

BIO-DATA

Name: Prof. Shailendra Kumar Verma
Father's Name: Shri K.P. Verma
Date of Birth: 15.07.1978
Designation: Professor
Department of Business Management & Entrepreneurship, Dr.R.M.L.
Avadh University, Ayodhya since 19th December, 2017.
Address: H.NO.5 /17/34/7 Shakti Nagar Colony Devkali, Ayodhya.
Contact No.: +919415183089, 05278241240
Email- drshailendraavadh@gmail.com

Academic Qualification					
SL.No.	Degree	Year	University	Percentage	Specialization
1.	B.Com.	1997	Dr.R.M.L.Avadh University	72%	-----
2.	M.B.A.	1999	Dr.R.M.L.Avadh University	67%	Marketing
3.	Ph.D.	2003	Dr.R.M.L.Avadh University	-----	General Management

Academic Achievements:

B.Com. (Gold Medallist) from K.S.Saket P.G. College Ayodhya, Ayodhya.

Research Supervision (Ph.D.):

Awarded: 01

Enrolled: 04

Research Papers /Articles Published in Journals:

1. Verma, Shailendra Kumar & Kapil Deo "*Management*" –James AF Stoner, R Edward Freeman & Daniel R. Gilbert, *Book Review* The Chanakya Journal of RIMS 2009, ISSN 0972-3943 Vol. IX issue 2, pp.129-131.

2. Verma, Shailendra Kumar "*Scientific Management*"—A Milestone in efficiency utilization. Contemporary Management-July 2009, ISSN 974-4002, Vol.3 No.1 pp.41-43.
3. Verma, Shailendra Kumar & Verma Pashupati Nath "*Managing Economic Downturn*" Managing Economic Downturn-2012, ISBN-81-85543-12-7 PP.83-89.
4. Verma, Shailendra Kumar, Verma Pashupati Nath & Kapil Dev "*Terrorism and impact on business*" SITM Journal of Management December -2011, ISSN 0976-1063 Vol.3 pp36-39.
5. Verma, Pashupati Nath & Verma Shailendra Kumar "*A Study of Organization Culture Best Fitted with Today's Management Students.*" Journal of Humanities & Applied Sciences, October-2012, ISSN 2248-9673, Issue-3, Vol.2 pp52-61.
6. Verma, Shailendra Kumar, Verma, Pashupati Nath & Kapil Dev "*Shining India vs Shaming India.*" Shikshak- Shiksha Shodh Patrika 2012, ISSN 0974-0562, Vol.6 No.4 pp43-49.
7. Pandey, H. P., Verma, Shailendra Kumar "*Public sector in Rural Marketing*" Souvenir of 13th convocation held in Dec.23, 2005.
8. Verma, Shailendra Kumar & Verma Pashupatinath "Issues and Prospects of FDI in Retail Sector in India" UPUEA Economic Journal Volume 9, Conference No. 9, P.P. 695 - 698, October 2013, ISSN-0975-2382
9. Verma, Shailendra Kumar & Verma Pashupatinath "Entrepreneurship : Opportunities and Road Blocks in India" Vision Research Volume 3, No.-2, (Part-2) P.P. 134-140, December 2013, ISSN-2250-2025
10. Verma, Shailendra Kumar & Verma Pashupatinath "India Among the BRICS Countries" A Comparative Study. Commerce and Business Studies Volume 7, Issue-1, P.P. 81-87, January 2014, ISSN-0974-1879
11. Verma, Shailendra Kumar & Verma Pashupatinath "Taylor's Scientific Management and Fayol's General Principles of Management : A comparative study in Historical Perspectives" Journal of Global Business Vision Volume 1, Issue-1 (September 2014) ISSN-2394-0700
12. Verma, Shailendra Kumar & Verma Pashupatinath "India as an Emerging Market" UPUEA Economic Journal Volume 2, Conference No. 11 P.P. 273-275, October 2015 ISSN-0975-2382

13. Verma, Shailendra Kumar & Verma Pashupatinath "Recent Trends in Commerce & Management with special reference to E-commerce and IOT" Page No. 31, ISBN: 978-81-931262-0-2 Proceedings of National Seminar on RTC & M February 22 & 23, 2015 Organised by D.D.U. Government P.G. College, Saidabad, Allahabad (U.P.).
14. Yadav S.K., Kumar Ravendra, Kumar Shakti, Verma Shailendra & Kumar Shailendra "Efficient Estimation of Population variance using Coefficient of Kurtosis & Population Mean of Auxiliary variable" International Journal of Mathematics and its application, Volume-3, Issue 4-F (2015), 85-91 ISSN:2347-1557.
15. Yadav Subhash Kumar, Mishra Sheela, Kumar Ravendra, Verma Shailendra & Kumar Shailendra "An Efficient dual to ratio and product estimator if population variance in sample surveys" Journal of Mathematics and Statistical Science, Volume-2016, 178-188/Science SignPost Publishing ISSN:2411-2518.
16. Verma Shailendra Kumar & Verma Pashupatinath "Impact of Demonetization on people – A Short run perspective" International Journal of Social Science & Development Policy , Volume-3 , No. 1, Page 140, January-June 2017, ISSN: 2454-5732.
17. Verma Shailendra Kumar & Verma Pashupatinath "A Study on People's Readiness for Cashless Transactions after Demonetization" A Comparative Study. Commerce and Business Studies Volume 11, Issue-21, P.P. 09-15, January 2018, ISSN-0974-1879.
18. Verma Shailendra Kumar & Verma Pashupatinath "Unauthorized & *Unsolicited Trading of Stock/Securities by Broker/Sub Broker*". Management Today An International Bi-annual refereed Journal of Management Volume-17, ISSUE-1&2 January-December 2018 Issue, Page 5-7, ISSN No.: 0973-5550.

Research Papers /Articles /Case / Presented in National /International conferences:

1. "A study on buying decision process of cement customers in six cities of Uttar Pradesh" Toms Varghese, R. R. K. Massey, Shailendra Kumar Verma **Sixth International Conference** on Operations and Quantitative Management August 09-11, 2005 at IIM Indore.

2. “Rural Marketing” (*Entrepreneurial Opportunities, Potential through sericulture in Kashmir Region.*) S. K. Verma, Toms Varghese, Firdous Ahmad Dar & Amit Fale **National Seminar** on Rural Marketing (18-19 March 2005) College of Agri-Business Management GB Pant University of Agriculture & Technology Pantnagar ,Uttaranchal
3. “Global Economic Meltdown “Impact on Tourism sector” Sebastian T.J. & Prof.S.K.Verma. **National Seminar** on December 4-5-2009, School of Management Studies U.P.Rajarshi Tandon Open University, Allahabad.
4. “Managing *Economic downturn*” Prof.S.K.Verma & Mr.Pashupati Nath Verma **National Conference** on 2-3 November 2012 School of Management Studies North Maharashtra University,Jalgaon Maharashtra.
5. “Unauthorized & Unsolicited Trading of Stock/Securities by Broker/Sub Broker”. A case Study – Presented in the 4th **International case conference** September 24-26, 2013 Goa , conducted by IMT Nagpur.
6. “Issues & Prospects of FDI in retail sector in India” Prof.S.K.Verma & Mr. Pashupati Nath Verma presented in Ninth **Annual conference** of UPUEA on 26-27 October,2013 at Dr. R.M.L. Avadh University, Ayodhya.
7. "Entrepreneurship : Opportunities and Road Blocks in India" Prof. S.K. Verma & Mr. P.P. Verma - Presented in National **Research Conference** on "Contemporary Issues in Commerce, Management and IT, Held on 24th December 2013 at North Maharashtra University, Jalgaon, Maharashtra.
8. "A Comparative Study on Taylor's Scientific Management and Fayol's General Principles of Management" Presented in National **Research Conference** on "Contemporary Issues in Commerce, Management and IT, Held on 24th December 2013 at North Maharashtra University, Jalgaon, Maharashtra.
9. "Recent Trends in Commerce & Mänagement" Prof. S.K. Verma & Mr. P.P. Verma presented in **National Seminar** on 22 & 23 February 2015, Organised by D.D.U. Government P.G. College, Saidabad, Allahabad (U.P.)
10. "Indian Higher Education System : Problems & Prospects" Prof. S.K. Verma & Mr. P.P. Verma, presented in **National Seminar** on Present Scenario of Higher Education in India : Prospects & Challenges on 19th & 20th September, 2015, organized by Dr. R.M.L. Avadh University, Ayodhya.

11. "India as an Emerging Market" Prof. S.K. Verma & Mr. P.P. Verma presented in the **11th Annual Conference** in UPUEA on 31st October to 1st November 2015 organised by I.I.T. Roorkee.
12. "Globalization and Social Sustainability" Prof. Shailendra Kumar Verma & Mr. Pashupati Nath Verma Two-Day International **Seminar** on Globalization Environment & Social Justice : Perspective Issues & concerns" February 2015-16 organised by Deptt. of Sociology, Baba Saheb Bhim Rao Ambedkar University, Lucknow.
13. "Managing Innovations & Technology: A comparison between Developed a Developing countries" Prof. Shailendra Kumar Verma , UGC sponsored **National Seminar** on 27 March ,2017. "Smart India Vision 2020: Innovations in commerce & Management" organized by Department of Commerce D.D.U. Gorakhpur University Gorakhpur (U.P.).
14. "Banking Innovations and Economic Insecurity in India" Prof. Shailendra Kumar Verma 1st Annual National **Conference** of ASEDS "Growing Economic and Social Insecurity in India" on 11-12 December, 2017 at Dr. R.M.L. Avadh University, Ayodhya.
15. "Relevance of Motivational Theories in 21st Century" Prof. Shailendra Kumar Verma **National Conference** on "Contemporary Issues in Public Administration" on 07-08 July, 2018 supported by RGNIYD Sriperumbudur, Tamil Nadu.
16. "Internal and External Threads to India" "Threats to India : Internal to Global" Prof. Shailendra Kumar Verma **National Seminar** on "Threats to India : Internal to Global" February 13-14 ,2018 organised by the Department of Defence & Strategic Studies , K.S. Saket P.G. College , Ayodhya in collaboration with Dr. R.M.L. Avadh University , Ayodhya .
17. "Divya Deepotsav-2018" Shristi Srivastav & Prof. Shailendra Kumar Verma **National Seminar** on Case Study in Management, Commerce and Economics on April 12-13, 2019, organized by IMCE, Shri Ramswaroop Memorial University, Lucknow.
18. "Gap between Education system output and Industry requirement" Mohit Sinha & Prof. Shailendra Kumar Verma, National **Seminar** Industry Academia Interface:

Challenges and Opportunities on 26th May 2019.Organized by Department of Business Management & Entrepreneurship in Collaboration with Management Alumni Association, Dr. Rammanohar Lohia Avadh University,Ayodhya.

19. “Industry Academia Interface: Challenges and Opportunities” Prof. Shailendra Kumar Verma **National Seminar** on 26th May 2019.Organized by Department of Business Management & Entrepreneurship in Collaboration with Management Alumni Association, Dr. Rammanohar Lohia Avadh University,Ayodhya.
20. **National E-Seminar** Post COVID-19 Business Opportunities in INDIA with Lessons from 1918 Pandemic on 5th May 2020.Organized by Department of Business Management & Entrepreneurship in IET, Ayodhya, Dr. Rammanohar Lohia Avadh University,Ayodhya.

Orientation/Refresher course:

- ❖ U.G.C. Sponsored Orientation Programme at ASC, University of Allahabad from 16.11.2007 to 13.12.2007.
- ❖ Orientation Programme for Programme Officers of N.S.S. sponsored by the Ministry of Youth Affairs & Sports Govt. of India at TOC Lucknow from 11.11.2008 to 20.11.2008.
- ❖ U.G.C. Sponsored Refresher course at ASC, A.M.U. Aligarh from 15.07.2011 to 04.08.2012 & 13.07.2012 to 01.08.2012.
- ❖ Orientation Programme of N.C.C. Officers Training Academy, Kamptee (Pre Commission Course PRCN/SD/156) from 15 September 2014 - 13 December 2014.
- ❖ National Workshop on 24th -25th April, 2019 at Dr. R. L. Avadh University, Ayodhya.
- ❖ National Workshop on May 22nd -26th, 2019 Research Methodology Organized by IQAC Dr. R. L. Avadh University, Ayodhya in Collaboration with RFRF, Nagpur.
- ❖ Faculty Development Program on July 20-26th, 2020 Organized by IQAC, Placement Cell, Dr. R. L. Avadh University, Ayodhya and IGNOU Regional Centre Lucknow.

Cultural / Extra Curricular Activity:

- i) **Team Manager**, Department of Business Management & Entrepreneurship to participate in Tata Quiz, on April 1st, 2012 at Taj Hotel, Lucknow.
- ii) **Team Manager**, Department of Business Management & Entrepreneurship to participate in the Extra Curricular Activities organized by Jaipuria Institute, Lucknow

Sports / Community and Extension Services:

- i) **Team Manager**, Dr. R. M. L. Avadh University Ayodhya to participate in the North Zone Inter University Judo Championship from 11.03.2013 to 14.03.2013 organized by Punjab University Chandigarh.
- ii) **Observer** in Intercollegiate Volleyball Championship, November 26th-27th 2012 (North Zone Inter University Volleyball Team Selection) held at K.S. Saket P.G. College Ayodhya, Ayodhya.
- iii) **Observer** in Intercollegiate Table-Tennis Championship, September 27th -28th 2013 (North Zone Inter University Table-Tennis Team Selection) held at residential campus Dr. R. M. L. Avadh University, Ayodhya.
- iv) **Observer** in Intercollegiate Shooting Championship, November 28th-29th 2015 (National Interuniversity Shooting Team Selection) held at J.B.S. Degree College, Barabanki.
- v) **Partake** in “Divya Deepotsav-2017” structured on 18th October, 2017, wherein display, ornamentation and illumination of One Lakh eighty seven thousand two hundred and thirteen (187213) earthen oil lamps was prearranged by U.P. Tourism & Dr. R. L. Avadh University, Ayodhya.
- vi) **Partake** in **GUINNESS WORLD RECORD** event “Divya Deepotsav-2018” structured on 6th November, 2018, wherein display, ornamentation and illumination of Three lakhs one thousand one hundred and fifty two (301152 numbers) earthen oil lamps was prearranged by U.P. Tourism & Dr. R. L. Avadh University, Ayodhya.
- vii) **Controller** Transportation Committee of Samrasta Kumbh 2018 organized on 15th - 17th December, 2018 at new campus of Dr. R. L. Avadh University, Ayodhya.

- viii) **Team Manager**, Dr. R. L. Avadh University, Ayodhya to participate in the North Zone Inter University Kho-Kho (Men) Championship from November 22nd- 26th 2019 organized by Dr. R. L. Avadh University, Ayodhya.
- ix) **Team Manager**, Dr. R. L. Avadh University, Ayodhya to participate All India Inter University Kho-Kho (Men) Championship from December 25th - 28th,2018 organized by Mumbai University, Mumbai.
- x) **Partake** in **GUINNESS WORLD RECORD** event “Divya Deepotsav-2019” structured on 26th October, 2019, wherein display, ornamentation and illumination of Four lakh four thousand and twenty six (404026 numbers) earthen oil lamps was prearranged by U.P. Tourism & Dr. R. L. Avadh University, Ayodhya.
- xi) **Nodal Officer** in **GUINNESS WORLD RECORD** event “Divya Deepotsav-2020” structured on 13th November, 2020, wherein display, ornamentation and illumination of **Six lakhs six thousand five hundred and sixty nine** (606569 numbers) earthen oil lamps was prearranged by U.P. Tourism & Dr. R. L. Avadh University, Ayodhya.

Events /Seminar /Conference /Workshop Organised:

- i) **Secretary: National E-Seminar** Post COVID-19 Business Opportunities in INDIA with Lessons from 1918 Pandemic on 5th May 2020.Organized by Department of Business Management & Entrepreneurship in IET, Ayodhya, Dr. Rammanohar Lohia Avadh University,Ayodhya.
- ii) **Secretary: National Seminar** on “Threats to India : Internal to Global” February 13-14 ,2018 organised by the Department of Defence & Strategic Studies , K.S. Saket P.G. College , Ayodhya Ayodhya in collaboration with Dr. R.M.L. Avadh University , Ayodhya
- iii) **Controller: Training of Trainers** on “Urban Development” organized by the Department of Local Governance RGNIYD Ministry of Youth Affairs and Sports, Government of India, at Sriperumbudur, Tamil Nadu in Collaboration with Dr. Ram Manohar Lohia Avadh University, Ayodhya from 20th to 22nd February, 2018.
- iv) **Secretary: National Seminar** Industry Academia Interface: Challenges and Opportunities on 26th May 2019.Organized by Department of Business Management & Entrepreneurship in Collaboration with Management Alumni Association, Dr. Rammanohar Lohia Avadh University,Ayodhya.
- v) **President: Management Alumni Association 2019** (Department Business Management & Entrepreneurship) Dr. Rammanohar Lohia Avadh

University, Ayodhya Organized “The Memoir” Alumni Meet 25th May, 2019 on the Occasion of Silver Jubilee Year of the Department.

- vi) **Associate Managing Editor:** Commerce and Business Studies (Biannual UGC Approved Journal of Economics, Commerce & Management) ISSN: 0974-1879.

Special Lectures Delivered:

- ❖ Training Programme of Entrepreneurs from 12.05.2009 to 26.05.2009 under Pradhan Mantri Rojgar Srijan Yojna, jointly structured by District Industry Centre, Ayodhya.
- ❖ Training Programme of Entrepreneurs from 24.04.2010 to 12.05.2010 under Pradhan Mantri Rojgar Srijan Yojna, jointly structured by District Industry Centre, Ayodhya.
- ❖ N.C.C. Combined Annual Training Camp 61A/Basic Leadership Camp from 18 June to 27 June 2014 at Ayodhya.
- ❖ Jhunjhunwala Business School on "Life Skills & Personality Development in 2015.
- ❖ National Workshop on Innovative Practices for Empirical Research in Social Sciences on 8th February 2018 , Organized by Department of Commerce , Baba Barua Das P.G. College , Paruiya Ashram ,Ambedkar Nagar.
- ❖ Implementation of SAP (Swachhta Action Plan), Ministry of Tourism, Government of India, Institute of Hotel Management, Catering & Nutrition, Lucknow on 22nd December 2018 at Dr. R. L. Avadh University, Ayodhya.
- ❖ N.C.C. Combined Annual Training Camp 61 from 26th May to 4th June 2019.

Teaching /Administrative Experiences / Membership:

- ❖ Asstt. Professor in the college of Business studies, Allahabad Agricultural Institute-Deemed University Allahabad in the scale of 8000-275-13500 from 19th December 2002 to 1st September 2005.
- ❖ Examination Superintendent for 2years at AAI-DU Allahabad.
- ❖ Member, Board of Studies, College of Business Studies, Allahabad Agriculture Institute-Deemed University, Allahabad
- ❖ **Asst Professor-** MBA (Department Of Business Management & Entrepreneurship) Dr. R.M.L. Avadh University, Ayodhya from September 2005 to 19th December, 2017.

- ❖ **Professor**– MBA (Department Of Business Management & Entrepreneurship) Dr. R.M.L. Avadh University, Ayodhya since 19th December, 2017.
- ❖ Coordinator, Master of social work.
- ❖ Coordinator, Sardar Patel Center for National Integration 3rd November 2020.
- ❖ Nominated as member in the University Teaching/ Non- teaching Staff Selection Committee.
- ❖ Nominated as member in the Jawahar Novodaya Vidyalaya's Teachers Selection Committee.
- ❖ Exertion as a member in several confidential committees of the University.
- ❖ Exertion as member in organizing various convocations of Dr RML Avadh University, Ayodhya
- ❖ Guided around 160 projects reports till date.
- ❖ Exertion as member of MBA admission committee.
- ❖ Exertion as Member Executive Committee of RUSA & UGC.
- ❖ Life Member: Association of Socio-Economic Development Studies, Lucknow.
- ❖ Member, Board of Studies Business Management & Entrepreneurship from 03-11-2015 to till date.
- ❖ Member Executive Council from 11th January, 2017 to 10th January, 2018 Dr. Rammanohar Lohia Avadh University, Ayodhya.
- ❖ Member Youth Festival Organizing Committee 2019.
- ❖ Member Summer Sports Festival Organizing Committee 2019.
- ❖ President: Alumni Association 2019 (Business Management & Entrepreneurship) Dr. Rammanohar Lohia Avadh University, Ayodhya.
- ❖ Member-Board of Governors (BOG) IET (Institute of Engineering and Technology), Rammanohar Lohia Avadh University, Ayodhya since 5th November, 2020.

Additional Responsibilities: Hostel / Guest House:

- ❖ Superintendent, Saryu Hostel from 2nd August 2010 to 30th July 2013
- ❖ Superintendent, Lav-Kush Hostel, Dr. R.M.L. Avadh University, Ayodhya from 17.01.2015.
- ❖ In-charge, Krantiveer Gendalal Dixit Guest house Dr. Rammanohar Lohia Avadh University, Ayodhya.

Proctorial Board:

- ❖ Assistant Proctor since 26th July 2013 to April, 2016.
- ❖ Deputy Proctor from 26 May 2016 to **Deputy Proctor**, Dr. R.M.L. Avadh University to 15/06/2020.

N.S.S./N.C.C. :

- ❖ N.S.S. *Programme Officer, Residential Campus, Dr. R.M.L. Avadh University, Ayodhya* from 17.11.2005 to 22.01.2010 & 10.06.2010 to 30.11.2011 and Honoured with Swami Vivekananda University level Award of N.S.S. Programme Officers for the year 2008-09.
- ❖ *C.T.O.* 10/65 U.P.COY. N. C. C., Dr. R.M.L. Avadh University, Ayodhya from 04.09.2012 to 14.12.2014.
- ❖ **Associate N.C.C. Officer** From 15.12.2014 to till date.

Examination / Evaluation:

- ❖ Deputy coordinator in the University Main exam evaluation B.Ed. 2007- 08 & commerce / science / Agriculture 2008- 09 and 2009- 2010.
- ❖ Deputy Coordinator in the University Back Paper Exam Evaluation 2010.
- ❖ Deputy Head Semester Exam (BBA, BCA, LLB, MBA) Evaluation 2011.
- ❖ Deputy Coordinator, Main Exam Evaluation 2014, Commerce, Science & Agriculture.
- ❖ Deputy Coordinator, Main Exam Evaluation 2014, Commerce.
- ❖ Deputy Coordinator, Evaluation, Residential Campus Exam 2014 & 2015.
- ❖ Deputy Coordinator, Evaluation, Residential Campus Exam & LL.B.-Exam 2016.
- ❖ Deputy Coordinator, M.Ed. Entrance 2014-15.
- ❖ Convenor, Flying Squad, LL.B. Semester Exam 2014.
- ❖ Observer/University Representative for numerous times at University level as well as state level examination.
- ❖ Centre Superintendent Main Examination 2015 at Nandini Nagar P.G. College, Nawabganj, Gonda and Conducted the Examination of 49504 students (UG 40998 & PG 8506), the largest number of examinees in Uttar Pradesh.
- ❖ Centre Superintendent, R.B.P.-2015 (to conduct the Cancelled examination of B.Sc.-II year Dhondhe Ram P.G. College, Seora,, Ayodhya)

- ❖ Centre Superintendent, M.Ed.-2015, B.P.Ed./M.P.Ed.-2016 Examination of Residential Campus & 05 Affiliated Colleges.
- ❖ Centre Superintendent (to conduct the B.A./B.Sc./M.A. Cancelled examination of 03 colleges, 2016 Main Exam)..
- ❖ Deputy Coordinator, Main Exam Evaluation 2017.
- ❖ Member Admission Committee as per the provisions of University Statute from 31st July 2017 to 10th January 2018.
- ❖ Member Anti-Ragging Cell from 16th August 2017 to till date.
- ❖ Deputy Coordinator, Entrance Exam 2018, Residential Campus & Professional Course of Affiliated Colleges.
- ❖ Centre Superintendent to conduct R-CAT: 2018 & 2019.
- ❖ Deputy Convenor of University Flying Squad Main Exam & Back Paper Exam 2018.
- ❖ Member University Admission Committee: 2018.
- ❖ Member University Exam Conduction Committee (2017-2018).
- ❖ Member University N.S.S. Advisory Committee from November 2017 to till date.
- ❖ Coordinator University Flying Squad Main Exam: 2019.
- ❖ Coordinator, Ph.D ,Entrance Exam 2020

(Prof. Shailendra Kumar Verma)