


Curriculum Vitae

Full Name	Ashok Kumar Pokhriyal			
Designation	Professor			
Department	Commerce			
Campus	Chauras Campus			
Telephone	01376-267152			
Mobile	09411351350			
Email	dr.akpokhriyal2013@gmail.com			
Education Qualification	Bachelor of Commerce (1984), HNB Garhwal University, Srinagar Master of Commerce (1986), HNB Garhwal University, Srinagar D. Phil (1995), HNB Garhwal University, Srinagar			
Teaching Experience	27 Years	Research Experience	25 Years	
Areas of Interest/ Specialization				
<ol style="list-style-type: none"> 1. Micro Economics 2. Cost Accounting 3. Human Resource Management 				
Honours& Awards				
NIL				
Member of Academic Institutions				
NIL				
Member of Editorial Board				
NIL				
Research Supervision (No. of Ph.D. Degree Awarded/ Registered)				
Awarded - 07				
Registered – 04				
Research Projects/ MoU undertaken				
NIL				
Administrative and Academic Experience				
<ol style="list-style-type: none"> 1. Lecturer: H.N.B. Garhwal University, Since 15thMay, 1991 to 14thMay, 1996. 2. Sr. Lecturer: H.N.B. Garhwal University, Since 15thMay, 1996 to 8thJune 2001. 3. Assistant Proctor, HNB Garhwal University, Since 2004 to 2014. 4. Reader: H.N.B. Garhwal University, Since 9thJune 2001 to 8thJune 2006. 5. Associate Professor: HNB Garhwal University, to 9thJune'2006 to till date. 6. Assistant, Dean Student Welfare, HNB Garhwal University, since 2015 to till date. 				
International Collaboration				
NIL				
Conference/Symposium/Workshop Attended during last five years (2014-2019).				
National				
<ol style="list-style-type: none"> 1. “Ensuring Sustainable Development of Indian Economy Role and Challenges to the Sustainable Agriculture Sector in India.” National Conference on Sustainable Development Of India: Challenges & Remedies, HNB Garhwal University, March 22-23, 2014, BadashaiThaul Campus, Tehri Garhwal. 				

Conference/Symposium/Workshop Organized during last five years (2012-2017)

1. Workshop on Research Methodology, Department of Commerce, HNBGU, Srinagar Garhwal, 3-4 November, 2015

Publications during last five years (2014-present) Journals

1. Panwar, Jaiprakash., & Pokhriyal, A.k., (2018). "Theoretical and Comparative Aspects of Marketing Strategies Adopted by Cellular Service Providers". **UGC Journal No.48733**, Vol No. 07, Issue. 05, January-June, 2018, ISSN NO: 2278-0408.
2. Rani, Rekha, & Pokhriyal, A.K. (2016). "Women Empowerment and MGNREGA: Myth or Reality", **Amity Business Review**, 17(1), 163-172.
3. Chaudhary, Adesh Kumar & Pokhriyal, A.K. (2015). "Relationship between Insurance and Economic Growth in India". **Journal of Trade and Commerce**, 4(2),
4. Pokhriyal, A.K., Rani, Rekha & Uniyal, Jaya (2014). "Role of Micro-Finance in the Empowerment of Women". **Journal of Business and Finance**, 2(1)
5. Richa Agarwal, Sricha Singh, A. K. Pokhriyal (2020). "Measuring the entrepreneurial intention among millennials in Uttarakhand". **AMC Indian Journal of Entrepreneurship**
6. Richa Agarwal, Swati Pundir, Ashok Kumar Pokhriyal (2022). The role of Indian entrepreneurship ecosystem in the era of climate change. **AMC Indian Journal of Entrepreneurship**
7. Swati, Priya Saini, Dr. Adesh Chaudhary, Prof. Ashok Pokhriyal (2023). Measuring Customer awareness of online hotel booking: A study in Uttarakhand. **International Research Journal of Management science and technology**.

Proceedings

NIL

Books

NIL.