

BIO-DATA

Name : Dr. Satish Kumar Soni

Date of Birth : 30-08-1968

Educational Qualification : M.Com., PGDPM, M.Phil.
Ph.D.(Commerce)

Post Heldat Present : Associate Professor, Commerce
(w.e.f.15.11.2009)
Govt. College,
Barsar,Distt.Hamirpur
(HP)

Experience : 26 Years of Teaching of UG and PGClasses

Research Experience : **(a)** 18ResearchPapersPublishedin
different National and
International Journals.
(b) Guided 5 Students of Ph.D.
,18students of M.Phil, 33 Students
of MBA Project of IGNOU
(c) Two students are doing Ph.D.
under my Supervision

Refresher Course/Orientation: **(i)** Two Refresher Courses
(ii) One Orientation
(iii) Four Workshops

SEMINARS

Regional Seminar : 07Nos.

National : 25Nos.

International : 06Nos.

BOOKPUBLISHED : **5Nos.**

Mob.No: : 094181-15410,70187-71981

ResourcePerson : Actedas Resource Personin National
And International Seminar

Members : **(i)** Permanent Member of All India
Commerce Association

(ii) Vice President of Himachal
Commerce and Management
Association

ACHIEVEMENTS:

**Awarded with Best Teacher Award by Himachal Pradesh
Commerce and Management Administration in 2017.**

(a)Research Publication (International Journals)

Referred Journals*

- (i) **“Problems and Prospects of Tourism in H.P.”** (A Case Study of Chamba District). Published in NavinSodhSansar (An International Referred /Peer-Reviewed Research Journal) ISSN:2394-3793,Vol:1,IssueXXXVI(**ImpactFactor6.780**)December2021.(Author: Dr. Satish Soni).
- (ii) **“Analysis the Comparative Study of Social Media Marketing Adopted by Public and Private Sector Bank.”**Published in International Journal of Research and AnalyticalReviews).(AnInternationalOpenAccess,Peer-Reviewed,Refreed Journal) Vol: 9, Issue-2 (E-ISSN- 2348-1269, P-ISSN2349-5138) pp: 406-416. June 2022 (Author:Ramandeep, Dr.Satish Soni).
- (iii) **“AnalysisofCustomerSatisfactionfromSocialMedia’sMarketing used by Indian Banks.”** Published in InternationalJournal of Commerce Arts and Science Vol: 13, Isse-1, ISSN2319-9202pp101-110(AnInternationallyIndexedPeer-Reviewed&ReferredJournal)Year2022.(AuthorRamandeep,Dr.SatishSoni).

Non-Referred Journals**

- I. **“Work Life Balance of Health Care Professionals”** Published in PIMT Journal of Research (UGC Approved) Vol: 10, No.2, Jan-June 2018 pp: 13-18 (Author: Irina Rana, Dr. Satish Soni).
- II. **“An Investigation of Factors Influences Consumer Behaviour for Selected FMCG- An Empirical Study of Rural of H.P.”** Published in International Journal of Management Science and Technology. ISSN 2250-1959 (Online) 2348-9367 (Print) Vol: 9, Issue-4 (Year 2018) pp: 371-382. (Author: Jyoti Thakur, Dr. Satish Soni).
- III. **“HRD Practices Adopted by PNB with Special Reference to Kangra District of Himachal Pradesh”** Published in IOSR Journal of Humanities and Social Science” ISSN- 2279-0845, Vol. 24, Issue 1. Vol. 1 (Jan. 2019) pp: 59-64 (Author: Dr. Satish Soni & Bhanu Priya).
- IV. **“An Analysis of Weaker Sections Lending by Commercial Banks in India”** Published in SSRG International Journal of Economics and Management Studies. Vol: 6, Issue-6, June 2019, ISSN : 2393-9125, pp : 46-52. (Author: Dr. Satish Soni and Provinder Kumar).
- V. **“A Study of Quality of Work Life of Health Care Worker in Multi-Specialty Hospital.”** Published in “International Journal of Multi-Specialty Research and Development” ISSN: 2349-5979, Vol: 19, Issue 4 Dated 9.4.2022, pp : 14-19 (Author: Satish Soni and Puja Soni).

(ii) Ph.D. Degrees Awarded/Submitted Only

Sr. No.	Name of Research Scholar	Name of Research Supervisor	Registration No.	School	Topic	Degree Awarded
1	Naresh Kumar	Dr. Satish Soni	3109213003	Deptt. Of Commerce Dravidian University Kuppan (AP)	“An Evaluation of Below Poverty Line Programmes in H.P.”	Submitted
2	Bhanu Priya	Dr. Satish Soni	K12197	School of Commerce and Management CPU Kota (Rajasthan)	“A Critical Study of Human Resource Development Practices in Punjab National Bank of H.P.”	Awarded (2019)

Sr. No.	Name of Research Scholar	Name of Research Supervisor	Registration No.	School	Topic	Degree Awarded
3	Provinder Kumar	Dr. Satish Soni	K11483	School of Commerce & Management CPO Kota (Raj)	“Priority Sector Lending in the 21 st Century in India: A Comparative Study of Public and Private Sector Banks”	Awarded (2020)
4	Jyoti Thakur	Dr. Satish Soni	K11463	School of Commerce and Management CPU- Kota (Raj)	“Study of Gender Differences in Rural Consumer Behaviour Towards Fast Moving Consumer Goods in H.P.”	Awarded (2020)

(III) ONEWEEKWORKSHOP/TRAINING

Sr.No.	NameofProgramme	Sponsored Agency	Held	Date
1.	SelfSkill(AcademicUpgradation)UnderUtkristMahavidyalayaScheme	Govt. College HamirpurUtkrist Mahavidyalaya Scheme	Govt.Coll egeHamir pur	3.3.2022 to 9-3.2022

**(IV A) PARTICIPATION AND PRESENTATION OF RESEARCH
PAPERS IN CONFERENCES /SEMINARS/WORKSHOPS**

INTERNATIONAL CONFERENCES

1. Attended International Conference on Global Business Economics, Finance and Social Sciences and Presented a paper on topic entitled **“An investigation of personal and social factors influences consumer behaviour”** for selected “FMCG” held at New Delhi on 27 May 2018.
2. Attended International Conference on Mathematics in Space and Applied Sciences and Presented Paper on Topic Entitled **“Application of Regression Model in Business”** held at Govt. College Hamirpur on Nov. 29-30, 2019
3. Attended International Conference on **“Expanding Horizon of Sociology: Basic Institutional Changes”** held at Govt. College Hamirpur on 17-18, 2019

(IV B) DETAILS OF NATIONAL SEMINAR/CONFERENCES

1. Attended National Seminar on Challenges of Present Day Teaching in Higher Education and Presented a Paper on Topic Entitled **“Job Satisfaction and Morale of Teacher Working in Self-Financing Colleges in H.P.”** held at Govt. College Jukhala District Bilaspur on 28 March, 2018.
2. Attended National Seminar on Resurgence of India and Presented a Paper on Topic Entitled **“Employment and Entrepreneurship- Changing Paradigm”** held at Govt. College Dhaliara District Kangra on March 6, 2019.
3. Attended National Conference on Quality of Higher Education and Presented a Paper on Topic Entitled **“Deteriorating Quality of Higher Education with reference to H.P.”** held at Govt. College Hamirpur March 27, 2019.
4. Attended National Seminar on Business sustainability and Society and Presented a Paper on Topic Entitled **“CSR-A Business Solution for Sustainable Development”** held at Govt. College Jawali District Kangra (HP) on Oct 19, 2019.
5. Attended National Seminar on **“if peh fgeky; ds +fo”k;ksa dk uSfrdew;e;ksxnku”** held at Thakur Jagdev Chand Memorial Research Institute Neri, District Hamirpur on Nov 23-24, 2019.
6. Attended National Conference on **tfy;kaokykokxujlagkjdskS o”k&ydiqjkoyksdu*** and Presented a Paper on Topic Entitled **“tfy;kokykokxçU/kudhfoQyrk”** held at Thakur Jagdev Chand Memorial Institute Neri-Hamirpur on Dec., 21, 2019.
7. Attended National Conference on **LorU=rklaxdeefgekpydk;ksxnku** and Presented a Paper on Topic Entitled **“lu1857dihordhifgekpye;ksxnku”** held at Thakur Jagdev Chand Memorial Institute Neri Hamirpur (HP) on Feb 14-14, 2021.

8. Attended National Seminar on **Human Values in the Diverse Culture** and Presented a Paper on Topic Entitled "**Coronavirus Pandemic and our Mental Health**" Held at Govt. College Nadaun (HP) on Dec., 11, 2021.
9. Attended National Conference on Emerging Trends in Education, Management and Society and Presented a Paper on Topic Entitled "**Analysing the Impact of Pandemic on Indian Entrepreneurial Ecosystem**" held at Govt. College Takipur, District Kangra on April 02, 2022.

(IV-C) REGIONAL SEMINAR

1. Attended One day State Seminar Life and Contribution of Dr. B. R. Ambedkar and Presented a paper on topic Entitled "**Role of Dr. Ambedkar in Upliftment of Women**" held at Govt. College Hamirpur on 26th Nov. 2018
2. Attended One day State Seminar on Application of Mathematics in Daily Life and Presented a Paper on topic Entitled "**Application of Mathematics in Financial Management**" held at Govt. College Hamirpur (HP) on Dec. 22, 2018.
3. Attended State Level Seminar on **Importance of Mathematics in other Disciplines** and Presented a Paper on Topic Entitled "**Role of Mathematics in Accounting**" held at Govt. College, Hamirpur on Dec., 22, 2021.
4. Attended State Level Seminar on **Importance of Mathematics** and Presented a Paper on Topic Entitled "**Role of Business Mathematics in Decision Making Process**" held at Govt. College, Hamirpur on Dec, 22, 2022.

**(V) INVITED LECTURE PRESENTATION FOR CONFERENCES/SYMPOSIA
KEYNOTE SPEAKER**

1. Attended International Seminar on “**Challenges of Present Day Teaching in Higher Education**” and acted as Chairperson held at Govt. College Jukhala District Bilaspur on 28 March, 2018.
2. Attended National Seminar on “**Progression for Brilliance in Commerce, Management and Economics**” and act as Chairperson held at Govt. College Jukhala District Bilaspur on 1st Oct., 2018.
3. Attended One Day State Seminar on “**Application of Mathematics in Daily Life** and acted as Chairperson” held at Govt. College Hamirpur on Dec., 22, 2018.
4. Attended National Conference “**Resurging India**” and act as Co-Chairperson” held at Govt. College Dhaliara District Kangra on March 6, 2019.
5. 5. Attended National Conference on “**Quality of Higher Education and Chaired a Session**” held at Govt. College, Hamirpur on March 27, 2019.
6. Attended National Conference on “**Mathematics and Applied Sciences**” and Chaired a Session held at Govt. College Hamirpur w.e.f. Nov 29-30, 2019.
7. Attended 4th National Conference on “**2020 An Era of Technological Interventions**” acted as “Resources Person held at HPTU Hamirpur on 2nd Dec, 2019.

8. Attended State Level Seminar on “**Importance of Mathematics in other Disciplines**” and Chaired a Session held at Govt. College Hamirpur on Dec 22, 2021.

9. Attended State Level Seminar on “**Importance of Mathematic**” and Chaired a Session held at Govt. College Hamirpur on Dec. 22, 2022.

OTHER ADMINISTRATIVE EXPERIENCE

1. Appointed as Co-ordinator BCA at Govt. College Hamirpur vide letter No. EDN-GCH(Office Order)2019-1382 dated 05-12-2019 and Remained Co-ordinator 26-03-2022.

Place: Hamirpur
Dated: 12-01-2023

(Dr. Satish Soni)
Associate Professor (Commerce)