

**Dr. Mani Parti Bharara**  
**Assistant Professor**  
Department of Commerce  
GGDSD COLLEGE Chandigarh  
India -160030  
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**DOB: 19<sup>th</sup> August 1981**



### **Educational Qualifications**

#### **Ph.D. in Organisational Behaviour**

Department of Commerce and Management, Kurukshetra University, Kurukshetra India (2014) PhD Thesis: *Effect of Training on Productivity of Employees: A Meta-Analysis*, Ph.D. Supervisor: (Prof.) Dr.S.C.Davar

Qualified U. G. C. in Commerce

**M.Phil. (Commerce)** Department of Commerce, Himachal Pradesh University Shimla, India (2005-2007)

**Master of Commerce**–Department of Commerce and Management, GGDSD College Sector 32 Chandigarh (2002-2004)

**Bachelor of Commerce (Eco Honors)** Govt. College Chandigarh, Sector 42, Chandigarh, India (1999-2002)

### **Teaching/Research Experience**

- 8<sup>th</sup> July 2004- till date  
**Associate Professor** in Department of Commerce, GGDSD College, Chandigarh  
Teaching Human resource management, Principles of management, Psychology for managers, Management Information System, Organizational Behaviour, Marketing Management at Post-graduate level and Under Graduate Level

### **Areas of Interest**

- Organisational Behaviour and Marketing Management
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### **Publications (Journal/Book Chapters)**

#### **Journal Publications:**

Dr. S.C. Davar, Mani Parti, "Does training effect the productivity of employees? Two methods of Meta Analysis", The Indian Journal of Industrial relations, 2013.

Mani Parti, Dr. S.C. Davar "Effect of training on productivity of employees- A Meta analysis" Management Vistas , 2013

Mani Parti, "Mutual Funds: Awareness amongst the masses" , Journal of University Institute of Legal Studies (UILS) Panjab University, Chandigarh, 2013

Mani Parti, "Global branding- A critique of emerging trends." (pg no-247-251), Intellectual Quest, ISSN no 2349-1949, Vol 10, December 2018, Ugc approved journals sr. no 64069.

Mani Parti, "Increasing usage of Social media and its influence on societal behaviour" ( pg no 67-72), Lokayata: Journal of Positive philosophy, Vol VIII, no 2, September 2018, ISSN no: 22498389.

Mani Parti, "Social media- A boon or a bane" ( pg no 142-145), Shodh Sarita, Vol 8, Issue 29, Jan-March 2021, ISSN no: 23482397, UGC list no:56766

Judiciary and media Trial: A need for balance, (Pg no – 61-67) Chapter in book, Media Trial , A threat to administration of Justice.(2021) Radhika books, New Delhi, 978-81-951358-0-6.

### **Books Published:**

Retail Management, M.com 3<sup>rd</sup> sem, GNDU, Kalyani Publications, 2016, ISBN 93-83793-33-3. 2<sup>nd</sup> author.

Retail management, B.com 3<sup>rd</sup> sem, H.P. University, Kalyani Publications, ISBN 978-93-272-5353-5, 2<sup>nd</sup> author.

Psychology for managers, B.com 1<sup>st</sup> sem, Panjab university, Kalyani Publications, ISBN 978-93-272-6703-7, 1<sup>st</sup> author Second revised edition 2019, Third edition 2021.

Retail management, B.com 3<sup>rd</sup> sem, H.P. University, hindi version, 2016 Kalyani Publications, ISBN 978-93-272-5412-9, 2<sup>nd</sup> author.

Advertising and Brand Management , B.com 3<sup>rd</sup> sem (Hons) Panjab University, 2016, Kalyani Publications, ISBN 978-93-272-6844-7 2<sup>nd</sup> author.

Retail Management, B.com 6<sup>th</sup> sem, Andhra Pradesh University, Kalyani Publications, 2018, ISBN 978-93-272-8329-7 2<sup>nd</sup> author

Retail management  
For B.com 6 th sem University of Jammu ; Kalyani publications;  
(2019), 978-93-5359-165-6, 2<sup>nd</sup> author

Retail management  
For B.B.A 5th sem Osmania university ; Kalyani publications; (2019),  
978-93--5359-773-3, 2<sup>nd</sup> author

Retail management, for B.com 6<sup>th</sup> sem, Andhra Pradesh University;  
Kalyani publications; (2018), 2<sup>nd</sup> author

### **Seminars/ Conferences/Symposiums (Paper Presented) Refresher Courses/Workshops/ Training Programmes**

- Twenty Eight Days Orientation course, ASC, Panjab University, Chandigarh , 25.11.2011-22.12.2011, UGC Sponsored.
- Twenty one days Refresher course , UIET, Panjab University, Chandigarh. 15.06.2012 to 05.07.2012, UGC Sponsored.
- Twenty One Days Refresher Winter School, Community Education and Disability Studies, Panjab University, Chandigarh, 26.12.2015 to 15.01.2016, UGC Sponsored.
- Five days FDP at GGSDS College, 29.04.2013 to 03.05. 2013 , GGSDS College sponsored.
- Seven Days FDP at GGSDS College, 14.10.2015 to 20.10. 2015 , GGSDS College sponsored.

- Three days Workshop at GGSDS College, 18.02.2016 to 20.02.2016 , GGSDS College sponsored.
- One day Orientation program, at Panjab University, Chandigarh, 27.04.2018, Ministry Of Youth Affairs And Sports Sponsored.

**M. Phil Dissertation  
Supervised**

Degree awarded:02

**Administrative Experience**

Commerce and Management Club Coordinator (2013-15)  
Sub Registrar Commerce (2015-2017)  
NSS Program officer (2017-2020 August)  
Time Table Incharge (Commerce) (2020-till date)  
Tyagmurti Section editor( Commerce Section) 2016 onwards Sub  
Editor 2013-2016

**FACULTY NAME :  
Dr Mani Parti Bharara**