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Dr. Ajay Sharma

Principal,

Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh
 Member, The Administrator's Advisory Council, U.T. Chandigarh 2025-27

Resume Summary

- I have been serving as a **Principal at Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh** (AISHE code: C-29440) **since 2021**. The college is accredited with '**A+**' Grade by the **NAAC** (2023) in the 4th cycle and is bestowed with the status of '**A College with Potential for Excellence**' by the **UGC**. The college is ranked at **70th in All India in NIRF (The National Institutional Ranking Framework), MHRD, Government of India (2024)**.
- I am serving as **Coordinator for the University of Fraser Valley, British Columbia**, where I was responsible for the strategic planning & execution of programs conducted in Chandigarh, ensuring their alignment with the university's academic standards and objectives.
- I also served as **Director, PML SD Business School, Chandigarh** from Jan 1, 2023 to Oct 21, 2024 (Additional Charge).
- I have held the esteemed position of **Principal at Sri Aurobindo College of Commerce & Management, Ludhiana, from February 2020 to July 2021**. Prior to this, I enriched my academic career as an **Associate Professor in the Postgraduate Department of Commerce and Management at GGSD College, Chandigarh**. My **expertise extends to International Education System**, having served as the **coordinator for various international programs**, including the Training Programme for students from the Republic of Djibouti in 2006-07, the International Applied BBA Programme of University of the Fraser Valley, Canada from 2005 to 2013 and the Student Exchange Programme with Normandy Business School, France during 2006-08.

Qualification	Ph.D., J.R.F, M.Com.
Awards	<ul style="list-style-type: none"> Bestowed with the distinguished Sapt Sindhu Shiromani award for extraordinary contributions to society & outstanding accomplishments in the field of education during the Sapt Sindhu Literary Festival-2024 at Punjab University, Chd. Honoured with Peace Award 2024 organised by NGO Yuvsatta. Felicitated with the Bharat Ratana Mahamana Pandit Madan Mohan Malaviya Memorial Award for 'Best College Teacher' in S.D. institutions, presented by the Sanatan Dharam Educational Board, Chandigarh. The award ceremony took place at Sapt Rishi Ashram, Haridwar on June 10, 2018. In 2016, I was privileged to receive the Award of Excellence- the State Institute of Educational Research, Chandigarh, which was graciously awarded by the Director of Higher Education (UT Administration). Additionally, during the same year, I was also recognized for my Teaching Excellence with an award from the Institute of Company Secretaries of India - Chandigarh Chapter
Research Experience	<ul style="list-style-type: none"> Approved Research Supervisor, Panjab University, Chandigarh Former Managing Editor, International Journal of Business, a blind referred journal Awarded the UGC minor research project entitled " A study of Position, Competitiveness, Prospects and Transformation of Higher Education Institutions situated in Punjab and Chandigarh in light of Liberalisation, Privatization and Globalization" Over the course of my career, I have had the privilege of guiding more than 200 postgraduate research projects, contributing significantly to the field of academic research.
Research Supervision (Registered Research Titles)	<ul style="list-style-type: none"> Measuring public value & digital divide in public e service delivery system: A study of select areas of Panjab & Haryana Consumer Disposition Behaviour: An Empirical Investigation in Electrical & Electronic Equipment (EEE) Industry Consumer Purchase Intention towards Pre-owned cars: An Empirical Study Impact of Social Media Influencer's Credibility & Personal Attributes on Consumers Purchase Intention- A Study of Food Service Industry located in North India
	<ul style="list-style-type: none"> Published a number of research papers in reputed Journals

Publications	<ul style="list-style-type: none"> • Authored a number of scholarly books in the field of Indirect Taxation, which serve as academic resources for students affiliated with prestigious universities such as Panjab University, Chandigarh; Guru Nanak Dev University, Amritsar; Punjabi University, Patiala; Himachal Pradesh University, Shimla; Jammu University, Jammu; and Fakir Mohan University, Orissa. • Author of books of Goods and Services Tax (GST) for students of Panjab University, Chandigarh, Guru Nanak Dev University, Chandigarh, Panjabi University, Patiala. 																																			
Administrative Experience	<ul style="list-style-type: none"> • President, Institutional Innovation Council (IIC), GGSDS College, Chandigarh (3.5-star Ranking, Government of India) • President, Sanatan Dharam Adarsh Foundation- A registered NGO working in areas of Education, Health & Hygiene • Former Principal, Sri Aurobindo College of Commerce & Management, Ludhiana • Former Associate Professor, P.G. Department of Commerce & Management, GGSDS College, Sector 32-C, Chandigarh • Former Dean (Development), GGSDS College, Chandigarh • Former Dean (Student Welfare), GGSDS College, Chandigarh • Former Secretary, Faculty of Business Management and Commerce, Panjab University, Chandigarh • Internationally recognized ISW Facilitator or Trainer as part of Global iswnetwork.ca • Former Coordinator (BBA) & Coordinator B. Voc. (Logistics Management), GGSDS College, Sector 32-C, Chandigarh • Former Coordinator, MOOCs Program, National Innovation Centre & College Rankings by India Today, Times of India etc. • Former Education Consultant to Embassy of Republic of Djibouti (2006-07) • Former Asstt. Coordinator, University of the Fraser Valley – Applied BBA programme (India) (2004-2013) • Former Coordinator, Student Exchange Programme, Normandy Business School, France. • Former Dean (Cultural Activities), GGSDS College, Sector 32-C, Chandigarh (2016-2018) and Coordinator of Panjab University Zonal Youth & Heritage Festival, Chandigarh Zone-A (2018) • Former Chief Warden, GGSDS Hostels (two boys' hostels and two girls' hostels) for 13 years providing accommodation to more than 700 students (2000-2013) • Former Dean, Academic Development Cell which has dealt with Student Feedback System, Teachers Feedback System, Faculty Development Programmes, Colleges with Potential of Excellence, Innovative Course Scheme (UGC), Career Oriented Scheme(UGC), Instrument Maintenance Facilities (UGC) and accreditation process of NAAC.(2005-2013) 																																			
Random Statistics	<table border="1"> <thead> <tr> <th data-bbox="394 1115 1118 1150">Event</th> <th data-bbox="1118 1115 1510 1150">Number</th> </tr> </thead> <tbody> <tr> <td data-bbox="394 1150 1118 1186">Successfully orchestrated IQAC NAAC peer team visit</td> <td data-bbox="1118 1150 1510 1186">05</td> </tr> <tr> <td data-bbox="394 1186 1118 1222">Managed CPE Review committee visit</td> <td data-bbox="1118 1186 1510 1222">02</td> </tr> <tr> <td data-bbox="394 1222 1118 1257">Administrated Innovative UGC sponsored PG programmes</td> <td data-bbox="1118 1222 1510 1257">03</td> </tr> <tr> <td data-bbox="394 1257 1118 1293">Organised National level Seminars</td> <td data-bbox="1118 1257 1510 1293">04</td> </tr> <tr> <td data-bbox="394 1293 1118 1329">Participated in National level Seminars</td> <td data-bbox="1118 1293 1510 1329">28</td> </tr> <tr> <td data-bbox="394 1329 1118 1365">Attended Orientation programmes</td> <td data-bbox="1118 1329 1510 1365">01</td> </tr> <tr> <td data-bbox="394 1365 1118 1400">Attended Refresher programmes</td> <td data-bbox="1118 1365 1510 1400">03</td> </tr> <tr> <td data-bbox="394 1400 1118 1436">Conducted One week FDP-ISW</td> <td data-bbox="1118 1400 1510 1436">07</td> </tr> <tr> <td data-bbox="394 1436 1118 1472">Inter college Cultural programmes</td> <td data-bbox="1118 1436 1510 1472">18</td> </tr> <tr> <td data-bbox="394 1472 1118 1507">Organised Fresher/farewell parties</td> <td data-bbox="1118 1472 1510 1507">30</td> </tr> <tr> <td data-bbox="394 1507 1118 1543">Star/Celebrities based Cultural programmes</td> <td data-bbox="1118 1507 1510 1543">03</td> </tr> <tr> <td data-bbox="394 1543 1118 1579">International Cultural programmes</td> <td data-bbox="1118 1543 1510 1579">04</td> </tr> <tr> <td data-bbox="394 1579 1118 1614">Invited for Extension lectures /paper presentations</td> <td data-bbox="1118 1579 1510 1614">190</td> </tr> <tr> <td data-bbox="394 1614 1118 1650">Invited for TV Talk shows as keynote speaker/guest speaker</td> <td data-bbox="1118 1614 1510 1650">10</td> </tr> <tr> <td data-bbox="394 1650 1118 1686">Paper publications</td> <td data-bbox="1118 1650 1510 1686">19</td> </tr> <tr> <td data-bbox="394 1686 1118 1766">Books Publications</td> <td data-bbox="1118 1686 1510 1766">128</td> </tr> </tbody> </table>	Event	Number	Successfully orchestrated IQAC NAAC peer team visit	05	Managed CPE Review committee visit	02	Administrated Innovative UGC sponsored PG programmes	03	Organised National level Seminars	04	Participated in National level Seminars	28	Attended Orientation programmes	01	Attended Refresher programmes	03	Conducted One week FDP-ISW	07	Inter college Cultural programmes	18	Organised Fresher/farewell parties	30	Star/Celebrities based Cultural programmes	03	International Cultural programmes	04	Invited for Extension lectures /paper presentations	190	Invited for TV Talk shows as keynote speaker/guest speaker	10	Paper publications	19	Books Publications	128	
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Professional Experience	<ul style="list-style-type: none"> • Member, The Administrator's Advisory Council, U.T. Chandigarh, 2025-2027 • Member, Revising Committee, Panjab University Chandigarh. • Member, Regulations Committee, Panjab University Chandigarh. • Co-opted member of ICSI, Chandigarh chapter 																																			

	<ul style="list-style-type: none"> • Member, Academic Council, Panjab University, Chandigarh • Member, College Development Council, Panjab University, Chandigarh • Member, UG Board of Commerce & Management, Panjab University, Chandigarh • Special invitee, Skills Development Board, Panjab University, Chandigarh • Member, Library Committee, Panjab University, Chandigarh • Member, Governing Body, PML SD College for Women, Gurdaspur • Member, Governing Body, PML SD College for Girls, Fategarh Churian • Member, Governing Body, PML SD College, Kheri Gurna, Banur • Member, Governing Body, PML SD Business School, Chandigarh • Member, Governing Body, PML SD Public School, Chandigarh • Member, Board of Studies, Khalsa College Amritsar, 2024-2027 • Added member of Faculty of Commerce & Business Management (2010-2018), Panjab University, Chandigarh. • Member of the P.G. Board of Study, Panjab University, Chandigarh during 2010-2018. • Has served as member of Centralized Admission Committee for B.Com. / B.B.A. and M.Com. at DHE(UT) Administration and Panjab University, Chandigarh. • Is also serving on the panel of CII Yi Solan for conducting industry-institutes training programs and is an internationally recognized facilitator in conducting Instructional Skills Development Workshops (ISW). • Has attended Management Development Programme (MDP) at IIM, Lucknow 									
Visiting Assignments	<ul style="list-style-type: none"> • University of Fraser Valley (India), Canada- India program • Institute of Company Secretaries of India, Chandigarh Branch • Punjab Cooperative Societies Training Institute, Sector 9, Chandigarh for VAT & related issues 									
Teaching Experience	<table> <tr> <td>1999–2000</td> <td>D.A.V. College, Kangra</td> <td>Ad hoc (1 year)</td> </tr> <tr> <td>2000–2001</td> <td>D.A.V. College, Jalandhar</td> <td>Ad hoc (1 month)</td> </tr> <tr> <td>2000 onwards</td> <td>G.G.D.S.D. College, Chd</td> <td>Permanent (23yrs)</td> </tr> </table> <p>Post Graduate Teaching: 23 years to M.Com., M.Sc. (IT) and PG Diploma Courses Under Graduate Teaching: 24 years to B.Com and BBA courses</p>	1999–2000	D.A.V. College, Kangra	Ad hoc (1 year)	2000–2001	D.A.V. College, Jalandhar	Ad hoc (1 month)	2000 onwards	G.G.D.S.D. College, Chd	Permanent (23yrs)
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Professional Associations	<ul style="list-style-type: none"> • Life member, Indian Accounting Association (IAA) • Life member, Indian Commerce Association(ICA) • Life Member, Sanatan Dharama Education Board, New Delhi • Life Member, Sanatan Dharama Partinidhi Sabha, New Delhi 									

Date: __/__/20__
Place: Chandigarh

(Dr. Ajay Sharma)