


Curriculum Vitae

Full Name	Dr. J.D.S. Negi		
Designation	Professor		
Department	Department of Commerce		
Campus	SRT Campus		
Telephone	+91-1376-254079 (O)		
Mobile	+91-9756354757		
Email	<u>negijds@gmail.com</u>		
			
Education Qualification	<ol style="list-style-type: none"> 1. D.Phil (1995) HNB Garhwal University 2. M.Com. (1986) HNB Garhwal University 3. B.Com. (1983) HNB Garhwal University 		
Teaching Experience	34 years	Research Experience	33 years
Areas of Interest/ Specialization Banking and Marketing			
Honours& Awards Best research paper award in international conference “Virtual International Conference on Innovative Practices in Commerce and Management during the Pandemic Era” organized by Central University of Rajasthan on 25-26th November 2021.			
Member of Academic Institutions			
Member of Editorial Board			
Research Supervision 01 Awarded, 01 Registered			
Research Projects/ MoU undertaken			
Administrative and Academic Experience <ol style="list-style-type: none"> 1. Hostel Warden, HNB Garhwal University campus, BadshahiThaul, Tehri Garhwal from 2010 to 2013 & 2013 to 2016. 2. Chief Hostel Warden, HNB Garhwal University campus, BadshahiThaul, Tehri Garhwal from 2016 to 2019. 3. Member of Purchase committee HNB Garhwal University campus, BadshahiThaul, Tehri Garhwal from 2010 to 2012. 4. Chief Election Officer of Student Union, HNB Garhwal University campus BadshahiThaul Tehri Garhwal, 2012. Successfully discharge the duty of election officer to hold students’ union election in the campus. 			

5. ADSW Garhwal University campus BadshahiThaul Tehri Garhwal, from 2013 to 2016, 2016 to 2019, 2019 to 2022.
6. Assistant Proctor, HNB Garhwal University campus, BadshahiThaul, Tehri Garhwal from 2006-2007,2008-2009,2009-2010.
7. Member Sports council, Garhwal University campus BadshahiThaul Tehri Garhwal, from 2009 to 2012.
8. N C C OfficerGarhwal University campus BadshahiThaul Tehri Garhwal, from 2002-2005.
9. Programme Officer, National Service Scheme,HNB Garhwal University campus BadshahiThaul Tehri Garhwal, 1998 to 2001.
10. Deputy Proctor HNB Garhwal University campus, BadshahiThaul, Tehri Garhwal 2022-23.

International Collaboration

Conference/Symposium/Workshop Organized during last five years (2017-2022)

Publications during last five years (2017-2022)

Journals

1. Role of ICT in Socio- Economic Development in India. Dr. JDS Negi. International Journal of Research and Analytical Reviews. Vol.6, Issue1(2019)
2. Customer Satisfaction in Public Sector Banks. Dr. JDS Negi International Journal of Research and Analytical Reviews. Vol.6, Issue2(2019)
3. Adoption of Cryptocurrency, A Novel Entrant to Asset Class: Measuring the Perception of Millennials. Mohd Adnan, Rashika Kumari and Dr. JDS Negi. International Journal of Management. Vol.13, Issue6(2022)

Book Chapter

1. "Impact of ICT on Education in India During Covid-19 Pandemic: A Study of Adoption of ICT in Education Sector" by Mohd Adnan, Rashika Kumari and Dr. J.D.S. Negi. Functional Trends in Commerce and Management, edited by Praveen Sahu, Neha Seth, Sushila Kumari and Sanjay Kumar Patel, Bloomsbury India, New Delhi, 2022, pp. 71-83

International Conferences

1. Presented research paper on the topic of "Impact of ICT on Education in India During Covid-19 Pandemic: A Study of Adoption of ICT in Education Sector" at Two Days Virtual International Conference on "Innovative Practices in Commerce and Management during Pandemic Era" dated November 25th and 26th 2021 organized by the Department of Commerce, School of Commerce and Management, Central University of Rajasthan, Ajmer.
2. Research paper titled "Silence is the new Noise; Consumer awareness towards Stealth Marketing in Fast Moving Consumer Goods Sector: An Empirical Study on Consumers in India" presented at 17th SGMC Global Marketing Conference 2022 organized by K.J. Somaiya Institute of Management Vidyavihar, Mumbai on 4th and 5th February 2022.
3. Research paper titled "Effect of Retail credit on the Impulsive Purchase Behaviour among Millennials and Gen Z in online marketing platform" presented at 3rd International Finance Conference organized by Centre for Management Studies, Jamia Millia Islamia on 29th to 30th March 2022

4. Research Paper titled "Measuring Entrepreneurial Intention among Students in Central Universities of India: Utilising the Theory of Planned Behaviour" was presented at the international conference organized by the School of Management, ITM University Gwalior on 14/May/2022
5. Research paper titled "Investing in the Digital Age: Investigating the Factors Affecting Cryptocurrency Investment in India." was presented at the international conference "CEREE 2022" organized by IIM Indore on 4th June 2022
6. Research paper titled "Access to Banking Services in Uttar Pradesh and The Role of Business Correspondent Agents in Banking Outreach" presented at Annual International Research Conference and Doctoral Workshop (AIRC-2022) organized by IIM Lucknow on 9th to 11th December, 2022

Seminar

International

1. International seminar on Global climate change & biodiversity conservation. Paper title- Rapid Industrial growth in new emerging state Uttarakhand on 11th to 13th Nov, 2011
2. 34th All India Accounting Conference & International seminar on Accounting Education and Research on 17-18th Dec 2011, paper title "Retail marketing in India: Issues & Challenges".
3. Third International Geo-Hazards research symposium on 10th to 14th June 2012. Paper title "Natural Disasters a response to Climate Change: A Scenario from Uttarakhand"

National

1. 60th All India Commerce Conference on 27th -29th Dec, 2007. Topic- Quality Improvement in Business Education. Need for University- Industry Interface.
2. Regional Seminar on "Intellectual property and innovation management in knowledge era" on 23rd Oct, 2009.
3. National seminar on "Meltdown of world economy-Impact on India" on 28th-29th Oct 2010
4. National seminar on Feminism: Myth and Reality paper title "Women Entrepreneurship in Garhwal" on 05-06th June 2011.

Proceedings

1. Research paper titled "Silence is the new Noise; Consumer awareness towards Stealth Marketing in Fast Moving Consumer Goods Sector: An Empirical Study on Consumers in India" published in proceedings of 17th SGMC Global Marketing Conference 2022 organized by K.J. Somaiya Institute of Management Vidyavihar, Mumbai on 4th and 5th February 2022.

Total Number of Research Publications: 08