

BIO DATA

Name: K.K. Sharma
Designation: Associate Professor
Contact No: 98788-09933
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Area of Specialisation: Marketing, Accounting and Management

Academic Qualifications: MCom, M.Phil, ICWA(I), PhD, ANO.

Teaching/ Research Experience (in years): 28 years

Research Work:

Research Papers: 21
Books: 13

General Articles: 00
Book Chapters: 02

Top Five Publications:

1. **K K Sharma** (Jan-March 2020) "Investment Objectives of Working women: A case study of Malwa region of Punjab" Parichaya Journal, Vol.35 (1):87-96, ISSN: 2321-936X(P)
2. **K.K.Sharma** (Nov, 2011) "Changing scenario of Indian textile industry under GATT and WTO regime."; Asian journal of research in Business economics and management Vol 1, Issue 2, (110-25) ISSN Online: 2249-7307. www.IndianJournal.com. (Sep.27,2015)
3. **K.K.Sharma** (Nov, 2013) "Remapping Global Environmental Governance: New Challenges and Policy Options" Asian Journal of Research in Social Sciences and Humanities Vol 3, No 11(168-175) ISSN online: 2249-7315 (www.IndianJournal.com)
4. **K.K. Sharma** (May, 2017) "Regulatory and Institutional Framework in India: A Study of PPP". International Journal of Business Economics and Management Research Vol. 8, Issue 5 (34-37), ISSN No: 2229-4848.
5. **K.K.Sharma** (Dec. 2019) " Consumer Purchase Behaviour regarding personal care products: A comparative case study among rural and urban consumer of Punjab" PIMT Journal of Research Vol.12, No.1(134-138), ISSN No. 2278-7925 (P)

No. of Paper Presented in Seminars/Conferences: 24

Research Guidance:

- i. M. Phil:- 08
- ii. Ph.D:- 02

Academic Achievements/Awards/ Recognition:

- Member, **Senate P U Chandigarh (2016-2020)**
- Member, **Syndicate PU Chandigarh (2019).**
- Member, **Academic Council P.U.Chd (2000 to 2002), (2002-2004), (2004-2006)(2018-20)**
- Member, UG Board of Studies in Business Management and Commerce. **(2007-2009), (2009-2011), (2011-13),(2017-19) and 2020**
- Member, UG Board of Studies in NSS **(2019-21)**
- Member, UG Board of Studies in Environment Sc.**(2019-21)**
- Member, PG Board of Studies in Business Management and Commerce. **(2015-17) and 2020**
- Member, Faculty of Business Management and Commerce..P.U.Chd **(2007-2009), (2009-2011), (2011-13), (2013-2015), (2015-17), (2017-19) and 2020**
- Secretary, Faculty of Business Management and Commerce. P.U.Chd **(2012-13) and 2020.**
- Member, A.S. College Governing Body as Staff Representative. **(2005-2007) (2019) (2021-2023)**
- Approved Ph.D. Supervisor to supervise the Ph.D. students in the Faculty of Business management and Commerce, Panjab University, Chandigarh w.e.f.2018-19
- Approved Ph.D. Supervisor to supervise the Ph.D. students in the Faculty of Business Management and Commerce, Singhania University,Rajasthan. w.e.f 2010-11.

Membership of Professional Bodies/Organisations:

Life Member, Punjab Commerce and Management Association (PCMA).

(K.K Sharma)
Associate Professor,
PG Deptt. of Commerce