

1. **Name of faculty:** **Dr. Mukesh Jain**
2. **Department:** **Business Administration**
3. **Designation:** **Associate Professor**
4. **Age as on 01.01.2016:** **49 Years 11 Months**
5. **Educational Qualifications:** **M.Com, M. Phil., Ph.D., LL.B.**
6. **Teaching Experience as on 01.01.2016:** **24 Years**
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8. **Address (Permanent):** **5/107, Malviya Nagar, Jaipur-17**
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10. **Email ID:** **jain.mukesh2008@rediffmail.com**
11. **List of Publications:**

S. No.	Authors Names	Name of Journal	Title of Paper	Volume No.	Pages From-To	Year of Publication
1	Dr. Mukesh Jain/ Aanchal Bhardwaj	Journal of Business and Management (A Peer Reviewed Refereed Journal)	Opportunities and Challenges for Gems and Jewellery Industry in Rajasthan	-	-	Under Publication
2	Dr. Mukesh Jain/ Komal Yadav	Journal of Business and Management (A Peer Reviewed Refereed Journal)	Evolution of Oral Health: A Historical Overview	-	-	Under Publication
3	Dr. Mukesh Jain/ Atul Gupta	International Journal of Engineering, Management & Humanities	India: The Medical And Health Tourism Destination	-	-	Under Publication
4	Dr. Mukesh Jain	Professional Panorama (An International Journal of Applied Management & Technology)	Supply Chain Management and Customer Relationship Management: An Integrated Approach	Volume:1 Number:1	48-57	2014
5	Dr. Mukesh Jain/ Ms. Akansha Jain	Journal of Business and Management (A Peer Reviewed Refereed Journal)	Green Supply Chain Management	Volume:8 Number:2	50-61	2013

6	Dr. Mukesh Jain/ Ms. Jyoti Agarwal	Journal of Business and Management (A Peer Reviewed Refereed Journal)	Enhancing Organizational Effectiveness Through Management Development	Volume:8 Number:1	150- 158	2013
7	Dr. Mukesh Jain	Accounting Studies	Quality of Work Life (QWL) : Perspectives and Directions	Volume:11 Number:2	107- 111	2013
8	Dr. Mukesh Jain/ Dr. Pradeep S. Sony	Journal of Business and Management	Recent Trends in FMCG Sector in India	Volume:7 Number:2	36-42	2012
9	Dr. B S Rathore/ Dr. Mukesh Jain	Journal of Business and Management	Customer Service Management in Organized Retailing	Volume:7 Number:1	9-19	2012
10	Dr. Mukesh Jain/ Dr. Rajana Jain	Journal of Business and Management	A Critical Evaluation of Foreign Direct Investment (FDI) in Multi- Brand Retail (MBR)	Volume:6 Number:1	50-62	2011
11	Dr. Mukesh Jain	Journal of Commerce and Information Technology	Malls Management – The Changing Spectrum in Retail Business	Volume:10 Number:26	61-69	2010
12	Dr. Mukesh Jain	Pacific Business Review (A Quarterly Journal of Management)	Recent Trends in Integrated Logistics Quality	Volume:1 Number:2	59-65	2008
13	Dr. Mukesh Jain	HRD Times	Ethical Values in Retail Business	Volume:9 Number:6	17-19	2007
14	Dr. Rajana Jain/ Dr. Mukesh Jain	Nucleus (An Interdisciplinary Journal of Humanities and Social Sciences)	Future Manager: Challenges Ahead	Volume:V Number:1	111- 116	2005
15	Dr. Mukesh Jain	Journal of Business and Management	Emerging Scenario of Rural Marketing	Volume:5 Number:1	20-27	2005
16	Dr. Mukesh Jain/ Dr. Ranjana Jain	Journal of Business and Management,	Motivating People in a Dynamic World	Volume:4 Number:1	48-53	2004
17	Dr. Mukesh Jain	Journal of Business and Management	Indian Standards : Emerging Issues	Volume:3 Number:1	87-97	2003
18	Dr. Mukesh Jain	Journal of Business and Management	Quality Standardization in New Perspectives	Volume:2 Number:2	169- 179	2002
19	Dr. Seema Baldua/ Dr. Mukesh Jain	Accounting Studies	Inventory Management System in India	Volume:2 Number:1	87-90	1999

12. Articles Published other than Journals

S. No.	Title	Name of News Paper/Magazines	Year	ISBN/ISSN No.
1	Stress Management	Shabaash India	2013	RAJHIN16503/20/1/2013-TC
2	Time Management	Shabaash India	2013	RAJHIN16503/20/1/2013-TC
3	Shikshit Nari: Ek SWOT Vishleshan	Bhagirathi	2004	
4	21 Vi Shatabadi Mein Jain Dharm ke Prati Sanskratik Jagrukta	Sanskar Sagar	2001	IDC/MP/892/1999
5	Business in 21 st Century : E-Commerce	Bhagirathi Smarika	2001	
6	Upbhogta Sanrakshan aur Manak Bureau	The Economic Times	1994	
7	Upbhogtaon ke Liye Manak Kitne Mahatavpurn Hain?	Saptahik Hindustan	1992	
8	Standardization as a spur to trade	Rajasthan Patrika	1990	
9	Comparative Standardization Systems-II	Rajasthan Patrika	1989	
10	Comparative Standardization Systems	Rajasthan Patrika	1989	
11	“ ISI Certification	Rajasthan Patrika	1989	

13. List of Books Published

S. No.	Authors Names	Title of Books	Name of Publisher	Year of Publication
1	Prof. R. K. Kothari/ Dr. P.C. Jain/ Dr. V.K. Joshi/ Dr. Mukesh Jain	International Marketing (In Hindi)	RBD Publications, Jaipur-New Delhi	2015
2	Prof. R. K. Kothari/ Dr. P.C. Jain/ Dr. Mukesh Jain	International Marketing	RBD Publications, Jaipur-New Delhi	2015
3	Prof. R. K. Kothari/ Dr. V.K. Joshi/	Fundamentals of Insurance	RBD Publications, Jaipur-New Delhi	2014

	Dr. Mukesh Jain			
4	Dr. Mukesh Jain/ Ms. Akansha Jain	Business Management & Finance in India (Chapter on Supply Chain Management: A Competitive Advantage)	Vijay Publications, Jaipur	2014
5	Prof. R. K. Kothari/ Dr. Mukesh Jain	Export Marketing	RBD Publications, Jaipur-New Delhi	2014
6	Prof. R. K. Kothari/ Dr. Mukesh Jain	Risk & Insurance Management (3 rd Revised Edition)	RBD Publications, Jaipur-New Delhi	2013
7	Prof. R. K. Kothari/ Dr. P.C. Jain/ Dr. Mukesh Jain	International Marketing	RBD Publications, Jaipur-New Delhi	2013
8	Prof. R. K. Kothari/ Dr. Mukesh Jain	Practical Aspects of Risk & Insurance Management (BBA IVth Semester)	RBD Publications, Jaipur-New Delhi	2013
9	Prof. R. K. Kothari/ Dr. Mukesh Jain	Risk & Insurance Management (BBA IIIrd Semester)	RBD Publications, Jaipur-New Delhi	2012
10	Prof. R. K. Kothari/ Dr. Mukesh Jain	Risk & Insurance Management (2 nd Revised Edition)	RBD Publications, Jaipur-New Delhi	2011
11	Prof. R. K. Kothari/ Dr. Mukesh Jain	Risk & Insurance Management	RBD Publications, Jaipur-New Delhi	2011
12	Prof. R. K. Kothari/ Dr. Mukesh Jain	International Marketing (MBA Edition)	RBD Publications, Jaipur-New Delhi	2010
13	Dr. M. J, Mathew/ Dr. N. M. Sharma/ Dr. Mukesh Jain	Business Organisation (For B.Com. Students)	Shivam Book House, Jaipur	2000
14	Dr. A. K. Sharma/ Dr. Mukesh Jain	Essence of Mercantile Law (For B.Com. Part- I)	Shivam Book House, Jaipur	2000

14. List of Conferences/ Symposium Attended

S. No.	Title of Conference/Seminar/Workshops	Organized by	Whether international/national/state/regional/ college or university level	Year	Remarks
1	Financial Inclusion & Inclusive Growth	Dept. of EAFM, UOR, Jaipur	National	2015	
2	Make in India: opportunities and Challenges	University of Maharani College, Jaipur	National	2015	
3	Paradigm Shift in Accounting and Reporting Practices Under Companies act, 2013	Dept. of ABST, UOR, Jaipur	National	2015	Acted as Rapporteur in IIRd Technical Session.
4	Emerging Dimensions of Tourism in India: Opportunities & Challenges	University of Commerce College & St. Wilfred's Group of Colleges, Jaipur	National	2015	
5	Social Responsibility in Economic Perspective-A Global Issue	S.S. Jain Subodh P.G. Colledge, Jaipur	International	2014	
6	Changing Scenario of Business Management & Finance in India	S.S. Jain Subodh P.G. Colledge, Jaipur	National	2014	
7	Creativity and Innovation in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2014	
8	Changing Times: Reinventing the Indian Growth Story	SKIT, Jaipur	National	2014	
9	Emerging Trends in Business & Economy: Mapping the way Ahead	Poornima Croup of Colleges, Jaipur	International	2014	
10	Social Advertising: Impact on Society and Business	SKIT, Jaipur	National	2013	
11	Contemporary Issues in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2013	

12	Contemporary Issues in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2013	
13	HRM : Challenges, Opportunities and their relevance in Indian Society	UGC & ICSSR (S.S. Jain Subodh P.G. College)	National Conference	2013	
14	Contemporary Issues in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2013	
15	Emerging Trends & Opportunities in Changing Business Environment	SKIT	National Seminar	2011	
16	Role of the State in the Social Sector of the Economy”	University Commerce College	National Seminar	2011	Acted as Rapporteur in Ist Technical Session, Member of Publicity Committee, Registration Committee, Ist Technical Session – Management Committee.
17	Rural Marketing : The Changing Scenario	University Commerce College	International Seminar	2010	Acted as Rapporteur in IIIrd Technical Session, Member of Publicity Committee, Registration Committee, IIIrd Technical Session – Management Committee.
18	R ³ -Rural, Retail and Revolution	Institute of Rural Management	International Conference	2008	
19	Emerging Issues in Commerce and Finance	University Commerce College	National Seminar	2007	Acted as Rapporteur in Ist Technical Session Member of Publicity Committee,

					Registration Committee, Ist Technical Session – Management Committee.
20	Tax Planning	Deptt. of ABST UOR	National Seminar	2006	
21	Application of Quantitative Methods for Managerial Decisions	ICG	National Seminar	2006	
22	Working Capital Management	Deptt. ABST. UOR	National Seminar	2006	
23	Research Methodology	Deptt. of EAFM UOR	Workshop	2005	
24	Globalization : Myth or Reality ?	University Commerce College	National Seminar	2005	
25	Tax- Planning	Deptt. of ABST UOR Jaipur	National Seminar	2005	
26	Finance & Development	Deptt. of EAFM, UOR	National Seminar	2005	
27	Globalization : Challenges Before Indian Economic Sector	Shri Khandelwal Vaish Girls College, Jaipur	National Seminar	2004	
28	Youth & Media”	University Commerce College	National Seminar	2002	
29	Second Generation Economic Reforms	Deptt. EAFM UOR	National Seminar	2002	
30	Journalism and PR Educators	Centre for Mass Communication, UOR	National Convention	2000	
31	Working Capital Management	Deptt. of ABST, UOR	National Seminar	2000	

15. List of Orientation/ Refresher Courses Attended

a. Academic Staff College Orientation/Refresher Course attended

S. No.	Name of the Course/ Agency Summer School	Place	Duration	Sponsoring Agency
1	Short Term Course	Jaipur	21/10/13 – 26/10/13	ASC UGC (UOR)

2	Orientation Course	Jaipur	13/7/1998 - 8/8/1998	ASC UGC (UOR)
3	Refresher Course	Jaipur	14/2/2004 – 4/3/2004	ASC UGC (UOR)
4	Refresher Course	Jaipur	23/5/2005 – 11/6/2005	ASC UGC (UOR)

b. Training Course, Teaching-Learning- Evaluation Technology Programmes, Faculty Development Programmes

S. No.	Programmes	Duration	Organised by	Venue
1	Refresher Course for NSS Programme Officers of Education Department	22/8/2005 – 26/8/2005	Centre For Management Studies RIPA	HCM RIPA
2	Orientation Programme for NSS Officers	13/9/2004 – 22/9/2004	Centre For Management Studies RIPA	HCM RIPA

16. Details of conferences in which chaired a session

S. No.	Title of Lecture	Organized by	Year
1	Speaker in the Seminar on Anger Management	Department of Business Administration, UOR, Jaipur	2015
2	Speaker in the Seminar on Life and Thoughts of Dr. APJ Abdul Kalam	Department of Business Administration, UOR, Jaipur	2015
3	Speaker in the Seminar on Contemporary Issues in Human Resource Management	Department of Business Administration, UOR, Jaipur	2015
4	Speaker in the Seminar on Management Thought of Mahatama Gandhi	Department of Business Administration, UOR, Jaipur	2015
5	Speaker in the Seminar on Orientation Programme for M.Com/ MIB/ MHRM	Department of Business Administration, UOR, Jaipur	2015
6	Key Note Address on Insurance Industry- Societal Responsibility and Sustainability	Apex Institute of Management & Science, Jaipur	2015
7	Key Note Address as a Chairperson in Student Seminar on “Emerging Trends in Management”	Kanoria PG College, Jaipur	2015
8	Key Note Address on Group Discussion	Kanoria PG College, Jaipur	2015
9	Delivered Lecture as a Resource Person in the	UGC- Academic Staff	2014

	Refresher Course in Commerce and Management on Employee Satisfaction	College, UOR, Jaipur	
10	Delivered Lecture as a Resource Person in the Refresher Course in Commerce and Management on Syllabus Framing	UGC- Academic Staff College, UOR, Jaipur	2014
11	Key Note Address on Project Report Writing and Presentation	Kanoria PG College, Jaipur	2014
12	Delivered Address as Key Panelist in the Panel Discussion on Contemporary Issues in Training and Development	Dept. of B. Admn., UOR, Jaipur	2014
13	Contributed as a Resource Person in the Workshop on “Modalities of Question Framing” during 92 nd Orientation Programme	UGC- Academic Staff College, UOR, Jaipur	2014
14	Series of Extension Lectures in MBA Program	Deptt. of Mgt. Studies (SKIT)	2012
15	Series of Extension Lectures on Insurance and Risk Management (BBA)	Bhartiya Vidya Bhawan	2011
16	Series of Extension Lectures in MBA Program	Deptt. of Mgt. Studies (SKIT)	2011
17	Series of Extension Lectures on Retail Management (P.G. Programme)	Bhartiya Vidya Bhawan	2010
18	Series of Extension Lectures on Insurance and Risk Management (BBA)	Bhartiya Vidya Bhawan	2010
19	Series of Extension Lectures in MBA Program	Deptt. of Mgt. Studies (SKIT)	2010
20	Delivered address as a Key Note Speaker on “Logistics Management in International Marketing: Illustration of Concepts and Cases” in National Seminar on Logistics and Supply Chain Management	AICTE (IILM-AHL)	2006

17. Papers in Conference Proceedings

S. No.	Authors Names	Title of the Paper presented	Title of Conference/Seminar/ Workshops	Organized by	Whether international/national/ state/ regional/ college or university level	Year	Remarks
1	Dr. Mukesh Jain	Road infrastructure Development in Rajasthan- A	Financial Inclusion & Inclusive Growth	Dept. of EAFM, UOR, Jaipur	National	2015	

		Critical Review					
2	Dr. Mukesh Jain/ Ms. Komal Yadav	Skill Development for MII: Role of Educational Institute	Make in India: opportunities and Challenges	University of Maharani College, Jaipur	National	2015	
3	Dr. Mukesh Jain	CSR in India	Paradigm Shift in Accounting and Reporting Practices Under Companies act, 2013	Dept. of ABST, UOR, Jaipur	National	2015	Acted as Rapporteur in IIIrd Technical Session.
4	Dr. Mukesh Jain/ Mr. Atul Gupta	Medical Tourism: An Emerging Service Sector in India	Emerging Dimensions of Tourism in India: Opportunities & Challenges	University of Commerce College & St. Wilfred's Group of Colleges, Jaipur	National	2015	
5	Dr. Mukesh Jain/ Ms. Akansha Jain	Relevance of the Indian Ethos in Modern Corporate Sector (With Special reference to the Bhagvat Gita & the Ghandhian Philosophy)	Social Responsibility in Economic Perspective- A Global Issue	S.S. Jain Subodh P.G. Colledge, Jaipur	International	2014	
6	Dr. Mukesh Jain/ Ms. Akansha Jain	Supply Chain Management: A Competitive Advantage	Changing Scenario of Business Management & Finance in India	S.S. Jain Subodh P.G. Colledge, Jaipur	National	2014	
7	Dr. Mukesh Jain/ Ms. Jyoti Agarwal	Employees Satisfaction: (A Tool for Enhancing Employees Performance and Productivity)	Creativity and Innovation in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2014	
8	Dr. Mukesh Jain/ Mr. Atul Gupta	Make in India or Made in India	Changing Times: Reinventing the Indian Growth Story	SKIT, Jaipur	National	2014	
9	Dr. Mukesh Jain/ Ms. Akansha Jain	Green Supply Chain Management	Emerging Trends in Business & Economy: Mapping the way Ahead	Poornima Croup of Colleges, Jaipur	International	2014	
10	Dr. Mukesh	Advertising Strategy in	Social Advertising: Impact on Society and	SKIT, Jaipur	National	2013	

	Jain/ Mr. Atul Gupta	Changing Socio-Economic Milieu	Business				
11	Dr. Mukesh Jain/ Mr. Atul Gupta	Emerging Areas of Social Advertising	Contemporary Issues in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2013	
12	Dr. Mukesh Jain	Stress Management	Contemporary Issues in Management of Business	Biyani Gropu of Colleges, Jaipur	International	2013	
13	Dr. Mukesh Jain	Quality of Work Life	HRM : Challenges, Opportunities and their relevance in Indian Society	UGC & ICSSR (S.S. Jain Subodh P.G. College)	National Conference	2013	
14	Dr. Mukesh Jain	Enhanced Profitability Through Six Sigma	Contemporary Issues in Management of Business	Biyani Group of Colleges, Jaipur	International	2013	
15	Dr. Mukesh Jain/ Mr. Atul Gupta	Effectiveness of Social Advertising	Emerging Trends & Opportunities in Changing Business Environment	SKIT	National Seminar	2011	
16	Dr. Mukesh Jain	Role of state in the Social services : Prospects and Challenges	Role of the State in the Social Sector of the Economy”	University Commerce College	National Seminar	2011	Acted as Rapporteur in Ist Technical Session, Member of Publicity Committee, Registration Committee, Ist Technical Session – Management Committee.
17	Dr. Mukesh Jain	Rural Penetration of Insurance Companies in India : Some Issues	Rural Marketing : The Changing Scenario	University Commerce College	International Seminar	2010	Acted as Rapporteur in IIIrd Technical Session, Member of Publicity Committee, Registration Committee, IIIrd Technical Session – Management Committee.
18	Dr.	Malls	R ³ -Rural, Retail and	Institute of	International	2008	

	Mukesh Jain	Management: The Changing Spectrum in Retail Business	Revolution	Rural Management	Conference		
19	Dr. Mukesh Jain	Ethical Values in Retail Business	Emerging Issues in Commerce and Finance	University Commerce College	National Seminar	2007	Acted as Rapporteur in Ist Technical Session Member of Publicity Committee, Registration Committee, Ist Technical Session – Management Committee.
20	Dr. Mukesh Jain	Emerging Issues for Management Graduates	Changing Perspectives in Management Education	University Commerce College	National Seminar	2004	
21	Dr. Mukesh Jain	Cultural Awareness towards Jainism in 21 st Century	7 th International Conference	Jain Social Groups' Federation	International Conference	2000	

18. Membership of technical societies / academic bodies/ National or international organizations (if any):

- Member, Board of Studies in Business Administration for three years w.e.f. 15.02.2014

19. Details of Ph. D. Students Supervised

S. No.	Name of Research Scholar	Title of Thesis	Awarded/ Guided
1	Chanda Sharma	Ethical Issues in Marketing (A Case Study of Selected FMCG)	Awarded in 2015
2	Aanchal Bhirdwaj	Role of Government in the Promotion of Gems and Jewellery Industry in India	Submitted in December 2015
3	Gayatri Rathore	Customer Service Management in Organized Retailing.	Submitted in December 2015
4	Jyoti Agrawal	Employees Satisfaction in Service Sector (A Comparative Study of Vidyut Vitran Nigams in Rajasthan).	Submitted in January 2016
5	Atul Gupta	An Empirical Study on Effectiveness of Social Advertising in Rajasthan.	Guided
6	Brijpal Singh	Marketing Strategies for Water Purification Products (A Comparative	Guided

		Study of Selected Brands)	
7	Aakansha Jain	Supply Chain Management in Cement Industry	Guided
8	Komal Yadav	Marketing Strategy for Oral Health in Rajasthan	Guided
9	Madhuri Dhanopia	Human Resource Planning in Public Sector Enterprises with Special Reference to Selected Undertakings in Rajasthan	Guided

M.Phil. Research Experience

S. No.	Name of the Student	Title of Work / Dissertation	Year of Award
1	Sushma Bairwa	Marketing Environment: A Case Study of Future Generali India Life Insurance Co. Ltd.	2009-10
2	Vidisha Khandelwal	Performance Appraisal in Kotak Industry	2008-09
3	Surendra Meena	Human Resource Development in Rajasthan State Road Transport Corporation	2007-08