

CURRICULUM VITAE

Name : Prof. Atul Dhyani

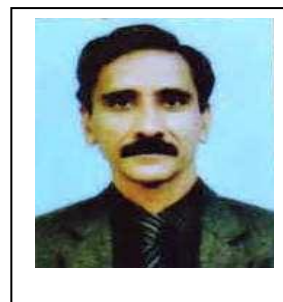
Father's Name : Late Sri P.D. Dhyani

Date of Birth : 14th December, 1966

Present Affiliation : Professor
School of Commerce
H.N.B. Garhwal University, Srinagar
(Uttarakhand), 246174, India
Mobile: 09412961461
E-mail: dhyani_atul@yahoo.com

Marital Status : Married, Wife-Dr. Anjali Dhyani
Children-One Daughter-Aradhya Dhyani

Permanent Address : Shashi Nikunj, Near Hotel Prachi,
Kamleshwar, Srinagar, Garhwal-246174



Academic Qualifications :

Exam Passed	Board/University	Year of Passing	Division
X	U.P. Board, Allahabad	1980 (Commerce)	II
XII	U.P. Board, Allahabad	1982 (Commerce)	II
B.Com	HNBGU, Srinagar	1984	II
M.Com.	HNBGU, Srinagar	1986	I
D. Phil	HNBGU, Srinagar	1990	Marketing Management

Topic of D. Phil Thesis :“Consumerism Movement: Awareness Level and Current Attitude towards Redressal-A Case Study in Two North Western Urban Towns of Uttar Pradesh”.

Specialization : Consumer Behaviour

Teaching Experience : About 32 Years

Research Experience : About 34 Years

Ph.D. Under the Supervision : Awarded - 26
Registered -04

Projects Completed

- UGC Major Research Project on, “Consumer Behaviour in Rural Market: Need for a Selective Approach, 2002 – 2005.
- ICSSR Major Research Project on, “Marketing of Horticulture Produce in Middle Hills of Uttaranchal, 2004- 2006.
- UGC Major Research Project on, “Marketing Aspects and Economic Viability of Fruits in middle Hills of Uttarakhand”, 2009-2011.

Teaching Experience

- UGC Research Associate: H.N.B. Garhwal University. (Srinagar) from Dec., 1991 to June, 1995.
- Lecturer: Institute of Productivity & Management (IPM, Kanpur) from July, 1995 to 18th Nov. 1996.
- Lecturer: Academy of Management Studies (AMS, Dehradun) from 19th Nov. 1996 to 27th March, 1998.
- Lecturer: H.N.B. Garhwal University, from 28th March, 1998 to 31st July 1999.
- Sr. Lecturer: H.N.B. Garhwal University, from 1st Aug., 1999 to 30th June 2004.
- Reader: H.N.B. Garhwal University, from 1st July 2004 to 30th June 2007.
- Associate Professor: HNB Garhwal University, from 1st July 2007 to 30th June 2010.
- Professor: HNB Garhwal University, from 1st July 2010 to till date.

Training Programmes Completed

- Attended three days National Workshop on “Role of Open Educational Resources in Higher Education (ROERHE) organised by Faculty Development Centre at Academic Activity Centre, Chauras campus, HNBSGU, Srinagar, Garhwal, from December 15-17 2017.
- Faculty Development Programme conducted by HNBSGU Srinagar, Garhwal, from May 28-29, 2017.
- Participated in Faculty Exchange Programme with **Gdansk University of Technology, Poland** from 13 Jan to 28 Jan, 2009.
- Faculty Development Programme conducted by Indian Institute of Entrepreneurship(**An Organisation of the Ministry of MSME, Govt. of India**), regional office **Dehradun**, from 26th November to 7th December 2007.
- Workshop conducted by **Indian Institute of Public Administration (IIPA), New Delhi**, from 11th July to 15th July 2005.
- Refresher Programme Conducted by **Punjabi University, Patiala**, From 5th January to 25th January 2004.

- Refresher Programme conducted by **Guru Jhembeshwar University, Hisar**, From 24 Feb. to 16 March, 2003.
- Orientation Programme Conducted by **Himachal Pradesh University, Shimla** from 7th June to 3rd July 1999.
- Faculty Development Programme conducted by **XLRI Jamshedpur**, from April 14th to May 3rd 1997.

Administrative Experience : A.D.S.W., HNBGU, Srinagar, 2001 to 2011.
Deputy Controller of Main Exams 2010 to 2012.
Procter HNBGU, Srinagar, Jan-2018 to Jan-2021.

Fellowship/Scholarship : UGC Post-Doctoral Fellowship (1991-1995)

Membership : AllIndiaCommerceAssociation
(LifeMembership)

Research Publications : List Enclosed

Ph.D Thesis Awarded

1. **Manoj Singh (2005)** A Study of Fruits and Vegetables Marketing in Uttaranchal: Focus on Joshimath Block of Chamoli District.
2. **Jaskaran S. Dhillon (2006)** Customer Relationship Marketing in Banking Sector.
3. **Yogendra Singh (2007)** Consumption Pattern and Buying Behaviour of Rural Consumer: Focus on Dehradun District.
4. **Mrs. Geetika Sharma (2007)** Consumption Pattern and Buying Behaviour in Uttaranchal: Focus on Urban Region of Garhwal.
5. **Manish Bisht (2008)** Media Habits Among Rural & Urban Consumers and its Impact on Their Buying Behaviour.
6. **Ashish Uniyal (2009)** Consumer Complaining Attitude and Role of Business and Government towards Redressal.
7. **Vijay Jain (2009)** Consumers' Attitude towards Indian Brand vs. Foreign Brand: With Special Reference to Durable Products.
8. **Mrs. Pervinder Kaur Khurana (2010)** Corporate Governance and Disclosure Practices of Indian Companies.
9. **Mrs. Renuka Barthwal (2011)** Women Role in Family Decision Making.
10. **Som Adity Juyal (2011)** An Empirical Study of Factors Influencing Store Image, Satisfaction and Loyalty in Departmental Stores.
11. **Priya Grover (2011)** Brand Extension Strategies with Special Reference to FMCG.
12. **Navneet Rawat (2013)** Effects of Demographical Factors on Buying Behaviour with Reference to Durables.
13. **Mrs. Rakhi Pandey (2014)** Spouse Role in Family Buying Decision: Implication for Marketing Strategies.
14. **Ms. Rooma Bahuguna (2016)** Impact of Media on Buying Behaviour: Gender Influences.

15. **Ms. Shweta (2017)** Brand Awareness, Consideration and Decision making of Rural Consumer with Respect to Durables.
16. **Sushil Kumar (2017)** Impact Of Foreign Brand On Product Perception And Attitude Of Consumer With Special Reference to Electronic Items.
17. **Shivendra Singh (2017)** Determinants of Intensity of Personal Involvement and Attitude of Spouse towards Family Purchasing Decisions.
18. **Anant Agarwal (2018)** Dynamics of Spousal Joint Purchase Decision Making Towards Household Consumer Durables.
19. **Mohd. Amir (2018)** Green Marketing and Corporate Competitive Advantage: A Study of FMCG Sector.
20. **Ms. Divya (2019)** Consumer Perception of “Green” Products: A study of Selected Products.
21. **Manisha Semwal (2020)** Employee Engagement and Satisfaction as a Competitive Advantage: A Study of Selected Automobile Companies in Uttarakhand.
22. **Priyanka Gosain (2020)** Green Marketing Mix as a CSR Tool: A Study of Selected Food Processing Companies.
23. **Darshan Singh (2021)** Concerns, Attitudes and Purchase Intentions of the Young Consumer towards Green Products.
24. **Archana Kumari (2023)** Quality of Healthcare Service and its influence on Patients’ Choice: A Study of Private Hospitals in Uttarakhand
25. **Diksha Bisht (2023)** Psychographic Determinants of Green Purchase Behaviour: A Study in Delhi and NCR
26. **Joney Janotra (2023)** Measuring the Impact of Media on Green Purchase Intention among Young Consumers

Ph.D Registered under the Supervision

1. **Arjun Krishna Gairola (2020)** Investigating Economic Viability of Sustainable Tourism in Garhwal Himalayas
2. **Aditya Ghildiyal (2021)** Impact of Supply Chain Orientation and Integration on Performance of Agro-Food Processing Units in Uttarakhand and Himachal Pradesh
3. **Vandana (2021)** Measurement of Organization Evaluation: A Study of Selected Public Sector Units in Uttarakhand
- Anurag Bhatt (2023)** Contextual Factors Shaping Entrepreneurial Potential: Examining the Moderating effect on Psychological Determinants Among Homestay Owners.

Paper Presented at Conferences/Seminars

1. **“ Impact of Performance Management Practices on Employee’s Performance: A Study of GMVN Uttarakhand”** in International Conference on Innovation in Research (IMCIR-2023) on 1st April, 2023, organized by Internal Quality Assurance Cell & Institution’s Innovation Council, A.P.C. Mahalaxmi College for Women, Thoothukudi, Tamil Nadu.
2. **“Investigating the Impact of Media Exposure on Young Consumers Green Purchase Intention: The Mediating Effect of Environmental Consciousness”** in the National Seminar on Contemporary issues in Management in India on 25th March, 2023, organized by Subharti University, Meerut.

3. **The way to manage crises with reference to new organizational trends in the post pandemic period** in the International conference on emerging trends in Management: Restructuring global economy- Initiatives and Business strategies for 2023, organized by Department of Management studies, R&D Institute of Science and Technology, ARADI, Chennai on 25th May, 2022.
4. **Investigating Supply Chain Orientation and Integration of Food Processing Units in Himachal Pradesh.** 3rd International finance conference, organised by Center for management studies (CMS) Jamia Millia Islamia, New Delhi, March 29-30, 2022.
5. **Moderating Effect of Psychological Contract on Job Performance,** International E-Conference “Paradigm Shift in Business and Management: Emerging Trends & Competitive Strategies” organized by Institute of Professional Excellence & Management, Ghaziabad in collaboration with Nilai Field Research Centre, Malaysia on 26th February, 2022.
6. **The Era of Green, Sustainibility, Ethical and Social Responsible Marketing Investigating Practices in Special Reference to MSMES of India,** Two Day Virtual International Conference on “Recent Advances in Sustainable Practices, Social Innovations and Entrepreneurship” Organised by Department of Commerce, University of Madras and Department of Commerce Sri Krishna Swami College for women, Chennai held on 17th & 18th February, 2022.
7. **Organisational Evaluation: A Review of its evaluation and discourse,** two day international E- Conference on new age business and sustainable economic development, organized by Center for Management studies (CMS), ICFAI Law School, Hyderabad on 10th & 11th December, 2021.
8. ***Intention to Pay Premium Price for Green Products: A Young Consumers Perspective,*** 8th Annual International Conference on Sustainability (SUSCON) on 26th-30th July 2021, organized by IIM Shillong, India.
9. ***Factors Influencing Perception of Different Age Group towards Green Products*** Eclectic HR Confab 19, Organised by HR & Faculty Training Academy in the collaboration with Department of Commerce, Training and Placement Cell and Crescent Innovation Incubation Council, at B.S. Abdur Rahman Crescent Institute of Science and technology, Chennai, 20 to 21st June, 2019.
10. ***Measuring the Effect of Green Marketing Practices on Competitive Advantage: A study of FMCG Sector,*** 71st All India Commerce Conference Organised by Annual Conference of the Indian Commerce Association, Department of Commerce, Osmania University, Hyderabad, December 20-22, 2018.
11. ***Sustainable Green Marketing Practices Enhance Competitive Advantage in Indian FMCG Sector,*** 2nd International conference on Emerging Trends in Science, Engineering and Management Organised by Mahratta Chamber of Commerce Industries & Agriculture, Senapati Bapat Road, Pune, Maharashtra, November 25th, 2018.
12. ***Women Empowerment-Role in Family Decision Making,*** 69th All India Commerce Conference, Organised by Faculty of Commerce, University of Lucknow, Lucknow, November 11-13, 2016.

13. ***Green Marketing As A Tool For Sustainable Development***, International Seminar on Sustainable Development: Challenges and Strategies Organised by Govt. PG College, Gopeshwar, Chamoli, October 21-22, 2016.
14. ***Country of Origin effect on Consumers Attitude towards Durables: An Assessment of Make in India Approach***, National Seminar on Make in India: Challenges and Prospects, Organised by SGGJS Government PG College, Paonta Sahib, July 11, 2016, Paonta Sahib.
15. ***Ethical Branding: A Holistic approach to Create Value and Empower the Brand***, International Conference on Brand Management, Organised by Indian Institute of Delhi, April 16-17, 2016, Delhi.
16. ***Consumers' Perception and Purchase Decision Towards Green Products***, 18th International Conference on Sustainable Growth and Innovation, Organised by Research Development Association, Jaipur, March 26-27, 2016, Jaipur.
17. ***Exploration of Green Shift: A Competitive Advantage***, International Conference 'Make In India' Campaign for Inclusive Growth: Initiatives and Challenges, Organised by Department of Commerce, Aligarh Muslim University, Aligarh, January 4-5, 2016.
18. ***Online Shopping: University students' perspective***, UGC Sponsored International Conference on "Recent Trends in Business Finance and Economics" Organised by Department of Business Finance and Management Studies, Jai Narain Vyas University, October 8-10, 2015, Jodhpur.
19. ***Green Marketing: A Competitive Advantage***, 16th International Conference on Contemporary Issues & Innovation, Research Development Association, Jaipur, May 30-31, 2015, Jaipur.
20. ***A study of factors influencing brand loyalty in Smart Phone among University Students***, 3rd International Conference on Management Innovations, Faculty of Management Studies (FMS) Gurukul Kangari University, February 10-12, 2014, Haridwar.
21. ***Sustainable Development Through Horticulture in Uttarakhand***, National Conference on Sustainable Development Of India: Challenges & Remedies, HNB Garhwal University, March 22-23, 2014, Badashai Thaul Campus, Tehri Garhwal.
22. ***Challenges of Development in 2020***, National Seminar on Developed India: Vision 2020, Department of Commerce, University of Lucknow, March 28-29, 2014. Lucknow.
23. ***Awareness Level of Consumer with Respect to the Various Consumer Protection Laws & Provisions***, 10th International Conference on Emerging Issues in Accounting

& Finance, Infrastructure Development, Information Technology, Business and Management, Research Development Association, The Paper has been Awarded Best Paper Award, January 22 – 23, 2011, Jaipur.

24. ***Performance & Attitude of Indian Consumers Towards Foreign Brands : With Reference to Durable***, 9th International Conference on Emerging Issues in Accounting & Finance, Infrastructure Development, Information Technology, business and management, Research Development Association, January 15 – 16, 2010, Jaipur.
25. ***Source of Information, Product Selection and Buying Decision of Rural Consumer***, International Conference on Economics, Business Management and Marketing (EBMM 2009), October 10-12, 2009, Singapore.
26. ***Customers Consideration for making Choice of Public & Private Sector Banks and their views regarding Service Quality Relationship***, National Seminar on Integrated Service Marketing Approach to Sustain Competitive Advantage, Department of Commerce, Jammu University, March 21 – 22, 2009. Jammu.
27. ***Product Selection , Brand Preference & Buying decision of Rural Consumer Regarding Durables***, 8th International Conference on “Emerging Issues in Accounting, Information Technology, Business and Management”, Research Development Association, January 05 – 06, 2008, Jaipur.
28. ***Retail: The Indian Scenario***, 2nd International Conference on “Management Sciences and Arts”, Faculty of Management Studies, Gurukul Kangari University, September 15 – 17, 2008, Haridwar.
29. ***I.P.R. in Pharmaceutical Industries***, National Seminar on Intellectual Property Rights in Developing Countries Faculty of Commerce and Business Administration, S.M.J.N. (PG) College, September 27 – 28, 2008, Haridwar.
30. ***Factors Affecting Decision Making in Durables: Special Reference to Garhwal Region of Uttarakhand***, National Seminar on “Consumer Research in India”, G.H. Patel PG Institute of Business Management, Sardar Patel University, Vallabh, Vidya Nagar. January 19 – 20, 2007, Gujrat.
31. ***Consumer Education v/s Consumer Protection in National Seminar on “Protection of Rights of Consumers: Ways and Means”***, Organised by Bareilly College, Bareilly, Sponsored by Indian Institute of Public Administration, Local Branch, November 11 – 12, 2006, Bareilly.
32. ***Deficiency in Services Relating to Education & its Relevance to Consumer Dispute Challenges and Opportunities in Service Marketing***, National Seminar on Department of Commerce, Jammu University, March 06 – 07, 2006, Jammu.

- 33. *Consumer Education and Awareness: Role of Educational Institutions***, National Seminar on *Consumer Awareness towards Their Consumer Rights* in IIPA, New Delhi & Organised by Faculty of Law, HNBGU, Pauri Campus, March 25 – 26, 2006, Pauri.
- 34. *Potential of Horticulture Marketing for Economic Development: A Case study of Middle Hills of Uttarakhand***, National Seminar on “Rural Marketing” College of Agribusiness Management, Pantnagar Agriculture University, March 18 – 19, 2005, Pantnagar.
- 35. *Problem and Challenges of Horticulture Marketing: A Selective Approach***, National Seminar on “Rural Marketing” College of Agribusiness Management, Pantnagar Agriculture University, March 18-19, 2005, Pantnagar.
- 36. *Rural Potential Vs Corporate Response, Key Note Address on Rural Marketing: Issues and Challenges in WTO Era***, National Seminar on Rural Marketing Department of Business Economics, VBS Purvanchal University, on September 23 – 24, 2005, Jaunpur.
- 37. *Information Technology as a tool for Exploring Rural Indian Potential: Lesson from Corporate India***, National Seminar on “Rural Marketing: Issues and Challenges in WTO Era,” Department of Business Economics, VBS Purvanchal University, September 23 – 24, 2005, Jaunpur.
- 38. *Rural Consumer: Challenges & Opportunity, Key Note Address on*** National Seminar on “Rural Marketing: Issues and Challenges in WTO Era,” Department of Business Economics, VBS Purvanchal University, September 23 – 24, 2005, Jaunpur.
- 39. *Problems and Prospects of small scale Industries in North Western India***, National Seminar on *Prospects of Industrialization in Uttarakhand* “, Guru Jambheshwar University, March 08 – 09, 2003, Hisar.
- 40. *Rural marketing in Garhwal Hills-Need for a Selective Approach***, XLVIII All India Commerce Conference, Kurukshetra University, December 29 – 31, 1993, Kurukshetra.
- 41. *Problems in Rural Marketing and The Need For Co-operatives (Focus on Garhwal Hills)*** XLVI All India Commerce Conference, M.D. University, December 29 -31, 1992, Rohtak.
- 42. *Attitude of Consumers Towards Present Day Marketing in India***, International Conference on “Marketing & Development” (IIMC & ACR USA), 1991.
- 43. *Product Discontent, Incidence of Complaints & Rights Awareness among Middle Class Consumers: Findings of an Exploratory Survey in Three Cities of Northern***

India, International Conference of the Academy of Marketing Science, Florida, 1989.

List of Publications

1. **Ghildiyal, A., & Dhyani, A., (2023).**The Era of Sustainable, Ethical and Socially Responsible Marketing” Investigating Practices in Special Reference to MSMES, *Shodha Prabha*, 48(1), ISSN:0974-8946, 2023.
2. **Ghildiyal, A., & Dhyani, A., (2023).**Emerging IT- ITeS IndustryI n Uttarakhand: A Descriptive Analysis, *Journal of the Oriental Institute*, 72(1), ISSN:0030-5324, 2023.
3. **Ghildiyal, A., Devrari, J., & Dhyani, A., (2022).** Determinants of Service Quality in Healthcare: Patient and Provider Perspectives, *International Journal of Patient-Centered Healthcare*, 12(1) ISSN: 2641-6255 E- ISSN: 2641-6263, PP: 101-112, 2022.
4. **Janotra, J., Bisht, D., & Dhyani, A. (2022)** Impact of Social Media on Environmental Concesneses and Green Purchase Intention of Young Women, *Journal of Management and Entrepreneurship* 14 (1) ISSN: 2229-5348, PP: 85-94, 2022.
5. **Semwal, M., Kumar, Dileep., Dhyani, A., Desai, Karishma., Govindarajo, S.Normala, (2022).** Moderating effect of Psychological Contract on Job Performance, *International Journal of Health Science*, 6 (81) ISSN: 2550-6978 E- ISSN 2550-696X, 2022.
6. **Bisht, Diksha., &Dhyani, A. (2021).** Psychographic Determinants of Green Purchase Behaviour: Extended Theory of Planned Behaviour, *Anveask* 51 (2,III) ISSN: 0378-4568, July-December, 2021
7. **Janotra, Joney., &Dhyani, A. (2021).** Investigating the Influence of Media towards Environmental Awareness and Green Purchase Intention of Young Consumers, *The Journal of Oriental Research Madras*, XCII (1) ISSN 0022-3301, September, 2021.
8. **Ghildiyal, Archana., &Dhyani, A. (2021).** Factors Contributing towards Patient’s Choice of a Hospital from the Patients’ and Providers’ Perspective: A Study of Private Hospital in Uttarakhand, *Shodh Sarita*, 8 (29) ISSN: 2348-2397, March, 2021.
9. **Amir, M., Dhyani, A., & Malik, A. (2021).**Green Marketing Practices as a tool for Sustainability” under the book *Social Governance, Equity and Justice*, ISBN- 978-93-91013-07-3, Wizard Publisher India, 2021.
10. **Semwal, M. & Dhyani, A. PS. Varsha, (2019).** Quality of Work-life and its Influence on Employee Engagement: Evidence from the Selected Manufacturing Units in India, *NICE Journal of Business*, 14 (1&2) ISSN: 0973-449X, pp 99-114, 2019.
11. **Amir, M., &Dhyani, A. (2019).** Measuring Consumers’ Perception and Determination of Green Purchase” *International Journal of Advanced Science and Technology*, ISSN NO.: 2005-4238 (Print), 2207-6360 (Online), 28(7), pp. 250-269, 2019.

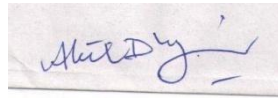
12. **Singh, S. & Dhyani, A. (2019).**Marital Influence in the Decision-Making Process for Services. In Dhyani & Singh. (Eds.). Dimensions of Consumer Decision-Making. Excel India Publishers, ISBN: 978-93-88237-31-4, New Delhi.
13. **Dhyani, A. & Singh, S. (2019).**Dimensions of Consumer Decision-Making.New Delhi,Excel India Publishers, ISBN: 978-93-88237-31-4, 69-81.
14. **Amir, M., &Dhyani, A. (2018).** Measuring the influence of green marketing practices on firms' competitive advantage: A study of Selected Food and Beverage Companies. *NICE Journal of Business*, 13(2), 58-72.
15. **Dhyani, A., & Amir, M., (2018).**Sustainable Green Marketing Practices Enhance Competitive Advantage in Indian FMCG Sector. *IJMTE*, 8(XI), ISSN NO: 2249-7455.
16. **Semwal, M. & Dhyani, A., (2017).** Impact of Training and Career Development onEmployee Engagement: A Study using OCM and UWES Measurement Scales, *NICE Journal of Business*, 12 (1) ISSN: 0973-449X.
17. **Singh, S. & Dhyani, A., (2017).** Spousal Attitude towards Exerting Conflict Resolution Strategies in Decision Making, *PARADIGM*,21 (1) ISSN 0971-8907, 75-90.
18. **Gosain. P & Dhyani. A., (2017).** A Study on Internal Growth of Selected Pharmaceutical Companies in India, *Journal of Accounting and Finance*, 31 (1), 39-58.
19. **Dhyani, A., & Singh, S., (2016).** Demographic Determinants of Spouse Involvement in Deciding Their Child's Education. *Indian Management Studies Journal*, 20(2), 45-73.
20. **Dhyani, A., & Amir, M., (2016).** Competitive Advantage through Green Marketing: A Comparative Analysis of Bata and Liberty India, *SophosJournal of Business Science (SJBS)*, 2(1), 82-93.
21. **Dhyani, A., & Divya., (2016).** Impact of Demographics on Consumer's Perception towards Green products, In Sinha &Mohapatra (Eds.), *Innovation and Sustainable development*, Bloomsbury India Publishers, New Delhi.
22. **Dhyani, A., & Amir, M., (2016).** University Students' Perspective towards Online Shopping, *ANVESHAK International Journal of Management*, 5(2), 78-89.
23. **Dhyani, A., & Divya., (2016).** Determinants of Consumers' Perception and Its Influence on Purchase Decision towards Green Products, *Indian Journal of Research*, 6 (1), 3-13.
24. **Dhyani, A., & Singh, S., (2016).** Considering Advertisement as a Source of Information and its Impact on Buying Behaviour, *Hermeneutics*, 6 (1), 15-21.
25. **Dhyani, A., & Singh, S., (2015).** Measuring the Husband-wife Influence in Car-purchase Decision, *NICE Journal of Business*, 10 (1 &2).
26. **Divya & Dhyani, A., (2015).** Factors Affecting Consumers' Purchase Decision towards Green Products, *Sustainable Competitive Advantage: A Road To Success*, (Ed. Andotra & Chahal), *Excel India Publishers, New Delhi* 7-13.
27. **Dhyani, A., & Singh, S., (2015).**Consumer Ethnocentrism: An Empirical Investigation, *International Journal of Research*, 4 (2),11-15.

28. **Dhyani, A., Agarwal, A. & Singh, S., (2015).** Consideration of University Students for Making Choice of Smart Phone, *International Research Journal of Business Management (IRJBM)*, VIII (4).
29. **Dhyani, A., Agarwal, A. & Singh, S., (2015).** Spousal Role and Determinants of Their Involvement in decision Making, *IJRCM*, 6(02).
30. **Dhyani, A., & Agrwal, A., (2014).** Dynamics and Conflict of Spousal Purchase Decision: A Review Study, *Impact: IJRBM Journals*, 2(6).
31. **Dhyani, A., Agarwal, A., (2014).** A study of factors influencing brand loyalty in Smart Phone among University Students, Proceedings of the 3rd International Conference on Management Innovations, Haridwar, McGraw Hill Private Ltd.
32. **Dhyani, A., Agarwal, A., (2014).** A study of factor influencing brand loyalty in smart phone among university students, Proceedings of the 3rd International Conference on Management Innovations, Haridwar, McGraw Hill Private Ltd.
33. **Dhyani, A., Bisht, M. & Bhatt, M., (2011).** Customer Satisfaction With Respect to Mobile Services in Uttarakhand, *Indian Management Studies*, 15(1).
34. **Bisht, M., & Dhyani, A. (2011).** Consumer Awareness and Complaint Behaviour, *Vedaang, SJRRITS, Dehradun: A Journal of Management*, 2(1).
35. **Dhyani, A. & Bisht, M., (2010).** Marketing of Fruits With Respect to Economic Viability: A Case Study of Chamoli District of Uttarakhand, *Journal of Business and Finance*, 3(1).
36. **Dhyani, A. Pokhriyal, A. & Dhillon, J., (2010).** Customers' Consideration for Making Choice of Public and Private Sector Banks and their Views regarding Service Quality and Relationship. In Sharma, Chahal & Tandon (Eds.) *Strategic Service Management*. Excel Books, New Delhi.
37. **Dhyani, A., & Bisht, M., (2010).** Consumer Inclination towards Foreign Brands, *International Journal of Development Studies*, 2 (4).
38. **Dhyani, A., & Bisht, M., (2010).** Preference and Attitude of Indian Consumers towards Foreign Brands: With reference to Durables, *Journal of Banking, Information Technology and Management*, 7 (1).
39. **Dhyani, A. & Bisht, M., (2010).** Marketing of Apple in Middle Hills of Uttarakhand: Cost Vs. Margin, *Vedaang, SJRRITS, Dehradun: A Journal of Management*, 1(1).
40. **Dhyani, A. & Bisht, M., (2010).** Awareness and Perception of Rural and Urban Consumer's Towards Celebrity Endorsement, *Journal of Business and Finance*, 3 (2).
41. **Dhyani, A., (2009).** Source of Information, Product Selection and Buying Decision of Rural Consumer, **Proceedings** of the 2009 *International Conference on Economics, Business Management and Marketing*, Singapore, IACSIT Publishing.
42. **Dhyani, A., & Bisht, M., (2009).** Buying Motives of Consumer and Their Attitude towards Advertisement, *Journal of Business and Finance*, 2 (2).
43. **Dhyani, A. & Dangwal, R.C., (2008).** Relevance of CPA to Educational Services, *Service Marketing*. In Sharma & Chehal (Eds.) *Wisdom Publishers, New Delhi*.
44. **Dhyani, A., & Rauthan, Y., (2007).** Impact of Advertisement and Sales Promotion on Rural Consumers, *Indian Media Studies Journal*, 2 (1-2).

45. **Dhyani, A. & Rauthan, Y. (2007).** Consumer Attitude towards Advertisement and Sales Promotion. *Indian Media Studies Journal*, 2 (1-2).
46. **Dhyani, A. Batra, G. S., & Dhillon, J. S., (2006).** Customer Commitment Vs. Relationship Marketing in Banks, *PARADIGM*, 10 (2).
47. **Dhyani, A. & Bisht, M., (2007).**Need of Horticultural Entrepreneurship in Uttaranchal. In HC Purohit (Eds.), *Rural Development & NGOs*.Shree Publishers & Distributors, New Delhi.
48. **Dhyani, A. & Singh, M., (2006).**Need of Cooperative Marketing for Horticulture Produce in Uttaranchal. *Indian Economic Panorama*, 16 (1).
49. **Dhyani, A., (2006).** Consumerism: A Global View, In Panwar, Mathur & Dave (Eds.) *Consumerism-Global and Indian Perspectives*,RBSA Publishers, Jaipur.
50. **Dhyani, A., & Bisht, M., (2006).**Rural Potential vs Corporate Response. In HC Purohit (Eds.) *Rural Marketing: Challenges & Opportunities*.Shree Publishers & Distributors, New Delhi.
51. **Dhyani, A. & Bisht, M., (2006).** Information Technology as a tool for Exploring Rural Indian Potential: Lesson from Corporate India. In HC Purohit (Eds.)*Rural Management*. Shree Publishers & Distributors, New Delhi.
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I certify that the information given above is correct and actual to the best of my knowledge.



Prof. (Atul Dhyani)