

CURRICULUM VITAE



Dr. Mukund Kumar
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Objectives:

To be a part of an organization where process of learning never ends and my imagination takes wing to new heights and where, initiative, hard work and learning through constructive criticism is always promoted.

Academic qualifications:

- **Cleared the UGC NET June 2012 in *Economics* with 71.43% marks (Aggregate).**
- **PhD, Applied Economics** from ICFAI University Dehradun (2013).
- **M.Phil, Applied Economics** from ICFAI University Tripura (2009).
- **M.A. in Economics** from BRABU Muzaffarpur with **63.66%** marks aggregate (2007).
- **B.A. in Economics** from BRABU Muzaffarpur with **64%** marks aggregate (2004).
- **Intermediate (Economics, Psychology, History, and English)** from BIEC Patna with **69%** marks aggregate (2000).
- **Matriculation** from BSEB Patna with **55%** marks aggregate (1998).

Other Qualifications

- **MTP (Management Teachers Program)** from ICFAI National College (2009).
 - **PGDRD (Post Graduate Diploma in Rural development)** from IGNOU (2008).
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Computer skills

- ◆ Languages : HTML,
 - ◆ Packages : MS Office,
 - ◆ Operating Systems : MS DOS, Windows XP.
 - ◆ Statistical packages : SPSS, E-views
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Work Experience:

- Research Scholar ICFAI University Dehradun from December 2009 onward
- Faculty member ICFAI University Dehradun from December 2010 onward
- District coordinator (part time, Jan 2007 to Feb 2008) in an NGO Adarsh Sarvoday Vikash Sansthan (Muzaffarpur, Bihar)

Workshop Conducted:

- **Workshop on *Statistics using SPSS*** for faculties, at Doon Business School, Dehradun, Uttarakhand.
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Areas of interests:

Business Economics and Marketing- Consumer behavior and consumption pattern, Econometrics and statistics, Regional inequality.

Publications:

Research Papers:

- Exploring the consumer attitude towards sustainable food consumption in India- Behavior gap, (2012), *Arth Anvesan*, Vol 5, issue 1&2.

- A study on attitude of Indian consumers towards insurance services, (2012), *Management Research and Practice*, Vol. 4, Issue 1, pp 51-62.
- An empirical analysis for explaining the post retirement consumption expenditure, (2012), *Romanian Journal Marketing*, RRM-2/2012.
- An empirical analysis to examine the effectiveness of awareness campaign in rural areas, (2012), *Romanian Journal of Marketing*, RRM- 1/2012.
- Examining the convergence in the economic growth of Indian states, (2011), *IUP journal of public finance* Vol. 9, issue 4, pp- 19- 27.
- An empirical investigation of factors determining the consumer choice of mobile service provider, (2011), *Journal of Business Review*, 3/4, pp 3-17.
- Examining the income convergence among Indian states: A time series approach, (2011), *The Economic Research Guardian*, Vol.1 Issue 1, pp 42-48.
- Brand Equity’ affecting the consumption pattern of Services in India, (2011), *Romanian Journal of Marketing*, RRM- 3/2011.
- Analyzing the Relationships among Tourism, Trade, And Economic Growth in Indian Perspective, (2011), *Journal of international business and economy*, Vol. 12, Issue1, pp 1-11.
- The Impact of ‘Brand equity’ determinants on consumers’ purchase decisions. A case study of the processed food sector in the national capital region of India, (2011), *Journal of Business and Retail Management research*, Vol. 6.
- Food processing Industry in India: opportunity and constraints for fruits and vegetable processing sector, (2010), *Management Prudence Journal*, Vol. 1, Issue 2.

Books:

- *Future prospects for Indian food processing industry* has been published by the *Lambert Academic Publishing (LAP) –Germany*, In June-2011. ISBN 978-3-8454-0207-9.
- *An empirical study of consumption pattern at disaggregate level* has been published by the *Lambert Academic Publishing (LAP) –Germany*, In May-2011. ISBN 978-3-8433-8536-7.

Ad hoc Reviewer of following journals

- *Journal of International Business and Economy*
- *Economics Modeling*
- *African Journal of Business Management*
- *North American Case Research Association*

Conferences where paper presented

1. An empirical study to examine the impact of the ‘brand equity’ determinants on the consumers’ purchase decision: in case of processed food in India, ‘National conference on Horti Business- Linking farmers,” Held in ONGC, Dehradun, Swadesh Prem Jagriti Sangosthi-2011.
2. An empirical study of consumption pattern at disaggregate level: 1993-94 to 2004-05, 46th annual Econometric conference 2010, Held in Jammu University, Jammu.
3. Rural marketing, International conference on marketing and business strategy, ICOMBS-09, Conducted on 5th and 6th January 2009 at IBS, Hyderabad

4. Relevance of Gandhian concept of Sarvodaya in contemporary word society UGC sponsored national seminar organized by MPS science college, BRABU Muz. Bihar, on 18th-19th April, 2007.
5. Green Revolution: Gift of science and technology, UGC sponsored seminar, organized by History department of BRABU Muz. Bihar, on 12th - 13th January 2007.

Personal details:

Permanent address : Mukund Kumar, S/o- Sri Chandra Nath Trivedi, At + Po. – Matlupur, P.S. – Piar, Distt. – Muzaffarpur, Bihar, 843115 (India).

Contacts : Mob-+91- 9897417103

Category : General

Sex : Male

Date of birth : 17-12-1982

Nationality : Indian

Language known : English, Hindi

Marital Status : Married