DR. DEVENDRA SHRIMALI

Assistant Professor,

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Mohanlal Sukhadia University, Udaipur

1. Email(s) and contact number(s)

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1. Institution

Department of Business Administration, UCCMS

Mohanlal Sukhadia University, Udaipur, Rajasthan

1. Date of Birth: 27/01/1985
2. Gender (M/F/T) -Male
3. Category Gen/SC/ST/OBC: General
4. Whether differently abled (Yes/No) NO
5. Academic Qualification (Undergraduate Onwards)

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| --- | --- | --- | --- | --- | --- |
|  | Degree | Year | Subject | University/Institution | % of marks |
| 1. | B.Com | 2004 | Commerce | MLSU, Udaipur | 60.77% |
| 2. | MBA | 2006 | Management | MLSU, Udaipur | 70.25% |
| 3. | M.COM | 2012 | Business Admn | MLSU, Udaipur | 74% |
| 4. | UGC Net | 2012 | Commerce | UGC | Cleared |
| 5. | PhD | 2012 | Business Admn | Dept. of Business Adm, MLSU, Udaipur | Awarded |

1. Ph.D thesis title, Guide’s Name, Institute/Organization/University, Year of Award.

Title of Ph.D Thesis: - Efficacy of Marketing Mix in Export of Textiles to Euro-American Markets from Rajasthan

Guide Name: Prof. B.P. Sharma

Institute: Department of Business Administration, Mohanlal Sukhadia University, Udaipur

1. Work experience (in chronological order).

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| S.No. | Positions held | Name of the Institute | From | To | Pay Scale |
| 1 | Assistant Professor | Pacific Institute of Management | 1/8/2011 | 29/5/2018 | 15600-39100-6000 payscale |
| 2 | Assistant Professor | Dept. of Business Ad, MLSU, Udaipur | 30/5/2018 | Till present | 15600-39100-6000 Grade Pay |

1. Professional Recognition/ Award/ Prize/ Certificate, Fellowship received by the applicant.

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| --- | --- | --- | --- |
| S.No | Name of Award | Awarding Agency | Year |
| 1 | Best Research Paper Award | Aishwarya Education Sansthan | 2018 |
| 2 | Awarded on 10th National Voters Day  | District Election Officer | 2020 |
| 3 | M.Com Gold Medal | Mohanlal Sukhadia University, Udaipur | 2014 |

1. Publications *(List of papers published in SCI Journals, in year wise descending order).*

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| --- | --- | --- | --- | --- | --- | --- |
| S.No. | Author(s) | Title | Name of Journal | Volume | Page | Year |
| 1 | Dr. Devendra Shrimali | Textile & Clothing Products Acceptability in Euro-American Markets: An Empirical Study of Textile Firms of Rajasthan  | Pacific Business Review, International | Volume 14, Issue 8 | 126 -132 | 2022 |
| 2 | Dr. Devendra Shrimali | Impact of Lockdown Announcement on Stock Prices of Banking Sector: En Event Study of Indian Stock Market | Pacific Business Review, International | Volume 13, Issue, 7 | 69-75 | 2021 |

Other Research Papers Published in Peer Reviewed Indexed Journals

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | Paripex Indian Journal of Research  | Consumer Adoption & Satisfaction towards ATM service: A comparative study of Udaipur city | Vol 1 / Issue 12 | 106-108 |   | Dec-12 |
| 2 | ZENITH International Journal of Business Economics & Management Research | A Comparative Study of Customer Behavior between Public and Private Banks of Udaipur City | Vol 3 / Issue 7 | 238 - 243 |   | Jul-13 |
| 3 | International Journal of Research in Commerce, IT & Management | Consumer Behavior in Electronic Banking: An Empirical study | Vol 3 / Issue 4 | 38 - 40 |   | Apr-13 |
| 4 | Intercontinental Journal of Marketing Research Review | Customer Expectation and Perception in Hotels: An Empirical Study | Vol 1 / Issue 3 | P1-11 |   | May-13 |
| 5 | Journal of Business Management & Social Sciences Research | Customers’ Perception towards Social Media Marketing: An Empirical Study of Udaipur city / Customers’ Attitude towards Social Media Marketing | Vol 3 / Issue 4 | P12-16 |   | Apr-14 |
| 6 | International Research Journal of Management & Commerce | Impact of Fear Appeal in Advertisement on Consumer Buying Behavior | Vol 1 / Issue 3 | 50-58 |   | Jun-14 |
| 7 | Radix International Journal of Economics & Business Management | The Role of Carbon Trading in Environment Conservation | Vol 3 / Issue 7 | P1-4 |   | Jul-14 |
| 8 | GALAXY International Interdisciplinary Research Journal | Ethical Behavior of Adolescents: An Educational Conundrum | Vol 2 / Issue 4 | P5-10 |   | Apr-14 |
| 9 | Management Strategies, Constantin Brâncoveanu University, Romania | Factors affecting Patients’ Decision in Selection of Hospital | Vol 7 / Issue 3 | P5-10 |   | Nov-14 |
| 10 | SJBR | Competitiveness of Indian Textile Industry in Euro-American Market | Vol 1/Issue 2 | 37-43 |   | Oct-Dec-08 |
| 11 | SJBR | Students Attitude Towards TBSS: A Case Study on ATMs | Vol 1/Issue 1 | p7-12 |   | Jan-June-10 |
| 12 | Proficient International Refereed Journal of Management | Impact of Non Tariff Barriers on Textile CLothing Export to Euro-American Markets from Rajasthan: An EMpirical Study | Vol 5/Issue 1 | P74-85 |   | Jan-13 |
| 13 | Research Matrix | A Study of Touristsâ€™ Decision Making In Selecting Gujarat as a Tourist Destination | Vol 1/Issue 9 | P91-94 |   | Apr-14 |
| 14 | Abhinav National Journal of Research in Commerce Management | Performance of Indian Textile CLothing Industry in the United States Market: A Post ATC Analysis | Vol 2 / Issue 3 | 91-102 |   | Mar-13 |
| 15 | CJCMR | Efficacy of Marketing Mix in Export of Textiles to Euro-American Markets from Rajasthan | Vol 2/Issue 4 | 116-131 |   | Apr-15 |
| 16 | SEMCOM management & Technology Review | Impact of Fear Appeal in Advertisement on Consumer Buying Behavior | Vol 2/Issue 2 | P80-86 |   | Mar-15 |
| 17 | Commonwealth Journal of Commerce and Management Research | Barriers of CRM Implementation in Hotel Industry: An Empirical Study of Udaipur Region  | Vol 2/Issue 12 | P7-15 |   | Dec-15 |
| 18 | Marketing Mix and Consumer Behavior: Issues & Perspectives | Marketing Mix and Consumer Behavior: Issues & Perspectives |   | P1-70 | 70 | Jul-05 |
| 19 | Commonwealth Journal of Commerce and Management Research | Students' behaviour in selection of Higher Education institutions in Delhi NCR | Vol 2/Issue 10 |   |   | 2015 |
| 20 | International Journal of Customer Relations | “Patient Satisfaction towards The Service Marketing Mix: A Comparative Study of Public and Private Hospitals Operating in Udaipur Division | Vol.3 Issue 2  | P1-10 |   | 2016 |
| 21 | International Journal of Marketing & Business Communication | Factors Imposing Dissatisfaction among Patients: An Empirical Study of Udaipur Division | Vol 4, issue 1 | pp 1-5 |  | 2015 |
| 22 | CJCMR | A Study Of Factors Affecting Training & Development Activities Of Selected It Industries Operating In Indore Division | Vol.4, Issue 1  | 99-44 |   | 2017 |
| 23 | International Journal Of Innovation In Engineering Research & Management | Impact Of Training And Development On Employees Performance In Selected It Industries With Special Reference To Indore Division | Volume :04 Issue 01 | Pp 1-12 |   | 2017 |
| 24 | International Journal Of Innovation In Engineering Research & Management | Impact Of Performance Appraisal On The Employees’ Motivation: A Study Of Private Banks Of Indore Division | Volume :04 Issue 01 |   |   | 2017 |
| 25 | CJCMR | A Study Of Performance Appraisal Practices Of Selected Private Banks Of Indore Division | Vol.4, Issue 1  | Pp 12-21 |   | 2017 |
| 26 | Research and Sustainable Business by IIT, Roorkee | Efficacy of Healthcare Information System in Improving Patient’s Care: A case Study of Narayan Hrudayalaya  |  | Excel Publisher |  | 2014 |
| 27 | International Journal of Research & Analytical Reviews  | Digital Competence and Gender Divide: An Empirical Study on Tribal Youth of Southern Rajasthan | Vol 6, Issue 1 |  |  | 2019 |

1. Detail of patents.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S.No | Patent Title | Name of Applicant(s) | Patent No. | Award Date | Agency/Country | Status |
| 1 | A system and method for automatically managing the industrial process and workers management | Dr. Devendra Shrimali | Application No 2/2022/050144 | Published 10/8/2022 | Intellectual Property Philippines | Published  |
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1. Books/Reports/Chapters/General articles etc.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.No | Title | Author’s Name | Publisher | Year of Publication |
| 1 | Efficacy of Marketing Mix in Export of Textiles to Euro-American Markets from Rajasthan  | Dr. Devendra ShrimaliProf. B.P. Sharma | Research India Publication, New Delhi | 2018 |
| 2 | Contemporary Issues in Business, management and Economy | Dr. Devendra ShrimaliDr. Khushbu Agarwal | Empyreal Publication | 2023 |

14. Research Project

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| S.No | Title | Sponsor | Year of Submission |
| 1 | Assessing the Impact of Pradhan Mantri Fasal Bima Yojana (PMFBY) On Farmers of Tribal Area of Southern Rajasthan | MGNCRE, Ministry of Education, GOI, New Delhi | 2022 |

15. Seminars/Conferences Organised: 07

16. Papers published in Seminars & Conferences: 32

17. Any other Information Over 15 Years of Teaching Experience

* Authored more than 25 Research papers in Various National and International Journals
* Authored one Book
* Presented papers in various National and International Conferences and Seminars
* Member of Editorial Team of Various Journals
* PhD Students working Under Supervision: 05
* Working as NSS Programme Officer since year 2018.
* Course convener of Post graduate diploma in Retail Management.
* Course convener of certificate course on “ Digital Marketing”.
* Worked as NSS programme officer at UCCMS, MLSU, Udaipur
* Working As Proctor, UCCMS, Mohanlal Sukhadia University, Udaipur