

Curriculum Vitae



Dr. Vivek

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I. Academic Qualification

Examination	Board/University	Discipline	Division/Ranking	Year
Intermediate	G.S.B.V., CBSE, Delhi	Commerce	First Division (Gold Medalist)	2008
B.COM (H)	Zakir Husain P.G. Evening College, University of Delhi	Commerce	First Division (Gold Medalist)	2011
M.COM	Jamia Millia Islamia	Commerce	First Division (Gold Medalist)	2013
UGC-NET	University Grants Commission	Commerce	Awarded	2016
Ph.D.	Jamia Millia Islamia	Commerce	Awarded	2020

II. Doctoral Dissertation

Ph.D. Topic - Corporate Social Responsibility and Corporate Brand Image: An Interface

III. Academic Achievements

1. Got award for **“Excellent Student of the Year”** from Department of Commerce, Zakir Husain Post Graduate Evening College, Delhi University for the best overall performance in the last three years during the academic year batch 2010-11.
2. Got **“Certificate of Excellence”** from Delhi University Students Union (DUSU), University of Delhi for securing highest marks in the graduation during the academic session 2010-11.
3. Google Scholar: **Total no. of Citations: 611, h-index: 05 & i10-index: 04**

IV. Teaching Experience

1. Presently working as an Assistant Professor in the Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi.
2. Assistant Professor (Contractual), Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi from 15th September 2022 to 22nd December 2022.
3. Guest Faculty, Department of Vocational Studies, Ramanujan College, University of Delhi from 22nd November 2021 to 14th September 2022.
4. Academic Counsellor, Centre for Distance and Online Education (CDOE), Jamia Millia Islamia, New Delhi (September 2015 – Present).

V. Administrative Duties & Responsibilities

1. Appointed as **Timetable In-charge** in the Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi during the academic session 2022-23, continuing in the role to date.
2. Appointed as **ABC ID Coordinator** in the Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi, effective from 1st November 2023, continuing in the role to date.
3. Appointed to act as **Assistant Superintendent of Exams** to conduct the even semester examinations in the Dept. of Commerce and Business Studies, Faculty of Social Sciences, Main College Campus, Jamia Millia Islamia, New Delhi during the academic session 2022-23.
4. Worked as a **Member of the Scrutiny Committee**, Department of Commerce and Business Studies, Jamia Millia Islamia, dated June 27, 2024.
5. Appointed as **Assistant Dean of Students' Welfare**, Jamia Millia Islamia, New Delhi, effective from 27th November, 2024, serving in the role to date.
6. Appointed to act as **Assistant Superintendent of Exams** to conduct the odd semester examinations in the Dept. of Commerce and Business Studies, Faculty of Social Sciences, Main College Campus, Jamia Millia Islamia, New Delhi during the academic session 2024-25.
7. Served as a **Member of the Sub-Purchase Committee** at University Polytechnic, Jamia Millia Islamia, dated December 23, 2024.
8. Appointed as **External Examiner** for conducting the Practical Examination of Industry Connect (Summer Internship Project-INC005) at Sharda School of Business Studies,

Block 7, Sharda University, Greater Noida, Uttar Pradesh, India, dated 28th November 2024.

VI. Membership in the Academic Bodies

1. Editorial Board Member, Journal of Advanced Research in Economics and Business Management, Advanced Research Publications (Unleashing Research Potential).

VII. Publications: Research Papers/Articles

S. No.	Title of the Manuscript	Name of the Author(s)	Name of the Journal	Details of the Publication
1.	Review of Literature: Consumers' Perceptions of Online Shopping	Vivek	Global Academic Research Journal (UGC Approved), Volume – V, Issue – I and pp. 1-8. ISSN(P): 2347-3592. Impact Factor: 5.56	Publish World Anand, Gujarat (India), New Delhi. January-March 2017
2.	GST and its Impact on Indian Economy: A Key Tax Reform for the Mitigation of Cascading of Taxes	M.K. Nabi and Vivek	Intercontinental Journal of Finance Research Review (UGC Approved-43669), Volume – V, Issue – V and pp. 24-32. ISSN(P): 2347-1654 & ISSN(E): 2321-0354. Impact Factor: 4.236	Intercontinental Management Research Consortium, Bangalore, May-2017
3.	Corporate Social Responsibility: Opportunity Galore for Start-up India	Vivek	Intercontinental Journal of Marketing Research Review (UGC Approved-43669), Volume – V, Issue – VI and pp. 60-70. ISSN(P): 2347-1670 & ISSN(E): 2321-0346. Impact Factor: 4.311	Intercontinental Management Research Consortium, Bangalore, June-2017
4.	Financial Liberalisation and Banking Sector: A Conceptual Study	Vivek	Intercontinental Journal of Finance Research Review (UGC Approved-43669), Volume – V, Issue – VI and pp. 90-100. ISSN(P): 2347-1654 & ISSN(E): 2321-0354. Impact Factor: 4.236	Intercontinental Management Research Consortium, Bangalore, June-2017
5.	Moving from Cash-Driven Economy to Cashless Economy: Challenges and Opportunities	Vivek	Intercontinental Journal of Research and Analytical Reviews (UGC Approved), Volume – 5, Issue – 4 and pp. 25-31. ISSN(P): 2349-5138 & ISSN(E): 2348-1269. Impact Factor: 5.75	Atman Publication, July-2018
6.	Exploring the Relationship between Corporate Social	Vivek and M.K. Nabi	Intercontinental Journal of Research and Analytical Reviews (UGC Approved), Volume – 5, Issue – 4 and pp. 342-349.	Atman Publication, December-2018

	Responsibility and Customer Loyalty: An Empirical Study		ISSN(P): 2349-5138 & ISSN(E): 2348-1269. Impact Factor: 5.75	
7.	Building Brand Equity through Corporate Social Responsibility: The Moderating Effect of Brand Image	Vivek and M.K. Nabi	International Journal of Research in Social Sciences (UGC Approved- 48887), Volume – 9, Issue – 1(2) and pp. 304-315. ISSN: 2249-2496. Impact Factor: 7.081	International Journals of Multidisciplinary Research Academy, January-2019
8.	Entrepreneurship: A Catalyst for Employment Generation and Inclusive Growth	Vivek and M.K. Nabi	The Management Page (A Referred Bi-annual Journal of RCEM), Volume – 9, Issue – 2 and pp. 69-76. ISSN: 2231-220X. Impact Factor: 7.081	Rajdhani College of Engineering and Management (RCEM), March-2019
9.	Entrepreneurship and Economic Development: A Conceptual Study	Vivek and M.K. Nabi	Journal of Business Management, Commerce & Research, Volume – VII, Issue – I and pp. 22-29. ISSN(E): 2319-250X. Impact Factor: 4.83	ASSET Bhubaneswar, Odisha, June-2019
10.	Corporate Social Responsibility and Consumer Behaviour: An Interface	Vivek	Think India Quarterly Journal (UGC-CARE Listed Journal), Volume – 22, Issue – 14 and pp. 4242-4257. ISSN: 0971-1260. Impact Factor: 6.2 Digital Object Identifier: https://doi.org/10.26643/think-india	Vichar Niyas Foundation, December-2019
11.	Students' Perception towards E-learning during COVID-19 Pandemic in India: An Empirical Study	M.A. Khan, Vivek, Mohd. Kamalun Nabi, Maysoon Khojah, and Muhammad Tahir	Sustainability (Q2 Category, WoS Indexing Journal), Special Issue- University Education in the Age of COVID-19: Transformations and Challenges for Students and Teachers, Volume – 13, Issue – 1 and pp. 1-14. ISSN: 2071-1050. Impact Factor: 3.251. Digital Object Identifier: https://dx.doi.org/10.3390/su13010057	Multidisciplinary Digital Publishing Institute (MDPI), Basel, Switzerland, 23 rd December 2020
12.	Learners' Perspective towards E-exams during COVID-19 Outbreak: Evidence from Higher Educational Institutions of India and Saudi Arabia	M.A. Khan, Vivek, M.K. Nabi, Mohinder Paul, and Syed Mohd. Minhaj	International Journal of Environmental Research and Public Health (Q1 Category, Web of Science Indexing Journal), Special Issue- Effects of COVID-19: Issues on Health Economics and Education, Volume – 18, Issue – 12 and pp. 1-18. ISSN: 1660-4601. Impact Factor: 3.390. DOI: https://doi.org/10.3390/ijerph18126534	Multidisciplinary Digital Publishing Institute (MDPI), Basel, Switzerland, 17 th June 2021
13.	Artificial Intelligence and Big Data: The	M.A. Khan, Maysoon	Education Research International (Q2 Category, Web of Science Indexing Journal), Volume – 2022, Article Id-	Hindawi Publication, 25 th February 2022

	Advent of New Pedagogy in the Adaptive E-learning System in the Higher Educational Institutions of Saudi Arabia	Khojah, and Vivek	1263555 and pp. 1-10. ISSN(P): 2090-4002 & ISSN(E): 2090-4010. Impact Factor: 1.138. DOI: https://doi.org/10.1155/2022/1263555	
14.	Corporate Social Responsibility and Firm-Based Brand Equity: The Moderating Effect of Marketing Communication and Brand Identity	Abdullah A. Alakkas, Vivek, Mohinder Paul, M.K. Nabi, and M.A. Khan	Sustainability (Q2 Category, Web of Science Indexing Journal), Volume – 14, Issue – 10 and pp. 1-21. ISSN: 2071-1050. Impact Factor: 3.251. DOI: https://doi.org/10.3390/sul4106033	Multidisciplinary Digital Publishing Institute (MDPI), Basel, Switzerland, 16 th May 2022
15.	Impact of Store Design and Atmosphere on Shoppers' Purchase Decisions: An Empirical Study with Special Reference to Delhi-NCR	M.A. Khan, Vivek, S.M. Minhaj, M.A. Saifi, Shahid Alam, and Asif Hasan	Sustainability (Q2 Category, Web of Science Indexing Journal), Volume – 14, Issue – 1 and pp. 1-24. ISSN: 2071-1050. Impact Factor: 3.251. DOI: https://doi.org/10.3390/sul5010095	Multidisciplinary Digital Publishing Institute (MDPI), Basel, Switzerland, 21 st December 2022
16.	Corporate Social Responsibility and Corporate Brand Awareness: An Interface in the Kingdom of Saudi Arabia	M.A. Khan, Abdullah A. Alakkas, Maysoon Khojah, Vivek, and Hamad A Alhumoudi	International Journal of Professional Business Review, Volume - 8, Issue - 11, and pp. 1-26. ISSN(E): 2525-3654. DOI: https://doi.org/10.26668/businessreview/2023.v8i11.3824	Logos University International, Florida, United States of America and Open Access Publications LLC October-2023
17.	Investor Sentiment and the Function of Blockchain Technology in relation to Digital Currencies: The Here and Now and The Future	S.M. Minhaj, A. Rehman, A.K. Das, Vivek, M.A. Khan, Asra Inkesar, Nusrat Khan, and Mohd. Janey Alam Khan	Educational Administration: Theory and Practice (Q4 Category, Scopus Indexing Journal), Volume - 30, Issue - 5, and pp. 7777-7791. ISSN(E): 2148-2403. DOI: https://doi.org/10.53555/kuey.v30i5.3942	Auricle, Global Society of Education and Research, Turkey May 22, 2024
18.	The Effect of Financial Literacy on	Moin Uddin, M. Athar Ali, Hamad	Journal of Infrastructure, Policy and Development (Scopus Indexing Journal), Article Id: JIPD-6732, Volume – 8, Issue	EnPress Publisher, LLC USA

	Investment Decision Making in the Kingdom of Saudi Arabia: An Empirical Study	Alhumoudi, Sufyan Habib, Vivek, and M.A. Khan	– 10 and pp. 1-22. ISSN (P): 2572-7923 and ISSN (E): 2572-7931. DOI: https://doi.org/10.24294/jipd.v8i10.6732	September 27, 2024
19.	Corporate Greenwashing Behaviour and Consumers' Green Purchase Intention: An Empirical Study of Food and Beverage Companies in the Kingdom of Saudi Arabia	M.A. Khan, Shahid Husain, Sufyan Habib, Abdulaziz Alkhuraydili, Vivek, and Asra Inkesar	Journal of Infrastructure, Policy and Development (Scopus Indexing Journal), Article Id: JIPD-10123, Volume – 8, Issue – 15 and pp. 1-22. ISSN (P): 2572-7923 and ISSN (E): 2572-7931. DOI: https://doi.org/10.24294/jipd10123	EnPress Publisher, LLC USA December 11, 2024

VIII. Conference/Seminar/Webinar/Workshop/E-Quiz

S. No.	Theme of the Conference/Seminar/Workshop	Participated/Presented
1.	UGC Sponsored National Conference on “Emerging Challenges & Opportunities in Business & Economic Environment” , Department of Commerce, Zakir Husain Delhi College (Evening), Delhi University, New Delhi, 3-4 November 2015.	Participated in the deliberations
2.	69th All India Commerce Conference organized by Indian Commerce Association at University of Lucknow, Lucknow, Uttar Pradesh, 11-13 November, 2016.	Participated in the deliberations and Presented a Paper on “Corporate Social Responsibility: A Strategic Resource for Opportunity Identification at the Start-up Level”.
3.	National Seminar on “Bhartiya Bhashaon Mein Shabdawali: Kal, Aaj aur Kal” organized by Commission for Scientific and Technical Terminology, Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi, 3-5 July, 2017.	Participated in the deliberations
4.	One-day User Awareness Programme on “Shodhganga & Anti-Plagiarism Software (URKUND)” organized by Dr. Zakir Hussain Library, JMI in collaboration with the INFLIBNET Centre, Gandhinagar, held at JMI, New Delhi on 25 th August 2017.	Participated in the deliberations
5.	National Seminar on “Goods and Services Tax: Opportunities and Challenges Ahead” organized by Dept. of Commerce and	Participated in the deliberations and Presented a Paper on “Goods and Services

	Management, Krishna College of Science & Information Technology, Bijnor, Uttar Pradesh on 17 th September 2017.	Tax: Panacea for Indirect Tax System in India”.
6.	Workshop on “ Scholarly Writing & Intellectual Ethics ” jointly organized by Dr. Zakir Husain Library, JMI & Elsevier on 26 th September 2017.	Attended the Workshop
7.	Workshop on “ Getting Published in the Digital Age ” jointly organized by Dr. Zakir Husain Library, JMI and Taylor & Francis Group on 11 th October 2017.	Attended the Workshop
8.	70th All India Commerce Conference organized by Indian Commerce Association at IIS University, Jaipur, 12-14 October, 2017.	Participated in the deliberations and Presented the Papers entitled: 1. Entrepreneurship: A Catalyst for Employment Generation and Inclusive Growth in the Nation. 2. Cash to Cashless Economy: Challenges and Opportunities.
9.	Orientation Programme on “ EBSCO Discovery Service & Remote Access ” organized by Dr. Zakir Hussain Library, JMI on 8 th November, 2017.	Attended the Orientation Programme
10.	Two days’ Workshop on “ SPSS Basics for Data Analysis ” organized by School of Business Studies, Sharda University, 1-2 December, 2017.	Attended the Workshop
11.	Orientation Programme on “ Business Source Elite ” organized by Dr. Zakir Hussain Library, JMI on 4 th December, 2017.	Attended the Orientation Programme
12.	Orientation Programme on “ EconLit ” organized by Dr. Zakir Hussain Library, JMI on 27 th December, 2017.	Attended the Orientation Programme
13.	Workshop on “ Mechanism of Goods and Services Tax: The Road Ahead ” organized by Department of Commerce, Aligarh Muslim University, Aligarh, Uttar Pradesh on 24 th February 2018.	Participated in the deliberations and Presented a Paper on “Goods and Services Tax: A Key Reform in the Indian Tax Structure”.
14.	Workshop on “ Tax Planning and Wealth Management Strategies ” organized by Department of Commerce and Business Studies, JMI in collaboration with ‘The Policy Times’ on 24 th October 2018.	Attended the Workshop
15.	71st All India Commerce Conference organized by Indian Commerce Association at Osmania University, Hyderabad, Telangana State, 20-22 December, 2018.	Participated in the deliberations and Presented the Papers entitled: 1. Corporate Social Responsibility and Brand Equity: The Mediating Role of Brand Image. 2. The Transformation of the Indian Banking System: Past, Present and Future Prospects.
16.	Webinar on the topic of “ COVID-19 and the Indian Financial System: Impact Assessment ”	Participated in the Webinar

	and Policy Response” organized by Department of Commerce, Bharti College on 29 th April 2020.	
17.	National Webinar on “Impact of Lockdown & COVID-19 on Financial Markets in India: The Way Forward” organized by ARSD College, D.U. on 6 th May 2020.	Participated in the Webinar
18.	National Webinar on “Cyber Crimes & Prevention during Lockdown” organized by Department of Commerce, Mata Sundri College for Women, D.U. on 6 th May 2020.	Participated in the Webinar
19.	Webinar on “Life and Careers Beyond COVID-19” organized by Jesus and Mary College, Delhi University on 12 th May 2020.	Participated in the Webinar
20.	National Webinar on “Changing Paradigm of Research in COVID Era” organized by Department of Commerce, Shivaji College, Delhi University on 12 th May 2020.	Participated in the Webinar
21.	Webinar on “COVID-19 A Global Pandemic: It’s Impact and Challenges in Consumer Sector” organized by Department of Commerce, Munshi Singh College, BR Ambedkar University, Muzaffarpur, Bihar on 13 th May 2020.	Participated in the Webinar
22.	International E-conference on “Strategies and Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World” organized by Government Vidarbha Institute of Science & Humanities, Amravati, Maharashtra-444604, India during 15-17 May 2020.	Participated in the E-conference
23.	E-quiz on Entrepreneurship organized by School of Entrepreneurship Skills, BSDU in association with The Institute of Engineers (India), Rajasthan State Centre Jaipur and Global Foundation for Skill Development and Entrepreneurship.	Participated in the E-quiz
24.	Webinar on “Cyber Security, Safety & Privacy in Today’s Digital World” by Kalindi College, NCWEB Centre, D.U. on 17 th May 2020.	Participated in the Webinar
25.	International Webinar on “Strategic Dimensions of Post-Covid World: Options for India” by Shaheed Bhagat Singh Evening College, D.U. on 22 nd May 2020.	Participated in the Webinar
26.	National Webinar on “Data Analysis and Statistical Computing” by Dept. of Statistics, Institute of Social Sciences, Dr. Bhimrao Ambedkar University, Agra, Uttar Pradesh on 27 th May 2020.	Participated in the Webinar
27.	Six days webinar on “How to Become a Successful Entrepreneur - Atamnirbhar”	Participated in the Webinar

	organized by School of Open Learning, Delhi University from 28 th May to 8 th June 2020.	
28.	E-quiz on Management Accounting organized by Department of Business Administration, National College (Autonomous), Tiruchirappali-620001 on June-2020.	Participated in the E-quiz
29.	International Webinar on “Rethinking Public Policy: Crisis and COVID-19” organized by Glocal Law School, Glocal University, Saharanpur, U.P. on 20 th June 2020.	Participated in the Webinar
30.	International webinar on “Pandemic COVID-19 and Survival of Indian MSMEs” organized by Glocal School of Business and Commerce, Glocal University, Saharanpur, U.P. on 28 th June 2020.	Participated in the Webinar
31.	Online Quiz Competition based on the “Life of Gandhi” organized by NSS units of TKM College of Engineering under the auspices of NSS cell of APJ Abdul Kalam Technological University in connection with 150 th Birth Anniversary celebration of Mahatma Gandhi on 29 th June 2020.	Participated in the E-quiz
32.	National webinar on “Mentoring Teachers for Effective Online Teaching” conducted by Mr. Rajeev Jain, NAASCOM, Certified Master Trainer and organized by Dept. of Commerce, Daulat Ram College, D.U. on 4 th July 2020.	Participated in the Webinar
33.	Virtual IFS-Forensic Investigation Quiz organized by International Forensic Sciences, Pune on 6 th July 2020.	Participated in the E-quiz
34.	E-Quiz on “Lockdown Biz Quiz on Human Capital Management” during COVID-19 conducted by the Department of Business Administration, National College, Tiruchirappali, Tamil Nadu on 7 th July 2020.	Participated in the E-quiz
35.	E-Quiz on “Foundation of Computer Science” organized by the Dept. of Computer Applications, PSNA College of Engineering and Technology, Dindigul-624622, Tamil Nadu, India from 8 th July 2020 to 15 th July 2020.	Participated in the E-quiz
36.	National Level Online Quiz titled “Income Tax Quest” organized by Dept. of Commerce, K.S.R. College of Arts and Science for Women, Tiruchengode (TK), Namakkal (DT), Tamil Nadu on 16 th July 2020.	Participated in the E-quiz
37.	Online Biz Quiz on “Corporate Law” organized by Department of Business Administration, National College, Tiruchirappali, Tamil Nadu, India on 5 th July 2020.	Participated in the E-quiz
38.	Regional Webinar on “Investors Education” organized by Department of Commerce and	Participated in the Webinar

	Business Studies, JMI in collaboration with SEBI & Multi-Commodity Exchange of India Ltd. (MCX) on 6 th August 2020.	
39.	International Conference on “ Multidisciplinary Aspects of Human Rights and the Environment ” (ICMAHRE-2023) organized by Govt. Maharani Sudarshan College for Women, Bikaner-334001 & Raj Rishi Govt. Autonomous College, Alwar-301001, Rajasthan during 18-20 January 2023.	Participated in the deliberations and Presented a Paper on “Healthy Environments”.
40.	ICSSR Sponsored One day National Seminar on “ Changes and Challenges of Post Covid-19 in India’s Education System ” organized by Govt. Degree College, Nihri, Mandi, Himachal Pradesh in association with Pratibha Spandan Society, Shimla, Himachal Pradesh on 24 th June 2023.	Participated in the deliberations and Presented a Paper on “Perception of Students towards Online Exams during COVID-19 Pandemic: Evidence from Higher Educational Institutions Located in Delhi-NCR”.
41.	43 rd Annual Conference of Orissa Commerce Association & National Seminar organized by Department of Commerce, Rama Devi Women’s University, Bhubaneswar, Odisha on 22 & 23 December, 2023.	Participated in the deliberations and Presented a Paper on “The Electronic Payment System – A Key Driving Force to Create Credibility with Customers: A Structural Equation Modeling (SEM) Approach”.

IX. Refresher Course/FDP/FIP

S. No.	Theme of the Conference/Seminar/Workshop	Participated/Presented
1.	One-week FDP on “ Advance Research Tools and Techniques ” organized by Banarsidas Chandiwalla Institute of Professional Studies, Dwarka, New Delhi from 10 th December 2018 to 15 th December 2018.	Participated in the Faculty Development Programme
2.	National FDP on “ Research Methodology and Teaching Pedagogy ” under Pandit Madan Mohan Malaviya National Mission on Teachers and Training, Ministry of HRD organized by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter and Department of Financial Studies, South Campus, D.U. from 30 th April-5 th May 2019.	Participated in the Faculty Development Programme
3.	National Level 5 days Virtual Faculty Development Programme on “ R Programming ” organized by School of IT, IMS Noida in association with Spoken Tutorial, IIT Bombay - Pandit Madan Mohan Malviya Mission on	Participated in the Faculty Development Programme

	Teachers and Training (PMMMNMIT) from 25 th to 29 th May 2020.	
4.	One-week Online FDP on “ How to create your own MOOCs ” under Pandit Madan Mohan Malviya National Mission on Teachers and Training. Ministry of Education organized by Teaching Learning Centre, Ramanujan College, Delhi University during 28 th May-3 rd June, 2022.	Participated in the Faculty Development Programme
5.	Participated in the Online Faculty Induction Programme (FIP-18) organized by UGC-HRDC Centre, Kumaun University, Nainital, Uttarakhand, India from 19 th June 2023 to 19 th July 2023 and obtained “A+” Grade during the programme.	Participated in the Faculty Induction Programme
6.	One-week Online FDP on “ Emerging Perspectives of Multidisciplinary Research: Methods & Analysis ” jointly organized by Dept. of Business Administration & Department of Regional Economics, Mahatma Jyotiba Phule Rohilkhand University, Bareilly, Uttar Pradesh, India from 1 st August 2023 to 7 th August 2023.	Participated in the Faculty Development Programme
7.	NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission organized by MMTC, Jamia Millia Islamia, New Delhi from 19 th April to 30 th April 2024.	Participated in the Orientation & Sensitization Programme

X. International Research Projects

Completed:

1. Project entitled “**Artificial Intelligence and Big Data: The Advent of New Pedagogy in Adaptive E-learning System in the Higher Educational Institutions of Saudi Arabia**” has been completed under the Deanship of Scientific Research, Saudi Electronic University, Riyadh-11673, Saudi Arabia.
2. Project entitled “**Corporate Social Responsibility and Corporate Brand Awareness: An Interface in the Kingdom of Saudi Arabia**” has been completed under the Deanship of Scientific Research, Saudi Electronic University, Riyadh-11673, Saudi Arabia.
3. Project entitled “**The Effect of Financial Literacy on Investment Decision Making in Kingdom of Saudi Arabia: An Empirical Study**” has been completed under the

Deanship of Scientific Research, Saudi Electronic University, Riyadh-11673, Saudi Arabia.

4. Project entitled **“Corporate Greenwashing Behaviour and Consumers’ Green Purchase Intention: An Empirical Study of Food & Beverage Companies in the Kingdom of Saudi Arabia”** has been completed under the Deanship of Scientific Research, Saudi Electronic University, Riyadh-11673, Saudi Arabia.

XI. Membership in the Professional Bodies

- Life Member of Indian Commerce Association (Membership No: D-306).
- Life Member of Indian Accounting Association (Membership No: NCR-76).

References:

1. Prof. Mohammed Kamalun Nabi, Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi-110025, India. Email: mnabi@jmi.ac.in
2. Dr. Mohinder Paul, Associate Professor, Department of Commerce, School of Commerce & Management Studies, Central University of Himachal Pradesh, Dhauladhar Parisar-II, District Kangra (H.P.)-176215, Himachal Pradesh, India. Email: pulmhndr@hpcu.ac.in

(Dr. Vivek)