

	Name	Raj Kumar Gautam
	Area	Marketing/Export Marketing/Service Marketing
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### Educational Qualifications

**Ph.D.** from Department of Commerce & Business Management, Guru Nanak Dev University, Amritsar.

**MBA** (Major: Marketing, Minor: International Business) from University Business School, Panjab University, Chandigarh.

**PGDIT** (Post Graduate Diploma in International Trade) from University Business School, Panjab University, Chandigarh.

### Industrial Experience: 15 Y (February, 1989 to June 2004):

Worked with various Companies and handled matters relating to export marketing such as identifying new foreign markets, scheduling of consignments, completing documentation formalities, obtaining import licensing and claiming export incentives from concerned departments. Managed domestic marketing and sales matters for the organizations and also coordinated with various Government Ministries and foreign clients for business purposes.

### Teaching Experience 17 Y (July,2005 to Till Date)

At present working as Associate Professor in University School of Applied Management Punjabi University Patiala and teaching to students of MBA and MBA (FYIC)

**2. July,2005 to February 10, 2021:** Worked as Assistant Professor at Punjabi University Regional Centre, Mohali. Taught to students of Masters of Business Administration (MBA).

### Paper Publications (32) : Scopus : 9 UGC Approved :11 Refereed : 12

#### ( Selected Scopus Journals)

- Sandhu, Rupali and Raj Kumar Gautam (2022), *Do It,, Now or Never. Procrastination As a Backlog to Employee Productivity*, Journal of Positive School Psychology, Vol 6 no (3), pp 5796-5811.
- Gautam, Raj Kumar (2019), *Pricing Strategies of SMEs Manufacturing Textiles items*, Textile Trends ,January 2020). Pp 36-42.

- Gautam, Raj Kumar (2014), *Purchase Decision of Indian Consumers: The factors of Attraction while Purchasing Car*, Journal Studies in Business and Economics, Vol 9No 3,pp 29-42. (ABDC, C)
- Gautam, Raj Kumar (2012), *Success Determination by Innovation: A Theoretical Approach in Marketing*, Quality Innovation Prosperity Journal, Vol,XVI no (i), pp 32-38.
- Gautam, Raj Kumar(2012), *Internet Marketing Usage by Small Indian Entrepreneurs: An Exploratory study of Punjab*, International Review of Management and Marketing, Vol 2(1), pp 43-51.
- Gautam, Raj Kumar (2012), *Product Strategies and Advertising of Small Firms*, Indian Journal of Marketing, Vol 42 No(3), pp 37-45.
- Gautam, Raj Kumar and Raghbir Singh (2011), *Marketing Mix Strategies of Indian Small Firms: Punjab Experience*, Management &Marketing Journal, Vol 9 No2, pp 195-216.
- Gautam, Raj Kumar (2011), *Competitive Perception of Small Indian Manufacturers: A study of Punjab Units*, Journal of Competitiveness, Issue (3), pp27-40.
- Gautam, Raj Kumar and Raghbir Singh (2011), *Marketing Barriers of Small Firms : The Punjab Perspective*, Small Enterprises Development, Mangement and Extention Journal (SEDME), Vol 38(i), pp.61-74. **(SAGE Publication)**

#### **Selected Conferences/Workshops**

- Virtual Conference: The Brave New World for Higher Ed Marketers, Organized by American Marketing Association, June 23-24,2020.
- Trade, quality & safety of health products in the time of covid-19: what lessons so far?" organized by United nations industrial development organization, June 11, 2020.
- 11th Edition of GW Global Entrepreneurship Conference Week from October 25-29<sup>th</sup>, 2021 (held) virtually), in collaboration with International Council for Small Business. (ICSB).
- Fireside Chat with Gita Gopinath, Research Director International Monetary Fund (IMF) Organised by NYU Stern's Center for Global Economy and Business, New York, USA.
- Participated in ISB Leadership Summit held at Indian School of Business (ISB), Mohali, India, November, 21, 2014.
- Contract Faculty in Higher Education Institutes: Will it improve Education, paper presented

at 9<sup>th</sup> Annual International Conference on Public Policy and Management at Indian Institute of Management(IIM) , Bangalore, India, August, 11-13, 2014.

- Internet Marketing; A beneficiary Tool in Marketing paper presented at Footwear Design and Development Institute,(FDDI), Rohtak, India, September,28-29,2013.
- Business Practices of Small and Medium Entrepreneurs in the Globalized Era paper presented at Tenth Biennial Conference on Entrepreneurship organized by Entrepreneurship Development Institute of India (EDII), Ahmadabad, February 20-22, 2013.

### **Books (2)/Case Studies (10)/ Acquired Work (1)**

- **Authored two books published by Pearson Education India and Lambert Germany.**
- **Worked with McGraw Hill** and developed few Case studies for students of MBA Studying in various business schools of India and Asia.
- **Acquired Work:** My P.hD. Thesis acquired by **NASSDOC, ICSSR**, (Ministry of HRD), Govt of India in 2012.