



### Resume

1.	Name in Block Letters	:	<b>VIKAS DEEP</b>
2.	Father's Name/Mother's Name	:	Sh. BALDEV SINGH/ Smt. PUSHAP LATA
3.	Department	:	UNIVERSITY SCHOOL OF BUSINESS STUDIES, PUNJABI UNIVERSITY TALWANDI SABO
4.	Current Designation & Grade Pay:	:	ASSISTANT PROFESSOR, 7000/-
5.	Date of Place of Birth	:	08.07.1967, GIDDARBAHA
6.	Sex	:	MALE
7.	Marital Status	:	MARRIED
8.	Nationality	:	INDIAN
9.	Indicate whether belongs to SC/ST/OBC Category	:	GENERAL
10.	Address for correspondence (with PIN Code)	:	# 74, FIRST FLOOR, NEW SHAKTI NAGAR, BATHINDA-151001
11.	Permanent address (with PIN Code)	:	# 1246, WARD NO. 3, NEAR SBOP, GIDDARBAHA- 152101
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#### 12. Academic Qualifications (Matric till post graduation)

Examination	Name of the Board/University	Year of Passing	Percentage of Marks obtained	Division Class/ Grade	Subject
High School / Matric	PSEB, MOHALI	1982	81.00	I	PUNJABI, ENG, MATHS, SCI
B.E. ELECTRICAL	PANJAB UNIV, CHANDIGARH	1989	65.07	I	ELECTRICAL ENGINEERING
MBA	PUNJABI UNIV PATIALA	1991	66.86	I	MANAGEMENT
UGC-NET	UGC, DELHI	2011	QUALIFIED		MANAGEMENT
Pre Ph.D.	PUNJABI UNIV	2011	'A'	'A'	MANAGEMENT

Coursework	PATIALA				
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13. Research Degrees (s)

Degree	Title	Date of Award	University
Ph.D. (With Pre-Ph.D. Course Work)	FORMAT CHOICE BEHAVIOUR IN EVOLVING MARKETS – A STUDY OF URBAN PUNJAB	12.11.2013	PUNJABI UNIVERSITY, PATIALA

14. Appointments held prior to joining this institution

Designation	Name of Employer	Date of Joining		Salary with Grade	Reason for Leaving
		Joining	Leaving		
Export Manager	G.B. Fibers P Ltd., New Delhi. (Chhatar Group)	01.06.1991	15.09.1995	Rs. 13,540/= per month	Better Prospects
Deputy Manager (Made-Ups Export)	Alps Industries Ltd., Ghaziabad	26.09.1995	08.03.1997	Rs. 17,585/= per month	Better Prospects
Manager (Exports)	Calcom Vision Ltd, NOIDA	10.03.1997	30-05-2000	Rs. 22,659/= per month	Better Prospects
Director (Operations)	Keerti Flour Mills P Ltd., Bathinda	01-06-2000	06-10-2006	Rs. 15,000/= per month	Better Prospects

15. Posts held after appointment at this institution:

Designation	Department	Date of Actual Joining		Grade
		From	To	
Lecturer (Adhoc)	USBS, Punjabi University, Guru Kashi Campus, Talwandi Sabo	09.10.2006	10.02.2009	8000-275-13000
Assistant Professor	USBS, Punjabi University, Guru Kashi Campus, Talwandi Sabo	11.02.2009	Present	15600-39400 + (AGP) 7000

16. Teaching Experience : PG classes (in years): 11 Years

17. Field of Specialization under the subject/Discipline

(a) Marketing Research and Analytics

(b) Management Practices and Organizational Behaviour

18. Academic Staff College Orientation/Refresher Course Attended

<b>Name of the Course Summer School</b>	<b>Place</b>	<b>Duration</b>	<b>Sponsoring Agency</b>
Orientation Course	Academic Staff College, Punjabi University, Patiala	03-08-2009 to 29-08-2009 (28 Days)	UGC
Refresher Course	Academic Staff College, Punjabi University, Patiala	19-11-2012 to 08-12-2012 (21 Days)	UGC

**19. Research Paper Publications**

- “**Factors Influencing Store Choice Decision of Urban Shoppers**” PCMA Journal of Business 7.1 (2014): 72-83. Print (ISSN No. 0974-9977, UGC Listed Journal)
- Full paper in conference proceedings (ISBN No.:- 978-1-63041-998-1) in International Conference on Research in Marketing-2013 (a refereed international conference) organized jointly by Curtin University, Australia, IIT Delhi and XLRI at IIT Delhi during December 21-22, 2013. Paper titled “ **Relationship between Retail Format Choice Decision Factors and Demographics of Urban Shoppers**”

**20. Seminars, Conferences, Training Programmes and Workshops Attended**

**International**

- International Conference on Marketing in Emerging Economies organized by IIM. Ahmedabad during January 11-13, 2017, Made Poster Presentation.
- International Conference on Research in Marketing-2013 (a refereed international conference) organized jointly by Curtin University, Australia, IIT Delhi and XLRI at IIT Delhi during December 21-22, 2013.
- The Management Seminar on Garment Industry organised by The Association for Overseas Technical Scholarship, Japan implemented by JUKI Corporation Japan, under the support of The Ministry of International Trade and Industry, Japan.
- International seminar on” Indian Capital Markets: The Way Ahead” organized by PSMS and PCMA at Punjabi University Patiala

**National**

- One week course in “Design of Training” at Mahatama Gandhi State Institute of Public Administration, Punjab from 28<sup>th</sup> November to 02<sup>nd</sup> December, 2016.
- “Training of Trainers Workshop” sponsored by DoPT, Govt. of India at Mahatama Gandhi State Institute of Public Administration, Punjab from 28<sup>th</sup> September to 29<sup>th</sup> September, 2015.
- Faculty Development Programme on Innovative Approaches in Management Teaching” at IIM, Kozhikode during November 17-21, 2014.

- National workshop on “Analytical Techniques for Research” organized at DPS, Dalhousie (12<sup>th</sup> April – 18<sup>th</sup> April, 2014) organized by Global Network of Business Researchers.
- Faculty Enablement Programme on “Business Intelligence and Its Applications” at Chitkara University organized by Infosys Limited during January 20-24, 2014.
- National workshop on “Analytical Techniques for Research” organized at Shimla (10<sup>th</sup> June – 16<sup>th</sup> June, 2013) organised by Global Network of Business Researchers.
- One week Teachers’ workshop on the theme “Learn the Learner” organized by Punjabi University Guru Kashi College, Damdama Sahib from (9<sup>th</sup> July to 14<sup>th</sup> July 2012).
- National workshop on “Analytical Techniques for Research” organized at Dalhousie (28<sup>th</sup> April – 4<sup>th</sup> May, 2012) organised by Global Network of Business Researchers.
- National workshop on “Management strategies for competitive advantage” organized by School of Management Studies, Punjabi University, Patiala (July 23 – 29), 2011.
- National workshop on “Analytical Techniques for research” organized at Shimla (21<sup>st</sup> June – 27<sup>th</sup> June 2010) at Shimla organized by Indian Commerce Association.
- “Soft Skill Workshop” organized by Infosys held at Infosys, Chandigarh. (September 15-17, 2009)
- UGC sponsored Orientation Programme held by Academic Staff College, Punjabi University, Patiala. (03-08-2009 to 29-08-2009)
- Executive Development Programme on Developing Skills for International Negotiations organized by Indian Institute of Foreign Trade (IIFT), New Delhi.
- Training and Orientation Programme held by Confederation of Export Units.
- Training Programme on Export Procedures, Documentation and related custom formalities held by Import Export Study Centre, New Delhi.
- Training course for Internal Auditors of Quality System held by Corporadv Management Services.
- Facilitators for Soft Skills Development among students to enhance their employability, organized by Punjabi University in collaboration with Infosys under “Campus Connect “ Programme.
- Participated in National seminar on “Emerging issues in the Corporate Sector in India- Its Relevance to Rural Sector.”
- Chaired technical session on “Retailing in India: Opportunities and Challenges” (March 15-16, 2012) held at Baba Farid College, Deon.
- Chaired technical session on “Strategic Management of Business Development: Issues and Prospects.” (April 20-21, 2011) held at Baba Farid College, Deon.

## **21. Research Papers Presented in Conferences:**

- Research papers presented in various National and International Conferences.
- “Impact of Cash n Carry Stores on conventional distribution Channels” at national Conference on Roadmap for sustainable corporate growth in India (April 22-23, 2011) organized by Global Institute of Management, Amritsar.

- “Retail format choice behaviour in evolving markets” at national conference held at HSB, GJUST, Hissar (March 10-11, 2011)
- “Customer perception towards online trading – A study of working women” at School of Applied Management, Punjabi University, Patiala (February 28, 2012).
- Developing Skills in Group Discussion” at NJSA Govt College, Kapurthala (January 20-21, 2011).

## **22. Invited Lectures/ Resource Person**

- Delivered number of invited lectures and conducted workshops on Research Methodology and Analytics at MRSPTU, Bathinda, GKU Talwandi Sabo and various colleges in the region.
- Motivational speaker for MGSIPAP, Chandigarh, conducting training programmes for government employees at various district headquarters in Punjab for enhancing their efficiency and effectiveness at workplace.

## **23. Professional Profile**

- Total work experience of 26 years
- Around 9 years of rich experience in Export marketing, vendor development, product pricing, wage fixation, international market development and supply chain management.
- Around 6 years of versatile experience in handling Distribution process in the supply chain model of Hindustan Lever Ltd. and Bharti Airtel Ltd. as Distributor and Director manufacturing unit.
- Around 11 year rich experience of teaching in MBA Department, at Punjabi University with additional responsibility of SPoC -Training and Placement of students for MBA department Talwandi Sabo Campus.
- Able to devise innovative methods to bring radical change in the existing system if required and flexible enough to adapt to the current or anticipated requirements of the business environment.
- Expertise in process improvement / modifications in operating procedure to enhance productivity and improve work environment.
- Hands on experience on ERP (BaaN) in Sales Module at Calcom Vision Ltd.
- Simple, clear, effective and honest work approach with problem solving aptitude.
- Leadership skills- can relate people
- Effective negotiation skills
- Certified Auditor for ISO 9002 compliance.
- Resource person for MGSIPA Punjab, for conducting various training programs for enhancing the effectiveness of government employees.

## **24. Areas of Expertise**

- Extensively traveled worldwide (21 countries) as business executive and well versed with international markets in Indian subcontinent, Far East Asia, Africa, Europe, South America and Middle East as corporate executive.
- Participated in numerous trade exhibitions in the various parts of the world and represented India as a member of various business delegations.
- Production planning and control
- Vendor selection and development
- Fully conversant with Commercial aspects in relation to Export-import Policy of India.
- Distribution of FMCG products
- Infosys certified trainer for developing soft skills in students to enhance their employability.
- Design of Training Skills (DTS) and Design of Training (DOT) certification from DoPT through training program at MGSIPA Punjab, Chandigarh.

#### **25. Present Additional Positions Held**

- General Secretary 'Punjab Commerce and Management Association.'
- Convener Students Chapter wing of Bathinda Management Association (BMA), a professional body under the aegis of All India Management Association (AIMA).