

# SHYAM LAL COLLEGE (EVE.)

## UNIVERSITY OF DELHI

### Faculty Proforma



|  |  |            |         |           |       |            |
|--|--|------------|---------|-----------|-------|------------|
| Title  | Mr   | First Name | Kamlesh | Last Name | Attri | Photograph |
| Designation  | Associate Professor  |            |         |           |       |            |
| Email  | <a href="mailto:kattri@shyamlale.du.ac.in">kattri@shyamlale.du.ac.in</a><br><a href="mailto:kamlesh_attri81@yahoo.co.in">kamlesh_attri81@yahoo.co.in</a> |            |         |           |       |            |
| Web-Page   |  |            |         |           |       |            |
| Educational Qualifications   |  |            |         |           |       |            |
| Degree   | Institution  |            |         |           | Year  |            |
| B.com  | PG College Hamirpur, HPU Shimla  |            |         |           | 2002  |            |
| M.com  | Department of Commerce, HPU Shimla   |            |         |           | 2004  |            |
| M.Phil   | HPU Shimla   |            |         |           | 2005  |            |
| Career Profile   |  |            |         |           |       |            |
| Assistant Professor (Ad-hoc) – 16 July 2008 to 25 Nov 2008, SGTB Khalsa College, University of Delhi<br>Assistant Professor (Permanent) 26 Nov 2008 -15 July 2021) Shyam Lal College ( Eve), University Of Delhi<br>Associate Professor ( 16 July 2021 to till date Shyam Lal College (Eve) University of Delhi  |  |            |         |           |       |            |
| Administrative Assignments   |  |            |         |           |       |            |
| Convenor Student Advisory Committee (2012-13, 2013-14)<br>Convenor AMOUR ( Commerce Society SLC( E ) (2013-14,2014-15, 2015-16)<br>Teacher In Charge (Department of Commerce 2017-2018) SLC ( E )<br>Member in various committees of the college<br>Academic Council Member, University of Delhi (2019-2021)<br>Member admission committee, Faculty of Management Studies, University of Delhi (Nominee Vice Chancellor) |  |            |         |           |       |            |
| Areas of Interest / Specialization   |  |            |         |           |       |            |
| Marketing & Tourism  |  |            |         |           |       |            |
| Subjects Taught  |  |            |         |           |       |            |
| Company Law<br>Corporate Accounting<br>Computer Applications in Business<br>International Business<br>Human Resource Management<br>Income Tax<br>Marketing Management<br>Integrated MarketingCommunication   |  |            |         |           |       |            |
| Research Guidance  |  |            |         |           |       |            |

## Publications Profile

- 1) Economic contributions of Tourism In India: An appraisal ISSN NO 0975-4954 ( Third Author )
- 2) Niche Tourism : Sustainability and marketing strategies ISSN NO-2278-8379 ( Second Author)
- 3) Strategies for holistic development of Tourism Industry in India: A case study of Himachal Pradesh. ISSN NO – 0973-824X (Second Author)
- 4) Exploration of potential for development of Dark Tourism in India. ISSN NO- 2320-7132
- 5) ( Corresponding Author)
- 6) Corporate governance in Indian Banking sector : A hierarchal Approach. ISSN NO – 2395-1737 ( First Author)
- 7) Technological innovation and corporate governance in Indian Banking sector. ISSN NO- 2395-7069 ( first author)
- 8) Contribution of HPTDC in the growth of travel and tourism industry of Himachal Pradesh. ISSN NO – 2231-167X ( Sole Author)
- 9) Tourism potential in Himachal Pradesh: An overview. ISSN NO- 2581-7930 ( Sole Author)

## Conference Organization/ Presentations

- 1) *Presented paper titled "Green Tourism" in second annual national conference on climate change and water at Suresh Gyan Vihar University Jaipur. 18<sup>th</sup> & 19<sup>th</sup> October 2013.*
- 2) *Presented paper titled " Community based Eco tourism in Himachal Pradesh" In National seminar on Tourism for communities & Communities for tourism at Maharaja Agarsen University Baddi HP. 20<sup>th</sup> September 2014.*
- 3) *Presented paper titled "Customer satisfaction and customer loyalty in Tourism sector" in ITHC National conference on Tourism for all- Promoting Universal Accessibility at Indira Gandhi University Meerpur Rewari Haryana. 24<sup>th</sup> September 2016.*
- 4) *Presented paper titled " Oral Literature as the vedas and wisdom literature of shudras and Tribals" in International conference on Hagiography Humanism and caste Hierarchy in Bhakti Movement organized by Department of Hindi and English Shyam Lal College (Eve) University of Delhi.20<sup>th</sup> &21<sup>st</sup> October 2016.*
- 5) *Presented paper titled "Development of ISM linkages in Himalayan Tourism Industry" in International conference cum workshop on sustainable entrepreneurship development practices in tourism and hospitality sector in Himalayan states organized by Center for mountain tourism and hospitality studies Hemvati Nandan Bahuguna Garhwal central university at GMVN Rishikesh.28-30 April 2017.*
- 6) *Presented paper titled " Dr Ambedkar and his socio economic ideas" I Two day International Seminar organized by Department of political scienced Shyam lal College (Eve) University of Delhi at ARC auditorium ILLL, University of Delhi. 14<sup>th</sup> & 15<sup>th</sup> Feb 2017*

|   |
|---|
| <p>7) Presented paper titled "Commerce Education in India : challenges and trends" in one day seminar organized by Department of commerce in Collaboration with IQAC Shyam Lal College( Eve). 10<sup>th</sup> August 2017.</p> <p>8) Presented paper titled " Development of extended tourism in Himachal Pradesh through destination discontinuity" in 3<sup>rd</sup> International conference on Development aspects in tourism &amp; hospitality sector at Bhikaji Cama Subharti Institute of Hotel Management, Subharti University Meerut. 2<sup>nd</sup> &amp; 3<sup>rd</sup> December 2017.</p> <p>9) Presented paper titled " Incredible India: SWOT analysis of Tourism Sector" in 3<sup>rd</sup> International conference on Development aspects in tourism &amp; hospitality sector at Bhikaji Cama Subharti Institute of Hotel Management, Subharti University Meerut.2<sup>nd</sup> &amp; 3<sup>rd</sup> December 2017</p> <p>10) Presented paper titled " The economic Contribution of tourism Industry in India : An appraisal" in 8<sup>th</sup> India International Hotel, Travel &amp; Tourism Research Conference at Banarsidas Chandiwalla Institute of Hotel Management &amp; Catering Technology, New Delhi.16<sup>th</sup> &amp; 17<sup>th</sup> Feb 2018</p> <p>11) Presented paper titled " Flexible strategies for sustainable tourism development in Himachal Pradesh" in 10<sup>th</sup> International Conference on strategies for promoting inclusive development organized by Dr Bhim Rao Ambedkar College, University of Delhi.17<sup>th</sup> &amp; 18<sup>th</sup> march 2018.</p> <p>12) Presented paper titled" Robots as a social distancing tool in travel &amp; hospitality sector during covid -19" In national conference on Research &amp; Innovation in commerce Management and social sciences for sustainable National development organized by Faculty of commerce &amp; business Studies Motherhood University, roorki. August 14,2021 <b>(Online Mode)</b></p> <p>13) Presented paper titled " Impact of Artificial Intelligence &amp; service Robots in Tourism &amp; Hospitality sector : Current use &amp; future trends" in International conference on advances in Management and technology for sustainable Development( ICAMTSD21) organized by H.P Institute of Public administration, govt of Himachal Pradesh. 4<sup>th</sup> &amp; 5<sup>th</sup> September 2021( <b>online Mode</b>)</p> |
| <b>Research Projects (Major Grants/Research Collaboration)</b>  |
| NA  |
| <b>Refresher course/ FDP/WORKSHOP ATTENDED</b>  |
| <p>1)Participated in Partners in Learning Teacher Training Program conducted from August 31 to September 11,2009 organized by Microsoft with ILLL, university of Delhi.</p> <p>2) Successfully completed UGC sponsored Orientation Programme by Academic Staff College, HPU Shimla from 02/03/2010 to 29/03/2010.</p> <p>3)Successfully completed UGC sponsored Refresher course in Commerce &amp; Management by Academic Staff College, Jamia Millia Islamia New Delhi from 22 October to 12 November 2013.</p> <p>4)Participated in National Faculty Development Program organized by the Centre for Ethics &amp; values Ramanujan College, New Delhi from 15 December to 21 December 2017.</p> <p>5)Successfully completed One week Faculty Development Programme on Marketing Research organized by IQAC Shyam Lal College ( Eve) from 21 August to 26 August 2017.</p>   |

|  |
|--|
| <p>6) Participated in One week Faculty Development Programme on STATA and Data Analysis organized by department of Economics in association with IQAC Shyam Lal College ( Eve) from 4<sup>th</sup> September to 10<sup>th</sup> September 2018.</p> <p>7) Participated in two weeks(10) days Faculty Development Programme on Teaching and learning in Digital Era organized by TLC Ramanujan College &amp; IQAC Shaheed Bhagat Singh College, University of Delhi Under PMMNMTT from 15 to 27 December 2018.</p> <p>8) Participated in One day workshop on Search, Research, Effective Research writings and academic integrity organized by skill development committee SLC Evening in collaboration with IGNC, New Delhi, Ministry of Culture, government of India on 14<sup>th</sup> October 2019.</p> <p>9) Participated in One Week Faculty Development Programme on " Online Teaching Platforms" organized by website committee Shyam Lal College ( Eve), University of Delhi from August 10 to 17, 2020.</p> <p>10) Successfully Completed ARPIT Course for CAS ( Refresher course in Commerce)in Proctored examination held on 16/02/2020 by SRCC, university of Delhi.</p> <p>11) Successfully Completed ARPIT Course for CAS (Financial Markets &amp; emerging Business Models)in Proctored examination held on 16/02/2020 by university of Kerela.</p> |
| <p>Member – Indian Accounting Association</p> <p>Member – Indian Commerce Association</p>  |
| Other Activities   |
| <p>Paper Setter- Central University of Himachal Pradesh</p> <p>Internal Examiner for Computer application in business and Income tax E filing</p> <p>Paper evaluation</p>  |

Kamlesh Attri

Signature of Faculty Member