

**ANKUSH**

**Assistant Professor**

Department of COMMERCE AND MANAGEMENT

GGDSD COLLEGE Chandigarh

India -160030

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**DOB: 26<sup>th</sup> November 1984**



**Educational  
Qualifications**

**Ph.D.in Marketing**

University Business School, Panjab University Chandigarh, India (2020) PhD Thesis: *Physician Behaviour towards Marketing of Pharmaceuticals Products* , Ph.D. Supervisor: Prof. Deepak Kapur

Qualified U.G.C.(NET) in Management

**MBA (Marketing)** - ISMS School of Marketing studies, The ICFAI University Dehradun,India(2008-2010)

**Bachelor of Engineering (Bio-Technology)** University Institute of Engineering and Technology, Panjab University,Chandigarh, India(2003-2007)

**Teaching/Research  
Experience**

- 27 July 2024 -till date

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Human Resource Management at Undergraduate level of the students of B.Voc (Logistic Management)

Taught Introduction to Retailing at Undergraduate level of the students of B.Voc (Retail Management)

Taught Sales Management and Business Management-III (Operations) at Post-Graduate Level.

- 24 July 2023 -20 April 2024

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Human Resource Management at Undergraduate level

Taught Sales Management at Postgraduate level.

- 24 August 2022- 13 April 2023

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Technologies, Knowledge and Networks Management at Post graduate level.

Taught Undergraduate classes.

- 23 August 2021 – 10 June 2022

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Marketing Management at Post graduate level.

Taught Undergraduate classes.

- 01 September 2020 – 30 June 2021

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Technologies, Knowledge and Networks Management at Post graduate level.

Taught Undergraduate classes.

- 22 July 2019 – 30 April 2020

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Marketing Management at Post graduate level.

Taught Undergraduate classes.

- 21 July 2018 – 22 April 2019

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Technologies, Knowledge and Networks Management at Post graduate level.

Taught Undergraduate classes.

- 20 July 2017 to 24 April 2018

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Technologies, Knowledge and Networks Management at Post graduate level.

Taught Undergraduate classes.

- 16 July 2016 to 25 April 2017

**Adhoc Assistant Professor** Department of Commerce and Management ,GGDSD College, Chandigarh

Taught Undergraduate and Post graduate classes

**Areas of Interest**

- Marketing

**Publications (Journal/Book Chapters)**

**Journal Publications:**

**Ankush.**“Impact of Income on Perception of Service Quality of Banks.” *YMER*, vol. 23, no. 8, Aug. 2024, pp. 510–16. <https://doi.org/10.37896/YMER23.08/42>.

**Ankush.**“The Influence of Demographic Factors on Perceptions of Service Quality.”*YMER*, vol. 22, no. 2, Feb. 2023, pp. 491–95. <https://doi.org/10.37896/YMER22.02/46>.

**Ankush.**“A Study of Quality of Banking Services.”*YMER*, vol. 21, no. 6, June 2022, pp. 301–12. <https://doi.org/10.37896/YMER21.06/29>.

**Ankush**, and Deepak Kapur. “Influence of Medical Representative on Knowledge, Attitude and Practice of Physicians.”*International Journal of Management Research and Business Strategy*, vol. 6, no. 3, July 2017, pp. 1–8.

**Ankush**, and Deepak Kapur. “Physician Behaviour towards Marketing of Pharmaceutical Products.”*International Journal of Science Technology and Management*, vol. 6, no. 5, May 2017, pp. 284–90.

**Ankush.** “The Impact of Pharmaceutical Promotion Practices on Prescribing Behaviour of Physicians.” *International Journal of Engineering Technology, Management and Applied Sciences*, vol. 5, no. 5, May 2017, pp. 542–51.

**Ankush**, and Deepak Kapur. “Impact of Psychosocial Factors on Doctors Prescribing Behavior.” *International Journal of Research in Commerce & Management*, vol. 8, no. 3, Mar. 2017, pp. 38–42.

**Seminars/ Conferences/ Symposiums (Paper Presented)**

- Presented Paper on ‘Measuring the Alteration in Prescribing Behaviour of Physicians by using Pharmaceutical Industry Promotional tools’ at International Conference on *Strategic Management: Delivering Business Goals* organized by University Business School, Panjab University, Chandigarh (December 21, 2017)
- Presented Paper on ‘Impact of Demographic Variables on Doctor Prescribing Behaviour’ at International Conference on *Strategic Competency Mapping for Talent Management and Retention* organized by University Business School, Panjab University, Chandigarh (January 18-19, 2018)
- Presented Paper on ‘GST in India: A Key Tax Reform in Pharmaceutical Industry’ in National Seminar on *Goods and Services Tax (GST)* organized by GGDSD College, Chandigarh (January 20, 2018)
- Presented Paper on ‘Impact of gender on doctor prescribing behaviour’ in International Conference on *Financial Services Creating Business Value and Sustainability* organized by University Business School, Panjab University, Chandigarh (February 23-24, 2018)
- Presented Paper on ‘Key Reforms to Transform India’ in National Seminar on *Reforms to Transform India* organized by GGDSD College, Chandigarh (March 27, 2018)
- Presented Paper on ‘Physician Attitude Towards Marketing Practices of Pharmaceutical Companies’ on International Conference on *Global Issues in Management* organized by University Business School, Panjab University (February

26, 2019).

- Presented Paper on 'Fintech in India: A New Period of Financial Services Era' in National Seminar on *Fintech: Transforming the Financial Services Landscape in India*" organized by Shri Guru Gobind Singh College, Chandigarh (March 28, 2019)

**Refresher  
Courses/Workshops/  
Training  
Programmes**

- One week FDP (faculty Development Programme) on Blockchain Technology from 20th January to 24th January 2020 conducted by Electronics & ICT Academy, IIT Roorkee
- One week FDP (faculty Development Program) on Subject-Specific Benchmarking of Learning Outcomes: Outcome-Based Education from 26<sup>th</sup> October to 01<sup>st</sup> November 2023 organized by Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh and Guru Angad Dev Malaviya Mission Teacher Training Centre, SGTB Khalsa College, University of Delhi.
- Online - NEP2020 Orientation & Sensitization Programme from 01<sup>st</sup> February 2024 to 14<sup>th</sup> February 2024 under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC-Malaviya Mission

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