

**Dr. NITIN WALIA**

**Assistant Professor (Senior Scale)**

Office: 711, Block 7,

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**AREA OF INTEREST**

Advertising and Brand Management, Business Communication, Consumer Behaviour, Marketing Management, Technology and Innovation Management, Services Marketing

**EDUCATION**

Two years full time PGDBM equivalent to MBA from Institute of Management Technology (IMT) Ghaziabad. Specialization: Marketing

Year: 1989 - 1991

Bachelor of Science from University of Delhi.

Subject: Mathematics

Year: 1986 - 1989

PhD in Management from  
Baba Mastnath University

Rohtak, Haryana.

Year: 2023

**PROFESSIONAL EXPERIENCE**

Corporate: 13+ Years

Teaching: 17+ Years

**AWARDS**

Best Teacher Award, 2009

Certificate of merit for having 100 percent attendance, 2011

## **PUBLICATIONS/ PAPER PRESENTED**

Published a paper titled 'Factors affecting consumer behaviour towards online shopping' published in MAIMS Research Journal, January 2014

Published a paper titled 'Electronic Customer Relationship Management in B2B E- Commerce' published in proceedings of seminar on "Digitalization, March 2018.

Published a paper titled 'Financial inclusion in economic development with special reference to Haryana' published in proceedings of National Conference on 'Transformation of Business through Digitalisation and Innovation: Revitalising Economy by 2025' Maharaja Agrasen University, Baddi, Himanchal Pradesh, October 9, 2018.

Presentation of Research paper titled 'Raising of Capital through Bonds by IRFC' in National Conference on Management Innovations Infocomm Technology & Values (Changing paradigms in Business), Maharaja Agrasen institute of Technology, Delhi, November 3, 2018

Presentation of Research paper titled 'Information and Communication Technologies in Education' in National Conference on Challenges & Opportunities in Commerce, Management, Economics and Computer Science, Baba Mastnath University, Rohtak Haryana, March 28, 2019.

Presentation of Research Paper Titled 'Review Study on the Distribution Channels of Brown Goods in India' in International conference on Role of ICT in Higher education: Trends, Problems and Prospects ICRIHE 2020, IITM, Janak Puri, New Delhi, February 2020.

Presentation of Research Paper Titled 'Impact of COVID-19 outbreak on the Consumer Durables (Brown Goods) Industry in India' in International Cloud Conference (ICC-2020) organized by IQAC, Baba Mastnath University, Rohtak, Haryana, August 2020.

Published a paper titled 'Brown Goods and Awareness for Channels of Distribution', in International conference on Drivers of Global Economic Recovery, organized by Maharaja Agrasen Institute of Management, Rohini, Delhi, April 23, 2021.

Published a paper titled 'A Study of Factors Affecting Consumer Buying Perception and Behaviour towards Brown Goods in New Delhi' in International Journal of Management and Social Science Research Review (IJMSRR) peer reviewed and refereed

journal, Volume- 9, Issue- 9, September 2022, pp. 157-162."

## **CONFERENCES/ FDP/**

### **SEMINARS**

2 weeks FDP on 'Contemporary Approaches in Management', June 9-21, 2008 at Maharaja Agrasen Institute of Management Studies, Delhi.

15 days Faculty Development Programme in Entrepreneurship, Entrepreneurship Development Cell of USMS, GGSIP University, Delhi in association with Entrepreneurship Development Institute of India, Ahmedabad and NSTEDB, Dept. of Science & Technology, New Delhi, December 22, 2010 to January 07, 2011.

One day training program on "Climate change" held on January 13 2011 at Mahatma Gandhi Institute of Combating Climate Change, Alipur, Delhi.

3 weeks FDP on Contemporary contours in research methodology and management practices, at Maharaja Agrasen Institute of Management Studies, Delhi, June 22 - July 8, 2011.

Faculty Development Programme on 'Research in Management Education' at FORE School of Management, New Delhi, May 14-15, 2012.

A National Seminar on "Innovative Business Strategies: Roadmap to Sustainable Development" (With special reference to Banking Sector) organised by Maharaja Agrasen Institute of Management Studies, Delhi, March, 2013

Faculty Development Programme on 'Modern Research Methods and data Analysis Tools' at Maharaja Agrasen Institute of Management Studies, New Delhi, October 17-18, 2014.

National seminar on 'Corporate Governance: Recent trends and developments', at Maharaja Agrasen Institute of Management Studies, Delhi, November 15, 2014.

International conference on Corporate Governance: A paradigm shift, at Maharaja Agrasen Institute of Management Studies, Delhi, April 10-11, 2015

Marketing summit on 'Contemporary issues in Marketing: Opportunities for Indian Inc.', February 17, 2015

International conference on 'Sustainable Corporate Governance in Emerging Global Market', at Maharaja Agrasen Institute of Management Studies, Delhi, February 5-6, 2016

One Week Faculty Development Programme on 'Relevance of India's Ancient Teachings in Present Times: A Way Out for Future' organized by Maharaja Agrasen Institute of Management Studies, Delhi from 25th July 2016 to 30th July 2016.

One Week Faculty Development Programme on 'Research Methodology using SPSS and AMOS' organized by Maharaja Agrasen Institute of Management Studies, Delhi from 5th June 2017 to 11th June 2017.

Workshop on 'Kautilyan Economics for bringing shared prosperity' conducted by Maharaja Agrasen Institute of Technology in collaboration with Kautilya International Foundation, from 5 March to 16 March 2018.

National seminar on 'Emerging Paradigms of Digitization: A management Perspective' at Maharaja Agrasen Institute of Technology, 26 March 2018.

One Week faculty development Programme on "Quantitative Methodology in Management Research" organized by Maharaja Agrasen Institute of Technology from 11 June 2018 to 15 June 2018.

National conference on 'Transformation of Business through Digitalisation and innovation: Revitalising Economy by 2025' at Maharaja Agrasen University, Himachal Pradesh, 9 October 2018.

National conference on 'Management Innovation Infocomm Technology & Values: Changing Paradigms in Business' at Maharaja Agrasen Institute of Technology, 3 November 2018.

National seminar on 'Life Values: Literature and society' at Baba Mastnath University, Rohtak, Haryana, 7 February 2019.

National Conference on 'Challenges & Opportunities in Commerce, Management, Economics and Computer Science', Baba Mastnath University, Rohtak Haryana, March 28, 2019.

One week Faculty Development Programme on 'Advanced Data Analysis Techniques: SEM & Econometrics', Maharaja Agrasen Institute of Technology, Delhi, May 24-29, 2019.

One week workshop on ‘Data Analysis Techniques and Computer Applications’, Baba Mastnath University, Rohtak Haryana, June 15-21, 2019.

2<sup>nd</sup> National conference on ‘Management Innovation Infocomm Technology & Values: Changing Paradigms in Business’ at Maharaja Agrasen Institute of Technology, October 4, 2019.

One day Investor Awareness Program conducted by NCDEX, November 15, 2019

International conference on Role of ICT in Higher Education: Trends, Problems and Prospects ICRIHE 2020, IITM, Janak Puri, New Delhi, 14-15 February 2020.

Seven days E-Workshop EWONAR-2020 which was organized by Baba Mastnath University, Rohtak, Haryana, on the topic "E-Workshop on Novel Approaches in Research and Methodologies", held from 11May-17May, 2020

e-Workshop On ‘How to Make Research Better & Matter too’, at Maharaja Agrasen Institute of Management Studies, 18 May 2020

Seven days e-workshop on PRACTICAL APPROACH TO DATA ANALYSIS conducted by Indira Gandhi University, Meerpur, Rewari, from 8 - 14 June 2020

One-week online FDP at MAIMS on topic ‘Making Higher Education Value Based. Innovative and Research Oriented for resurgence, 24-30 June 2020

Attended one week e-faculty Development Programme on ‘Stress and health issue due to covid-19: Management and technical solution’ at MAIT, 6-10 July 2020.

Two days International Cloud Conference (ICC-2020) organized by IQAC, Baba Mastnath University, Rohtak, Haryana, 8 – 9 August 2020.

One day Online National Level Awareness Workshop on ‘Outcome based Education and Accreditation’ for Engineering Colleges, G.H. Rasoni Institute of Engineering & Technology, Nagpur, September 11, 2020

One day International webinar on Innovation in New Education Policy, jointly organized by Maharaja Agrasen Institute of Technology, Rohini, Delhi and Indian Society for Technical Education Delhi section, October 10, 2020.

Seven days online series of international summit on ‘Economy and Leadership’ jointly organized by Invertis University, Bareilly Uttar Pradesh, Maharaja Agrasen University, Himanchal Pradesh and Kautilya International Foundation, New Delhi from 25- 27 November

and 1- 4 December 2020.

One day International Conference on ‘Drivers of Global Economic Recovery’, organized by Maharaja Agrasen Institute of Management Studies, Rohini, Delhi, April 23, 2021.

Faculty Development Program on “Data Analytics using R” organized by Department of Management (MBA) Maharaja Agrasen Institute of Technology from 23-07-2021 to 27-07-2021.

Online National Seminar on Evolving Paradigms in Marketing: Contemporary Opportunities and Challenges (Changing Customer Dynamics in Post Covid Era) at Department of Management, (MBA) MAIT, Delhi held on 7th May 2022

One-Week Faculty Development Program on Research Methodology and Introduction to Modelling Techniques, organized by Delhi Technological University (formerly Delhi College of Engineering) Govt. of NCT of Delhi Bawana Road, Delhi-110042 held from 18 to 23 July 2022.

Five Days Faculty Development Program on ‘Advanced Research Methods: A Qualitative and Quantitative Approach’ organized by Department of Management (MBA), MAIT, Delhi from 25-29 July 2022.

Five Days Faculty Development Program on ‘Basic and Advanced Research Techniques: A PLS-SEM Approach’ organized by Department of Management (MBA), MAIT, Delhi from 3-7 July 2023.

One week Faculty Development Programme on “Analysing Literature: A Structural Equation Modelling Approach towards META-Analysis (MASEM)” organized by the Department of Management (MBA), MAIT, Delhi from 8-12 July 2024.