


## BRIEF PROFILE

	<b>Name</b>	A.K.S. Chauhan			
	<b>Designation</b>	Assistant Professor			
	<b>Area</b>	Management Studies			
	<b>Email</b>	<a href="mailto:aks21jan@gmail.com">aks21jan@gmail.com</a>			
	<b>Contact No.</b>	+917895763951			
<b>Professional Experience</b>	<b>Organization</b>	<b>Designation</b>	<b>Duration</b>		
	Uttaranchal Institute of Management-Uttaranchal University, Dehradun (U.K.)	Assistant Professor	From 26 <sup>th</sup> August 2009 to Till Date.		
	Rakshpal Bahadur Management Institute, Bareilly(U.P.)	Reader	From 06 <sup>th</sup> June 2007 to 24 <sup>th</sup> August 2009.		
	Academy of Management studies, Dehradun (U.K.)	Senior Lecturer	From 01 <sup>st</sup> July 2006 to 23 <sup>rd</sup> April 2007.		
	Academy of Management studies, Dehradun (U.K.)	Lecturer	From 27 <sup>th</sup> August 2001 to 30 <sup>th</sup> June 2006.		
	Rishab Landmark Marketing Private Ltd., New Delhi	Sales Promoter	From 05 <sup>th</sup> October 2000 to 12 <sup>th</sup> August 2001.		
	Pioneer Communication Ltd.(A Division of Pioneer Group)	Marketing Executive	03 <sup>rd</sup> June 2000 to 30 <sup>th</sup> September 2000.		
<b>Education Qualification</b>	<ul style="list-style-type: none"> <li>• M.Phil (Management)</li> <li>• M.B.A. (Full Time)</li> <li>• M.Sc.(Mathematics)</li> </ul>				
<b>Area of Research</b>	Consumer Behaviour and Management Decision Science				
<b>Current Research, If any</b>	Pursuing Doctoral Research in the field of Consumer Behaviour.				
<b>Publications:</b> <ul style="list-style-type: none"> <li>• Articles in Journals (only Scopus/SCI)</li> <li>• Books edited/Chapter contributed/ Books authored</li> </ul>	<b>Title</b>	<b>Authors</b>	<b>Journal's Name</b>	<b>Name of Publication</b>	<b>Indexing</b>
	A Research on Customers' Attitudes and Their Preferences Toward Online Shopping Vis-à-vis Offline Shopping with Special Reference to Electric and Electronic Products in India	Mr. Anil K.S. Chauhan(First Author) and Dr. Pradeep Suri (Second Author)	International Journal of Recent Technology and Engineering	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus
	<b>Conferences</b> <ul style="list-style-type: none"> <li>• Participated and presented a paper in the International Conference on <i>Information Technology and Management for Sustainable Development</i></li> </ul>				

Conferences/Seminars/Works  
hops/  
FDP/MDP attended

organized by UIM-Uttaranchal University, Dehradun during 9-10 August 2019.

- Participated and presented a paper in the National Conference on *Applications of Mathematics in Science, Technology and Management* organized by SRMS College of Engineering and Engineering, Bareilly during 06-07 September 2007.

#### Seminars

- Participated in the National Seminar on *Goods and Services Tax* organized by UIM-Uttaranchal University, Dehradun on November 28, 2017.
- Participated and presented a paper in the National Seminar on *World Class HR Practices: Strategy and Execution* organized by Jk Padampat Singhania Institute of Management and Technology, Gurugram during 11-12 February 2011
- Participated and presented a paper in the National Seminar on *Critical Issues in Corporate Governance* organized by RBMI Bareilly during 9-11 April 2009.
- Participated in the National Seminar on *Transforming India for Global Competitiveness* organized by RBMI Bareilly during 14-15 April 2008.

#### Faculty Development Programmes(As a Participant)

- Attended the FDP "How to be an effective teacher" organized by LIM, Bareilly on 24 January 2010.
- Attended the FDP "Experiential Learning" organized by ICFAI University, Dehradun on 10 November 2010.
- Attended the FDP "SPSS and Research Methods" organized by IMS, Ghaziabad on 27-28 July 2012.
- Attended the FDP "SPSS and Research Methods" organized by UIM-Uttaranchal University, Dehradun on 03-07 September 2012.
- Attended the FDP "Research Methodology" organized by UIT-Uttaranchal University, Dehradun during 04-09 December 2017.
- Attended the FDP "Innovative Techniques and Magnitude of Teaching Methodology in Higher Education" organized by Law College-Uttaranchal University, Dehradun during 16-22 July 2018.
- Attended the FDP "Advanced Research and Statistical Techniques" organized by Uttaranchal College of Applied and Life Sciences-Uttaranchal University, Dehradun during 22-28 February 2019.
- Attended the FDP "Role of LaTeX in Scientific Writing" organized online by Babu Banarasi Das northern India institute of Technology, Lucknow during 19-21 June 2020.
- Attended the FDP "Digital Age Education: Pedagogy for Online Teaching, Learning and Evaluation" organized online by Amity School of Business, AMITY UNIVERSITY, NOIDA during 22-28 June 2020.
- Attended the FDP "Enhancing Digital Proficiency: A Platform for Refining the Research and Teaching Skills" organized online by Trinity College Jalandhar, Punjab during 20-26 July 2020.

#### Faculty Development Programmes(As a Resource Person)

- Contributed as a resource person in the FDP "Research Methodology and Data Analysis Using SPSS" organized by UIM-Uttaranchal University,

	<p>Dehradun during 27-31 July 2017.</p> <ul style="list-style-type: none"> <li>Contributed as a resource person in the FDP “Data Analysis Techniques Using SPSS” organized by UIM-Uttaranchal University, Dehradun during 22-31 July 2019.</li> </ul> <p style="text-align: center;"><u>Webinars Attended online</u> Total 10 during June and July 2020</p>
<p><b>Award/Certificate/Prize</b>  received</p>	<p>Received a certificate for participating in “Spit –free India Movement” during Jun. – Aug. 2020 to prevent the spread of COVID- 19 from NSS.</p>
<p><b>Any extra-curricular activities</b></p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>