012*.
  24. **FDI IN RETAIL SECTOR AND ECONOMIC DEVELOPMENT OF INDIA: A CRITICAL APPRAISAL.** National Seminar on Role of FDI in Indian Economy. Faculty of Commerce & Business Administration, D. N. (PG) College, Meerut. *17-18<sup>th</sup> March, 2012*.
  25. **ROLE OF AGRO BASED INDUSTRIES IN THE DEVELOPMENT OF RURAL ECONOMY.** AICTE Sponsored National Conference on Rural Opportunities in India, KIET School of Management, KIET

Group of Institutions, Ghaziabad. 18<sup>th</sup> August, 2012.

26. **ROLE AND RELEVANCE OF COMMERCE HIGHER EDUCATION IN THE DEVELOPMENT OF INDIAN ECONOMY** NAAC sponsored National Seminar on Higher Education in India: Contemporary Challenges, R.G. (PG) College, Meerut. 18-19<sup>th</sup> October, 2012.
27. **IMPACT OF FOREIGN DIRECT INVESTMENT IN RETAIL SECTOR IN INDIA**  
65th All India Commerce Conference of Indian Commerce Association organized by KPB Hinduja College of Commerce, Mumbai. 9-10<sup>th</sup> November, 2012.  
Abstract Published in the Indian Journal of Commerce ISSN 0019-512X Vol. 66 No. 3 July-Sept. 2013. P. 76.
28. **GOVERNMENT INITIATIVES AND RURAL MARKETS IN INDIA: OPPORTUNITIES AND CHALLENGES.** UGC sponsored National Seminar on Role of Rural Consumer Awareness in the Development of Rural Marketing Strategies, Department of Economics, AK (PG) College, Hapur. 29-30<sup>th</sup> November, 2012. In Co-Authorship of Dr. Ashok Kumar  
Abstract Published in Souvenir at P. 35.
29. **ASEAN AND EXPORT LED GROWTH OF INDIA: EASY OPPORTUNITIES FOR INCLUSIVE ECONOMIC DEVELOPMENT** 66th All India Commerce Conference of Indian Commerce Association, Department of Commerce, Bangalore University, Bangalore. 5 - 7<sup>th</sup> December, 2013. Paper Presented Listed in Souvenir at Page 60.
30. **SUSTAINABLE AGRICULTURAL AND RURAL GROWTH: NEED FOR EXPORT ORIENTATION** ICSSR sponsored National Seminar on Environment and Sustainable Development in India: Issues and Challenges organized by Department of Economics, CCS University, Meerut. December 17-18, 2013.
31. **FOREIGN DIRECT INVESTMENT AND GROWTH OF RETAIL SECTOR IN INDIA** AICTE Sponsored National Seminar on Fostering Growth through FDI – Opportunities and Challenges organized by Dewan V S Institute of Management, Meerut. 18<sup>th</sup> January, 2014. **Received Best Paper Award.** Full Paper Published in Proceedings. Pp. 1-15.

## Books

ISC Board, Karnataka Board, Bangalore University, CCS University, Kumoun University, MJP Rohailkand University, Garhwal University, Rohtak University Books  
Business Organisation (978-93-80225-62-3) Anand Publications, Meerut  
Fundamental of Management (978-93-80225-09-8) Anand Publications, Meerut  
Business Communication (978-93-80225-06-7) Anand Publications, Meerut  
Human Resource Management (978-93-80225-88-3) Anand Publications, Meerut  
Principles of Marketing (978-91-908090-2-3) Anand Publications, Meerut  
Production Management (978-93-80225-95-1) Anand Publications, Meerut  
Business Communication (978-93-80225-66-1) Anand Publications, Meerut  
Business Communication (978-93-82975-16-8) Anand Publications, Meerut  
Organisation Structure and Personnel Management (978-93-80225-56-2) Anand Publications, Meerut  
Production and Operations Management Anand Publications, Meerut.  
Engineering Economics (978-93-80225-47-0) Anand Publications, Meerut  
Technical Writing & Communication (978-93-80225-49-4) Anand Publications, Meerut  
Managerial Economics (978-93-80225-92-0) Anand Publications, Meerut  
Total Quality Control Management Anand Publications, Meerut  
Engineering & Managerial Economic (978-93-80225-45-6) Anand Publications, Meerut  
E-Marketing (978-93-80225-51-7) Anand Publications, Meerut  
Technical Communication (978-93-80225-12-8) Anand Publications, Meerut  
E-Marketing in Indian Scenario (978-81-910560-0-5) Published by Faculty of Commerce & Business Adm. D. N. College, Meerut

**LECTURE DELIVERED & SESSION CHAIRED**

**Guest Lecture:** Two versatile lectures to officers of the rank of Superintendents and Inspectors of Customs & Central Excise Commissionerate (Meerut-1) on the topic "Introduction to accountancy, Accounting process, Books of Original Entry, Study, Analysis & Application meant for auditors." On October 25, 2005 & Meerut-2 on March 13, 2007.

**Resource Person:** UGC sponsored National Seminar at A K (PG) College, Hapur on November 29-30, 2012

**Co-Chairperson:** National Seminar on Recent Trends in Commerce & Management (Session: Recent Trends in Indian Economy) Shri Atal Bihari Vajpayee Government Arts and Commerce College, A B Road, Indore on 16-18 February, 2013.

**ADVISORY BOARD MEMBER, PANEL EXAMINER & OTHER POSTS HELD**

**Executive Advisory Board Member:** Journal of Socio – Economic Review (ISSN: 2321-8479) Published by Manywar Kanshi Ram Shodh Peeth, CCS University, Meerut, UP, India.

**Panel Examiner for Research Thesis:** Bharathiar University, Coimbatore; Devi Ahilyabai University, Indore.