

VITAE

1. **Name** : Atul Kumar
2. **Present Position** : Assistant Professor at Bharati Vidyapeeth University (Delhi Campus) working since 22.10.10 till date.
3. **Past Experience:**

S.No	Name of College/Organization	Designation	Duration
1	JSS Academy of Technical Education, Noida, an affiliated college of UP Technical University, Lucknow	Lecturer	27.11.2009 to 21.10.10
2	SRM University, Chennai (Modinagar Campus)	Assistant Professor	11.12.2008 to 26.11.2009
3	Pantaloons Retail India Limited	Senior Executive	3.3.2008 to 6.11.2008

4. **Highest Qualification:** MBA in 2008 with 1st division from Bharati Vidyapeeth University, Pune
5. **Research Activities:**
- a) **PhD:** Pursuing PhD from SRM University, Chennai titled “CULTURE INFLUENCE ON APPAREL BUYING BEHAVIOUR: A COMPARITIVE STUDY OF NORTH AND SOUTH INDIA.”
- b) **Others:**
1. Convener of National Conference in BVIMR, 2012.
 2. Co-Convener of International Conference in BVIMR, 2013.
 3. Chaired Technical Session in Global Summit on “Management of Business, Economy, Marketing and Services-New Approaches” organized by Krishi Sanskriti at JNU, New Delhi, 2013
 4. Organized FDP on “Research Essentials Using SPSS, MS-Word, Zotero and Ebsco in BVIMR, 2014.
 5. Delivered lecture on Zotero as Key Resource Person in FDP on “Research Essentials Using SPSS, MS-Word, Zotero and Ebsco in BVIMR, 2014.