

CURRICULUM VITAE

Prof. (Dr.) Shiv Prasad



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Personal Details:

Father's Name
Shri Punai Ram

Mother's Name:
Smt. Gulab Devi

Date of Birth
July 03, 1971

Gender:
Male

Marital Status
Married

Nationality
Indian

Languages Known
Hindi, English & Rajasthani

Residence
Plot No. 29
Jai Hanuman colony
Near M.D.S. University
Opp. Sanskriti School Ghorgra
Ajmer- 305009

Career Aim:

To be an innovative, creative and successful academician and researcher in the field of Accounting, Finance and Tourism Management and to make a mark in Institution building & Secretaryship

Value in life:

Truthfulness, Honesty, Hardworking, Sincerity, Punctuality, Concern for Underprivileged & Commitment for work.

Distinctive Competence:

Event Organizing Capability & Case Method of Teaching

Present Position

Professor, Department of Management Studies, **Hon'y Director** Dr. Bhim Rao Ambedkar Shodh Peeth, **Ex-Director** Research, **Ex.- Secretary** Sports Board, **Head**, Department of Journalism & Mass Communication and **Coordinator**, Coaching Classes for entry in services, NET Coaching, Remedial Coaching, Maharshi Dayanand Saraswati University, Ajmer, Rajasthan

Immediate Past position

Professor, Dean (FCM) & Head, Department of Business Management, Dean, Faculty of Computerics, Executive council member, Finance committee member, Academic Council member, Indira Gandhi National Tribal University Amarkantak, Anuppur (M.P.)

Teaching Experience: 21 Years and six Months.

UGC Research Award for Teacher 2016-18- Awarded University Grants Commission New Delhi Research Award 2016-18.

Teaching cum Administrative Experience: More than Eight Years

Accredited Management Teacher (AMT): Awarded AMT from All India Management Association (AIMA), New Delhi.

Scholastic & Professional Qualification

- 1. Company Secretary (C.S.)** in December 2004
Institute of Company Secretaries of India, New Delhi.
- 2. Doctor of Philosophy (Ph. D.)** in 2002
Thesis on "Financial Performance Appraisal of Rajasthan Tourism Development Corporation" (from 1986-87 to 1995-96), Maharshi Dayanand Saraswati University, Ajmer.
- 3. Master of Business Administration (MBA)** in 1993 with I Division, Jai Narain Vyas University Jodhpur
- 4. Master of Commerce (ABST)** in 1998 with I Division, Maharshi Dayanand Saraswati University Ajmer.
- 5. Master of Arts (Public Administration)** in 2004 with I Division, Maharshi Dayanand Saraswati University Ajmer
- 6. Master of Journalism and Mass Communication (MJMC)** in 2003 with I Division, Kota Open University Kota.
- 7. Faculty Development Programme (FDP)** from November 2001 to Feb 2002 from Indian Institute of Management, Ahmedabad (IIM-A).
- 8. Post Graduate Diploma in Economics of Foreign Trade & Foreign Exchange (PGDEFT&FE)** in 1994 with I Division, Jai Narain Vyas University Jodhpur
- 9. Post Graduate Diploma in Security Analysis & Portfolio Decision (PFDSA&PD)** in 1995, Jai Narain Vyas University Jodhpur
- 10. Bachelor of Journalism & Mass Communication (BJMC)** in 2000 with I Division, Kota Open University Kota.
- 11. Bachelor of Commerce (B. Com.)** in 1991 with I Division, Maharshi Dayanand Saraswati University Ajmer.
- 12. Institute of Cost & Works Accountants of India (ICWAI)** Intermediate, Institute of Cost & Works Accountants of India, Kolkatta.
- 13. YICC** from Department of Yogic Science and Human Consciousness, MDS University Ajmer (Result Awaited)

Academic Qualification

Examination	Board\Univ.	Marks Obt.	Year	Div.
Secondary	Board of sec. education, Raj.	571/800	1987	I
Higher Sec.	Board of sec. education, Raj.	306/400	1988	I
Senior Hr. Sec.	Board of sec. education, Raj.	346/500	1989	I

Other Academic endowment

1. U.G.C.(NET) University Grants Commission, New Delhi Dec.93 Qualified.
2. U.G.C.(NET) University Grants Commission, New Delhi Dec.94 Qualified.

Teaching Experience

POST	NAME OF EMPLOYER	GRADE	FROM	TO
Asstt. Registrar		10000-325-15200	Dec.,94	May 8
Professor	M. D.S. University, Ajmer.	No.F.()Estt./MDSU/94/6420,		2007
		19/11/94		Noon
Associate Registrar		37400- 67000	May 8, 2007	Oct. 8, 2011
Professor	M.D.S. University Ajmer	Grade Pay- 9000		
Professor Registrar		37400-67000	Oct. 9,2011	Sept. 3, 2012
	IGNTU Amarkantak	Grade Pay- 10,000		
Associate Registrar		37400- 67000	Sept. 4, 2012	Sept.01, 2015
Professor	M.D.S. University Ajmer	Grade Pay- 9000		
Professor Registrar		37400- 67000	Sept. 2, 2015	Continuing
	M.D.S. University Ajmer	Grade Pay- 10,000		

Administrative Assignment: Head/Incharge, Kaptan Durga Prasad Choudhry Patrakarita Sansthan, Department of Journalism and Mass Communication, Maharshi Dayanand Saraswati University, Ajmer for more than Eight years

Major Research Project and Minor Research Project

1. Completed Major Research Project entitled “Building Social Capital through Microfinance in India with special reference to Rajasthan State” funded by University Grants Commission, New Delhi (Letter No. F. No. -580/2009 (HRP) dated January 12, 2010) cost of the project is Rs. 7,22,882/- for duration of 2 Years and Six months.
2. Independently Completed a University Grants Commission Minor Research Project - “Financial Performance Appraisal of Rajasthan Tourism Development Corporation” (from 1986-87 to 1995- 96).

UGC Research Award: Awarded Research Award for Teacher for 2016-18 on title ‘A Study of Service Quality, Trust and Reputation as predictors of Customer Loyalty in a Banking Environment: A Case Study of Some Public and Private Sector Banks of Rajasthan’.

Research Supervision (Ph.D.) (13 awarded, 01 Submitted & 01 Registered and 05 in process of Registration)

<i>S. No.</i>	<i>Researcher</i>	<i>Title</i>	<i>Date of Commencement</i>	<i>Date of Award</i>	<i>Status</i>
1.	Ashu Sharma	Application of Turnaround Strategies in the Selected Cotton Textile Companies in Jaipur	12/07/2005	16/11/2009	Awarded
2.	Manita Garg	Job Satisfaction in Information Technology Industry (With special reference to Infosys Technologies and Tata Consultancy Services Ltd.)	23/11/2005	10/11/2010	Awarded
3.	Jeetendra Makwana	Performance Measurement through Balance Score Card of Tourism Industry (A Case Study of Indian Tourism Development Corporation)	21/02/2006	25/01/2011	Awarded
4.	Harish Kumar Singla	Capital Asset Pricing Model (CAPM) as an appropriate explanation of stock returns in the Indian capital markets- An Empirical study.	28/03/2006	01/05/2009	Awarded
5.	G. N. Maheswari	Comparative Management of Universities in Rajasthan	11/08/2005	23/04/2010	Awarded
6.	Mahesh Kumar Sarva	Investor Perception Regarding Depository System in India	02/03/2005 22/09/2009 {O-124-7(iii)d}	07/07/2010	Awarded
7.	Gaurav Jain	e-CRM: A comparative study of Indian Banking Sector with special reference to Foreign Banks, Private Bank and Nationalised Banks	28/01/2010 {O-124-7(iii)d}	12/08/2010	Awarded
8.	Niskam Sharma	Role of Leadership in Merger and acquisition for Indian Companies	17/07/2007	31/01/2011	Awarded

9.	Anvay Bhargav	Comparative Analysis of different Housing Finance Schemes and their Acceptability	26/09/2006 19/07/2010{O-124-7(iii)d}	05/03/2011	Awarded
10.	Amit Manne	Purchasing Behaviour of Financial Products through Online networking in Rajasthan	29/07/2008	15/01/2014	Awarded
11.	Garima Agarwal	Contribution and Potential of Small Scale Industries in Export business (A study with special reference to high potential items in India)	12/09/2009	14/03/2014	Awarded
12.	Anil Tatu	Application of EFQM Excellence Model and Knowledge Management Implication on Telecom Industry (A case study of BSNL and Idea Cellular)	29/06/2007	22/4/ 2014	Awarded
13.	Harbhan Singh	Social capital measurement of community based organizations through microfinance (A case of ethnography, sociological inquest and behavioural finance)	06/03/2013	21/12/2015	Awarded
14.	Vinita Bhatia	An empirical study of tourists Perception about selected tourism destinations of Rajasthan	22/01/2013	-	Submitted
15.	Surjeet Kaur Viridi	Microfinance and Skill Development: An analysis of Women Empowerment through Skill Development Programme.	-	-	Registered
16.	Khooshboo Solanki	Pursuing Course Work			
17.	Kunwar Singh	Pursuing Course Work			
18.	Meenal Jha	Pursuing Course Work			
19.	Surbhi Mehra	Pursuing Course Work			
20.	Renuka Sharma	Pursuing Course Work			

Area of Interest: Accounting & Finance, Tourism Management, Micro Finance, Management of Export & Journalism.

Research Papers/Articles Published

S. No	Title of Research Paper/Article	Name of Journal and Place of Publication	ISSN No	Duration	Detail of Publication
1.	An Empirical Study of Tourists' Satisfaction in the International Pushkar Fair	International Journal of Hospitality & Tourism Systems, Publishing India Group, New Delhi (Online Access- www.publishingindia.com)	ISSN:0947-6250	Bi-Annual	Volume 7 Issue 2 December 2014, page 19-27
2.	Impact analysis of Social Capital upon Poverty Alleviation and Standard of Living of Community based Organisations in Microfinance	International Journal of Research in Management & Social Science, Emyreal Institute of Higher Education, Guwahati.	ISSN 2322-0899	Quarterly	Volume 2, Issue 3 (IV) : July – September, 2014, Page 1-12
3.	Hotel Selection Factors - An Empirical Study of Tourists Visiting Pushkar Hotels	South Asian Journal of Tourism and Heritage, SAJTH, published by Centre for Tourism and Heritage, Department of Commerce, Dayanand College Ajmer	ISSN 0974-5432 Factor Index 1.21	Bi-Annual	July 2014, Vol. 7, No. 2, page 55-63
4.	Measurement of Tourist Satisfaction with Hotels in Pushkar	JOHAR – Journal of Hospitality Application & Research, Department of Hotel Management, BIT-Mesra, Ranchi	ISSN 0973-4538	Bi-Annual	Vol. 9 No. 1, page 14-27
5.	Changing Face of Buyers Behaviour towards on line shopping of Financial Products in India (A Case Study of Rajasthan State)	AIMA e-Journal of Management and Research, New Delhi	ISSN 0974 – 9497	Quarterly	February 2014, Volume 8 Issue 1/4
6.	Application of EFQM Excellence Model on Telecom Industry in	The Indian Journal of Business Administration, Department of Business	ISSN 0975-6825	Annual	Vol. 9, 2013, Page 48-68

	India (A Case Study of BSNL & Idea Cellular)	Administration, Faculty of Commerce and Management Studies, Jaswant Campus, Jai Narain Vyas University Jodhpur			
7.	The Impact of Cultural Attractions and Amenities in Building Image of a Tourist Destination- A Study of Tourists Visiting Jaipur	Indian Journal of Applied Hospitality & Tourism Research, Banarasidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi	ISSN 0975-4954	Annual	January 2014, Vol. 6, Page 3-9
8.	An Empirical Study on Financial Health of ITDC through 'Z' Score Analysis	Indian Journal of Accounting, Journal of Indian Accounting Association, Ahemdabad	ISSN 0972-1479	Bi-Annual	June 2013, Vol. XLIV(2), Year: 44, page 26-34
9.	Balance Score Card: A way to implement Strategy in turbulent times (A Case Study of R. K. Marbles)	Indian Journal of Applied Research, 8-A, BANAS, Opp. SLU College, Paldi, Ahmedabad	ISSN 2249-555X Impact Factor: 0.8215	Monthly	May 2013, Vol. 3, Issue 5, page 1-5
10.	An Empirical Study of e-CRM Practices on Indian Bank Service Quality (A Case Study of ICICI Bank)	Prabandhgyan : International Journal of Management, Jagan Institute of Management Studies, Sitapura Industrial Area, Jaipur	ISSN 2319-6351	Annual	Issue-March 2013, page 9-22
11.	Impact of Corporate Accountability on Public Governance in India	PARIPEX- Indian Journal of Research , published by PARIPEX-IJR, Opp. SLU College, Paldi, Ahmedabad	ISSN 2250-1991	Monthly	March 2013, Vol. 2, Issue 3, page 65-67
12.	An Empirical Study of Emerging Dimensions of Tourism in India	South Asian Journal of Tourism and Heritage, SAJTH, published by Centre for Tourism and Heritage, Department of Commerce, Dayanand College Ajmer	ISSN 0974-5432 Factor Index 1.21	Bi-Annual	January 2013, Vol. 6, No. 1, page 145- 158
13.	Destination Image	Entrepreneurship Business	ISSN	Bi-	July-

	Differences Among First time and Repeat Visitors: An Empirical Study	Review, Bi-Annual Referred International Journal, Published by Centre for Entrepreneurship and Small Business Management, M.D.S. University Ajmer	2229-7294	Annual	December 2013, Vol. 3 No.2, page 17-22.
14.	Use of Geographic Information System for Retail Business Analysis	AIMA e-Journal of Management and Research, New Delhi	ISSN 0974 – 9497	Quarterly	August 2012, Volume: 6 Issue: 3/4
15.	Talent Management: A Propellant to Achieve Business Excellence through Talent Appraisal & Control	AIMA e-Journal of Management and Research, New Delhi	ISSN 0974 – 9497	Quarterly	November 2010 Volume: 4 Issue: 4/4
16.	Knowledge Creation Process & Practices and Organizational Learning: A Corridor for Reviving Value Chain Components	AIMA e-Journal of Management and Research, New Delhi	ISSN 0974 – 9497	Quarterly	August 2010 Volume: 4 Issue: 3/4
17.	Quality Management System Practices in an Organisation: A Gateway to success	ACME journal of Management Brilliance, Biannual referred International Journal, Ajmer	ISSN No. 0976-5980	Bi-Annual	Vol: II, Issue: II, July-Dec.2011
18.	Value Creation Mechanism and climate issues: An efficient Approach for conquering synchronized customer value and sustainable development	International Journal of Research in Finance and Marketing, An E-Journal (Access on: http://www.mairec.org)	ISSN: 2231-5985	Quarterly	volume 01, issue 03, July 2011
19.	An Evaluation of SEBI's Functioning: Need for Change” in Business Perspectives of Birla Institute of Management	Business Perspectives, Birla Institute of Management Technology, New Delhi	ISSN:0972-7612	Bi-Annual	Vol. 5 No. 1. January- June, 2003, P- 109-114

	Technology, New Delhi				
20.	Market Transfers in Paperless Trading	Indian Journal of Accounting, Journal of Indian Accounting Association.	ISSN 0972-1479	Bi-Annual	Vol. XXXI, June 2000, Page - 42-50
21.	Buy back shares for Profit	Indian Management, The Journal of the All India Management Association, A Business India Group Publication, Udai Park, New Delhi.	ISSN-0019-5812	Monthly	Vol. 39 No 9 September 2000, Page 28-30
22.	Venture Capital: Its Concept and Performance in India	Udyog Pragati: The Journal for Practicing Managers, National Institute of Industrial Engineering, Mumbai-400087	ISSN-0970-3365	Quarterly	Vol.25, No1, Jan.-March 2001 P-33-41
23.	Trading of Dematerialised securities in some selected Stock Exchanges	Business Perspectives, Birla Institute of Management Technology, New Delhi	ISSN:0972-7612	Bi-Annual	Vol. 2 No. 2. July-December, 2000, P- 83-88
24.	A to Z – New faces of the public sector	Bikaner Journal of Management, Institute of Management Studies, B.J.S. Rampuria Jain College, Bikaner	-	Bi-Annual	Vol 6, No.1, September 2003. P 65-76
25.	Tackling NPA: An agenda for the future	Strategy: The Journal for Management Development, Department of Business Administration, Berhampur University Berhampur	-	Annual	Volume VII, October 2003, p.p. 78-85
26.	New take-over code: Impact on Indian Corporate Sector	The Journal of Indian Management & Strategy, JIMS, Institutional Area, Rohini, Delhi	RNI 645621 /96	Quarterly	Volume 2 No. 2, April-June, 1997. P-34-38
27.	Dematerialisation- Its concept & progress in India” in The Journal of Indian Management & Strategy	The Journal of Indian Management & Strategy, JIMS, Institutional Area, Rohini, Delhi	RNI 645621 /96	Quarterly	Volume 6 No. 1, Jan.-March 2001 P-16-19

28.	Comparative Study of Various Reports on Corporate Governance	Prabandh: Journal of Management Education & Research of FMS, M.L.S. University Udaipur	-	Annual	June 2002, P-47-66
29.	Effective use of Information Technology in Corporate Management	Journal of Environment and Management, Institute of Environment and Management, Lucknow	-	Bi-Annual	Jan-June 2004, p.p. 40-41
30.	Winning in an Interview	Journal of Environment and Management, Institute of Environment and Management, Lucknow	-	Bi-Annual	Jan-June 2004, p.p. 42-44
31.	Implementation of Value Added Tax (VAT)	Chintak: Research Journal of Social Science, M D S University Ajmer	-	-	Vol.2 Year 2005, p.p. 57-60

Book Published

1. **Khandelwal N.M., Prasad Shiv**; textbook on 'Lekha Shastra' for class XI approved by Board of Secondary Education, Rajasthan, in 1998-1999 and onward, published by Maya Publication, Jaipur.
2. **Prasad Shiv**; 'Financial Performance of Rajasthan Tourism Development Corporation: An Appraisal' (ISBN No. 978-3-659-20094-6) published in July 31, 2012 by LAB Publishing House, Germany.
3. **Kumari Veena, Upadhyaya Deepika and Prasad Shiv**; 'Women Empowerment and Development of Micro Finance: A Case study of Rajasthan (India)' (ISBN No. 978-3-659-20063-2) published in January 2012, by LAB Publishing House, Germany.
4. **Prasad Shiv**; 'Social Capital & Micro Finance' (ISBN No. 978-81-7611-713-5) published by RBSA Publishers, Jaipur (Rasjasthan).

Article in Edited Book

1. **Prasad Shiv**; "Managerial Aspects of Accounting during Medieval Rajasthan" published in Book 'Virat Vyaktitv Samrat Prithviraj Chouhan', from page 230 to 238, Year of Publishing 2016, (ISBN 978-93-82311-83-6), Royal Publication, Ratanada, Jodhpur.
2. **Prasad Shiv, Kumari Veena**; "Self-Help Groups and its impact on Socio-Economic Empowerment of Women in India (A Case Study of Rajasthan State)" published in Edited Book 'Role of Women in Indian Economy', from page 134 to 152, Year of Publishing 2013, (ISBN 978-93-80820-37-8), V L Media Solutions, New Delhi.
3. **Prasad Shiv, Bhatia Vinita**; "Luring International Tourists to Rajasthan- A case of Pushkar fair" published in Edited Book 'Management, Leadership & Corporate Governance', from

page 35-41, Year of Publishing 2013, (ISBN 978-81-9046357-7), Swastik Publishing House, New Delhi.

4. **Prasad Shiv**; “The Dynamic World of Mergers and Acquisitions” published in Edited Book ‘Merger and Acquisition: Indian Scenario’, from page 50 to 77, Year of Publishing 2007, (ISBN 81-7391-920-8), Kaniska Publishers and Distributors, New Delhi.
5. **Prasad Shiv**; “Economic Value Added: Concept and Applications” published in Edited Book ‘Economic Value Added’, from page 1 to 28, Year of Publishing 2009, (ISBN 978-81-8450-210-7), Deep & Deep Publications Pvt. Ltd., New Delhi.

Courses Developed

1. Written two Units; Unit – 17 Sources of Long Term Finance and Unit – 18 Sources of Short Term Finance for BBA Vardhaman Mahaveer Open University, Kota.
2. Written two Units; Unit – 14 Marginal Costing and Unit – 15 Standard Costing & Variance Analysis for BBA – 09 Cost and Management Accounting, April 2012, ISBN No.: 978-81-8496-317-5, Vardhaman Mahaveer Open University, Kota.
3. Written two Units; Unit – 6 Measures of Central Tendency: Mean, Median and Mode Unit – 7 Measures of Dispersion for BBA – 05 Fundamentals of Business Statistics, February 2011, ISBN No.: 13/978-81-8496-272-7, Vardhaman Mahaveer Open University, Kota.
4. Written whole course of International Marketing comprising 15 units for BBA, IASE, Sardarsahar.

Conferences/Seminars

International

1. Presented a paper on “Impact of development of Accounting on Nation Building through Capacity Building, Sustainability and Public Interest” in 38th All India Accounting Conference and International Seminar on Accounting Education and Research from December 05-06, 2015 at Panjab University Chandigarh organised by University Business School, Panjab University Chandigarh & Indian Accounting Association, Chandigarh Branch.
2. Presented a paper on “Accounting and Financial Reporting of Financial Instruments with special reference to Growth of Derivative Instruments” in 37th All India Accounting Conference and International Seminar on Accounting Education and Research from November 08-09, 2014 at Lucknow organised by Faculty of Commerce, University of Lucknow, Lucknow & Indian Accounting Association, Lucknow Branch.
3. Presented a paper on “Building Social Capital among Women of CBOs during the Development of Micro Entrepreneurship through Microfinance in India” in the Fourth biennial International Conference on "Entrepreneurship, Tourism, Environment & Energy" from October 11-12, 2014 organised by Centre for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.

4. Presented a paper on “Destination Image Differences amongst first time and Repeat visitors: An Empirical Study” in the Fourth biennial International Conference on "Entrepreneurship, Tourism, Environment & Energy" from October 11-12, 2014 organised by Centre for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.
5. Presented a paper on “Preference of hotel attributes – A study of tourists visiting Pushkar” in International Conference on Emerging Trends in Business and Economy: Mapping the Way Ahead from February 14-15, 2014 at Department of Management Studies, Poornima Group of Colleges and School of Management, Poornima University Jaipur.
6. Presented a paper on “The impact of cultural attractions and amenities in building image of a tourist destination- A study of tourists visiting Jaipur” in 4th India International Hotel, Travel & Tourism Research Conference (IIHTTRC 2014) from February 12-13, 2014 at Banarasidas Chandiwala Institute of Hotel Management & Catering Technology New Delhi.
7. Presented a paper on “A Study of Directions & Development of Government Accounting in India” in 36th All India Accounting Conference and International Seminar on Accounting Education and Research from January 11 & 12, 2014 at Vishakhapatnam organised by Department of Commerce & Management Studies, Andhra University & Indian Accounting Association, Vishakhapatnam Branch.
8. Presented a paper on “IFRS: Implementation and Challenges in India” in 35th All India Accounting Conference and International Seminar on Accounting Education and Research from January 5-6, 2013 at Rajkot organised by Indian Accounting Association Saurashtra Branch, Rajkot and Department of Management Studies, Saurashtra University Rajkot.
9. Presented a paper on “Dynamics of Microfinance and Increasing standard of living of Poor: A study of social capital Formation” in International Conference on Global Business Research (Special reference to Human Resource, Banking and Accounting from September 20-22, 2012 at Udaipur organized by Master of Human Resource Management & Master of Banking and Insurance, University College of Commerce & Management Studies, Mohanlal Sukhadia University Udaipur.
10. Chaired a Technical Session on “Sustainable Management Practices: Development and Dimensions” in International Conference on ICSMP-2012 from March 30th -31st, 2012 at Udaipur organized by Faculty of Management Studies, Mohanlal Sukhadia University Udaipur.
11. Presented a paper on “Impact of Direct Tax Code on Financial Products” in 34th All India Accounting Conference and International Seminar on Accounting Education and Research from December 17-18, 2011 at Jaipur organized by Department of Accountancy & Business Statistics, University of Rajasthan & Indian Accounting Association, Jaipur Chapter.
12. Presented a paper on “An Ethical Perspective of Corporate Governance” in XXXIII All India Accounting Conference and International Seminar on Accounting Education and Research from November 13-14, 2010 at Thiruvananthapuram organized by Department of Commerce, University of Kerala and Indian Accounting Association, Kerala Branch.

13. Presented paper on “ Rural Entrepreneurship in India: Delivering ‘Auxiliary Value’ to Rural Markets against Conglomerates” in Third biennial International Conference on "Entrepreneurship in Growing Economies" from January 22-23, 2011 organised by Centre for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.
14. Contributed a paper on “Competitiveness of Small & Medium Enterprises in India” in International Conference on ‘Sustaining and Enhancing Competitiveness in Today’s Business Scenario’ (ELIXIR 2011) organized by Datta Meghe Institute of Management Studies Nagpur (Maharashtra) from 18-19 February 2011.
15. Presented a paper on “Concept and Hedging Process of Hedge Accounting” in XXXII All India Accounting Conference and International Seminar on Accounting Education and Research organized by Indian Accounting Association (Gwalior Branch) in association with Institute of Commerce and Management, Jiwaji University, Gwalior during November 14-15, 2009.
16. Presented a paper on “Recent Advance in Commerce and Management” in Multidisciplinary International Conference on the theme Emerging Issues and Global Economics Scenario organized by Aishwarya College, Udaipur (Rajasthan) during August 21-24, 2009.
17. Presented a paper on “Measuring Corporate Performance through Balance Score Card” in International Conference on the theme Managing Global Business Competition: World’s Best Practices held at MHRM Programme, Department of Business Administration, Mohanlal Sukhadia University, Udaipur during September 22-24, 2008.
18. Presented a paper on “The Rise of Knowledge Capital: An Empirical Study” in International Seminar and XXVIII All India Accounting Conference at Hyderabad (A.P.) organized jointly by Indian Accounting Association, ICWAI Calcutta and Osmania University Hyderabad from 10-11 Dec. 2005.
19. Presented a paper on “Implementation of Environmental Accounting” in International Seminar and XXVII All India Accounting Conference at Bhubaneswar (Orissa) organized jointly by Indian Accounting Association, ICWAI Calcutta and Utkal University Bhubaneswar from 18-19 Dec. 2004.
20. Presented a paper on “Value Added Tax: concept and effect” in International Seminar and XXVI All India Accounting Conference at Varanasi (U.P.) organized by Indian Accounting Association from 27-28 Dec. 2003.
21. Participated in International Conference on "Supply Chain Management" at Management Development Institute, Gurgaon (Haryana) from Nov. 21-22, 1998.
22. Presented a paper on “Accounting and Information Technology” in XXI All India Accounting Conference at Bangalore University, Bangalore organized by Indian Accounting Association from Jan 31-1Feb, 1998.

National

1. Presented a research article on “Assessment of Skill Competency of Business Education Students’ in Some Selected Universities of Rajasthan State” in *68th All India Commerce Conference of the Indian Commerce Association* organized by University Department of Commerce and Business Management, Vinoba Bhave University, Hazaribag from November 06 to 08, 2015.
2. Presented a paper on “Integrated Water Resources Management & Local Level Planning in Rajasthan” in National Seminar on Geomatics for Natural Resources and Climate Change with Special Reference to Rain-Fed Agriculture and Water Resources from October 8-9, 2015 organised by Department of Remote Sensing & Geoinformatics, Maharshi Dayanand Saraswati University Ajmer.
3. Presented a paper on “Managerial aspects of Accounting in Medieval Rajasthan” in National Seminar on Virat Personality- Samrat Prithviraj Chouhan and Medieval India from March 14-15, 2015 at Department of History, Maharshi Dayanand Saraswati University Ajmer.
4. Presented a research article on “A Study of Weak Form of Market Efficiency of Indian Capital Market: A Case Study of Bombay Stock Exchange” in *67th All India Commerce Conference of the Indian Commerce Association* organized by KIIT University Bhubaneswar in association with Department of Commerce, Utkal University Bhubaneswar from December 27th to 29th December, 2014.
5. Presented a paper on “An Empirical Study of Direct Cash Transfer Subsidy for Welfare of Poor’s in India” in the National Seminar on Inclusive Growth and Sustainability- Role of Commerce Education in India of *66th All India Commerce Conference of the Indian Commerce Association* organized by Department of Commerce, Bangalore University Bangalore from December 05-07, 2013.
6. Presented a paper on “Relevance of Sufism for Modern Management” in National Sufi Seminar on 'Chishti Order of Sufism and Indian Culture' on July 25, 2013 organised in collaboration with Academic Staff College, M.D.S. University Ajmer and Baba Farid Centre for Sufi Studies, Punjabi University, Patiala.
7. Presented a paper on “Relevance of Gandhian Thought for Managing Resources” in National Conference on 'Relevance of Gandhism in Twenty first Century' on March 30, 2013 sponsored by U. G. C New Delhi and organized by Department of Political Science, M.D.S. University Ajmer.
8. Presented a paper on “Travel Motivations of International Tourist - A Critical Review” in National Conference on 'Tourism and Cultural Heritage of Rajasthan: Issues and Challenges' from December 8-9, 2012 sponsored by U. G. C New Delhi and organized by Centre for Tourism and Heritage Research, Dayanand College Ajmer.
9. Presented a paper on “Society and Culture of Tribes” in National Seminar from March 22-23, 2012 organised by Department of Hindi, Indira Gandhi National Tribal University Amarkantak, Anuppur (M.P.)

10. Presented a paper on “Emerging strategies for sustainable growth and competition” in National Seminar on VITARKA-2012 from March 1-3, 2012 organised by Department of Management Technology, Shri Ramdeobaba College of Engineering & Management, Nagpur.
11. Presented a paper on “MGNREGA: A Revolutionary Step for Right to Work” in 64th All India Commerce Conference from December 13-15, 2011 organized by Department of Commerce, School of Management, Pondicherry University, Pondicherry.
12. Presented a paper on “ICT & Tourism: Challenges and Opportunities” 1st National Conference on Tourism, Culture and travel literature supported by Department of Tourism, Govt. of Rajasthan, co-hosted by Centre for Tourism and Heritage Research, Dayanand College, Ajmer from September 27-28,2011 organised by Foundation of Art Culture Environment and Tourism, Ajmer.
13. Presented a paper on “Building Social Capital through Micro finance: A diverse approach for accelerating poverty reduction efforts” UGC sponsored National Seminar on Emerging Trends in Economic Environment from February 5-6, 2011 organised by Department of Banking and Business Economics, University College of Commerce and Management Studies, Mohanlal Sukhadia University, Udaipur.
14. Presented a paper on “PDSA & DM A/c in Higher Education at Micro level: A bottom up Approach for assuring Quality Issues in Higher Education” in National Conference (UGC Funded) on Management & Accountability in Higher Education from January 08-09, 2011 organised by Government College Ajmer.
15. Participated in GEOMATICS -2011, National Conference on “Impact of Climatic Change with Special Emphasis on Desertification” from February 3-5 February 2011 jointly organised by Indian Society of Geomatics, ISRO and M.D.S. University Ajmer.
16. Presented a paper on ‘Talent Management: A Stimulus for knowledge creation and social learning in globalised scenario’ and ‘Business Education at Cross Road’ in 63rd All India Commerce Conference, Annual Conference of Indian Commerce Association from October 1-3, 2010 organized by Faculty of Commerce Goa University Goa.
17. Presented a paper on “Building Social Capital through Micro-Finance in India” in 62nd All India Commerce Conference of Indian Commerce Association organized by Maharshi Dayanand Saraswati University, Ajmer during October 10-12, 2009.
18. Participated in Workshop on ‘Research Methods & Research Paper Writing’ from January 15-16, 2009 organised by All India Management Association – Centre for Management Education, New Delhi.
19. Participated in National Workshop on Promoting Excellence in Research PER-2008 from November 5-7, 2008 organised by Maharshi Dayanand Saraswati University Ajmer.
20. Presented a paper on ‘Awareness about Human Rights Education to Civilised Society’ in UGC National Seminar on ‘Role of NGOs in Creating Awareness about Human Rights Education: Task and Challenges’ organized by Department of Political Science and Public Administration, MDS University Ajmer from March 24-25, 2007.

21. Participated in National Seminar 'Jammu & Kashmir: Social and Economic Scenario' organized by Department of Education, MDS University Ajmer in special association with Jammu-Kashmir Study Centre, New Delhi on December 08, 2014.
22. Participated in National Seminar on 'Recent Trends of Population Growth in India' organized by Department of Population Studies, MDS University Ajmer on March 25, 2006.
23. Participated in National Conference on "Relevance of Vedantic Philosophy for Contemporary Management" at FMS, MDS University, Ajmer from March 04-06, 1998.
24. Presented a paper on "Transparency in Corporate Governance" in National Seminar on Public Interest Accounting and XXII All India Accounting Conference at Udaipur organized by Indian Accounting Association from April 24-25, 1999.
25. Participated in the "Fourth National Case Writing Workshop" organized by Prestige Institute of Management, Gwalior (M.P.) during October 08-10, 2004.

Local

1. Participated in four day workshop on "Yoga in Promoting Physical, Mental and Spiritual Health" at Department of Yogic Science & Human Consciousness, M.D.S. University Ajmer from May 06 to 09, 2016.
2. Participated in two day workshop on "Teaching Pedagogy (Case Study Method) for Management" at Faculty of Management Studies, MDS University Ajmer from Nov. 15-16, 1999.
3. Participated in Youth Summit on 'Healthy Youth-Healthy India' for National Service Scheme from February 17-18, 2008, organized by Commission rate, College Education, Jaipur and Government College Ajmer.
4. Participated in Workshop for NSS Programme Officers from February 17-18, 2007 at Government College Ajmer.
5. Participated in Workshop on 'Dissemination of Census Data' organized by Department of Population Studies, MDS University Ajmer on September 29, 2006.
6. Participated in one day Seminar on 'Declining No. of Girl-Child in Present Scenerio' organized by Department of Population Studies, MDS University Ajmer and Mahila Jan Adhikar Samiti, Ajmer on March 12, 2005.
7. Participated in Patent Awareness Workshop on March 27, 2003 organised by Patent Information Centre, DST,GOR, Jaipur and M.D.S. University Ajmer.
8. Presented a Paper on "Teaching Dynamic Process in Finance: How can we prepare students for an age of Rapid and Continual Change" during FDP at IIM Ahmedabad.
9. Participated in "Domestic Violence Act-2005" Concept, Awareness, Uses & Misuse Conference organized by Department of Population Studies, M.D.S. University, Ajmer.

Short term Course Attended

1. Participated in Short Term Course under Quality Improvement Programme titled 'Faculty Development Program on Intellectual Property Rights' organized by Department of

Management Studies, Indian Institute of Technology, Delhi, sponsored by A.I.C.T.E., Govt. of India during July 6-10, 2009.

2. Participated in Staff Development Programme on “Management Educators in Deveoping Facilitation Skills for Teaching and Training” organized by Bharati Vidyapeeth University, Institute of Management & Research, New Delhi, sponsored by A.I.C.T.E. during May 18-30, 2009.
3. Participated in UGC Refresher Course in Business Administration from March 23, 1998 to April 12, 1998 at FMS, M.D.S. University Ajmer.
4. Participated in Orientation Course from January 27,1999 to February 23, 1999 at Academic Staff College, Jodhpur.
5. Participated in Workshop of Ajmer Division’s Programme Officers on February 17-18, 2007 at Government College, Ajmer.
6. Participated in UGC Refresher Course in Management, Banking and Business Economics from Feb. 24, 2003 to March 18, 2003 at Institute of Public Enterprises, Osmania University Campus, Hyderabad, A. P.
7. Participated in Orientation Course for National Service Scheme Program Officers from July 21, 2003 to July 30, 2003 at Harish Chandra Mathur Public Administration Institute, J. L. N. Marg, Jaipur.
8. Participated in UGC Refresher Course in Management, Management Challenges in Post Liberalisation Era from October 16, 2003 to Nov. 5, 2003 at Department of Business Administration, Berhampur University Berhampur (Orissa).
9. Participated in Quality Improvement Programme (QIP) on Supply Chain Management at Narseemji Mohan Institute of Management Studies, Mumbai from Feb. 2, 2004 to Feb. 6, 2004, sponsored by All India Council for Technical Education, New Delhi.

Cases Developed

1. A case on "Vijaynagar College" was developed on the basis of Case Lead, jointly by Dr. Shiv Prasad, Nandakumar Mekoth, Nityananda Jati, Yagna Prasad Subedi from Nepal and Yamini Karmarkar during Faculty Development Program at Indian Institute of Management, Ahmdabad.
2. A case on " Madhavpura Mercantile Cooperative Bank, Ahmedabad" was developed during Faculty Development Program as an Action Plan and placed before class for discussion several times and it was published in the “Selected CASES” book of the Department of Management Studies, MDS University Ajmer during the three phase Field Visit & Case Development Workshop on 29 & 30 March 2007.
3. The two cases 'The Wage Revision Tug of War' and 'Old Habit Die Hard' was jointly developed by Dr. Shiv Prasad, Dr. S. S. Bhakar, Director, PIMG, Ms Ritu Sapra, Mr. Nitin Patwardhan and Mrs. Vijay Laxmi Saxena during Fourth National Case Writing Workshop organized by Prestige Institute of Management, Gwalior from October 08-10,2004.

Invited Lectures in Conference/Symposia/Refresher Course

1. Taken lecture on contemporary issues in Finance and Research Methods in Government Engineering College Ajmer from Jan 22, 2007 to 31, 2007.
2. Delivered talk on the topic Disaster Management- General in a Symposium organized by Indian Red Cross Society, Ajmer on April 18, 2011.
3. Delivered lecture on Management and its function in Management Orientation Programme on Jan 8, 2008 organised by Rajasthan Vidhyapeeth Institute of Information Technology Ajmer.
4. Delivered three special lectures on Emerging scenario of financial market in conference from 20th February to 22nd February 2011 at M.D. College Nagaur.
5. Delivered three special lectures on Liberalisation, Privatisation and Globalisation and its effect in symposia from 07 January to 09 January 2009 at Shahid Surendrasingh College Khinwsar, Nagaur.
6. Delivered three special lectures on Environmental Accounting and its impact in symposia/conference from 22 March 2008 to 23 March 2008 at Shahid Surendrasingh College Khinwsar, Nagaur.
7. Delivered three special lectures on Innovative Financial Instruments in symposia/conference from 14th January to 16th January 2007 at Shahid Surendrasingh College Khinwsar, Nagaur.
8. Delivered three special lectures on New Dimension of Indian Capital Market in symposia/conference from 21 February to 23rd February 2006 at Shahid Surendrasingh College Khinwsar, Nagaur.
9. Taken three day lecture from 27th January, 28 January and 31 January 2011 of one and half duration on different theme at Revenue Research & Training Institute Ajmer.
10. Taken six sessions on different aspects of Management in UGC Refresher Course in Management from March 28, 2006 to April 17, 2006 at Academic Staff College, MDS University Ajmer.
11. Delivered a lecture on “Personality and its Measurement in one’s life” in the UGC Refresher Course in Commerce on December 12, 2012 organised by Academic Staff College, MDS University Ajmer.
12. Delivered a lecture on “Motivation to Work” in the UGC Orientation Course on January 10, 2013 organised by Academic Staff College, MDS University Ajmer.

Events Organised

1. Course Coordinator, Special Summer School on Research Techniques from May 23, 2013 to June 12, 2013 sponsored by University Grants Commission and organised by Academic Staff College, M.D.S. University Ajmer
2. Organised National Seminar on ‘Changing Face of Media and its Relevance to Society’ on March 28, 2013 at Department of Journalism and Mass Communication, M.D.S. University Ajmer in the capacity of Seminar Director.

3. Organized National Seminar on 'Inclusive Growth of Tribes in India: Myths and Realities' from March 24-25, 2012 at Department of Business Management, IGN Tribal University Amarkantak in the capacity of Seminar Convener.
4. Organised National Seminar on 'Sustainable Economic Development of tribes in Madhya Pradesh and Chattishgarh' February 24-26, 2012 at Department of Commerce, IGN Tribal University Amarkantak in the capacity of Seminar Convener.
5. Conference Chairperson of a Technical Session on Finance in the International Conference on 'Sustainable Management Practices: Challenges and Dimensions' organized by Faculty of Management Studies, M.L.S. University, Udaipur from March 30-31, 2012.
6. Organised UGC Sponsored National Seminar on 'Recent Development of Financial Services in India' in the capacity of Seminar Director on March 30, 2007.
7. Organized two days workshop titled "Effective Handling of a Case class" in the capacity of Assistant Coordinator for the faculty members of the province of Rajasthan (March 5-6, 2005).
8. Organized a two days workshop titled "Case Development in Management Education" in the capacity of Assistant Coordinator for the faculty members of the province of Rajasthan (March 19-20, 2005).
9. Organised UGC Sponsored National Conference on 'Contemporary Issues in Management' in the capacity of Conference Secretary on March 18, 2006.
10. Assisted in Organising Twenty One days Refresher Course in Management for College and University teachers from March 28, 2006 to April 17, 2006 sponsored by UGC.
11. Organised Ten days Special Camp in National Service Scheme by adopting Ghoogra Village from February 3, 2007 to February 12, 2007.
12. Organised Blood Donation Camp on October 9, 2006 with the help of Rajasthan State Aids Control Society (RSACS) under NSS on the demand of J. L. N. Hospital at the time of spreading dicsies Chikangunia, Monkigunia in Rajasthan in which 100 unit bloods were collected in University Campus.
13. Organised Ten days Special Camp in National Service Scheme by adopting Kayad Village from January 21, 2006 to January 30, 2006.
14. Organised Ten days Special Camp in National Service Scheme by adopting Kayad Village from January 22, 2005 to January 31, 2005.
15. Organised Ten days Special Camp in National Service Scheme by adopting Bhunabai Village from January 21, 2004 to January 30, 2004.
16. Organised many one day camp at least three in one academic session in National Service Scheme since 2001.

Services as a Placement Coordinator/Advisor

Looking after the Training and Placement activities of the Department since 1999. All the MBA Students need to undergo practical training of roughly two months after completion of the first

year MBA Program. It is my responsibility to communicate with Industries and arrange placements for students and look after all aspects of training such as evaluation of students' training reports.

As a Training & Placement Advisor of the Department of Management at MDS University, Ajmer. I have been able to call many companies in the campus i.e. ICICI Bank Mumbai, IDBI Bank, Kotek Mahindra, General Electric, V Customer, Torrent Pharmaceutical, Maitri Pharma, Shree Cement Beawer, Toshniwal Industries Limited etc. for campus Placement. But in the year 2004-2005 & 2014-15, I was able to place successfully almost all the MBA Final year students through a record breaking campus recruitment process of nationally renowned companies.

Miscellaneous

1. Co-Coordinator PC-PMT 2015 organised by Maharshi Dayanand Saraswati University Ajmer.
2. Executive Editor, International Journal of Management Excelencia, published by Department of Management Studies, M.D.S. University Ajmer.
3. Chairman, University Research Ordinance and Rule Drafting Committee at Indira Gandhi National Tribal University Amarkantak (A Central University by an Act of Parliament).
4. Chairman, Admission Committee for 2011-12 at Indira Gandhi National Tribal University Amarkantak.
5. Chairman, Conduct of Examination Committee for 2012-13 at Indira Gandhi National Tribal University Amarkantak.
6. Executive Council Member/Vice Chancellor Nominee in Various Selection Committee of Registrar, Deputy Registrar, Professor, Associate Professor, Assistant Professor and chairman of other non-teaching selection committee at Indira Gandhi National Tribal University Amarkantak.
7. Course Co-Coordinator of Master of Business Administration (Service Management), Self Financing Course at the Department of Management Studies.
8. Member of the Advisory & Welcome Committee, Technical Session, Seminar and Memorial Lecture Committee and Souvenir Committee for 62nd All India Commerce Conference of Indian Commerce Association.
9. Member, Constitution Drafting Committee, Student Union.
10. Centre Superintendent of Examination in the University Campus in 2007
11. Additional Centre Superintendent of Examination in the University Campus in 2008-09 and 2012-13
12. Warden, Yagyavalakya Research Hostel, MDS University Ajmer.
13. Assistant Centre Superintendent of Examination in the University Campus in 2007.
14. Correspondent of 'University Today', fortnightly magazine, published from New Delhi.
15. Programme Officer, National Service Scheme (NSS) Unit II at MDS University, Ajmer from 2001 to 2008.

16. Convener, Committee of Courses in Journalism of MDS University Ajmer in 2005.
17. Member of Board of Studies for Faculty of Management Studies, Tourism and Heritage Management, M.D.S. University Ajmer.
18. Convener, Placement Cell, MDS University Ajmer
19. Convener, SC/ST Cell of UGC merged scheme, MDS University Ajmer
20. Convener, Coaching classes for entry in services for SC/ST/Minority Students
21. Co-coordinator, Coaching Classes for NET Coaching, Remedial Coaching & Entry in Services Coaching for SC/ST/OBC/Minority Students.
22. Member, University Innovation Award 2009 (UIA-2009)
23. Member of Advisory Board of South Asian Journal of Commerce & Management, Varanasi.
24. Member of Advisory Board of Biannual referred International Journal ACME- Journal for Management Brilliance.
25. Member, Standing Committee for recommending the application for submission of Ph D thesis in cases of delay in Ph D research work.
26. Member of Unfair means Committee, Flying Squad Committee, Grievance Committee, Human Rights Committee, Women Harassment Removal Committee, Course Affiliation Committee, and Convener of Result Committee of West Zone Youth Festival 2014-15 and other.

Other Activities

1. Incharge, Training & Placement since 1999.
2. Advisor, Student Activities for last eight year till 2002-2003.
3. Supervisor, Industrial Tour/Visit for more than twenty six times at various places and visited in many industries along with MBA, BBA students.
4. Incharge, Ajmer Investor Advisory Association in the faculty.
5. Secretary, Departmental/Staff Council meetings.
6. Incharge, Press and Media of the Department.

Life Memberships

Life Member of All India Management Association New Delhi. (LM 200821590)
 Life Membership of Indian Accounting Association.(AJ 32)
 Life Membership of Indian Commerce Association. (R147)
 Life Membership of Centre for Tourism and Heritage Research, Ajmer (No. 113)
 Life Membership of People's Union for Civil Liberties, Rajasthan, Unit- Ajmer.
 Life Membership of Youth Hostel Association of India
 Life Member of University Today, Delhi

Achievements

1. Received Cash Prizes on four articles for being as one of the best in that published journal.
2. Certificate of 'Prathama' & 'Visharad' in Rajasthani Language, conducted by Rajasthani

Bhasha Prachar Sahitya Samiti, Jaipur.

3. Actively Participated in Scout, NSS at School and College level.
4. Got always First Position in the class at school/college level throughout my academic career.
5. Won various prizes in Essay writing, debating and other co-curricular activities.
6. Participated in Sports like Cricket, Badminton etc.
7. Supervised more than thousands Dissertation, Project work of MBA, MBE, MBA (EP) and B. B. A. of various universities like MDSU Ajmer, IGNOU, New Delhi, and KOU, Kota.
8. Examiner and Paper Setter of various Indian Universities.
9. Acted as Resource person in Refresher course in Commerce and First and Second Refresher Course in Management organized by Department of Management Studies. The topics for the lecture were- "Creditworthiness of Credit Rating Agencies in India"; "Implementation of VAT"; "New Dimensions in Venture Capital" Management Games on personality, decision making and in Revenue Board during the training to clerical staff.

Teaching Specialisation

Indian Financial System	Accounting for Management
Security Analysis and Portfolio Management	Statistics for Management
Tourism Management	Cost and Financial Accounting
Financial Management	Project Management
Microfinance and Financial Inclusion	Management of Financial Institutions
Social Capital in Solidarity Lending Process	Export-Import Procedures and Documentation

Research Area

Tourism Management, Management of Investment, Management of Export, Management of Financial Service, Financial Management, Micro Finance and Social Capital

Consultancy

Tax Planning, Managing the Project/Enterprise, Investing in Shares and Debentures, Tourism Management, Journalism and Mass Communication

Prof. (Dr.) Shiv Prasad