

Dr. Desh Raj

Personal Details

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Objective

To obtain a teaching position where I can utilise my knowledge of advanced teaching methods such as team learning. Develop and promote creativity and high-order thinking skills that increase the performance of the students.

Experience

- Faculty, Department of Management Studies** 16.09.2019 - 31.08.2025
Himachal Pradesh Technical University, Hamirpur
Worked as Guest Faculty in the Department of Management Studies, Himachal Pradesh Technical University, Hamirpur From 16.09.2019 to 31.08.2025.
- Assistant Professor** 03.09.2025 - Till date
Akal College of Economics, Commerce and Management (ACECM) , Eternal University, Baru Sahib, Sirmour (H.P.)
Working as Assistant Professor in the Department of Commerce, ACECM, Eternal university baru shaab, Sirmour.

Education

Course / Degree	School / University	Grade / Score	Year
Ph.D (Commerce)	Maharaja Agrasen University, Baddi, HP		2025
Master of Philosophy (M.Phil.) Commerce	Himachal Pradesh University, Shimla	72.33%	2017-18
Himachal Pradesh State Eligibility Test qualified (HP SET) Commerce	Himachal Pradesh Public Service Commission, Shimla		2018
Master of Commerce (M.Com.)	Himachal Pradesh University, Shimla	71.57%	2016
Bachelor of Commerce (B.Com.)	Govt. PG College Nalagarh, HP	65%	2014
10+2 (Commerce)	Govt. Boys Sr. Sec. School, Nalagarh, HP	55.6%	2011
10th	Govt. High School, Lagdaghat, HP	66.71%	2009

Skills

- Positive attitude and Honesty towards work
- Ability to work in a Team
- Team Leadership,
- Good Understanding ability and Problem solving
- Determination, Dedication, Self Confidence and Discipline.

Projects

- An Evaluation of Consumer Buying Behaviour towards FMCG Products- A Study of Shimla District**
Project work on 'An Evaluation of Consumer Buying Behaviour towards FMCG Products- A Study of Shimla District' was taken in 4th semester during Master degree (2016). In this study evaluation of Consumer perception and factors those stimulate the consumer buying behaviour towards FMCG products was analysed.

Achievements & Awards

- Formulated Syllabus of MBA, 2023, for HP Technical University, Hamirpur.
- Formulated Syllabus of BBA, 2023, for HP Technical University, Hamirpur.
- Co-ordinated One day "Intellectual Property Awareness Program" Under National Intellectual property awareness mission, organized by Intellectual Property office, Govt. of India, Ministry of Commerce and Industry, Department for Promotion of industry and internal trade, office of the controller General of patents, designs and trade marks.
- Passed the Certificate "C" in National Cadet Corps (NCC). Awarded with rank Sgt in Army wing, Under the Ministry of defence, Govt. of India.
- Participated in National Service Scheme (NSS) for two years under the theme "Health Public Sanitation and personal hygiene".
- Participated in Inter College Cross Country championship.
- Attended more than 15 National and international conferences.
- Attended 4 National workshops on "Recent advances in Research Methodology and Data Analysis" organized by Maharaja Agrasen University, Baddi in Collaboration with Central University, CUHP, Dharamshala.
- Delivered more than 5 guest lectures in different institutions.
- Awarded the "National Excellence Achiever Award" for the contribution and achievement in Research, by Welred Foundation, Ministry of Corporate affair, Govt. Of India in May16, 2025

Publications

- **Digital India a Transformation the Nation into A Digital Economy: A Case of the state of Himachal Pradesh**
Janmat Power National research Journal, A monthly research journal of multi-disciplinary, National peer-refereed, Review journal, Inducing & impact factor-5.2
- **Consumer Behaviour Towards FMCG Products: A Case of Himachal Pradesh**
Conference book, Sustainable Business Practice, Trends and Challenges.
- **Job Satisfaction Among teachers in Public and Private Educational Institutions in Solan District of Himachal Pradesh**
Third Eye, Peer reviewed Journal, HP Technical University, Hamirpur.
- **A study of Investors' awareness towards post office saving Schemes in Himachal Pradesh**
Journal of Oriental institute: 73 (2024) 153-168
ISSN No. 0030-5324, UGC Care listed journal
- **A study of Investors' perception towards post office saving Schemes in Himachal Pradesh**
Madhya Bharti: 87 (2025) 118-128, ISSN No. 0974-0066, UGC Care listed Journal
- **A Study of Investors' Preferences in Post office Saving Schemes :A Comparative analyses of Rural ans urban area of Himachal Pradesh**
Trends in Finance and Economics:2 (4), (2024) 72-79, ISSN No. 2583-9721, Peer Reviewed Journal
- **A Study of Occupational Stress level among teachers in public and private educational institutions in Solan district of Himachal Pradesh**
REST Journal of Banking, accounting and Business: 3(4)(2024) 83-89, Peer Reviewed Journal
- **Examining Investor Preferences for Post Office Savings: A Rural - Urban Comparison in Himachal Pradesh**
TECHNO REVIEW Journal of Technology and Management, e-SSN: 2583-0716, 5(1) 26-36, 2025
- **OPPORTUNITIES AND CHALLENGES: NAVIGATING THE FUTURE OF COMMERCE, MANAGEMENT AND INFORMATION TECHNOLOGY**
Shaping the Future: Emerging Trends and Opportunities in Commerce, Management, and Information Technology (ISBN 978-81-953607-1-0) 2025", published by Pratibha Spandan, Shimla.

Interests

- Reading books, Cooking, Listening to Music, Dancing in Marriage, Humanitarian works

Languages

- Hindi and English

Reference

- **Prof. Kulbhushan Chandel - Department of Commerce, Himachal Pradesh University-Shimla.**
Former Dean of Studies & Professor
kulbhushanchandel@gmail.com
7018562182

- **Prof. A.K. Vashisht - University Business School, Punjab University, Chandigarh**
Professor
akvashisht20@gmail.com
9417644812
- **Dr. Ashok Kumar Bansal - Department of Management Studies, ICDEOL, HPU, Shimla.**
Assistant Professor
ashokkumarbansal2009@gmail.com
8219408820
- **Dr. Vipin Kumar Bhulal - Department of Commerce, Himachal Pradesh University, Center for Evening Studies, Shimla**
Assistant Professor
9817160854

Additional Information

Co-ordinator of the Department of Management Studies, Himachal Pradesh Technical University, Hamirpur

Attended Two Faculty development Program (FDP) on the theme- "Inculcating Universal Human Values in Technical Education" organized by All India Council for Technical Education (AICTE)

Worked as Assistant Training and Placement officer (ATPO) in HP Technical University, Hamirpur (HP) From 20.11.2024 to 31.08.2025.

Worked as Class incharge, in the department of Management Studies, HP Technical University, Hamirpur (HP) from July, 2024 to 31.08.2025

Working as Resource Person, Department of Management Studies, ICDEOL, HPU, Shimla for last 3 years

Working as Resource Person, Department of Commerce, ICDEOL, HPU, Shimla for last 2 years

Working as placement coordinator in ACECM, Training & Placement cell, Eternal University Baru Sahib Sirmour from 05.09.2025-till date



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