



## ADHEER ARUN GOYAL

### [Assistant Professor & Dean Admissions]

Plot no.16, Shatabdi Chowk, Beltarodi Road, Behind Lohar Samaj bhavan, Amar  
Trupti Co-op. housing society, Nagpur-440027

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[/dean.admissions@ghru.edu.in](mailto:dean.admissions@ghru.edu.in)]

#### CAREER OBJECTIVE:

To build professional career with a respectable organization that allows ample opportunities and career growth.

#### PERSONAL PROFILE:

- An innovative and resourceful professional.
- Leader, quick learner and self- motivated individual.
- Honest hard worker with willingness to take responsibility.
- Dignity for work.

#### WORK EXPERIENCES :

Name of the Company & Position	Work Tenure	Key Responsibilities
<p><b>G.H Rasoni University, Saikheda</b> Working as <b>Dean of Admissions</b> <b>And</b> <b>Assistant Professor</b></p>	<p><b>Joined on 16<sup>th</sup> July 2018</b></p> <p>Currently Working [Till Date]</p>	<ul style="list-style-type: none"> <li>• <b>Teaching Students of</b> <ol style="list-style-type: none"> <li>1. BBA (Bachelor of Business Administration)</li> <li>2. MBA (Masters of Business Administration)</li> <li>3. B. Com (Bachelors of Commerce)</li> <li>4. M.Com (Masters of Commerce)</li> </ol> </li> <li>• <b>Key Responsibilities</b> <ol style="list-style-type: none"> <li>5. <b>Dean Admissions &amp; Outreach (University Level)</b></li> <li>6. <b>Website In-charge (University Level)</b></li> <li>7. Member of Examination Cell (University Level)</li> <li>8. Co-Ordinator of Event Mgmt. Club (University Level)</li> <li>9. IRO Committee Member (Departmental Level)</li> <li>10. Blockchain Coordinator (Departmental Level)</li> <li>11. Research Cell Co-Incharge (Departmental Level)</li> <li>12. Publication Cell Co-Incharge (Departmental Level)</li> <li>13. NAAC Co-Ordinator (Departmental Level)</li> <li>14. Head of IMPARTUS (video lectures)</li> <li>15. Marketing Head of Department</li> <li>16. BBA Programme Co-Ordinator</li> </ol> </li> </ul>
<p>Umang Geetai College of Women's Education affiliated to [SNDT University]</p> <p>Worked As <b>Full-Time Assistant Professor &amp; Superintendent of Exam</b></p>	<p>Joined on 8<sup>th</sup> Oct 2015</p> <p><b>Last Working Day [31<sup>st</sup> March 2018]</b></p>	<ul style="list-style-type: none"> <li>• <b>Teaching Students of</b> <ol style="list-style-type: none"> <li>1. Bachelor of Management Studies,</li> <li>2. Bachelor of Fashion Designing and</li> <li>3. Bachelor of Nutrition and Dietetics</li> </ol> </li> <li>• <b>Teaching subjects like</b> <ol style="list-style-type: none"> <li>1. Fundamentals of Production &amp; operations</li> <li>2. International Business</li> <li>3. Retail Management</li> <li>4. Marketing Management</li> <li>5. Business Law</li> <li>6. Industrial Relations</li> <li>7. Business Communication</li> <li>7. Strategic Management</li> <li>8. Financial Management</li> <li>9. Integrated Marketing Communication</li> <li>10. Quality Management</li> <li>11. Brand Management</li> </ol> </li> <li>• <b>Key Responsibilities</b> <ol style="list-style-type: none"> <li>1. Signing Authority in absence of Principal</li> <li>2. Controller of Examinations</li> <li>3. Superintendent of Examinations</li> <li>4. Academic Co-coordinator</li> <li>5. Training &amp; Placement In-charge</li> <li>6. Cultural Committee Head</li> </ol> </li> </ul>

## EDUCATIONAL QUALIFICATIONS

Exams Passed	Year of Passing	Name of the Institution/University	Aggregate
PhD (Marketing) Pursuing	2023	G H Raison University, Saikheda	
M.COM	2020	Taywade College [RTMNU]	80%
M.B.A [Marketing & Finance]	2015	G.H.R.S.B.M [RTMNU]	78%
P..G.D.B.M.S	2010	Wintec Institute - [New-Zealand]	“B+”Grade [76%]
I.E.L.T.S	2009	Oxford Academy - London	6 bands on the scale of 9
B.com	2008	Dhanwate National College[RTMNU]	55%
H.S.C	2005	Hislop college [Pune Board]	58%
S.S.C	2003	Neeri Paranjape School [Pune Board]	59.5%

## BOOK CHAPTERS AND BOOK PUBLICATIONS

Title	Contribution	Month & Year	Type	ISSN / ISBN
Digital Media: A Critical Platform for Brand Management	3 <sup>rd</sup> Author	April 2021	Book	978-93-91150-10-5
Jeetenge Hum , Safai bhi, Kadai Bhi aur Dawai Bhi. Ek Jung Covid ke khilaf (HINDI)	2 <sup>nd</sup> Author	May 2021	Book	978-93-5470-133-7
Neuromarketing: Impact on Consumer Behavior	1 <sup>st</sup> Author	July 2021	Book	978-93-91150-40-2
International Business : A Digital Perspective	2 <sup>nd</sup> Author	In Process	Book	In process

## PATENTS & COPYRIGHTS

Title	Type	Application Number	Date of Registration	Date of Publication	Date of Grant	Rank	Country of Origin
Types of layouts	Copyright	L-98790/2021	03.11.2020	19.01.2021	N.A.	N.A.	India
Risks involved in e payment	Copyright	L-100620/2021	17.01.2021	22.03.2021	N.A.	N.A.	India
Internet of Things (IoT) Based Defined Digital Marketing Strategies, Approaches with unique result using AI Based Programming	Patent	2021103941	07.07.2021	11.03.2022	<b>16.03.2022</b>	Second Investigator	Australia
Impact of Open Access E-Resources in digital Education System	Patent	2021105082	07.08.2021	07.10.2021	<b>22.09.2021</b>	Second Investigator	Australia
Forecasting Management Information System	Patent	202221000868	06.01.2022	11.02.2022	In Process	Second Investigator	India
Customer preferences on QR-code notification based digital marketing	Patent	202221002499	16.01.2022	11.02.2022	In Process	First Investigator	India
New product launch using google eye click digital marketing	Patent	202221002501	16.01.2022	11.02.2022	In Process	Second Investigator	India
System for implementing a design for six sigma process in Manufacturing industry.	Patent	202221016692	24.03.2022	08.04..2022	In process	First Investigator	India
A System for supervising content items displayed on a signage device and a method thereof	Patent	202221029919	25.05.2022	10.06.2022	In Process	First Investigator	India

## Key Positions & Responsibilities Handled :-

Positions	Institute Name	Duration
Dean Admissions & Outreach	G H Raisoni University	From November 2020 till date
Website In-charge (University Level)	G H Raisoni University	From November 2020 till date
Academic Incharge / HOD (MBA,BBA,BCOM)	G H Raisoni University	From January 2022 till date
Member of Examination Cell (University Level)	G H Raisoni University	From March 2019 to October 2020
Co-Ordinator of Event Mgmt. Club (University Level)	G H Raisoni University	From Oct 2018 to March 2020
Blockchain Coordinator (Departmental Level)	G H Raisoni University	From March 2021 till date
Departmental Research Cell Incharge	G H Raisoni University	From November 2021 till date
Departmental Publication Cell Incharge	G H Raisoni University	From Novemebr 2021 till date
Departmental NAAC Co-Ordinator	G H Raisoni University	From August 2020 till date
Head of IMPARTUS (video lectures)	G H Raisoni University	From July 2018 to March 2021
Acting Principal	Umang Geetai College of Women's Education (SNDT University)	From October 2016 to march 2018
Superintendent of Examination	SNDT University	From March 2016 to March 2018
Academic Incharge	Umang Geetai College of Women's Education (SNDT University)	From January 2016 to March 2018

## Events Organized

Sr. No.	Date	Name of Event	Type	Level	Role
1.	28.01.2020	Badminton League	Sports Event	National Level (Inter-University)	Organizer
2.	28.01.2020	SPANDAN (Dance & Singing Competition)	Cultural	National Level (Inter-University)	Organizer
3.	10.02.2021	One Day workshop on Innovation in marketing & technology	Workshop	University	Organizer
4.	07.06.2021	Employability Skills for future	Webinar	University	Organizer
5.	09.06.2021	Social Networking Advantages & Benefits	Webinar	University	Organizer
6.	29.07.2021	Career in logistics & Supply chain management	Webinar	University	Organizer
7.	27.08.2021	HORIZON 2021 (Embracing change & transformation in social science, operations, commerce & management)	International Conference	International	Organizer
8.	24.11.2021	One-Day Workshop on Digital Marketing	One-Day workshop	University	Organizer
9.	08.01.2022	Business Development in logistics & Career path for young professionals	Webinar	University	Organizer
10.	14.01.2022	Advanced Digital Marketing	Webinar	University	Organizer
11.	18.01.2022	Financial Literacy on Capital Market and role of depository	Webinar	University	Organizer
12.	20.01.2022	SIP & Project Report	Webinar	University	Organizer
13.	12.02.2022	Study Abroad Guidelines	Webinar	University	Organizer
14.	15.02.2022	Significance of Financial Analysis	Webinar	University	Organizer

15.	17.02.2022	Start-up Ideas for rural & Small Town	Webinar	University	Organizer
16.	01.03.2022	Sarvatra - Faculty Development Programme	FDP	National	Organizer
17.	01.06.2022	Workshop on recent tools & techniques of marketing	Workshop	University	Organizer

### Summary of events organized

University Level	13
National Level	03
International Level	01

### PROFESSIONAL MEMBERSHIPS :-

Sr. No.	Name	Validity
01.	Professional membership of INSC International Publishers ( <a href="#">Link - INSC Home Members</a> )	Lifetime
02.	Professional Membership of Commerce & Management Association (CMA) ( <a href="#">LINK - CMA - Commerce and Management Association (cmaind.org)</a> )	Lifetime

### EXTRA ACADEMIC ACTIVITIES :-

Sr. No.	Particulars	Role
01.	Invitation for paper setting of subject <b>Entrepreneurship Development</b> of MBA III semester at G H Raisoni Institute of Engineering & Technology, Nagpur	External Paper Setter
02.	Invitation for paper setting of subject <b>Managerial Economics</b> of MBA II semester at G H Raisoni Institute of Engineering & Technology, Nagpur	External Paper Setter
03.	Invitation for paper setting of subject <b>Managerial Economics</b> of MBA IV semester at G H Raisoni Institute of Engineering & Technology, Nagpur	External Paper Setter
04.	Invitation for paper evaluation of subject <b>Environment Management</b> of MBA I semester at G H Raisoni Institute of Engineering & Technology, Nagpur	External Paper Evaluator

### PUBLICATIONS ,CONFERENCES & WORKSHOPS

1. Research paper on A critical study of retail marketing and its impact on business environment with special reference to retail sector of INDIA, Dr.Babashaeb Ambedkar College , Nagpur, ACUMEN 2017,INTERNATIONAL JOURNAL, ISSN no.0975-9654, Dec.2017.
2. Research paper on “A Study on the Future of Customer Relationship Management, pune institute of business management, pune aug.2018, INTERNATIONAL JOURNAL, ISSN No. 2455 -8796
3. Research paper on Major Challenges and Problems of Rural Entrepreneurship in India, Dr.Babashaeb Ambedkar College , Nagpur, ACUMEN 2018, INTERNATIONAL JOURNAL, issn no.0975-9654, aug.2018
4. Research Paper On MGNREGA AND EMPLOYMENT GENERATION: A STUDY IN THE STATE OF MAHARASHTRA, INDIA, Dr.Babashaeb Ambedkar College , Nagpur, ACUMEN 2018, INTERNATIONAL JOURNAL, issn no.0975-9654, aug.2018
5. GREEN SHOWCASING IN INDIA: A REVIEW, NAGARJUNA GROUP, BANGALORE, Feb 2020, Book Chapter, Innovations in technology, Business & Management ISBN: 978-93-86891-19-8
6. GENDER EQUALITY: WOMEN EMPOWERMENT, WILFRED COLLEGE, JAIPUR, April 2020, Book Chapter, Works on SDG -2030 : Ideas & Innovations , ISBN : 978-81-941873-5-6
7. A comparative study of urban and rural colleges of education towards teaching practice Programme , Sadabai Raisoni Women’s College , International conference on Advances in management & technology, International Journal of Management , Volume 11, Issue 12, December 2020, pp.1864-1871, Article ID: IJM1171, ISSN Print: 0976-6502 and ISSN Online: 0976-6510 - **SCOPUS**

8. EFFORTS IN INDIA FOR SUSTAINABLE DEVELOPMENT – A STUDY , TATHAPI journal, **UGC Care List**, ISSN: 2320-0693, Vol-19 - Special Issue (56)-June 2020
9. THE ROLE OF DIGITAL AND SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOR, TATHAPI journal, **UGC Care List**, ISSN: 2320-0693, Vol-19 - Special Issue (56)-June 2020.
10. OVERVIEW ON DEVELOPMENT AND TREATMENT OF GROUND WATER, TATHAPI journal, **UGC Care List**, ISSN: 2320-0693, Vol-19 - Special Issue (56)-June 2020.
11. BUSINESS ANALYTICS, BACKBONE OF ORGANIZATIONS - A LITERATURE REVIEW, Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(10), 793-802. ISSN 1567-214x, Aug 2021
12. NEUROMARKETING: A RISING APPARATUS OF STATISTICAL SURVEYING, Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(10), 810-817. ISSN 1567-214x, Aug 2021.
13. THE NEW ERA OF DIGITAL MARKETING: A LITERATURE REVIEW",-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(10), 728-741. ISSN 1567-214x, Aug 2021
14. THE IMPACT OF ORGANIZATIONAL CULTURE ON TEACHER LEARNING,-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(10), 842-849. ISSN 1567-214x, Aug 2021.
15. TRANSFORMATION OF HUMAN RESOURCE MANAGEMENT DUE TO IMPACT OF ARTIFICIAL INTELLIGENCE,-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(10), 803-809. ISSN 1567-214x, Aug 2021
16. Attended one day national workshop sponsored by NAAC on topic "Enhancing Quality teaching strategies through outcome based education" on 18<sup>th</sup> Feb 2022 in G H Raison College.

#### **INTERNATIONAL CONFERENCES ATTENDED**

1. "Changing Business Environment: Challenges Ahead", ACUMEN 2017, DR. BABASHAEB Ambedkar COLLEGE, Nagpur
2. GENDER EQUALITY & WOMEN EMPOWERMENT, Renaissance college of engineering & technology, COLLABORATED WITH MAHARASHTRA STATE WOMEN'S COMMISSION & ASSOCIATION OF INTERDISCIPLINARY POLICY RESEARCH AND ACTION (IPRA), NAGPUR, feb.2018
3. India's Emerging Economy: Challenges & Opportunities in Rural India", ACUMEN 2018, DR. BABASHAEB Ambedkar COLLEGE, Nagpur

#### **KEY SKILLS: (Technical, General, Professional)**

- Administration of academic and non-academic work of college.
- Skilled in maintaining files with proper note-sheets.
- Planning & Time Management
- Balance Sheet and Profit & Loss A/c formulation
- Certification in Tally 9.0, "C"
- Proficiency with MS-Office, and can work on almost any operating system
- Expert user of internet, can find solutions to many problems related to computers
- Good Business English with good ascent.

#### **EXTRA-CURRICULUM ACTIVITIES:**

- Blood Donation at jeevan jyoti blood bank
- Represented INDIA in LAN gaming event several times.
- 1<sup>st</sup> prize in inter collegiate table tennis competition, 2015
- Runner up in inter collegiate cricket tournament, 2015

#### **CO-CURRICULUM ACTIVITIES:**

- Making **college reports/Press Releases** of every program as Report Head in "Umang Geetai College of Women's Education", 2018
- Worked as **TEAM LEADER** for college admission committee, 2018
- Had conducted **admission seminars** in various colleges, 2018
- Had **interviewed** candidates for the post of Assistant Professor, 2018

- **Leader** of cultural committee in college,2018
- **Member** of LEC committee in college,2018
- Summer Internship Program at “Nobel value securities pvt ltd.” For the period of 3 months on the topic “ Daily working of share market”,
- Attended NATIONAL EDUCATION SUMMIT 2014 and 2015 in Gujrat
- Won 2<sup>nd</sup> prize in PPT presentation in “3C report program”, Raisoni College,
- 5 days workshop on Summer Internship Programme, Raisoni College
- Attended NATIONAL STUDENT PARLIAMENT 3-day conference,
- Was an event co-ordinator of the mega event of Nagpur, KASHTI
- BEST presentation award in “Budding Mangers day out activity” , Raisoni College
- 1<sup>st</sup> Prize in inter collegiate Quiz Competition

### HOBBIES AND INTERESTES:

- Tweaking with computer and mobile kernels for the best use of device.
- Playing Computer games.
- Love to cook food and make new dishes.
- Reading Comic Books.

### PERSONAL INFORMATION:

- Date of Birth : 20/08/1987
- Marital Status : Married
- Languages Known : English/Hindi/Marathi
- Contact Number : 8446640020 / 9860979076
- Email-Id : [adhir.goyal@gmail.com](mailto:adhir.goyal@gmail.com) / [adheer.goyal@ghru.edu.in](mailto:adheer.goyal@ghru.edu.in) / [dean.admissions@ghru.edu.in](mailto:dean.admissions@ghru.edu.in)
- FB profile : <https://www.facebook.com/adhir.goyal>

### REFERENCES:

SR.NO	NAME	CONTACT NUMBER	ORGANIZATION
1.	Dr. Meena Rajesh	9423685710	Vice Chancellor, G H Raisoni University, Saikheda(MP)
2.	Dr.Shriram Joshi	9822466682	(Registrar, GH Raisoni University,Saikheda (MP)
3.	Dr.Sophia Ansari	9657724055	Director, MBA Department Madavnagri campus
4.	Dr.Mustafizul Haque	8083687480	Dean, School of Commerce & Management, G H Raisoni University.

### DECLARATION:

I do hereby declare that the above information is true to the best of my knowledge.

Date:  
Place: Nagpur



[ADHEER A. GOYAL]