

## Curriculum Vitae of

### Dr. Nimit Chowdhary

**BE (Mech.) MBA PhD**

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#### Key words

*Professor, Teaching,  
Research,  
Tourism  
Entrepreneurship,  
Small Business,  
Services companies,*

#### Professor and Chairman

**PG Program in International Tourism Business**

**Indian Institute of Tourism and Travel  
Management (IITM)**

*(An organisation of Ministry of Tourism,  
Government of India)*

Gwalior 474011 (MP) INDIA

#### Vision

I look forward to opportunities for working close to real time business situations to learn from them and be able to analyze them in classroom situations by associating interpretations to create new knowledge for the larger learner and business communities.

I am a student of *Entrepreneurship* and management of resulting *Small Businesses* in particular. I have been teaching *Marketing/Management of Services*. My special interest lies in *tourism and hospitality sector*.

Having spent many years in academics I can clearly see myself inclined to work for and contribute to institution building. I am motivated to contribute to developing world class business school.

#### Who Am I?

I am Professor with IITM. Here I am Chairman for the PGDM programme and responsible for admission process and editing the journal. Teaching and research interests include *Entrepreneurship and Small Business Management, Marketing of Services, Destination marketing and management, etc.*

## Career profile

- ✓ **Professor and Chairman** (Administration & Finance)
- ✓ **Chairman** (Admissions); and **Chairman** (PG programme in International Tourism Business )
- ✓ **Editor-** *International Journal of Tourism and Travel*
- ✓ **Professor and Founder Head**, Department of Management, Mizoram University, Aizawl
- ✓ **Professor** at *Instituto Tecnológico y de Estudios Superiores de Monterrey, MEXICO* during Jan-Dec, 2001
- ✓ **Professor** at Department of Business Administration, *Shaoxing University, CHINA*, during Sept 05-Jan 06
- ✓ Instrumental in raising country's first and only university based Entrepreneurship Development Institute; **Deputy Director** of the institute for 3yrs. since its inception
- ✓ **Reader** at Jiwaji University Gwalior, during Jan- August, 04
- ✓ **AICTE's Career Award for Young Teachers**
- ✓ Adjunct faculty for **Indian Institute of Information Technology and Management (IIITM- Gwalior)**
- ✓ Adjunct faculty for **Indian Institute of Quality Management**
- ✓ **Two books** on Service Sector Management by **Macmillan**
- ✓ Another **book on Services (in Chinese)** published by Shanghai University of Economics Press
- ✓ **Two books** on (tourism) entrepreneurship and small business
- ✓ Extensive international experience and liaison (23 visits in last 10 years)
- ✓ **90 plus publications** in national and international journals
- ✓ **80 plus presentations** in various national and international conferences
- ✓ Completed **10 projects** including 5 sponsored ones (One UGC major research project, one awarded by ICSSR).
- ✓ Guided 8 PhDs, 7 underway
- ✓ Mechanical engineering graduate





## Earlier experience

Earlier I worked for **Mizoram University**- a *Central University* in the extreme east of the country. Here I was responsible for raising the School of Management and launching MBA programme. Before that I was the **Deputy Director** at **Center for Entrepreneurship and Small Business Management** at MDS University, Ajmer. Having been invited, I served as **Professor of Business** at **Shaoxing University** during Sept. 05 to Jan 06 and as a **Professor of Business and Administration** at Department of Business, at **Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)** at *State of Mexico Campus* in Mexico during Jan 01- Dec 31, 2001. I also served as a **Reader in Management** at Institute of Commerce and Management, Jiwaji University Gwalior during Jan 04- Aug 04. I was an adjunct faculty for **Global Entrepreneurship Academy** (GEA), Slovenia and Indian Institute of Quality Management (**IIQM**) (Ministry of Electronics, Government of India). Have also taught at Indian Institute of Management- Indore and Indian Institute of Information Technology and Management, Gwalior.

## Key results

Instrumental in bringing up a Center for Entrepreneurship and Small Business Management (CESBM) at Maharshi Dayanand Saraswati University, Ajmer with support from Central government. I was Founder Head, Department of Management at Mizoram University. Planned for and working on setting up of the IITTM-South India centre at Nellore.

## Teaching

Current teaching includes entrepreneurship; marketing of services, etc. Need based teaching-operations management, quality management

## Research

I am presently involved in research on tourism entrepreneurship, destination marketing and management, and tour guiding. I am presently working on a research project entitled "*Evaluation of Social Awareness Campaign for Good Behaviour towards Tourists*".

Earlier, I have been associated with projects supported by UGC, ICSSR, AICTE, Ford foundation and others in and outside of India. Research efforts have resulted into more than 90 publications and about 85 presentations at

various national and international forums. I have authored five books. I am supervising **7 doctoral** candidates working on issues related to tourism and other services, and entrepreneurship. **8 PhDs** have already been awarded.

## Strengths

Having had professorial stints in and out side of India, I have creative ideas about managing and growing academic institutions. My interaction and regular international exposure allows me to stay in touch with leading academics and remain updated about innovative interventions in administration of academics.

I have contributed specially for **institution building**. I am *Chairman of Administration and Finance* at IITTM, *Founder Head* of Department of Management (Mizoram University), and *Deputy Director* (CESBM- MDS University, Ajmer).

As Chairman (Administration) look after general administration of the institute and setting up of new centres.

Personally, to keep myself updated, I regularly participate in faculty development programmes, conferences and seminars in and out side India. I am actively involved in research.

I look forward to challenging and exciting assignments.

## Personal details

Nationality: Indian (Passport: G1307627)  
PAN: ABK-PC-7350E  
Date of Birth: April 20, 1968  
Place of Birth: Jodhpur, India  
Languages: Hindi, English, Spanish (basic)  
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## Referees

- 1. Prof. B.P. Saraswat**  
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- 2. Prof. (Mrs.) Manjula Chaudhary**  
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**Facts file of****Dr. Nimit Chowdhary***Professor**Indian Institute of Tourism and Travel Management, Gwalior**An Organisation of Ministry of Tourism, Government of India***Work Experience**

<b>Duration</b>	<b>Designation/ Scale</b>	<b>Organization</b>	<b>Remarks</b>
Nov 07, 1993 to July 26, 1998	<b>Assistant Professor</b> Scale 2200-75-3000	<b>Faculty of Management Studies</b> Maharshi Dayanand Saraswati University, Ajmer	Revised to 8000-275-13500
July 27, 1998 to July 26, 2003	<b>Assistant Professor</b> (Senior scale)	<b>Faculty of Management Studies</b> Maharshi Dayanand Saraswati University, Ajmer	Scale 10000-325-15200
Jan 01, 2001 to Dec 31, 2001	<b>Professor</b>	<b>Instituto Tecnológico y de Estudios Superiores de Monterrey, MÉXICO</b>	On leave under Rule 31(1) from MDS University, Ajmer
July 27, 2003- May 18, 2007	<b>Assistant Professor</b> (Selection scale)	<b>Faculty of Management Studies</b> Maharshi Dayanand Saraswati University, Ajmer	Scale 12000-420-18300
Jan 20, 2004 August 13, 2004	<b>Reader</b> Scale 12000-420-18300	<b>Institute of Management</b> Jiwaji University, Gwalior	On leave under Rule 31(1) from MDS University, Ajmer
Sept 16, 2005 Jan 31, 2006	<b>Visiting Professor</b>	<b>Department of Business Administration</b> <b>Shaoxing University, CHINA</b>	On Deputation leave from MDS University, Ajmer
August 15, 2004- February 28, 2007	<b>Deputy Director</b>	<b>Center for Entrepreneurship and Small Business Management,</b> Maharshi Dayanand Saraswati University, Ajmer	Additional charge at MDS University, Ajmer
March 05, 2007- May 11, 2007	<b>Professor &amp; Head</b> Scale 16400-450-20900-500-22400	<b>Department of Management</b> Mizoram University Aizwal	On leave under Rule 31(1) from MDS University, Ajmer
May 14, 2007- till date	<b>Professor</b> Scale 16400-450-20900-500-22400 Rev. Pay Band 37000-65000, GP: 10000	<b>Indian Institute of Travel and Tourism Management (IITTM),</b> An organisation of Ministry of Tourism, Gol, Gwalior	Lien from MDS University, Ajmer until May 13, 2009.



Examination	Institute and Board/ University	Subjects	Year	Div	%age
<b>Secondary</b>	Agarwal Hr. Sec. School, Jaipur <b>Board of Secondary Education</b> , Rajasthan, INDIA	Sc-Maths	1983	I	75
<b>Higher Secondary</b>	Agarwal Hr. Sec. School, Jaipur <b>Board of Secondary Education</b> , Rajasthan, INDIA	Sc-Maths	1984	I	80
<b>BE</b>	Faculty of Engineering <b>Jodhpur University</b> , Jodhpur, INDIA	Mech. Engineering	1990	I	65
<b>MBA</b>	Faculty of Commerce and Management <b>Jai Narayan Vyas University</b> (Erstwhile Jodhpur University), Jodhpur, INDIA	Marketing	1993	I	67
<b>PhD</b>	Faculty of Management <b>Maharshi Dayanand Saraswati</b> University, Ajmer, INDIA	Management <sup>1</sup>	1997		
<b>D Litt</b>	Faculty of Commerce and Management <b>Jiwaji University</b> , Gwalior, INDIA	Pursuing <sup>2</sup>			

<sup>1</sup> Thesis: “Management of Non-corporate Private Medical Establishments” under the supervision of Professor Azhar Kazmi.

<sup>2</sup> Research: Study of tour guiding in India- motivations, challenges and interventions



<b>Award/fellowship</b>	<b>Year</b>	<b>Agency</b>
<b>Fellowship for Research Methodology programme</b> @ IIM, Indore	2000	Indian Institute of Management, Indore
<b>Career Award for Young Teachers</b> @ Maharshi Dayanand Saraswati University, Ajmer	2003-06	All India Council for Technical Education (AICTE), New Delhi
<b>Best Teacher Award</b>	2003	Ajmer Engineers Institute
<b>SIDA fellowship for ITP</b> @ Linkoping University, Linkoping and National University of Hanoi, Vietnam	2006	Swedish International Development Agency (SIDA), Stockholm
<b>SITRA Fellowship</b> (not utilized) @ Turku School of Economics, Turku, Finland	2007-08	Finnish Innovation Fund (FIF) and Center for International Mobility (CIMO), Finland
<b>National Scholarship Programme</b> (not utilized) @ Ekonomická univerzita v Bratislave	2007-08	NSP of Slovak Republic
<b>Guest Scholarship</b> @ Gotland University, Sweden	2007-08	Swedish Institute (SI), Stockholm
<b>ICSSR Research Grant</b> @ IITTM, Gwalior	2009-10	Indian Council for Social Science Research
<b>Linnaeus Palme Exchange Programme Grants</b> @ Gotland University, Sweden	2009-10	Swedish International Programme Office for Education and Training
<b>Senior Research Fellowship</b> (to be utilized) @ Shaoxing University, P.R. China	2010	Shaoxing University, P.R. China
<b>PIMG Research Excellence Award</b>	2010	Prestige Institute of Management, Gwalior



## Consultancy Projects

<b>Feasibility of water sports in Jammu region</b>	2009-10	Government of Jammu and Kashmir
<b>Development of dynamic web portal for tour guides</b>	2010	Ministry of Tourism, Government of India
<b>State Level Guide Training</b>	2011	Punjab Heritage and Tourism Promotion Board

## Projects

	<b>Title</b>	<b>Dur.</b>	<b>Agency</b>	<b>Yr.</b>	<b>Remarks</b>
<b>Supported projects</b>					
01	<b>Higher education delivery System: Analysing the gap</b>	6 mth	Ford Foundation	1998	Through Campus Diversity Initiative (CDI). Budget 15,000.
02	<b>Manufacturing perspective: A conceptual frame work and strategic dovetailing for competitive advantage.</b>	1 yr.	University Grants Commission	1999	Minor Research Project. Budget 15,000
03	<b>Evaluating Service Quality</b>	3yr.	University Grants Commission	2001	Major Research Project. Budget 3,94,000. As Co-investigator
04	<b>We want to serve you better</b>	6 mth	ITESM-CEM, Mexico	2001	Budget USD 1500
05	<b>Service leadership study in Mexican small service industry</b>	6 mth	ITESM-CEM Mexico	2001	Budget USD 1500
06	<b>ISO 9000:2001 Challenges and opportunities for service companies in India</b>	3 yr.	AICTE Career award for young teachers	2003	Budget 3 lakhs + full salary for 3 years. Likely to be returned because of change of place to Gwalior, being selected as Reader.
07	<b>Green Activism? How far do we go?</b>	3 mth	AICTE-UNDP-CII-MDI project on case development on	2004	50,000



Corporate Social  
Responsibility

08	<b>Entrepreneurial intention of tourism students</b>	2 yrs	ICSSR	2008-10	3,97,000
09	<b>A study to evaluate the scheme of social awareness campaign with theme "Good behaviour towards tourists"</b>	5 ½ mths	MoT	2010	13,62,000

**Unsupported projects**

01	<b>Study of effectiveness of symbols for government welfare programmes</b>	1 yr.	1996	Published: Management in Government, Vol.XXXI, No.3, Oct-Dec. 1999
02	<b>Study of job satisfaction among university employees</b>	3 mth	1997	Unpublished
03	<b>Evaluating service quality of branded eating joints</b>	9 mth	2000	To develop teaching material
04	<b>Study of tour guiding in India- motivations, challenges and interventions</b>	3 yrs	2008	Leading to D Litt. Degree @ Jiwaji University, Gwalior.
05	<b>Studying content and efficacy of tour guiding</b>	2007 onwards		Ongoing, published paper in international journal.



	<b>Date and Year</b>	<b>Place</b>	<b>Purpose</b>
1	June 12-15, 2000	Karlstad University, <b>SWEDEN</b>	QUIS 7: International Symposium on Service Quality
2	June 16-18, 2000	Aarhus Business School, <b>DENMARK</b>	11 <sup>th</sup> Nordic Conference on Small Business
3	Jan 01-Dec 31, 2001	Instituto Tecnológico y de Estudios Superiores de Monterrey, <b>MÉXICO</b>	Invited as <b>Professor</b> of Business and Administration
4	May 19-26, 2001	Poznan University of Economics, <b>POLAND</b>	Key note speaker in Third Services Marketing Conference
5	Dec 17- 21, 2001	The Chinese University of HongKong, <b>HONGKONG</b>	First International Conference on E-Business
6	Jul 06- 09, 2002	Bangkok, <b>THAILAND</b>	Personal visit
7	July 10-July 14, 2002	Griffith University, <b>AUSTRALIA</b>	VI World Congress
8	July 15-July 19, 2002	<b>SINGAPORE</b>	Personal visit
9	Dec 08- 13, 2003	National University of Singapore, <b>SINGAPORE</b>	Third International Conference on E-Business Session Chair
10	Dec 14-16, 2003	1. University of Colombo 2. University of Jayawardanepura <b>SRI LANKA</b>	Academic Liaison
11	Nov. 29- Dec 01, 2004	Lahore University of Management Sciences <b>PAKISTAN</b>	8 <sup>th</sup> South Asian Management Forum's Biennial Conference
12	Sept 16, 2005 to Jan 31, 2006	Shaoxing University, <b>P.R. CHINA</b>	Invited as visiting Professor
13	May 01-19, 2006	Linkoping University, <b>SWEDEN</b>	SIDA fellowship for Advanced SME Management programme
14	Sept 03-15, 2006	National University of Vietnam, Hanoi, <b>VIETNAM</b>	SIDA fellowship for Advanced SME Management programme
15	Nov 03-10, 2006	Global Entrepreneurship Academy, <b>SLOVENIA</b>	As Visiting faculty for international programme with participants from 7 European countries.
16	Dec 03-07, 2006	University of Guanajuato, Salamanca, <b>MEXICO</b>	To advise university on setting up a Department of Entrepreneurship and Management.
17	Dec 08-12, 2006	<b>FRANCE, BELGIUM and HOLLAND</b>	Personal visit
18	Feb 27- Mar 27, 2008	Gotland University, <b>SWEDEN</b>	To teach and research. Fellowship of Swedish Institute.
19	Nov 17-19, 2009	International Tourism Studies Association (ITSA), <b>P.R. CHINA</b>	Special guest of Zhejiang Wuyi Govt. to address International Wellness Tourism Summit Forum
20	Nov 22-29, 2009	Gotland University, <b>SWEDEN</b>	Under Linnaeus Palme Exchange Programme Grants
21	Nov 30- Dec 3,	1. NHTV, Breda 2. Wittenborg Business School	Academic Liaison



	2009	3. Arnhem Business School <b>HOLLAND</b>	
<b>22</b>	June 21- July 7, 2010	Study Visit, <b>MALAYSIA</b> , Institute of Tourism, <b>INDONESIA</b> Cornell- Nanyang University, <b>SINGAPORE</b>	MDP for Tourism and Hospitality Teachers.
<b>23</b>	September 10- 14,2010	The Emirates Academy of Hospitality Management, Dubai Skyline University College, Sharjah <b>UNITED ARAB EMIRATES</b>	ITC 2 <sup>nd</sup> International Convention



	<b>Thesis</b>	<b>Faculty/ University</b>	<b>Candidate</b>	<b>Remarks</b>
1.	Accountability in Public Enterprises in Rajasthan (Co-Supervision)	Commerce, MDS University, Ajmer	Shailendra Charan	<b>Awarded 2003</b>
2.	Organizational implications of MIS adoption: A study of select Indian companies	Management, MDS University, Ajmer	Vinod Jain	<b>Awarded 2004</b>
3.	Profiling the doctor entrepreneur: A micro-structural analysis	Management, MDS University, Ajmer	Ashish Pareek	<b>Awarded 2005</b>
4.	Financial management of service Industries: Analyzing the differences	Management, MDS University, Ajmer	Deepika Upadhyaya	<b>Awarded 2005</b>
5.	Marketing communication in service industry	Management, MDS University, Ajmer	Pooja Singhal	<b>Awarded 2005</b>
6.	Study of social responsibility among small enterprises	Management, MDS University, Ajmer	Pooja Sharma	<b>Awarded 2010</b>
7.	Content analysis of service recruitment advertisements	Management MDS University, Ajmer	Sonal Sisodia	<b>Awarded 2010</b>
8.	Study of entrepreneurialism among technology and engineering students in Rajasthan	Management, MDS University, Ajmer	Ramesh Devrath	Ongoing
9.	Problems and prospects of timeshare	Tourism, Jiwaji University, Gwalior	Sukarn Sharma	<b>Awarded 2011</b>
10.	Competitive analysis of Gwalior as a tourist destination	Management, Jiwaji University, Gwalior	Chandar Badan Singh	Ongoing
11.	Event sponsorship and image transfer: A study of TV reality shows	Management, Jiwaji University, Gwalior	Shailja Bhakar	Ongoing
12.	Tourist satisfaction: Evaluation of tourguides' performance	Management, Jiwaji University, Gwalior	Sunayana	Ongoing
13.	Challenges in internationalisation of small enterprises	Management, Jiwaji University, Gwalior	Rashmita Singh	Ongoing
14.	Assessment of green practices in hotels	Mech Engineering, Rayalaseema University, Kurnool	Sanjay Gomasta	Ongoing
15.	Role of tour guides: An evaluation of stakeholders' perspectives	IGNOU	Shailja Sharma	Ongoing

## Books (5)

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

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

**Chowdhary, Nimit** (2007). *Management of Services (in Chinese)*. *Shanghai University of Economics Press*, Shanghai. ISBN 978 7 81098 906 0

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

**Chowdhary, Nimit** and Saraswat, Bhagwati, P. (2005). *Organisational Culture and Human Talent: The Service Industry*, New Delhi: *Macmillan India Limited*. ISBN 1403 92858 4.

## Papers communicated (1)

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Upadhyaya, D., and **Chowdhary, N.**, 'Review of investment evaluation criteria of various funding agencies', *SEANZ Journal*, Australia.

## Working papers (4)

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**Chowdhary, N.** and Prakash, M.: Comparison of training expectations of novice and experienced tour guides.

**Chowdhary, N.** and Prakash, M.: Expectation-performance analysis of tour guide training content.

Prakash, M. and **Chowdhary, N.**: Tour guide training- lessons to learn.

**Chowdhary, N.** and Prakash, M.: Content analysis of websites of State Tourism Boards in India.

**Chowdhary, N.** and Prakash, M.: Studying problems and challenges faced by medical tourists

## Papers published (91)<sup>‡</sup>

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Sisodia, Sonal and **Chowdhary, Nimit** (Forth coming, Oct 2012). Use of illustrations in recruitment advertising by service companies. *Journal of Services Research*, Vol. 12. No. 2.

Sisodia, Sonal and **Chowdhary, Nimit** (2011). Can Bilcare's anti-counterfeiting technologies handle the menace of counterfeit? *Emerald: Emerging Market Case Studies Collection*. Vol.1, No.3, ISSN: 2045-0621(Intl.)

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

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.

Sisodia, Sonal and **Chowdhary, Nimit** (2011). ABIL's dilemma: to brand or not to brand in India. *Emerald: Emerging Market Case Studies Collection*. Vol.1, No.1, ISSN: 2045-0621(Intl.)

**Chowdhary, N** and Ramesh, D., Prakash, M. (2011), 'India- Making of a health destination' in Thimm, T. and Freyer, W. (Eds), *Indien-Tourismus*, München: Oldenbourg Wissenschaftsverlag GmbH, pp. 125-135. (Intl)

**Chowdhary, N.**, Devrath, R. and Yadav, M. (2011), 'Indian Tourism- Challenges' in Thimm, T. and Freyer, W. (Eds), *Indien-Tourismus*, München: Oldenbourg Wissenschaftsverlag GmbH, pp. 19-33(Intl).

Kumar, Surendra, Yadav, Manoj P.S. and **Chowdhary, Nimit** (2010). Organising human resource management function in small hospitals. *Pranjana*, Vol. 13, Iss. 2, pp. 16-26.

Kaurav, R. P.S., **Chowdhary, N** and Shukla, U.N. (2010), 'Impact of internal marketing on external marketing in tourism enterprises: A study of Madhya Pradesh', *Journal of Global Information and Business Strategy*, Vol.2, No.1, pp. 15-24.

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<sup>‡</sup> (Intl.): International publications



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

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. (Intl.)

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

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

**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. (Intl.)

**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, pp.67-84. (Intl.)

**Chowdhary, N.**, and Saraswat, R.N. (2009), 'Human Resource Development for Tourism in India', *Tourism Development Journal*, Vol.7. No.1. pp. 85-89.

**Chowdhary, Nimit** (2009) 'India: What will it take? Lessons to learn from China!' *The Indian Economy Review*, Vol.VI, No.4, pp. 56-59.

**Chowdhary, Nimit** (2009) 'Critique on capacity building for tourism sector in India' *International Journal of Tourism and Travel*, Vol.2., No. 2, pp. 27-33. (Intl.)

**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. (Intl.)

**Chowdhary, N.** (2008), 'Emerging Dimensions of Human Resources Development in Tourism (Report)', *International Journal of Tourism and Travel*, Vol.1. No.2, pp. 63-64. (Intl.)

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.

**Chowdhary, N.** (2008), 'Innovation in tourism: Competitiveness and sustainability (Report)', *International Journal of Tourism and Travel*, Vol.1. No.1, pp. 63-64. (Intl.)

**Chowdhary, N.** (2007), 'Entrepreneurship and tourism small business start-up', in Training Manual on Youth Enterprise Development in Tourism Sector, Chandigarh: Common Wealth Youth Asia Programme.

Prakash, M. and **Chowdhary, N.** (2007), 'Study of entrepreneurial motivations in India', *ICFAI Journal of Entrepreneurship*, Vol. 4., No.3, ICFAI University Press.

Prakash, M. and **Chowdhary, N.** (2007), 'Carbex AB', *Business Perspectives*, Vol.9, No.1, pp. 101-103.

**Chowdhary, N.** and Prakash, M. (2007). 'Prioritizing service quality dimensions', *Managing Service Quality*, US, Volume 14, No. 5. (Intl.)

Sisodia, S. and **Chowdhary, N.** (2007), 'Corporate social responsibility: The human face of business activities,' in Saxena, K. and Bhatt, N., *Environment Management Practices-An Indian Outlook*, New Delhi: Himanshu Publications.

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## Book Reviews (1)

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## Conferences/ seminars (84)

*Strategic Thinking and Reconnaissance Before Raising a New Hospital* at **National Convention of Indian Hospital Association**, Indian Hospital Association, Nov. 15-16, 1996, Madurai.

*Paradigm Shift in Higher Education* at **National Seminar on Role of Universities in Development of Affiliated Colleges**, Maharshi Dayanand Saraswati University, Feb.14 - 15, 1997, Ajmer.

*Towards an Effective Evaluation System: A Prescription for Management Education* at **National Seminar on Evaluation and Assessment in Higher Education**, Maharshi Dayanand Saraswati University, Aug. 30 - Sept.01, 1997, Ajmer.

*Professionalism in Services* at **All India Tourism Meet Golden Voyage' 97**, Department of Management Studies, Jai NarainVyas University, Nov. 15 - 17,1997, Jodhpur.

*Ecological Degradation at Pushkar, Prohibit Tourism or Promote Tourism* at **National Seminar with International Participation on Environment and Eco-development of Pushkar Valley**, Maharshi Dayanand Saraswati University, November 24-26, 1997, Ajmer.

*Indian Manager: Challenges of Globalised Economy* at **National Seminar on Indian Economy: Performance, Alternatives and Challenges**, Maharshi Dayanand Saraswati University, Jan. 07 - 09, 1998, Ajmer.

*Economics of Environment: Towards a Sustainable Development Paradigm* at **National Seminar on Indian Economy: Performance, Alternatives and Challenges**, Maharshi Dayanand Saraswati University, Jan. 07 - 09, 1998, Ajmer.

*MNC's – A Panacea to Indian Ills* at **National Seminar on Indian Economy: Performance, Alternatives and Challenges**, Maharshi Dayanand Saraswati University, Jan. 07 - 09, 1998, Ajmer.

*Searching An Indian Style of Management* at **National Conference on Relevance of Vedantic Philosophy for Contemporary Management**, Maharshi Dayanand Saraswati University, March 04 - 06, 1998, Ajmer.

*Issues in Service Quality* at **National Conference on Quantitative Techniques for Business Competitiveness**, Indian Statistical Institute, Aug 06 - 08, 1998, Chennai

*Ancient Culture, Modern Management: Searching an Indian Style of Management* at **National Seminar on Management in The New Millenium- An Indian Perspective**, FMS, Feb. 18-20,1999, Gurukul Kangri University, Harwar.

*Environmental Management: The Vedic Options* at **National Seminar on Management in The New Millenium- An Indian Perspective**, FMS, Feb. 18-20,1999, Gurukul Kangri University, Harwar.

*Environmental Accounting* at **XXII International Seminar and National Conference of Indian Accounting Association**, Department of ABST, Faculty of Commerce, University of Rajasthan, Feb 27-28, 1999, Jaipur.

*Initiatives in Service Quality* at **International Conference on Service Quality, IIM Ahemdabad, Dec 28-29, 1999, Ahemdabad.**

*Services: The IT leverages* (by co-author) at **Nirma International Conference on Management 2000"**, Nirma Institute of Management

*Two Factors Theory: Quasi Experiments With Service Quality* at **QUIS 7: International Symposium on Service Quality**, Karlstaad University, June 13-15, 2000 , Karlstaad, SWEDEN.

*Service'preneurs: Lessons for Small Service Enterprises* at **11<sup>th</sup> Nordic Conference**, Aarhus Business School, June 16-18, 2000, Aarhus, DENMARK.

*Environmental Leverage: The Vedic Options* at Seminar on **Nai Sahsrabdi Mein Vedic Chintan**, Maharshi Dayanand Saraswati University, Sept. 25-27, 2000, Ajmer

*Tourism: A New Face in the New Millennium* at **National Tourism Conference**, DAV College, Ajmer, Dec 10-11, 2000.

*Greening Tourism: Learning from Best Practice Examples* at **National Tourism Conference**, DAV College, Ajmer, Dec 10-11, 2000.



*Pushkar: Cause and Case for Eco-cultural Tourism* at **National Tourism Conference**, DAV College, Ajmer, Dec 10-11, 2000.

*Organizing Healthcare services: Issues in Human Resources Management* at **Third Services Marketing Conference: "Corporate Culture – The Personality of a Service Professional"**, Poznan University of Economics, May 20-21, 2001, **POLAND**.

*Marketing Services: Evidence for Two Factors Theory* at **XXXVI Asamblea del Consejo Latinoamericano de Escuelas de Administración "Los Nuevos Modelos de Negocios Ante la Globalización"**, ITESM, Campus Ciudad de Mexico, September 25-28, 2001, **MEXICO**.

*Conceptos de la Cultura Hindu en Torno a la Muerte* at, **La Dirección de Formación Valoral Area de Integración**, Universidad Iberoamericana, August 22, 2001 Ciudad de Mexico, **MEXICO**.

*Service Quality: Revisiting Two-Factors Theory* at **"First International Conference on Electronic Business"**, The Chinese University of Hong Kong, December 19-21, 2001, **HONGKONG**.

*Comparative Study of Fast Food Outlets* at **"First International Conference on Electronic Business"**, The Chinese University of Hong Kong, December 19-21, 2001, **HONGKONG**.

*Service Leadership Study* at **"Nirma International Conference on Management 2002"**, Nirma Institute of Management, January, 03-06, 2002, **Ahemdabad**.

*The Service Challenge: Managing the Human Resource* at **"National Seminar on 'Moving with times: Role of HRM in Service Sector'"**, Mohanlal Sukhadia University, March 16-17, 2002, **Udaipur**.

*Servicios Automotrices Echegaray – A Case of Service Excellence* at **"VI World Congress"**, Griffith University, Gold Coast, July 10-13, 2002, **AUSTRALIA**.

*A Friend in Need is a Friend Indeed :A Case of Service Excellence: The New Marketing Paradigm* at **55<sup>th</sup> All India Commerce Conference**, October 18-20, 2002, **Udaipur**.

*Marketing Inwards!* at **National Seminar on Challenges for Marketing**, February 14-15, 2003, **Laxhmangarh, Rajasthan**.

*Prioritizing service quality dimensions* at **15<sup>th</sup> Annual Management convention of AIMA**, August 22-24, 2003, **XIM Bhubaneshwar**.

*Prioritizing service quality dimensions* at **III International Conference on E-Business**, Dec 09-12, 2003, **National University of Singapore, SINGAPORE**.

*Destination Pushkar: A case study for eco-cultural tourism* at **National Seminar on "Emerging trends in tourism"**, Feb 9-10, 2004, **IITTM, Gwalior**.

*Competitive advantage through strategic positioning* at **National Seminar on "New Age Management"**, September 4-5, 2004, **Mody Institute of Management, Kota**.

*Social Responsibility of Small Business*, at **National Seminar on "Corporate Governance"**, October 9-10, 2004, **Faculty of Management Studies, MG Kashi Vidhyapeeth, Benaras**.

*Correlates of Entrepreneurial Motives* at **"8<sup>th</sup> South Asian Management Forum's"** Biennial Conference, Nov. 29- Dec. 01, 2004, **Lahore University of Management Sciences, PAKISTAN**

*The Small Service Sector* at **"2<sup>nd</sup> National Conference on Entrepreneurship in the Era of Globalization: Opportunities and Challenges"**, Jan 6-7, 2005, **NISIET, Hyderabad**.

*A Study of Entrepreneurial Motives* at **"2<sup>nd</sup> 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 **"6<sup>th</sup> Biennial Conference on Advances and Trends in Entrepreneurship Research"**, Feb. 9-11, 2005, **Entrepreneurship Development Institute of India, Ahmedabad**.

*Attributes of Service Employees: Developing a Framework (With Sonal Sisodia)* at **"International Conference on Services Management"**, March 11-12, 2005 at **Institute of International Management and Technology, Gurgaon**.

*Marketing Communication in Small Services (With Pooja Singhal)* at **"International Conference on Services Management"**, March 11-12, 2005 at **Institute of International Management and Technology, Gurgaon**.



HR practices in Small Hospitals (with Shweta Sharma) at “**1<sup>st</sup> Biennial CESBM International Conference: New Age Entrepreneurship- Vision and Vistas**” September 09-11, 2005, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.

Keynote address at **International Conference on Environmental Management Practices in India (EMPI)**, March 3-5, 2006 at Pacific Institute of Management, Udaipur.

Giving something back: Social responsibility of SME at “**2<sup>nd</sup> Biennial CESBM International Conference: The spirit of entrepreneurship- Carrying forward the agenda**” October 12-14, 2007, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.

Session Chair in technical session “Role of entrepreneurship in Economy” at “**2<sup>nd</sup> Biennial CESBM International Conference: The spirit of entrepreneurship- Carrying forward the agenda**” October 12-14, 2007, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.

Keynote address at **National Seminar on contemporary issues in Accounting, Commerce and Business Management**, October 27-28, 2007 organised by Indian Accounting Association (Gwalior), Gwalior.

Co-chaired a session at **International Conference on Innovations in Tourism**, December 20-22, 2007 organised by Baji Rout Regional Center of IITM for Eastern India, Bhubaneswar.

Seminar on “Doing Business with India”, March 18, 2008, at **Gotland University**, Gotland, Sweden.

Keynote address at **3<sup>rd</sup> PIMG National Conference** on Key Drivers of Organisational Excellence, March 29-30, 2008, organized by Prestige Institute of Management, Gwalior

Session Chair in **Workshop on Satellite based education, March 30-31, 2008, organized by** Department of Public Administration, Jiwaji University and Regional center of MP Bhoj University.

Session Chair at **National Conference on “Tourism in India- Challenges ahead”**, May 15-17, 2008 organized by Indian Institute of Management, Kohzikode. Also Presented a paper titled “Challenges of Tour Guiding: Assessment of Situation in India.”

Resource person for **Faculty Development Programme on Entrepreneurship Development** organized by Engineering College, Bikaner, September 19-20, 2008.

Keynote speaker at **Two day workshop for Principals and University Administrators on “Sustaining educational excellence and understanding present day educational environment”**, Manipur University, Imphal, September 26-27, 2008

Keynote Speaker at **National Conference on Tourism Destination Competitiveness and Sustainability**, November 21-22, 2008 organized by Dayanand College, Ajmer.

Chief Guest and Keynote Speaker at **National Case Writing Workshop**, March 2-4, 2009 organized by Prestige Institute of Management, Gwalior.

*Methods of Qualitative Research* at **National Research Methodology Workshop**, August 28-31, 2009 organized by Prestige Institute of Management, Gwalior.

Convener of technical sessions at **62<sup>nd</sup> All India Commerce Conference** of Indian Commerce Association organized during October 10-12, 2009 at MDS University, Gwalior.

Key note Speaker at **International Wellness Tourism Summit Forum**, Wuyi, November 17-19, 2009 at International Tourism Studies Association (ITSA), **P.R. CHINA**

Key note Speaker at **1<sup>st</sup> International Conference** on “Global Business Recession: Lessons Learnt” during January 08-10, 2010 at Prestige Institute of Management, Gwalior.

Participated in **Seminar on Business Avenues for MSME**, during January 30-31, 2010, organised by MSME Institute-Indore and Directorate of Industries- Government of Madhya Pradesh, at Gwalior.

Session Chair at **All India Convention of Tourism Professionals on New Age Marketing in Tourism**, February 5-6, 2010, organised by



Kerala Institute of Travel And Tourism Studies, Trivendram.

Keynote Speaker at **2<sup>nd</sup> Conference of Association of Professional Institutes of Madhya Pradesh**, February 23, 2010, organised by Institute of Professional Studies, Gwalior. Paper: "Building a New Model: Learner Centric Education".

Panellist at **Panel Discussion on European Union Integration: Learning and Future Direction**, February 25, 2010, ITM Universe, Gwalior.

Keynote Speaker at **3<sup>rd</sup> Conference of Association of Professional Institutes of Madhya Pradesh**, March 03, 2010, organised by Sanghvi Institute of Management Sciences, Indore. Paper: "Building a New Model: Learner Centric Education".

Keynote Speaker at **1<sup>st</sup> International Conference on Conference** during August 05-06, 2010 at Tourism at Women's Christian College, Chennai. Paper: "Tourism to counter terrorism".

*Why Research?* As a Guest of Honour at **National Research Methodology Workshop**, August 28-30, 2010 organized by Prestige Institute of Management, Gwalior.

Session chair at **ITC 2<sup>nd</sup> International Convention** during September 11-13, 2010, Dubai, UAE. Also presented a paper: "Untangling the destination marketing triangle".

Session chair at **63<sup>rd</sup> All India Commerce Conference** during October 1-3, 2010 at University of Goa, Goa. Track: Rural Entrepreneurship in India: Challenges and Opportunities.

Session chair at **National Seminar on Strategies for Sustainable Competitive Advantage in Globalised Era** (Marketing Track) during October 08-09, 2010 at ITM Universe, Gwalior.

Session Chair at **National Conference on Tourism Development in India- Challenges and Opportunities (With Special Reference to Rajasthan)** during October 23-24, 2010 at Lohia College Churu ( Rajasthan).

Session Chair at **National Seminar on Emerging Business Trends in India** during October 25-27, 2010 at SKIT Jaipur. Track: Business Opportunity Scanning.

Session 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.

Keynote Speaker for the inaugural session at **3<sup>rd</sup> Biennial CESBM International Conference**, January 22-23, 2011, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.

Felicitatation lecture at **'Akanksha (Industry – Institute Interface)'** organised by Department of Tourism Studies, February 18, 2011, Pondicherry University, Pondicherry.

Keynote address at **Research Methodology Workshop for Doctoral Candidates** on March 12, 2011 organised by ITM Universe, Gwalior.

Session Chair at **National Conference on Sustainable Tourism Development: Practices, issues, grey areas and strategies**, March 26-27, 2011, organised by Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi (U.P.).

Keynote address at **National Seminar on Total Quality Management**, on April 09, 2011 organised by Maharshi Arvind Institute of Science and Management, Jaipur.

Keynote address at **2<sup>nd</sup> National Conference on Innovation and Information Management** during April 15-16, 2011 organised by BVM College of Management Education, Gwalior.

Co-chair at **2<sup>nd</sup> National Seminar on Strategies for Sustainable Competitive Advantage in a Globalized World** during August 18-19, 2011 organised by ITM University, Gwalior. Paper: Sustaining Competitive Advantage.

*Expert note on 'Qualitative Research?'* at **National Research Methodology Workshop**, August 28-31, 2011 organized by Prestige Institute of Management, Gwalior.

*'Medical tourism in India'* at **Disha 2011** organised by Thomas Cook (India) Centre of Learning, September 30, 2011, Mumbai.



Keynote Address and chairing the technical session at **International Conference of Learning Community for Global Educational Reform** organised by Institute of Professional Studies, November 18, 2011.

Keynote address at **Workshop on Entrepreneurship and Industrial Motivation Campaign**, on December 01, 2011 organised by Maharshi Arvind Institute of Science and Management, Jaipur.

### **Workshops and training programmes organized (33)**

Workshop on **Personnel Investment and Tax Planning** jointly organized by **Ajmer Engineers Association** and **Faculty of Management Studies, Ajmer**, Jan. 1995

Workshop on **Project Formulation and Appraisal** jointly conducted by **Faculty of Management Studies, Ajmer** and **PHD Chamber of Commerce and Industry**, March 1995

**Management Development Programme for Engineers and Technocrats of and around Ajmer**. A 50 contact hours Programme by **Faculty of Management Studies, Ajmer**, April 20 to May 25, 1995

**National Conference on Relevance of Vedantic Philosophy for Contemporary Management**, organised by **Faculty of Management Studies**, March 04 - 06, 1998

**UGC Refresher Programme for Business Administration**, organised by **HRD Centre, MDS University, Ajmer**, Dec 18, 1998-Jan 05, 1999

**UGC Refresher Programme for Commerce**, organised by **HRD Centre, MDS University, Ajmer**, March 18, - April 04, 1999

**Winter School in Marketing**, under the aegis of Department of Management Studies, March 8-9, 2003

**Workshop on Managerial Challenges for 21<sup>st</sup> Century**, jointly organised by **Department of Management Studies** and **Ajmer Engineers Institute**, June 28-29, 2003.

**UGC Refresher Programme in Commerce** organised by **ASC, MDS University, Ajmer**, October 20- November 08, 2004.

**Workshop on Environmental Management Systems**, organized by **CESBM, Ajmer, AZLUS Ajmer** and **SISI, Jaipur**, Nov.19, 2004.

**Sports in Ajmer**, One day Seminar, Feb.19, 2005.

**Entrepreneurship Awareness Programme**, Department of Science and Technology, and **CESBM**, March 04, April 09, 2005.

**Entrepreneurship Development Programme**, Department of Industries and **CESBM**, March 14, April 09, 2005.

**Entrepreneurship Development Programme for Doctors**, Department of Industries and **CESBM**, March 21, April 09, 2005.

**1<sup>st</sup> Biennial CESBM International Conference on New Age Entrepreneurship: Vision and Vistas**, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer September 09-11, 2005.

**Rural Entrepreneurship Development Programme (Village Gagwana)**, Department of Industries and **CESBM**, Feb. 26- March 12, 2006.

**Entrepreneurship Development Programme for S&T Graduates**, Department of Science and Technology, **Gol** and **CESBM**, Feb. 20- March 20, 2006.

**UGC Refresher Programme for Tourism**, organised by **IITM, Gwalior**, August 06-26, 2007.

**2<sup>nd</sup> Biennial CESBM International Conference on The spirit of entrepreneurship: Carrying forward the agenda**, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer October 12-14, 2007.

**Director's Conclave**, Silver Jubilee Celebrations, Indian Institute of Tourism and Travel Management, January 17-18, 2008

**Faculty Development Programme** (AICTE Sponsored) on Research Methodology at Indian Institute of Tourism and Travel Management, July 20-29, 2008.

**National Conference on Indian Aviation Sector: Future Directions** at Indian Institute of Tourism and Travel Management and Indian Tourism Congress, January 17-18, 2009.



**Workshop on Research Methodology for Tourism (Level-1)** at Indian Institute of Tourism and Travel Management July 12-16, 2010.

**Faculty Development Programme** for teachers of Tourism organised at IITTM-Nellore on Jan 13, 2011.

**Faculty Development Programme** for teachers of Tourism organised at Loyola College Chennai on Jan 14, 2011.

**Refresher Programme** for State Level Tour Guides for Madhya Pradesh State Tourism Development Corporation, March 11-12, 2011.

**Refresher Programme** for State Level Tour Guides for Madhya Pradesh State Tourism Development Corporation, March 17-18, 2011.

**Refresher Programme** for State Level Tour Guides for Madhya Pradesh State Tourism Development Corporation, March 25-26, 2011.

**State Level Guide Training Programme** for Punjab Heritage and Tourism Promotion Board (PHTPB) during May 16- June 10, 2011 at Amritsar.

**Executive Development Programme** for Madhya Pradesh State Tourism Development Corporation (MPSTDC) during June 22-28, 2011 at Gwalior.

**Training for Local Level Tour Guides** for Madhya Pradesh State Tourism Development Corporation (MPSTDC) during August 01 -20, 2011 at Gwalior.

**Officers Training Programme** for Ministry of Tourism, Government of India during October 10-21, 2011 at IITTM Gwalior.

**Train the Trainer for Tour Guiding** in association with World Federation of Tour Guide Association (WFTGA) for faculty members of IITTM, during December 5-15, 2011.

### **Participation in workshops and training programmes (21)**

Attended *XXXV Orientation Programme for University and College Teachers* at **Academic Staff College** of University of Rajasthan, Sept. 10 - Oct. 07, 1997, Jaipur

Attended *Refresher Course in Business Administration* at **HRD Centre** of M.D.S. University, March 23 - April 12, 1998, Ajmer

*Workshop for Research Guides* at **Maharshi Dayanand Saraswati University**, Sept 24 - 26, 1998, Ajmer

*Workshop on Teaching Pedagogy (Case Study method)* at **Faculty of Management Studies**, Maharshi Dayanand Saraswati University, Ajmer during November 15-16, 1999.

*Research Methodology workshop* at **Indian Institute of Management-Indore** during July 23-28, 2000, Indore

*Programa de Desarrollo de Habilidades Docentes (PDHD)* (Development program of Teaching skills), at **Instituto Tecnológico y de Estudios Superiores de Monterrey**, Campus Estado de Mexico, during Jan 03, 2001 to Jan 10, 2001

*Cross-cultural Training for National Diversity Awareness* at **Dirección de Recursos Humanos** of **Instituto Tecnológico y de Estudios Superiores de Monterrey**, Campus Estado de Mexico, México, during June 28-29, 2001

Attended *Refresher Course in Business Studies* at **Academic Staff College** of Kurukshetra University, May 29 – June 18, 2002, Kurukshetra

Participated in *ICSSR Workshop on Data Analysis* at **Tata Institute of Social Sciences**, November 11-23, 2002, Mumbai

Participated in *Case Writing Workshop* organised by **Prestige Institute of Management and Research**, April 29- May 01, 2003, Indore

Attended *Refresher Course in Environmental Studies* at **Academic Staff College** of Maharshi Dayanand Saraswati University, March 09 – March 29, 2004, Ajmer

Case Writing Workshop organized by AICTE-UNDP-CII-MDI, at **Management Development Institute**, April 23-24, 2004, Gurgaon

Case Writing Workshop organized by AICTE-UNDP-CII-MDI, at **Management Development Institute**, September 03-04, 2004 Gurgaon

Faculty Development Programme (FDP) organized by **Entrepreneurship Development Institute of India**, Ahmedabad, December 20-31, 2004.

Second Phase **South Asia Professional Exchange and Training Programme** (SAPETP) at EDII-Ahmedabad during Jan 11-13, 2006.



Awarded SIDA fellowship for Phase I of *Advanced SME Training Programme* at **Linköping University, Sweden** during May 01-20, 2006.

Awarded SIDA fellowship for Phase II of *Advanced SME Training Programme* at **National University of Vietnam, Vietnam** during Sept 04-15, 2006, HCM City, Vietnam.

Workshop on use of ICT in training and education in Tourism and Hospitality sectors, organized by Media Labs Asia, New Delhi at **National Institute of Tourism and Hospitality Management, Hyderabad** during December 14-15, 2007.

Entrepreneurship Educators Development Course (EEDC) (Phase II) at **Indian School of Business (ISB), Hyderabad** during Jan 05-08, 2009.

Entrepreneurship Educators Development Course (EEDC) (Phase IV) at **Indian School of Business (ISB), Hyderabad** during April 20-23, 2009.

**Management Development Programme** at Administrative Staff College of India and Nanyang-Cornell University (Singapore) during June 21- July 07, 2010.

### **Other academic contributions**

- Co-coordinator for Rajasthan Pre Teacher Education Test (RPTET) for 2004-05, 2005-06, 2006-07.
- Examiner for several universities and public service commissions
- Expert on subject committees, projects awards, selection committees, etc.
- Member Board of Studies at several universities
- Member, Boards of colleges and academic bodies
- Designed curriculum on Marketing of Services, Management of Services, Entrepreneurship Development, Entrepreneurship and Small Business Management, Tourism Entrepreneurship, Destination marketing and management among several others.

- On inspection committees for colleges on behalf of universities, etc.
- On various ad hoc and standing committees of academic and administrative nature at the present and earlier institutions.
- Hundreds of guest lectures and keynotes.
- Teach business planning and have experience writing proposals for programme setting up, programme funding, institutional development, research projects, etc.

### **Teaching qualifications**

- Qualified **National Eligibility Test** for Lectureship (1022/L), June 1993.
- Qualified **State Level Eligibility Test** for Lectureship (348/361), March 1992.

### **Reviewer for**

1. Pearson Education India
2. Sage Publications, New Delhi
3. Primus Books, New Delhi

### **Membership**

- Indian Tourism Congress, Shimla
- Indian Commerce Association, India.
- South Asian Forum of Entrepreneurship Educators and Researchers, Ahmadabad
- India Management Association, New Delhi.
- Indian Hospitals Association, New Delhi.
- Ajmer Engineers Institution, Ajmer.
- Youth Hostel Association of India, New Delhi

### **Editorial Responsibilities**

- ◇ Editor for *International Journal for Tourism and Travel*, an international journal of Indian Institute of Tourism and Travel Management
- ◇ Associate Editor for *Asian Journal of Entrepreneurship*

Member, Editorial Board

- *International Journal of Management Studies and Research*, Pakistan
- *South Asian Journal of Tourism and Heritage*



- **Enlightening Tourism- An International Research Journal**, Spain
- **Emerald Emerging Markets Case Studies**
- **Interdisciplinary Studies Journal**, Finland
- **Entrepreneurship Business Review**, *Center for Entrepreneurship and Small Business Management*, India.

Review Member

- **Indore Management Journal**- IIM Indore

### Additional list of referees

- 1. Prof. Per Lind**  
Per Lind  
Doctor of Technology  
Professor Industrial Development  
Gotland University  
Sweden  
Email: [per.lind@hgo.se](mailto:per.lind@hgo.se)
- 2. Prof. Li Shengxiao**  
Dean  
School of Business and Administration  
Shaoxing University  
P.R. China  
Email: [lsx612@tom.com](mailto:lsx612@tom.com)
- 3. Prof. M.L. Chhipa**  
Ex- Vice Chancellor  
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- 4. Dr. (Mrs.) Kalpana Mathur**  
Dean, Faculty of Commerce and  
Management  
Jai Naran Vyas University  
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Phone: +91-94141-35353

### Recent Accolades

January 2011. Presented PIMG **Research Excellence Award**

February 2011. **1<sup>st</sup> Place Indian Case Study Proposal Competition**. Can Bilcare's anti-counterfeiting technologies handle the menace of counterfeit?  
[http://www.emeraldinsight.com/case\\_studies.htm?articleid=1917189](http://www.emeraldinsight.com/case_studies.htm?articleid=1917189)

April 2011. **Best research paper**. ISTD Eastern Regional Convention and National Conference on "Leveraging HR for Global Competitiveness" held at Bhubaneswar on 23rd April 2011. Sisodia Sonal and Chowdhary Nimit (2011), "Attracting talent: content analysis of recruitment advertising in service industry"

September, 2011. **Best research paper**. Disha 2011 "Emerging trends in Indian Tourism" organised by Thomas Cook (India) Centre of Learning, September 30, 2011, Mumbai. Prakash, Monika, Devrath, Ramesh and Chowdhary, Nimit (2011), "Medical tourism in India- Medical Tourist: Who are they? Where do they come from?"