

**Dr. SAURABH**  
**Assistant Professor**



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**Academic Qualification:-**

- Ph.D. March 2011 on **The Investment Pattern in Industrial Sector in UP and its impact on Entrepreneurial Development during post reform period**, from Lucknow University, Supervisor Dr. Archana Singh
- BA (Political Science., Sociology & English) from HNB Garhwal University, Srinagar, in the year 1998
- ISC from St. Dominic Savio College, Lucknow in year 1994
- ICSE from St. Dominic Savio College, Lucknow in year 1992

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**Professional Qualification**

- MBA (Marketing) from LBSIMDS, Lucknow , in affiliation with RML Avadh University in the year 2000
- PGDHRD from Lucknow University in 1999

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**Specialization**

- Strategic management
- Marketing

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**Ph. D Thesis Supervision:**

1. Abid Sultan, (11PHDMBA02) “Competitiveness of Agro-food processing Manufacturing Units in J&K” (Thesis Submitted 2016)
2. Divya Singh Jamwal (12PHDCOM02) “A Study Solid Waste Management of Select Institutions of Jammu Region: Strategic Approach” (Thesis Submitted 2016)

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**Ph. D Thesis Pursuing**

1. Sunali Bindra (16DBU004), January 2017, Title to be finalized.

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**Publications in Research Journals**

1. Saurabh, Jamwal Divya, 2017 “Solid Waste Management: Gap Analysis Of Urban Local Bodies (ULBs) Of Jammu Province” A Glance at a World: Waste Management, Volume 61, I-III
2. Saurabh, Sultan Abid and Chisti Nasreen, 2017 “Influence of Innovation Competence on Firm Level Competitiveness: An Exploratory Study” Asia Pacific Journal of Innovation and Entrepreneurship Vol 10 Issue 1, 63-75 (an emerald Journal),

3. Sultan Abid, Saurabh, Jain Deepak, 2017, "Technology-driven Competitiveness in Agro-food Processing: A Study of Select Units of Jammu and Kashmir, India" South Asian Journal of Management, Volume 24, Issue 4 pp 54-68
4. Sultan Abid, Saurabh & Jain Deepak 2016, "Competitiveness Analysis of Agro-Food Processing Firms: Productivity Approach" Skyline Business Journal (Sharjah-UAE) October 2016 Volume 6 pp. 87-92
5. Jamwal Divya, Saurabh, 2015 "Solid Waste Management: Awareness among the Hoteliers in Katra, (J&K), Arthanveshan, Vol 10 no 1&2 , pp 50-57
6. Saurabh & Sultan Abid, 2015, "Al-Rasheed Food World: Surmounting Adversity" in Garg A.K, Ray K.K. & Mitra S.K. in Cases in Management (Strategy and General Management) ET Cases, Mumbai, pp 1-6
7. Sultan Abid & Saurabh, 2015, "Competitiveness of Select Agro-Food Based Manufacturing Units of Jammu and Kashmir: Four Factor Analysis" Synergy Biannual Refereed Research Journal of Commerce & Management, Vol. 1, No.1, pp. 14-24
8. Saurabh, Jamwal Divya 2015 "Solid Waste Management in Katra, J&K: a Pilgrimage Destination" International Journal in Management and Social Research, Vol.03 Issue-03 (Impact Factor- 3.25)
9. Saurabh, Shravani, Gupta Piyush "Leading Malnutrition In India: A Case Of Madhya Pradesh", Amity Journal of Management, December 2103, Vol 1, Issue 1 pg.28-39
10. Saurabh, Mahajan Akhil , "Consumer's Perception Towards Miraculous Claims of Brands with Aesthetic Appeal" Indian Journal of Marketing, Sept. 2013, Vol 43, Issue 9 pg. 32-40
11. Saurabh, Sultan Abid, "Value Enhancement of Natural Endowment-A case of Trikuta Agro Products Pvt. Ltd"., Conference Proceedings, 10<sup>th</sup> biennial conference on Entrepreneurship, 2013, EDI; Bookwell, Delhi pg.1060
12. Saurabh, Sultan Abid, "Value Network Model, J&K Tourism, for Sustainable Development", Global Journal of Finance and Management, 2012, Vol 4 No.5 pg 56-59
13. Saurabh, Sultan Abid, "Issues and Concerns of Food Processing Manufacturing Units in J&K", International Journal of Management, Sept-Dec 2012, Vol 3 Issue 3 pg 160-168 (impact factor 3.5)
14. Saurabh, "Social Inclusion through Micro Insurance and Micro Finance: A Case study of Rural India", South Asian Journal of Marketing and Management Research, Sept 2012, Vol 2 Issue 9 pg 170-182 (indexed)
15. Saurabh, Sharma Anu, "Value Stream Mapping- A Strategic Tool for Managing Waste in Small & Medium Enterprises", *Journal of Production Research and Management*, April 2012, Vol 2, Issue 1, pg 36-45 (indexed)
16. Dr Archana Singh, Saurabh, "Pattern of Industries in Small Scale Industries in Uttar Pradesh during Post Reform Period", *Arth-anveshan, Biannual refereed Journal*, Jan-Dec 2011 Vol 2, Issue 1&2 pg 132-142
17. Saurabh, Dr Archana Singh," Regional pattern of Investment in the Heavy Industries of Uttar Pradesh in India During post reform period", International Journal of Business Economics and Management Research, March 2011, Volume II Issue III pp.172-181 (indexed)
18. Saurabh, Giri Sunil, Singh Archana (2010) "A case for the entrepreneurial growth with technology and managerial support for the SME's in J&K" Journal of Instt.of Environment and Management, July 2010 pg.34-39

19. Saurabh, Jaiswal Bimal “Uttar Pradesh on the road to development via industrialization”  
The Odisha Journal of Commerce and Management, May 2010 Volume I Number 1 pp  
91-104
  20. Saurabh, Rashi Taggar, Dr. Sunil Giri, Dr. Archana Singh “Perception towards the use of  
self service technology in new age banks, Gyan Management, International Journal of  
management and technology, July-Dec 2009, pg 92 (indexed)
  21. Saurabh, Dr. Archana Singh, “Hopes and fears in the age of globalization” Journal of  
Contemporary Social Work, Lucknow University, July 2009,
  22. Saurabh, Varshney Dharmendra, “Marketing in India with special reference to  
liberalization” [www.oppapers.com/Essays/Marketing-In-India-With-Special-Reference/192438](http://www.oppapers.com/Essays/Marketing-In-India-With-Special-Reference/192438), Feb, 2009
  23. Saurabh, Dr. Sunil Giri., Dr. S K Sharma “ITES and Human Resources Issues” JIS  
Management Vista, Jan-June 2009, pp17-21
  24. Saurabh, Sunil Giri, S, Sharma S.K., “Driving Economic Development through  
Pilgrimage Tourism - A Case of Shri Mata Vaishno Devi Shrine Board Katra”  
International Journal of IMS Group, June 2009, pp. 98-104 (indexed in Cabell’s  
Management Directory, USA)
  25. Retail Sector in India Requires a Thrust of Foreign Direct Investment, Contemporary  
Management, June 2008, Vol II, Pg. 63-69
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## **Communicated for Publication in Research Journals**

1. Sultan Abid, Saurabh, “Building firm level competitiveness in SME's through technology  
and ICT” International Journal of Entrepreneurship and Innovation  
Management”
  2. Sultan Abid & Saurabh (2017). Role of Marketing Competence in the Firm Level  
Competitiveness: An Exploratory Study. *Marketing Science*
  3. Sultan Abid, Saurabh, (2017). Productivity Analysis of Indian Agro-food Processing  
Industry: State level analysis. *Business Research Quarterly*
  4. Sultan Abid, Saurabh, (2017). Building Firm Level Competitiveness through Technology  
and ICT, *International Journal of Entrepreneurship and Innovation Management*.
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## **Publications in Edited Books**

1. Saurabh & Sultan Abid, 2015, “Al-Rasheed Food World: Surmounting Adversity” in Garg  
A.K, Ray K.K. & Mitra S.K. in Cases in Management (Strategy and General  
Management) ET Cases, Mumbai, pp 1-6
  2. Saurabh, Sultan Abid, “Chick Shampoo; Reaching to the Bottom of Pyramid”, in Gaurav  
Kunal, Govindani Jitender and Zarar Ritu (Eds), *Managing Business in Turbulent Times:  
A Case Study Approach*, pg, 131 Hyderabad, ICBM
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## Research Projects/Consultancies Completed

1. Dr. Saurabh, Dr. Jyoti Sharma Major consulting project “**Training Need Assessment of the employees of SMVD Shrine Board**” sponsored by SMVDSB, 2.85 lakhs; completed
  2. Dr. Saurabh, Major project on “**A Comparative study of firm level competitiveness of food processing units of Himachal Pradesh and Jammu and Kashmir**” sponsored by ICSSR, completed; 10 lakhs.
  3. Dr. Saurabh, Major project on “**Economic Value Addition as a measure for competitive advantage in Indian Companies**” sponsored by UGC, completed; Rs. 4.75 lakhs
  4. Dr. Sunil Giri (PI), Dr. Saurabh, Project on “**Quality Management Practices in Supply Chain of large manufacturing Units in J&K**” sponsored by AICTE, completed; Rs. 6.05 lakhs
  5. Dr. Amit kant pandit, Dr. Saurabh, Dr. Sunil Giri, Consultancy on “**Consumer Complaints handling Mechanism through IT Integration of M/S Manashosting Pvt. Ltd. Bangalore**, completed in August 2009; Rs. 80,000
  6. Dr. Saurabh, Consultancy to FRMC Ltd. for the **Launch of a Brain stimulant – Mega I Q Plus** as OTC, Rs. 50,000/- completed 2007
  7. Dr. Saurabh, Consultancy work for Preparation of the module for the **TBA kit** for Foreign Remedies Marketing and Consultancy, Lucknow; Rs. 3lakhs; 2006
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## Editorial Contributions (Reviewer of Research Journals & other Publications)

1. Member, Editorial Review Board, Amity Journal of Marketing
  2. Member, Review Board, International Journal of Social Economics
  3. Joint Editor, Arthanveshan, A Biannually Refereed Journal of School of Business, SMVDU
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## Workshops/Seminars/MDP/EDP Organized

1. Organized National Symposium on “Road to Resurgence: Indigenous Learning for Business and Society” 16-17 March 2017 at School of Business Shri Mata Vaishno Devi University, Katra, J&K
2. One Day training program on “Training Need Assessment of SMVDSB” for the top management of SMVDSB on 23<sup>rd</sup> June 2016 at Spiritual Growth Center, SMVDSB.
3. 2<sup>nd</sup> National Case Study Conference including TEDxSMVDU from 22<sup>nd</sup> -24<sup>th</sup> April 2015 at School Of Business, Faculty of Management, SMVD University as Convener.
4. Executive Training program on Computer Skills for Effective Performance for SMVDSB Employees from 22<sup>nd</sup> December 2015 till 24<sup>th</sup> December 2015, at SMVD university as Coordinator
5. Executive Development Program Communication Skills for Effective Performance for SMVDSB Employees from 22<sup>nd</sup> July 2015 till 26<sup>th</sup> July 2015, at SMVD university as Coordinator
6. 1<sup>st</sup> National Case Study Conference from 24<sup>th</sup> -26<sup>th</sup> April 2015 at School Of Business, Faculty of Management, SMVD University as Convener.

7. Workshop on Competence Building in Food Processing Industry in J&K under NMFP GOI on 17<sup>th</sup> -19<sup>th</sup> April 2015, at SMVD University as Organizing Secretary
8. National Seminar on Strategic Dimensions of Value Chain for Sustainable Development Sponsored by UGC on 1<sup>st</sup> September 2012 at SMVD University as Organizing Secretary
9. Management Development Program on Developing Effective Organizations for M/s Cadila Pharmaceuticals Ltd. Samba, J&K, from 17<sup>th</sup> March-22<sup>nd</sup> March 2012, as Organizing Secretary
10. Management Development Program on Organizational Development for M/s DMS Petrochemicals Pvt. Ltd., Baribrahmana, Jammu, J&K from 25<sup>th</sup> January 2012 till 31<sup>st</sup> January 2012 as Organizing Secretary
11. Executive Development Program, on Supply Chain Management-A Strategic Perspective at SMVD University Katra, J&K from 23<sup>rd</sup> -25<sup>th</sup> September 2011 as as Organizing Secretary
12. Business Skill Development Program with Ministry of Small and Medium Industries Development Institute at SMVD University, Katra, J&K from 13<sup>th</sup> September till 14<sup>th</sup> November 2011, as Organizing Secretary

## **Keynote Addresses/ Special Lectures Delivered**

1. Lecture on “Management- An Effective Tool for Policing” for the senior officers of JK Police at SK Police Academy Udhampur on 31<sup>st</sup> January 2017.
2. Lecture on “Leadership and Leadership Science in Police” for the senior officers of JK Police at SK Police Academy Udhampur on 11<sup>th</sup> April 2016
3. Lecture on “Strategies Ahead: Post Demonetization” National Seminar on Demonetization at SMVDU on 28<sup>th</sup> December 2016
4. Lecture on “Survey and Problem Solving” for Faculty Development Program on Entrepreneurship, sponsored by DST, at SMVDU, on 22<sup>nd</sup> December 2016.
5. Lecture on “Realizing Potential In Oneself: Discover The Real In You” for the Five Day program on “Creating Sustainable and Motivated Organization” for Indian Forest Service Officers at SMVDU on 25<sup>th</sup> November 2016
6. Lecture on “Management- An Effective Tool for Policing” for the senior officers of JK Police at SK Police Academy Udhampur on 11<sup>th</sup> April 2016
7. Lecture on “Leadership and Leadership Science in Police” for the senior officers of JK Police at SK Police Academy Udhampur on 11<sup>th</sup> April 2016
8. Lecture on “2 Competitiveness of Agro based units in J&K” in national Modern Training Course “Marketing Research for Value Chain in Fruits” organized by SKUAST-Jammu, in collaboration with Ministry of Agriculture 18<sup>th</sup> -24<sup>th</sup> January 2016
9. Lecture on “Prospects of Value Addition in Fruits: Industrial Experiences” in national Modern Training Course “Marketing Research for Value Chain in Fruits” organized by SKUAST-Jammu, in collaboration with Ministry of Agriculture 18<sup>th</sup> -24<sup>th</sup> January 2016
10. Lecture on Employer Branding in AICTE sponsored Faculty Development Program “Carving Human Resources: Approaches and Procedures” at SMVDU, 21<sup>st</sup> December 2015-3<sup>rd</sup> February 2016
11. Lecture on handling MS word and Computer skills for the employees if SMVDSB in Executive Training Program, “Enhancing Computer Skills for Effective Performance” 22-24 December 2015

12. Lecture on “Power of Paraphrasing” on 25<sup>th</sup> July in Executive Development Program on “Communication Skills for Effective Performance” for SMVDSB Employees at SMVD University, Katra, J&K 22<sup>nd</sup> July 2015 till 26<sup>th</sup> July 2015
13. Lecture on “Moment of Truth” on 24<sup>th</sup> July in Executive Development Program on “Communication Skills for Effective Performance” for SMVDSB Employees at SMVD University, Katra, J&K 22<sup>nd</sup> July 2015 till 26<sup>th</sup> July 2015
14. Lecture on Communication with Positive Impact on 23<sup>rd</sup> July in Executive Development Program on “Communication Skills for Effective Performance” for SMVDSB Employees at SMVD University, Katra, J&K 22<sup>nd</sup> July 2015 till 26<sup>th</sup> July 2015
15. Lecture on “SWOT analysis” in workshop on Competence Building in food processing Industry in J&K, Sponsored by NMFP, GOI, SIDCO J&K at SMVD University, Katra, J&K 19<sup>th</sup> April 2015
16. Lecture on “Workplace Spirituality” in the two days workshop for IFS Officers on "Individual as Catalyst for Organization Excellence" sponsored by Ministry of Environment, Forests and Climate Change, Govt. of India at SMVDU on 19th September 2014
17. Lecture on “Economic Impact Of Drug On Individual And Society” Seminar on Anti-Tobacco Campaign in Spirituality Growth Centre SMVDSB and District Police Administration Reasi, J&K May 5<sup>th</sup> 2014
18. Lecture on “Economics of Drugs Abuse” in Seminar on Anti Tobacco in Spirituality Growth Centre, SMVDSB and District Police Administration, Reasi, J&K December 12<sup>th</sup> 2013
19. Lecture on “How to Create Devoted Customers” in National Seminar on Excellence in Marketing at RR Institute of Technology Lucknow, U. P. on 6<sup>th</sup>-7<sup>th</sup> of November 2013
20. Lecture on “Application Tools for Marketing: Market Response Models” at AICTE sponsored workshop “Applications of Econometrics and Time Series Techniques in Business” at SMVD University on, January 16<sup>th</sup>,2013
21. Lecture on “Marketing for SME’s” at Entrepreneurship Awareness Program at SMVD University on January 16<sup>th</sup>,2013
22. Lecture on “Integrating Technology and Strategy for Business” on 21<sup>st</sup> December 2012, in National Seminar on , J&K
23. Lecture on “Time management” on 21<sup>st</sup> March 2012, Management Development Program on Developing effective Organizations for M/s Cadila Pharmaceuticals Ltd. Samba, J&K
24. Lecture on “SWOT Analysis” on 17<sup>th</sup> March 2012, Management Development Program on Developing effective Organizations for M/s Cadila Pharmaceuticals Ltd. Samba, J&K
25. Lecture on “Communicating in Team” on 31<sup>st</sup> January 2012, Management Development Program on Organizational Development for M/s DMS Petrochemicals Pvt. Ltd., Baribrahmana, Jammu, J&K
26. Lecture on “Time management” on 28<sup>th</sup> January 2012, Management Development Program on Organizational Development for M/s DMS Petrochemicals Pvt. Ltd., Baribrahmana, Jammu, J&K
27. Lecture on “Building Positive Mindset” on 25<sup>th</sup> January 2012, Management Development Program on Organizational Development for M/s DMS Petrochemicals Pvt. Ltd., Baribrahmana, Jammu, J&K
28. Lecture on “Supply Chain Case Discussion” on 24<sup>th</sup> September 2011 in Executive Development Program, on Supply Chain Management-A Strategic Perspective at SMVD University Katra, J&K

29. Lecture on “Supply Chain –a Case Study” on 24<sup>th</sup> September 2011 in Executive Development Program, on Supply Chain Management-A Strategic Perspective at SMVD University Katra, J&K
30. Lecture on “Time and Stress Management” on 7<sup>th</sup> September 2011, at MDP at M/s Berger paints, Samba, Jammu, by MSMEDI Jammu
31. Lecture on “How to start a SSI Unit” at Entrepreneurship Awareness Program at SMVD University on February 20<sup>th</sup>, 2010
32. Series of Lectures in the five day National Workshop on “Marketing Practices in Recession” organized by KIBM, Kanpur from 20<sup>th</sup> December 2009 to 24<sup>th</sup> December 2009 on
33. Value Chain Practices in Retail Marketing on December 22<sup>nd</sup> 2009
34. Strategy Formulation in Recession on December 23<sup>rd</sup> 2009
35. Strategy for Coping International Competition on December 23<sup>rd</sup> 2009
36. Value Chain and Innovation on December 24<sup>th</sup> 2009
37. Lecture on “Marketing for SME’s” in “Business Skill Development Program” on 5<sup>th</sup> January 2008 for MSME, at SMVD University, Kakryal.
38. Delivered Guest Lecture on “Strategies involved in Growing Retail Sector” on 6<sup>th</sup> and 7<sup>th</sup> of October 2007, at ICFAI national College, Lucknow.
39. Delivered Lecture on “Customer Satisfaction” on 23<sup>rd</sup> September 2007 at Government Women’s Polytechnic, Jammu for MSME.
40. “Managing Sales Force” for employees of Foreign Remedies Marketing & Consultancy, Lucknow, 2005
41. “The Importance of Communication and its Management” for the managers of RNA Research Lab Rai-Barielly 2005.
42. Motivating front line managers, for Marverick Pharmaceuticals, Lucknow 2005

## **Conferences/Seminars Paper Presented**

1. Saurabh, 2017, “An EVA<sup>®</sup> Discourse for Sustained Advantage: Case of Select Indian Firms, 3rd International Conference on Management & Sustainability in Asia, Fukoyoka, Japan 26-27 March 2017.
2. Saurabh & Sultan Abid, 2015, “Technology Based Competitiveness In Agro Processing Units of Jammu and Kashmir”, Contemporary Business and Economic Opportunities in North-Western Region- Issues and Challenges, to be held at School Of Business, Faculty of Management, SMVD University on 6<sup>th</sup> March 2015.
3. Saurabh, Jamwal Divya, "Strategic Planning Process for Urban Solid Waste Management in India", National conference on New Age Solutions for Managing New Challenges, at Berchmans Institute of Management Studies (BIMS), SB College, Chenganacherry, Kerala, on 15th to 16th Jan, 2015
4. Saurabh, Sultan Abid, “Al-Rashid Food World: Surmounting Adversity” in Global Summit on Management Cases, IIM Raipur, December 12<sup>th</sup> - 13<sup>th</sup>, 2014
5. Saurabh and Jamwal S. Divya, 2014, “A Framework of Integrated Solid Waste Management (ISWM) for Katra, J&K”, Two Day ICSSR Sponsored International Conference on “Shifting Paradigms in Applied Economics and Management: Course Correction” held on 1<sup>st</sup>-2<sup>nd</sup> August, 2014 at School of Business, Faculty of Management, Shri Mata Vaishno Devi University, Katra, Jammu and Kashmir.

6. Saurabh, Sultan Abid, "Apple as a Competitive Resource Opportunity for Food Processing Units in Jammu and Kashmir" in XVII Annual Convention on 'Grounding Strategy: Broadening the Ambit of Strategic Management in Contemporary India' of Strategic Management Forum, IIM Kolkata, June 12<sup>th</sup> - 14<sup>th</sup>, 2014
7. Saurabh, Sultan Abid "Chick Shampoo: reaching to the Bottom of Pyramid" at ICBM's International Case Competition, Hyderabad 9<sup>th</sup> November 2013
8. Saurabh, "Perception of Rural Consumer of Jammu towards 5Kg Janta Cylinder of HPCL" in National Conference on Integrated Marketing Strategies: Trends, Opportunities & Challenges, Mohali Punjab, 11<sup>th</sup> October 2013.
9. Saurabh, Sultan Abid, "Competitiveness of Food processing Units of J&K" in International Conference on Contemporary Issues in Business Management and Finance, University of Kashmir, Srinagar, 28<sup>th</sup> -29<sup>th</sup> September 2013.
10. Saurabh, Rasoi Ghar Initiative of HPCL; Creating New Business Value at the Bottom of Pyramid" in XVI Annual Convention 'India & Indigenous Strategies' of Strategic Management Forum, IIM Khozikode, May 23<sup>rd</sup> - 25<sup>th</sup>, 2013
11. Saurabh & Sultan Abid, "Strategies for Competitiveness During Economic Slowdown" UGC Sponsored National Conference on Contemporary Issues in Business with reference to Global Economic Meltdown by College of Management, SMVD University, Katra J&K, March 29, 2013
12. Saurabh, & Sultan Abid "Value Network Framework for J&K Tourism Industry" in National Seminar on Restoring Cultural Linkages- Silk Route Connection to Destination Marketing by Department of Tourism and travel Management, Central University of Jammu, J&K, March 30-31, 2013
13. Saurabh, Sultan Abid "Framework for Value Network Assessment of J&K Tourism Industry" in National Conference on Contemporary Issues in Business, Management and Finance, by Department of Business and Financial Studies, University of Kashmir, Srinagar, J&K, Sept. 21-23, 2012
14. Saurabh & Sultan Abid, "Value Chain perspective for Sustainable Development" in UGC sponsored National Seminar on Strategic Dimensions of Value Chain for Sustainable Development by College of Management, SMVD University, Katra J&K, Sept.1, 2012
15. Saurabh, "Spirituality and Management Decision Making" International Conference on Spiritual Paradigm for Surmounting Global Management Crisis, SMS Varanasi, Feb 24-26, 2012
16. Saurabh, "The Investment Intensity and Development in Uttar Pradesh During Post Reform Period" National workshop on India's Economic Health: Major Issues", EDP Cell, Management Studies, TTIT&S, Bhiwani, February 25, 2011
17. Saurabh, "The Viability System Model for the Social and Knowledge based Organizations- a reference to Maharashtra Knowledge Corporation Limited" 14<sup>th</sup> Annual Convention of Strategic management Forum of India, May 2010.
18. Saurabh, Sharma Anu "Emerging Rural market in India" in National Seminar on Managing Business in Present Scenario, ABS Manesar, 15-16<sup>th</sup> November 2009
19. Taggar Rashi, Saurabh, Giri Sunil, "Indian Auto Industry on a Trail to Upsurge, National Seminar on Growth of India Industrial Sector: A Roadmap for Success, College of Management SMVDU, Katra J&K, 27-28 January 2009



20. Saurabh, “The Indian Pharmaceutical Industry Building upon its Competitive Advantage- Merge or Acquire to Respire” SMF- Annual Convention at IIM-Khozikode from 18<sup>th</sup> – 20<sup>th</sup> May 2006.
  21. Saurabh, “Customer Satisfaction Through Internal Marketing” National Seminar HR- as a Co-Venturist, IIMS, Barielly, October 2002
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## **Workshops Attended / Participated**

1. AICTE sponsored “Management Teacher Program on Innovation and Technology Strategy” organized by **SMFI at BIMTECH**, Greater Noida from 2nd April 2013 till 6<sup>th</sup> April 2013
  2. AICTE sponsored “Management Teacher Program on Innovation and Technology Strategy” organized by **SMFI at BIMTECH**, Greater Noida from 11<sup>th</sup> April 2011 till 16<sup>th</sup> April 2011.
  3. AICTE sponsored “Management Teacher Program on Managing Strategic Incoherence” organized by SMFI at **IIM Lucknow, Noida Campus** from 7<sup>th</sup> March 2011 till 12<sup>th</sup> March 2011.
  4. AICTE sponsored “Management Teacher Program on Case Methods” organized by SMFI at **IIM Lucknow, Noida Campus** from 24<sup>th</sup> May 2010 till 26<sup>th</sup> May 2010.
  5. AICTE sponsored QIP on “Value Chain Analysis” at **BHU Varanasi** from 5<sup>th</sup> February till 11<sup>th</sup> February 2010
  6. AICTE Sponsored Fifteen Days Management Teachers Program on “ Research Methodology”, at SMVDU, Katra, J&K, July 2009
  7. Attended Seminar on India’s Export: Growth Prospects under Changing World Trade Scenario,” October 2007, School of Management, BGSB University, Rajauri, J&K
  8. One week Management Teachers program under Strategic Management Forum on New Product Development at **IIM Lucknow**, Dec 2006.
  9. One week Management Teachers program under Strategic Management Forum on International & global Competitiveness at **IIFT, Delhi** Dec 2005.
  10. Achieving Organizational Excellence, Seminar by LBSIMDS, Lucknow, Feb 2005
  11. Foundation Course of Strategic Management Forum at **IIM Khozikode**.
  12. National Conference on Consumer Satisfaction Through Value Oriented Delivery System by LMA-AIMA Lucknow, Oct 2004
  13. National Seminar at Second Generation reforms at IIMS Bareilly, 2003.
  14. National Conference on HR Wheels in 2004 organized by NIPM, Lucknow 2003.
  15. National Conference on Managing in Tough Times, by NIMA, Barielly, 2003.
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## **Membership in Professional Societies**

1. Member Strategic Management Society
  2. Member All India management Association
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## **Administrative Experience:**

1. Member of Training Planning and Implementation Committee of SMVD Shrine board that decides the training of more than 2500 employees of SMVDSB.

2. In-charge University Guest House, SMVD University
  3. Alumni In-charge, SMVD University
  4. Member- Secretary Board of Studies School of Business, Member Board of Studies at School of Business Economics (till 2013) Faculty of Management and School of Philosophy and Culture (till 2013) SMVD University,
  5. Hostel Warden in SMVD University August 2008 till September 2011
  6. Represented in various committees at University level, (Member Gender Sensitization Committee and Sexual Harassment, COM Publication Committee, COM Student Faculty Interface Committee, COM Purchase Committee etc.)
  7. Coordinator Training and Placement ICFAI National College.
  8. Member Regional Resource Group ICFAI National College, RO Lucknow.
  9. Coordinator MBA/BBA Programs
  10. Coordinator Training and Placement at BBDNITM,
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### **Cases written:**

1. Saurabh, “The Viable System Model for the Social and Knowledge based Organizations- a reference to Maharashtra Knowledge Commission Ltd, Pune” (2012)
  2. Saurabh, Abid Sultan “Chick Shampoo: Reaching to the Bottom of Pyramid” (published) (2014)
  3. Saurabh & Sultan Abid, “Al-Rasheed Food World: Surmounting Adversity” (published) (2015)
  4. Saurabh “Nirma: A Success Story in Rural India” (2016)
  5. Saurabh, Abid Sultan “Lifebuoy: Reaching for Masses in India” (2014)
  6. Saurabh “Parle-G Biscuits For All” (2015)
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### **Extra-Curricular Activities:**

1. Coordinator Student Management Fest TATVA 2016 and TATVA 2017
  2. Mentor for MarketINE Club of the students for the students and by the students of SoB
  3. Evaluator and Judges in various cultural activities of the students on the campus
  4. Member NSS committee of the University
  5. Faculty advisor, dramatics club of the students of the University.
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### **Any Other Relevant Details :**

Member Training planning and Implementation Committee, SMVDSB

**(SAURABH)**