



Atul Narang
Dean (Student Welfare)
PGDBM, Advanced Diploma in Marketing Management (AIMA)

He has more than 26 years of work experience in industry and academics. Before joining academics in 2006, he had 10 years of experience in business consultancy and banking services.

He has been actively engaged in research activities for a decade. He has a substantial number of publications in reputed journals and is credited with the membership of several Professional Bodies at the national level. He has been an external examiner in various government/private universities.

He has been actively involved in students' extracurricular activities, coordinating annual festivals, seminars, workshops and Student development skills activities. With the help of coordinators we are running ten student clubs to enhance various skills among the students.

He has always been an active member in creating and developing the talent of students to participate and won accolades in National, State and Zonal level of Technical, Cultural, Arts and Sports events.

RESEARCH PUBLICATIONS

- “QSR Consumer’s Essence: a cluster analysis approach” in IOSR Journal of Business and Management (IOSR-JBM) UGC approved (Care List) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 22, Issue 10. Ser. I (October 2020), PP 12-33
- “Measuring Service Quality in Quick Serve Restaurants: A Critical Review of Extant Literature” in PIMT Journal of Research UGC approved (Care List) (ISSN: 2278-7925) Vol-12, No-4, July – Sept 2020 issue.
- "Impact of Micro Finance on Living Standard Empowerment and Poverty Alleviation of Poor Women: A Case Study of North India", 67-71, IJMDIT, Vol-14, 2016.

- "Knowledge management in management education system in Agra region", 56-62, RBS International Journal of Management, 2016
- Job Satisfaction among bank employees: a comparative study of public sector and private sector banks in Agra, 10-25, IJMDIT, Vol-13, 2015.
- 'An Overview of IT Industry through Top Three India-Based Information Technology (IT) Services Providers Using Porter's Five Forces Model', in International Journal of Management Development and Information Technology, ISSN. 0976-8440, Vol.12, Dec, 86, 2014.
- "Endeavor to Reach Bottom of Pyramid: LifeSpring Hospital -Social Entrepreneurship Model of Healthcare Sector," page 43, RBS Business Review, Vol.3, Issue 1, July 15, ISSN:2319-4790.
- **Scaling the impact of social entrepreneurship from Operations Research and Management perspective –A Study of eight organizations in the Health sector in India, in Inderscience, in Int. J. Business and Globalisation, Vol. 13, No. 4, 455, 2014.**
- Delineating social entrepreneurship from related terminologies, Journal of Entrepreneurship, Business, and Economics, ISSN-2345-4695, 2013, 2(1):1-20.
- "Effect of public service advertising and the effectiveness of media- an exploratory study of four campaigns" in IJM (International Journal of Management)
- "Gaining the competitive edge through CRM – A Study on Private Sector Banks," IJRFM International Journal of Research in Finance & Marketing Volume 1, Issue 3 (July 2011) (ISSN 2231-5985) pp 12- 30.

Book Chapters-

- Book Chapter on digital transformation -moving from cash to cashless economy: challenges and opportunities in rural India for the book titled: "The digital Business Environment"- Cyber Space, Cyber Crimes & Cyber Security," 2018
- Social Entrepreneurship and its development among students, Book Title: Management, ISBN: 978-93-313-2098-8, Publisher: APH Publishing Corporation, 4435-36/7, Ansari Road, Darya Ganj, New Delhi-110002, Year of publication, 2014
- "Talent Hunt-How to recognize Talent," Published by Atlantic Publishers, chapter-11, page no. 118 at no. 118, 2011.

Articles in Magazines/Seminar/ Conference/Workshop/Courses

- **"MODI's "Make in India" –Is it a threat to Indian IT Industry"** article published in "Various Dimensions of Education in DEI," special issue, DEI Magazine, 2015
- **"Exploring the relationship and assessing Emotional and Spiritual Intelligence of budding managers and benchmarking it with effective managers,"** published in Souvenir cum Abstract Book on International Seminar on Practices and Research in Management, Feb 2011
- An article on "Educational Loan –**"The need of the hour"** published in a newspaper (Amar Ujala & DLA) based on the research paper. Dec.17, 2008

- “Talent Hunt-How to recognize talent presented at an International Conference at GLA Mathura, on “Talent management” from 17-19th Nov 07.
- **Retailing: A war between global champions & amateurs**’published in Souvenir cum Abstract Book on International Conference 2007 at Rajiv Academy, Mathura.

Member of Professional Bodies

- 1. Life Member of System Society of Engineering
- 2. Member of Alumni Association of Dayalbagh Educational Institute