

LIST OF PUBLICATIONS

Name of the Faculty: Prof. (Dr.) Dharmendra Kumar

Faculty: Commerce and Management

Publication of Research paper in Journals:

- **“A Critical Analysis of Central Customer Protection Authority under Consumer Protection Act, 2019”, Journal of Indian School of Political Economy, Vol. 35, No. 01, July-August 2023, ISSN: 0971-0396.**
- **“Analysis of Customer Awareness and Levels of Satisfaction: with India Post Payment Bank services in Rewari district, Haryana”, Shodhak: A Journal of Historical Research, Vol 53, Issue:02, No. 10, May-August 2023, ISSN: 0302-9832, Impact Factor: 7.75, UGC CARE Group-I Journal.**
- **“Comprehensive Study of India Post Payments Bank” Sambodhi, Vol-45, No.01 (IV) 2022, PP. 81-88, ISSN No. 2249-6661, Impact Factor 5.8.**
- **“A Study of Emotional Empowerment of Women through Self Help Groups”, Ravindra Bharti, Journal of Philosophy, Vol- XXIII, No. 8, 2022, PP. 122-126, ISSN 0973-0087, UGC Care Group 1 Journal.**
- **“Digital Currency: Issues, Opportunities and Challenges”, Shodh Dristhi- an International Peer Reviewed, Refereed Journal, Vol-13, No. 3, March 2022, PP. 1-7, ISSN 09766650, Impact Factor 5.427, UGC approved Journal No 49321.**
- **“A Study of Women Entrepreneurs: A Special reference to Moradabad Mandal of Uttar Pradesh”, International Journal of Multi-disciplinary Educational Research, Vol-10, Issue 5(1), May 2021, PP: 143-148, ISSN: 2277-7881, Impact factor 7.816(2021).**
- **“India’s Performance in Global Gender Gap Index”, International Journal of Multi-disciplinary Educational Research, Vol-10, Issue 4(5), April 2021, PP:171-177, ISSN: 2277-7881, Impact factor 6.514(2021).**
- **“eujsxk ;kstk & izHkkoksa ,oa miyfC/k;ksa dR,d fo”ys”.kkRed v/;;u”, Research Guru Vol: 12, Issue: 1, June2018, PP1324-1335, Impact Factor: 3.021.**
- **“Product Preference and Marketing Awareness of Rural Consumers with special reference to FMCG”, Research Guru, Vol: 12, Issue: 3, December-2018, PP-260-269.**
- **“Rural Marketing Practices and Problems in Pithoragarh District”, Printing Area: Interdisciplinary Multilingual Refereed Journal, Vol: 01, April-2018, PP-16-20.**
- **“xzke.k fodkl esa egkRek xkj/kh uj sxk dh Hkwfedk”, Printing Area, Vol:02, Issue31, July- 2017, PP-111-116, ISSN 2394-5303, Impact factor: 4.002.**
- **“xzkeh.k csjksxkj ij eujsxk dk izHkko ¼m/keflag uxj tuin ds :nziqj fodkl[k.M ds**

International Journal of Trade and Commerce, Vol. 4, No. 1, Jan – June, 2015.

- **‘Consumer Behaviour: Analysis of Socio – Demographic Effect on Use of Source of Repair and Maintenance of Two Wheelers’**, International Journal of Trade and Commerce, Vol. 4, No. 1, Jan – June, 2015.
- **‘Consumer Post Purchase Behaviour: Special Reference to Home Appliances’**, International Journal of Marketing, Financial Services, Management Research, June, 2015.
- **‘An Analysis of Liquidity Management Efficiency in Information Technology Industry’**, International Journal of Social Sciences and Interdisciplinary Research, Vol. 4, No. 2, February, 2015.
- **“foKkiu&d ifjn”;**] Quest-the Journal of UGC-ASC Nainital, Vol.8, Issue-1, Jan 2014, PP 97-104, ISSN 0974-5041.
- **‘Advertisement: A Perceptual Analysis’**, Excel International Journal of Multidisciplinary Management Studies, Vol. 4(6), June, 2014.
- **‘Socio – Cultural Influence on Women Entrepreneurs: A Study of Uttarakhand State’**, International Journal of Trade and Commerce, Vol.III, No.1, January–June,2014.
- **‘Relationship between Liquidity and Profitability Management of Nationalized and Private Banks of India’**, Sumedha Journal of Management, Vol. 2, No. 1, Jan – March, 2013.
- **“fd”kksjksa dh vkØkedrk dk “kSf{k d miyfC/k ij izHkko”**, Research Link, Issue –116, Vol. XII (9) Nov, 2013, PP 136-137.
- **‘Liquidity Management in Indian Electrical Equipment Companies (A Comparative Study of Companies Listed in Nifty 50)’**, International Journal of Trade and Commerce, Vol. 1, No.2, July – December, 2012.
- **‘Consumer Behaviour: A Study about Durables’**, Zenith, International Journal of Multidisciplinary Research, Vol. 2, Issue – 9, September, 2012.
- **‘Consumer Behaviour Regarding Durables Use and level of Satisfaction’**, Samaj Vigyan Sodh Patrica, Vol. 1 (part - II), No. XIV, 2011.
- **‘Analysing Socio – Demographic Effect on Consumer’s Post Purchase Behaviour: A study about home appliances’**, International Journal of Research in Commerce, Economics and Management, Vol. 1, issue – 5, September,2011.
- **‘Analysing the Effect of Socio–Demographic Factors on Consumer’s Pre–Purchase Behaviour: A study in context of durables’**, Quest- the Journal of UGC-ASC Nainital, Vol. 5, Issue- 1, May, 2011.
- **Consumers’ Post Purchase Behaviour Regarding Durables**, Research Link, Issue -74, Vol. IX (3), May 2010, pp.126-128.
- **‘Consumer Brand Selection Behaviour Regarding Television’**, Research Link, Issue – 78, Vol. IX (7), September, 2010.
- **‘Consumer Awareness Regarding Durables: Analysis of Demographic Effect’**, Research link, issue – 74, Vol. IX (3), May, 2010.

- **‘Green the Necessity of Marketing’**, Research Link, issue-73, Vol. VII (10), December, 2008.
- **‘A study of demographic effect on consumer behaviour’**, Finance India, Vol. XXI, No. 2, June, 2007.

Chapters in Edited Book or Seminar Proceedings:

- **“f”k{kk }kjk efgyk l”kfDrdj.k & ,d dzexr mUufr**”, in edited book titled ‘Socio Economic Evolution of India (1947-2022)’, published by Akshita Publishers and Distributors, Delhi, 2023, ISBN: 978-93-91120-07-8, pp 31-39.
- **“Hkkjr esa vkS|ksfxd fodkl ds fy, vaxhd`r uhfr;ksa dk fo”ys’k.k”**, in edited book titled ‘Socio Economic Evolution of India (1947-2022)’, published by Akshita Publishers and Distributors, Delhi, 2023, ISBN: 978-93-91120-07-8, pp 96-111.
- **“Human Development in India: A Brief”**, in edited book titled ‘Socio Economic Evolution of India (1947-2022)’, published by Akshita Publishers and Distributors, Delhi, 2023, ISBN: 978-93-91120-07-8, pp 191-197.
- **“Impact of Education and economic Status on Fertility in India”**, in edited book ‘Population Growth in India: Problems and Challenges’, published by ABS Books, Delhi, ISBN: 978-93-94424-10-4, pp 42-54.
- **“Historical Prospective of Covid-19 and its impact on India”**, in edited book titled COVID-19 and its Socio-Economic Perspectives”, Published by Jagdamba Publishing House, New Delhi, Aug 2021, ISBN: 978-93-85437-30-4.
- **“Reverse Migration in Uttarakhand: An Overview”**, in edited book titled COVID-19 and its Socio-Economic Perspectives”, Published by Jagdamba Publishing House, New Delhi, Aug 2021, ISBN: 978-93-85437-30-4.
- **‘Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-224-231.
- **‘Globalization and Women Entrepreneurs: Prospect and Challenges in Uttarakhand’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-108-117.
- **‘Effect of Globalization on Tourism Industry: With special reference to Nainital’**, Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-101-107.
- **‘Start Up India: A Conceptual View’**, Socio–Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges, March, 2019, PP-59-65.
- **“orZeku mPp f”k{kk% leL;k;sa ,oa pqukSfr;kj”**, Indian Education System and Human Values: Understanding the Relationship and Analysing the Need, 2017, ISBN 978-81-926605-0-9, PP:178-186.
- **“fd”kksjkoLFkk% ewY;kRed vfHkO;fDr”**, Indian Education System and Human Values: Understanding the Relationship and Analysing the Need, 2017, ISBN 978-81-926605-0-9,

PP: 150-155.

- **“Effect of Socio–Economic Status on the Trend of Education”**, Indian Education System and Human Values: Understanding the Relationship and Analysing the Need, 2017, ISBN 978-81-926605-0-9, PP: 77-85.
- **“Education and Social Realities of Indian Society: Holistic Approach”**, Indian Education System and Human Values: Understanding the Relationship and Analysing the Need, 2017, ISBN 978-81-926605-0-9, PP:43-54.
- **“oS”ohđj.k ds nkSj esa tSo fofθ/krk laj{k.k gsrq lkaLd`frd ,oa “kSf{k d voeks/k”**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, ISBN 978-81-7988-129-3, PP: 259 –268.
- **‘Women Entrepreneurial Empowerment in Uttarakhand’**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, ISBN 978-81-7988-129-3, PP- 232-239.
- **‘Impact of Globalization on Women with Special Reference to Higher Education Sector of Bijnor Region of India’**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, ISBN 978-81-7988-129-3, PP-96-104.
- **‘Sustainable Buildings: An Attempt to Address the Issue of Climate Change’**, Globalization, Environment and Women: Understanding the Linkage, March, 2016, ISBN 978-81-7988-129-3, PP- 1-18.
- **Green the Necessity of Business**, Globalization, Environment and Quality of Life, 2015, ISBN 978-81-7004-321-8, PP: 59 –64.

Content Writing

The following Content-Chapters were written in the Book **‘Indian Financial System’**, 2022, published by Uttarakhand Open University, Haldwani, ISBN: 978-93-90845-52-1:

- **Financial market: Introduction and overview**, pp: 1-15.
- **Money market and Capital market**, pp: 16-44.
- **IRDA and Insurance business in India**, pp: 141-157.
- **Fundamentals of Risk and Insurance**, pp: 204-231.

Translation Work

a) The following Content-chapters were translated in the Book, **‘Business and Economic Laws’** 2020, published by Uttarakhand Open University, Haldwani, ISBN: 978-93-90845-92-7:

- **An overview of MRTP Act, 1969**, pp: 120-135.
- **Introduction to Competition Act, improvement over MRTP Act, 1969**, pp: 136-153.

b) The following Content-chapters were translated in the Book, **‘Statistical Analysis and Research Methodology’** 2020, published by Uttarakhand Open University, Haldwani, ISBN: 978-93-90845-87-3:

- **Interpretation, Report writing and Computer application in research**, pp: 491-513

- c) The following Content-chapters were translated in the Book, '**Business and Economic Environment**' 2022, published by Uttarakhand Open University, Haldwani, ISBN: 978-93-90845-86-6:

- **Consumerism and Business**, pp: 72-97.
- **Economic Planning in India**, pp: 190-210.
- **Economic reforms in India**, pp: 236-255.

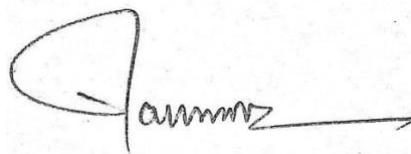
Publication of Books:

Books Published-

- A Book Titled "**Financial Market and Investment Management**" published by Himalaya Publishing House Pvt. Ltd, in 2020, ISBN978-93-5453-005-0.
- A Book Titled "**Financial Market and Financial Institutions**" Published by Jagdamba Publishing Company, New Delhi in 2017.
This Book is written to facilitate the students of B. Com and M. Com.
- A Book Titled '**Consumer Behaviour**' ISBN- 978-93-5173-741-4, Published by Sahitya Bhawan Publication in March 2015.
This book is written to facilitate the students of B.B.A., M.B.A. and M.Com.

Books Edited-

- Edited Book Titled "**Socio Economic Evolution of India (1947-2022)**", published by Akshita Publishers and Distributors, Delhi, 2023, ISSN 978-93-91120-07-8.
- Edited Book Titled "**COVID-19 and its Socio-Economic Perspectives**" Published by Jagdamba Publishing House, New Delhi, Aug 2021, ISSN: 978-93-85437-30-4.
- Edited Book Titled "**Socio – Economic and Environmental Dimensions of Globalization: Issues, Opportunities and Challenges**", Published by Ankit Publication, March, 2019, ISBN: 978-81-7988-194-4 – 31.
- Edited Book Titled '**Indian Education System and Human Values: Understanding the Relationship and Analysing the Need**', Published by Satyam Publication, March, 2017, ISBN: 978 – 81 –926605–0-9.
- Edited Book Titled '**Globalization, Environment and Women; Understanding the Linkage**', Published by Ankit Publication, March, 2016, ISBN:978–81–7988–129–3.



(Dr. DharmendraKumar)

Associate Professor, Faculty of Commerce
Pandit Lalit Mohan Sharma Rishikesh Campus,

Sri Dev Suman Uttarakhand University,

**Badshahithaal, Tehri
Garhwal(Uttarakhand)**