

Dr. Deepak Jain

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Professional Experience

- Name of University Shri Mata Vaishno Devi University, Katra, (J&K).
- Designation **Assistant Director**, Human Resource Development Centre, S.M.V.D.U.
Since **August 2016**
- Working as **Assistant Professor** in School of Business, College of Management;
Since **18th August 2009**

Subject Area of Interest

Rural Marketing, Marketing Management and Services Marketing

Ph.D. Degree

“Role of Service Factors In The Growth of Retail Business – A Case Study of District Saharanpur” from C.C.S. University, Meerut (U.P.) in Department of Commerce under guidance of **Dr. S. K. Gupta** (Reader, Department of Commerce and Business Administration, J.V. Jain College, Saharanpur, U.P.); Degree Serial Number: 12023864 Dated 19th February 2010; Provisional Certificate Serial Number: 4476 Dated 26.11.2009, Book No.: 90.

Publication (s)

1. Sultan, Abid; Dr. Saurabh, and Jain, Deepak. **“Competitiveness Analysis of Agro-Food Processing Firms of Jammu and Kashmir: Productivity Approach”**, in upcoming issue of **Skyline Business Journal** – Submitted to ‘**The South Asian Journal of Management (SAJM)**’, Acceptance Received for Publication in 2016.
2. Sultan, Abid; Dr. Saurabh, and Jain, Deepak. **“Technology Driven Competitiveness in Select Agro-Food Processing Units of Jammu and Kashmir: Productivity Approach”**, in upcoming issue of **Skyline Business Journal**, Acceptance Received for Publication in October 2016.
3. Jain, Deepak. **“Strategic Approaches for Marketing in 21st Century”**, **International Journal of Entrepreneurship & Business Environment Perspectives**. Vol.: 5 No. 2 (April - June 2016): ISSN No. 2279-0896 (PRINT) ISSN: 2279-090X (Online), pg. 2362-2371.
4. Jain, Deepak. **“Customer Based Profiling of On-line Advertisements: A Model Proposed E-System to Increase the Effectiveness of E-Marketing in Current Business Scenario”**, **International Journal of Information Technology and Computer Sciences Perspectives** Vol.: 5 No. 2 (April - June 2016): ISSN No. 2319-9016 (Print), 2319-9024 (Online), pg. 2052-2061.
5. Jain, Deepak. **“To Study the Effect of Different Factors in Influencing the Decision Making Process of Rural Consumers on Varied Product Categories Required by the Companies Eying to Target and Develop Rural Market for Economic Development”**, **International Journal of Retailing and Rural Marketing Perspectives**; Vol.: 5 No. 2 (April - June 2016): ISSN No. 2279-0934 (Print), 2279-0942 (Online), pg. 2266-2272.
6. Jain, Deepak. **“Impact of Different Motivators on Work Performance: An Empirical Research from Need Theory Perspective”**, **International Journal of Organizational Behaviour & Management Perspectives**; Vol.: 5 No. 2 (April - June 2016): ISSN No. 2279-0950 (Print), 2279-0969 (Online), pg. 2369-2375.
7. Jain, Deepak. **“Tourists Perception in Place Marketing: A Study of J&K State”**, **International Journal of Trade and Global Business Perspectives** Vol.: 5 No. 2 (April - June 2016): ISSN No. 2319-9059 (Print), 2319-9067 (Online), pg. 2435-2451.
8. Jain, Deepak. **“Impact of Mall Mania on Small Shops and Hawkers.”** **International Journal of Applied Services Marketing Perspectives** Vol.: 5 No. 2 (April - June 2016): ISSN No. 2279-0977 (Print), 2279-0985 (Online), pg. 2262-2269.
9. Jain, Deepak. **“Mobile Advertising Value Chain Analysis – Factors Leading to Success.”** **International Journal of Logistics & Supply Chain Management Perspectives** Vol.: 5 No. 2 (April - June 2016): ISSN No. 2319-9032 (Print), 2319-9040 (Online), pg. 2270-2281.
10. Jain, Deepak. **“Impact of Securitization on NPA’s of Banks in India”**, **International Journal of Entrepreneurship & Business Environment Perspectives**. Vol.: 3 No. 4 (October – December 2014): ISSN No. 2279-0896 (PRINT) ISSN: 2279-090X (Online), pg.1301-1314.

11. Jain, Deepak. **“Designing of Computerized Information Systems for Small Organizations”**, *International Journal of Information Technology and Computer Sciences Perspectives* Vol.: 3 No. 4 (October – December 2014): ISSN No. 2319-9016 (Print), 2319-9024 (Online), pg.1172-1185.
12. Jain, Deepak. **“A Study on the Impact of Supplementary Services in Building Customer Satisfaction for Retail Industry”**, *International Journal of Retailing and Rural Marketing Perspectives*; Vol.: 3 No. 3 (July – September 2014): ISSN No. 2279-0934 (Print), 2279-0942 (Online), pg. 1089-1097.
13. Jain, Deepak. **“Role of Training in Organizational Development – A Study of C. L. Gupta & Sons, Moradabad, Uttar Pradesh”**, *International Journal of Organizational Behaviour & Management Perspectives*; Vol.: 3 No. 2 (April – June 2014): ISSN No. 2279-0950 (Print), 2279-0969 (Online), pg. 856-865.
14. Jain, Deepak. **“Impact of Hedging Large Risk on Transactional Cost”**, *International Journal of Applied Financial Management Perspectives* Vol.: 3 No. 2 (April – June 2014): ISSN No. 2279-0896 (Print), 2279-090X (Online), pg. 936-951.
15. Jain, Deepak. **“Comparison of Domino’s and Pizza Hut Using Gap Model of Servqual in Jammu: An Empirical Analysis”**, *International Journal of Retailing and Rural Marketing Perspectives*; Vol.: 3 No. 1 (January – March 2014): ISSN No. 2279-0934 (Print), 2279-0942 (Online), pg. 771-779.
16. Jain, Deepak. **“Effectiveness of Product Placements in Movies”**, *International Journal of Trade and Global Business Perspectives* Vol.: 3 No. 1 (January – March 2014): ISSN No. 2319-9059 (Print), 2319-9067 (Online), pg. 732-749.
17. Jain, Deepak. **“Consumer Preferences for Juices: An Exploratory Study of Jammu City.”** *International Journal of Applied Services Marketing Perspectives* Vol.: 2 No. 4 (October – December 2013): ISSN No. 2279-0977 (Print), 2279-0985 (Online), pg. 602-609.
18. Jain, Deepak. **“RFID and its Impact on Supply Chain.”** *International Journal of Logistics & Supply Chain Management Perspectives* Vol.: 2 No. 4 (October – December 2013): ISSN No. 2319-9032 (Print), 2319-9040 (Online), pg. 741-756.
19. Jain, Deepak. **“Visitor’s Perception of Destination Image – A Case Study of J&K Tourism.”** *Sanchayan – Prestige International of Management & IT* Vol.: 2 (1) (January – June 2013): ISSN No. 2277-1689 (Print), pg. 91-113.
20. Jain, Deepak. **“Employees Resistance towards Organizational Change: A Case Study of M/S Arihant Enterprise in J&K.”** *Accman Journal of Management* Vol.: 4 Issue: 2 (June 2012): ISSN No. 0975-584 (Print), pg. 71-97.
21. Mishra, Hari Govind, and Deepak Jain. **“Impact of Packaging in Consumer Decision Making Process of Namkeen Products”** *Journal of Marketing & Communication* Vol.: 7, Issue 3, (January – April 2012): ISSN No. 0973-2330 pg. 48-63.
22. Jain, Deepak. **“The Gap between Expected and Actual Service Quality of Organized Retail Stores in Jammu City.”** *BVIMR Management Edge* Vol.: 5 No.2: ISSN No. 0976-0431, (July-December 2012) pg. 65-80; *AIM EXPLORE* Vol.: 8 No. 2: ISSN No. 0973-0001, (July-December 2011), pg. 23-37.
23. Jain, Deepak. **“Impact of Relationships in Network Marketing: A Myth or Reality”** *Rattan International Journal of Management & Technology* Vol.: 1 (December 2011): ISSN No. 2277-2731 pg. 12-17.
24. Jain, Deepak. **“Role and Relationship between Different Motivators and Work Performance of Employees of Retail Sector – An Exploratory Research”** *VSBM Journal - Wisdom* Vol.: 3(1) (December 2011): ISSN No. 0975-2714 WISDOM pg. 27-35.
25. Jain, Deepak. **“Impact of Currency Future Trading on Base Metal Prices: An Analytical Study”** *Indian Journal of Commerce* Vol.: 64(3) (July – September 2011): ISSN No. 0019-512X pg. 74-80.
26. Jain, Deepak. **“Importance-Satisfaction Assessment – A Case of Jammu & Kashmir Tourism”** *Contemporary Management* Vol.: 5(2) (July – December 2011): ISSN No. 0974-4002 Pg. 22-44, pg. 22-44
27. Jain, Deepak. **“Impact of Malls on Conventional Retail Formats – Small Shops & Hawkers: A Study of Jammu City.”** *Gyan Management* Vol.: 5(2) (July – December 2011): ISSN No. 0974-7621 pg. 91-101.
28. Jain, Deepak. **“Explore the Relationship between Occupational Stress and Organizational Commitment among Nurses of Government Hospitals in Jammu Region”**, *6M’s* Vol.:2 (September 2011): ISSN No. 2230-7907 pg. 8-13.
29. Jain, Deepak. **“Visitor’s Importance – Satisfaction Analysis of Tourist Destination – A Case of Jammu & Kashmir Tourism.”** *ASBM Journal of Management* Vol.: 4(1) (2011): ISSN No. 0974-8512 pg. 1-24.

30. Jain, Deepak. “**Electronic Waste: Present and Future Environmental Issues in way of Make In India**” in **National Seminar on “Economics of Make In India”** organized by **School of Economics, Shri Mata Vaishno Devi University** (Katra, Jammu & Kashmir); 29th – 30th September 2015.

Orientation Programme / Refresher Courses / Faculty Development Programmes

1. **Three Weeks Refresher Course** in “**ICT (Inter-Disciplinary) RC-290**” organized by UGC-Human Resource Development Centre, H. P. University, Shimla, Himachal Pradesh, 6th July 2015 to 25th July 2015.
2. **Four Weeks General Orientation Course** organized by UGC-Academic Staff College, University of Jammu, Jammu, Jammu & Kashmir, 27th December 2013 to 24th January 2014.

Educational Qualifications

- **Post Graduate Diploma in Management (P.G.D.M.)** in **(Marketing and Information Technology)** (Full Time) from Integrated Academy of Management & Technology (Ghaziabad, U.P.), 2000, **67.05%**.
- **Masters of Business Administration (M.B.A.)** from Allahabad Agricultural Institute – Deemed University (Allahabad, U.P.), Recognised by U.G.C., May 2005, **76.76% marks with Honours**.
- Professional Diploma (2 Years) in **Software Technology & System Management** (Software’s & Programming) from N.I.I.T., (Ghaziabad, U.P.), 1998, **72%**.
- **Bachelors in Commerce** (B.Com) from University of Delhi (Delhi), 1998, 46.7%, IIIrd Division.
- **Intermediate (P.C.B.)** from Schiller Institute (Ghaziabad, U.P.), C.B.S.E. Board, 1994, 55.4%, IInd Division
- **High School** from D.A.V. Centenary Public School (Bahadurgarh, Haryana), C.B.S.E. Board, 1992, 56%, IInd Division.

(Dr. Deepak Jain)

Dated: _____