

Dr. Monika Prakash

Associate Professor & Chairperson (PGDM-Services Programme)

Indian Institute of Tourism and Travel Management

An organization of Ministry of Tourism, Government of India

Govindpuri, Gwalior 474011 MP

Value statement

I would like to contribute my energies to the advancement of business education and learning. Thus, be a part of a team that faces constant challenges and provides an environment of creativity.

Present assignment

I am presently serving as **Associate Professor of Business Studies** at Indian Institute of Travel and Tourism and Management (IITTM), Gwalior since May, 2010. *IITTM is an organization of Ministry of Tourism, Government of India.* Responsibilities include teaching post graduate students. I am the Chairperson for PGDM (Services) Programme. Administrative responsibilities include Examination centre superintendence and liaison with AICTE. I also lecture at various training programmes of the institute.

Earlier experience

I am associated with teaching of business related courses at the professional postgraduate level for last 14 years and training senior executives from different sectors. Have an exposure to use of contemporary teaching pedagogy. Teaching interests at present include Business Strategy, Organizational Behaviour, Consumer Behaviour and Human Resources Management.

Period	Institution	Designation	Responsibilities
May 2007- May 2010	Indian Institute of Tourism and Travel Management	Reader	Teaching, training, research
March 2007- May 2007	Department of Management, Mizoram University, Aizawl	Lecturer	Teaching, training, research
August 2006- March 2007	Center for Entrepreneurship and Small Business Management (CESBM), Maharshi Dayanand Saraswati University, Ajmer	Post-doc	Research, trainer for Entrepreneurship Development Programmes
September 2003- April 2006	Sophia College, Ajmer	Lecturer	Taught BCom/ BBA classes. Visiting faculty at Department of Economics, Maharshi Dayanand Saraswati University at Ajmer
September 1996- March 1999	India International School of Management at Jaipur	Lecturer	Taught at MBA programme
July 1996- August 1996	Maharshi Arvind Institute of Science and Management, Jaipur	Asst. Professor	Taught at MBA programme
September 1993-	Jodhpur Computer Services	Marketing	

Teaching qualifications

Qualified NET (Management) examination conducted by UGC (UGC reference No. NET-DEC 98/ No. A0005811). Roll No. N686483

Academic background

Secured I position in the M Com (2001) of Maharshi Dayanand Saraswati University, Ajmer. Have a good academic career throughout and had been educated throughout in English medium in convent schools at Jodhpur and Meerut.

Examination	Institute and Board/ University	Subjects	Year	Div	%age
Secondary	St. Patrick's School, Jodhpur Board of Secondary Education, Rajasthan, INDIA	Sc-Biology	1986	I	645/ 750 = 86%
Higher Secondary	St. Patrick's School, Jodhpur Board of Secondary Education, Rajasthan, INDIA	Sc-Biology	1987	I	315/400 = 78.75%
BSc	Kamla Nehru College for Women Jodhpur University, Jodhpur, INDIA	Sc- Bio	1990	I	1183/ 1650 = 71.70%
MBA	Faculty of Commerce and Management Jai Narayan Vyas University (Erstwhile Jodhpur University), Jodhpur, INDIA	Finance	1993	I	1068/ 1700 = 62.82%
Mcom	Faculty of Commerce Maharshi Dayanand Saraswati University, Ajmer, INDIA	Economic Administration and Financial Management	2001	I	649/ 900 = 72.11% Gold Medal
PhD	Faculty of Commerce Maharshi Dayanand Saraswati University, Ajmer, INDIA	Commerce ¹	2005		

¹ Thesis: "Cyber loafing at workplace: An exploratory study" under the supervision of Professor Bhagwati P. Saraswat.

Awards and fellowship

Award	Year	Agency
Vice Chancellor's Gold Medal for first position in M Com Exam 2001	2002	Maharshi Dayanand Saraswati University, Ajmer
SIDA Fellowship	2007	Swedish International Development Agency, Stockholm

Training acquired and capacity building

April 15- May 05, 2007	Linkoping University, SWEDEN	Advanced SME Management programme
September 15-29, 2007	National University of Vietnam, Hanoi, VIETNAM	Advanced SME Management programme
July 20-29, 2008	Indian Institute of Tourism and Travel Management, GWALIOR	FDP on Research Methodology
August 25- 30, 2008	Indian Institute of Management, KOZHIKODE	FDP on Foundation Course on Business Strategy
April 13-18, 2009	Management Development Institute, GURGAON	FDP on Technology and Innovation Management
December 07-12, 2009	Indian Institute of Management LUCKNOW	FDP on Organisation Change and Development
February 14- March 02, 2011	Administrative Staff College of India, HYDERABAD for Ministry of Tourism, Government of India.	MDP for teachers of tourism and hospitality (Ministry of Tourism, GoI- Study visit to Malaysia, Indonesia and Singapore)

Personal

Date of Birth: December 15, 1970.
Family status: Married, have two sons aged 17 and 15.
Languages known: Hindi and English.
Father: Dr. S.P. Gupta,
Professor of Structural Engineering. (Retd.)
Husband: Dr. Nimit Chowdhary
Professor
Indian Institute of Tourism and Travel Management
Gwalior

Referees

Professor M.L. Chippa
Ex-Vice Chancellor,
Maharshi Dayanand Saraswati University
Ajmer
mchhipa@rediffmail.com

Professor Bhagwati P. Saraswat
Director, CESBM
Maharshi Dayanand Saraswati University
Ajmer
ashpareek@gmail.com

Professor Manjula Chaudhary
Director
Indian Institute of Tourism and Travel
Management
Gwalior
manjulachaudhary@gmail.com

Professor Kalpana Mathur
Dean, Faculty of Commerce and
Management
Jai Narain Vyas University
Jodhpur
profkmathur@sancharnet.in

Contact

Dr. Monika Prakash
C/o Prof. Nimit Chowdhary
601-602, Gulmohar City,
Gwalior 474008 MP
INDIA
91-99774-00882 (MP)
91-751-3041194 (R)
91-751-2437304 (O)
Email: dr.monikaprak@gmail.com

Annexure: Academic works of Dr. Monika Prakash

Books (3)

Prakash, Monika and Chowdhary, Nimit (2010). Starting a Tourism Company, New Delhi: *Matrix Publishers*. ISBN 819 101 421 1

Chowdhary, Nimit and **Prakash, Monika**. (2010). Managing Small Tourism Business, New Delhi: *Matrix Publishers*. ISBN 818 101 420 3

Chowdhary, Nimit and **Chowdhary, Monika**. (2005). Textbook of Marketing of Services: The Indian Experience, New Delhi: *Macmillan India Limited*. ISBN 1403 92760 X.

Papers published (26)

Prakash, Monika, Devrath, Ramesh and Chowdhary, Nimit (2011). 'Medical tourist- Who are they? Where do they come from?' in TCI (Eds.) *Disha 2011: Emerging Trends in Indian Tourism*, Delhi: Matrix Publications, pp. 27-55.

Prakash, M., Chowdhary, N. and Sunayana (2011), Tour guiding: Interpreting the challenges. *Turismos*, Vol.6, No. 2. Pp.65-81.

Chowdhary, N., Ramesh, D., and **Prakash, M.** (2011), 'India- Making of a health destination' in Thimm, T. and Freyer, W. (Eds), *Indien- Tourismus*, München: Oldenbourg Wissenschaftsverlag GmbH. (Intl)

Prakash, M., Devrath, R. and Chowdhary, N. (2011). 'Medical tourist- Who are they? Where do they come from?' in TCI (Eds.) *Disha 2011: Emerging Trends in Indian Tourism*, Delhi: Matrix Publications, pp. 27-55.

Kaurav, R.P.S and **Prakash, M.** (2011). Internal marketing- a gizmo to bind employees' power in tourism enterprise. *South Asian Journal of Tourism and Heritage*, Vol. 4, No.2, pp. 173-183.

Kaurav, R.P.S., Shukla, U.N. and **Prakash, M.** (2011), Managerial culture- "Mental Gear": A study for the employees' disposal in the tourism enterprise, *IJBEMR*, Vol.2, Iss. 2, pp.112-120.

Prakash, M., Chowdhary, N. and Sunayana (2010), Becoming a tour guide: Analyzing the motivations. *Revista de Turism* No. 9, pp. 5-13.

Prakash, M. and Chowdhary, N.(2010). What are we training tour guides for? (India), *Turizam*, Vol. 14, No.2, pp. 53-65.

Prakash, M., Chowdhary, N. and Sunayana (2010), 'Tour guides- Roles, challenges and desired competencies: A review of literature', *International Journal of Hospitality and Tourism Systems*, Vol. 3, No. 1, pp.1-12.

Chowdhary, N. and **Prakash, M.** (2010), 'Should I, should I not?', *Journal of Teaching in Travel & Tourism*, Vol. 10, No.2, 192-207.

Chowdhary, N. and **Prakash, M.** (2010), 'Should I, should I not? (Teaching note)', *Journal of Teaching in Travel & Tourism.*, Vol.10, No.2, pp.208-211.

Chowdhary, N. and **Prakash, M.** (2010), 'Entrepreneurship development: Programme or Process?' *IIMS Journal of Management Science*, Vol. 1. No. 1, pp. 48-61.

- Chowdhary, N. and **Prakash, M.** (2010) 'Tour guiding in India: a case study' *European Journal of Tourism and Research*, Vol.3 No.1 .
- Chowdhary, Nimit and **Prakash, Monika** (2008) 'Tour Guide Training in India: A Comparison of Approach and Content with Other Programs', *Journal of Teaching in Travel & Tourism*, Vol.8, No. 2, pp. 161-191.
- Prakash, M.** and Chowdhary, N. (2008), 'Pyare Mohan Says "He won't" 'in Natarajan, B. and Nagarajan, S.K. (eds.) *Developing Analytical Skills: Case Studies in Management*, Mumbai, Shroff Publishers and Distributors Pvt. Ltd., pp. 185-190.
- Prakash, M.** and Chowdhary, N. (2008), 'Mind your consumption!' in Natarajan, B. and Nagarajan, S.K. (eds.) *Developing Analytical Skills: Case Studies in Management*, Mumbai, Shroff Publishers and Distributors Pvt. Ltd., pp. 191-196.
- Prakash, M.** (2008), 'For tourism entrepreneurship in India', *International Journal of Tourism and Travel Management*, Vol.1, No.1, pp. 57-61.
- Chowdhary, N. and **Prakash, M.** (2007). 'Prioritizing service quality dimensions', *Managing Service Quality*, US, Volume 14, No. 5.
- Prakash, M.** and Chowdhary, N. (2007), 'Study of entrepreneurial motivations in India', *ICFAI Journal of Entrepreneurship*, Vol. 4, No.3, ICFAI University Press, pp.
- Prakash, M.** and Chowdhary, N. (2007), 'Carbex AB', *Business Perspectives*, Vol.9, No.1, pp. 101-103.
- Chowdhary, N. and **Prakash, M.** (2005), 'Service quality: revisiting the two-factor theory', *Journal of Services Research*, Vol. 5, No. 1, pp.61-75. (Also) Chowdhary, N. and **Prakash, M.** (2001) 'Service quality: Revisiting the two factors theory', *Proceedings of the First International Conference on Electronic Business*, Dec 19-21, Hong Kong.
- Agarwal, R, Parashar, S., Kumar, M. and **Prakash, M.** (2003), 'Dynadrives at Crossroads', in Dhar, U., Dhar, S. and Johri, S. (eds.) *Cases in Management- Glimpses of Indian Situation*, PIMR, Indore.
- Chowdhary, N. and **Prakash, M.**(2000) ' Indian Universities: We Need a Second Order Change' in Joshi.K.M. (eds.) *Higher education: Developmental issues*, New Delhi, Commonwealth, pp.
- Chowdhary, N. and **Prakash, M.** (2000) ' Appreciate your assets! Else depreciate them to doom', *Udyog Pragati*, Vol.24, No.1, pp.
- Chowdhary, N., **Prakash, M.**, Chaudhary, S., and Yadav, R. (1999) 'Quasi experiments with service quality', *Udyog Pragati*, Vol. 23, No.3, pp. 37-42.
- Chowdhary, N. and **Prakash, M.** (1998) 'Healthcare management: Need for teamwork', *Hospital Administration*, Vol. XXXV, No. 3&5, pp 142-146.

Papers in conference

- 'Strategic thinking and reconnaissance before raising a new hospital' at **National Convention of Indian Hospital Association**, Indian Hospital Association, Nov. 15-16, 1996, Madurai.
- 'Service quality: Revisiting the two factors theory', **Proceedings of the First International Conference on Electronic Business**, Dec 19-21, 2001, HONG KONG
- 'A study of entrepreneurial motives' at **2nd National Conference on Entrepreneurship in the Era of Globalization: Opportunities and Challenges**, Jan 6-7, 2005, NISIET, Hyderabad

'A case for small service economy' at **6th Biennial Conference on Advances and Trends in Entrepreneurship Research**, Feb. 9-11, 2005, Entrepreneurship Development Institute of India, Ahmedabad

'Study of startup motives among doctor entrepreneurs' at **1st Biennial CESBM International Conference**, September 9-11, 2005, Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer

'Skill gap analysis for tourism industry' at **National Conference on Indian Aviation Sector: Future Directions** at Indian Institute of Tourism and Travel Management and Indian Tourism Congress, January 17-18, 2009.

'Revisiting medical tourism' at **ITC 2nd International Convention** during September 11-13, 2010, Dubai, UAE.

Session Co-chair at International Conference on **Challenges and Strategic Interventions for Tourism In India**, December, 4-5, 2010, organised by Institute of Tourism Studies, Lucknow University, Lucknow.

Directors' Conclave on at Indian Institute of Tourism and Travel Management, Gwalior during December 18-19, 2010.

Session Chair for the Technical session at **3rd Biennial CESBM International Conference**, January 22-23, 2011, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.

Participation in conferences/ seminars/ etc.

Coordinator for Entrepreneurship Track at **Director's Conclave**, "Emerging Dimensions of Human Resources Development in Tourism", Indian Institute of Tourism and Travel Management, January 17-18, 2008.

Expert at Curriculum development workshop at Institute of Management Studies, Jiwaji University, Gwalior

Chaired a session in **National Conference on Innovation and Adaptation**, at Prestige Institute of Management, Gwalior, June 30, 2009.

Coordinator for **Marco Polo Programme**. Marco Polo programme is an international student exchange programme of APETIT. This year the programme was organized during June 22-28, 2009 at IITTM Gwalior wherein 13 exchange students participated.

Projects

	Title	Agency	Amount
1	<i>Entrepreneurial intention of tourism students (2009-10)</i>	India Council for Social Science Research	₹ 3.97 L
2	<i>Study of problems and challenges faced by medical tourists visiting India (2010)</i>	Ministry of Tourism, Government of India	₹ 10.5 L
3	<i>Study of problems and challenges faced by service providers (non-medical) for medical tourists visiting India (2011-13)</i>	India Council for Social Science Research	₹ 6.45 L

Doctoral supervision

Subject	Candidate	Enrollment	Status
Assessing impact of internal marketing on the business performance of tourism industry	Rahul Pratap Singh Kaurav	Jiwaji University	Registered
A Study of human resource development practices of private business schools.	Neelam Sharma	Jiwaji University	Registered

International exposure and liaison

July 06 -19, 2002	SINGAPORE, THAILAND	Personal
November 29- December 01, 2004	Lahore University of Management Sciences PAKISTAN	8th South Asian Management Forum's Biennial Conference
April 15- May 05, 2007	Linkoping University, SWEDEN	SIDA fellowship for Advanced SME Management programme
September 15-29, 2007	National University of Vietnam, Hanoi, VIETNAM	SIDA fellowship for Advanced SME Management programme
September 10-14, 2010	The Emirates Academy of Hospitality Management, Dubai Skyline University College, Sharjah UNITED ARAB EMIRATES	ITC 2 nd International Convention
February 19-March 02, 2011	MALAYSIA, INDONESIA, SINGAPORE	Management Development Programme for Teachers, Ministry of Tourism, Government of India.