

Kumaun University, Nainital

Curriculum Vitae

Name : Dr. Hitesh Kumar Pant
 Designation : Assistant Professor (Contract)
 Department : Department of Management Studies Bhimtal
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 ORCID ID :0009-0001-8634-5725
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 Vidwan ID :

Educational Qualification

Degree	University	Subjects	Year
Graduation (B.Sc.)	Kumaun University Nainital	Physics, Chemistry & Mathematics	1997
Post Graduation (M.Sc.)	Kumaun University Nainital	Mathematics	1999
Post Graduation (MBA)	HNB Garhwal University Srinagar	Major- Marketing Minor- Human Resource Management	2001
Ph.D. (Management)	Kumaun University Nainital	A Study of Buying Behaviour of Rural Consumer (With Reference to Kumaun Region of Uttarakhand)	2012

Work Experience (add row if required)

Position	Department	University/Organization	Year
Assistant Professor (Contract)	Department of Management Studies	Kumaun University Nainital	19 Years and 6 Months

Administrative Responsibilities (add row if required)

Position	Nature of responsibility	University/Organization	Year
Hostel Warden	Supervision & Monitoring	Department of Management Studies Kumaun University Nainital (Boys' Hostel)	2004-2010 (6 Years)

Research Interests Rural marketing strategies, consumer behaviour in rural areas, and market penetration in emerging economies.

Areas of expertise: Rural Consumer Behaviour, Job satisfaction determinants, organizational culture, and employee engagement.

Publications (start from recent publications)

a) Research Papers (add row if required)

Authors name	Title of the paper	Journal, vol, page no	Year
Hitesh Kumar Pant and his collaborators	Relationship between Work Motivation & Job Performance' (A Case Study among the Employees of BSNL Telecom Sector).	Pensee Journal Issue 01-2021 Vol-51 ISSN: 0031-4773	2021
Hitesh Kumar Pant and his collaborators	Impact of FII's Inflows on Indian Stock Market Nifty 50 (An Analytical Study before COVID 19)	Pensee Journal Issue 01-2021 Vol-51 ISSN: 0031-4773	2021
Hitesh Kumar Pant and his collaborators	Impact of Training Workshops among the MBA Students of Management Programmes	Journal of Huazhong University of Science and Technology	2021
Hitesh Kumar Pant and his collaborators	An Analysis of Job Satisfaction of Employees: A Study on BHEL Public Sector of Uttarakhand'	Vidyawarta International Multilingual Refereed Journal, Issue – 27, Vol-01 April to June 2018. pp. 062-073 ISSN :23199318	2018
Hitesh Kumar Pant and his collaborators	Factors Affecting Buying Behaviour of Rural Consumers: A Study of FMCG Products in Hilly Region of Uttarakhand	Vidyawarta International Multilingual Refereed Journal Journal, Issue – 49, Vol-01 April to June 2018. pp. 083-091 ISSN :23199318 Impact Factor 5.011 (IIJIF)	2018
Hitesh Kumar Pant and his collaborators	Rural Consumer Preference on Buying Behaviour of FMCG Purchase (A Study of Kumaun Region of Uttarakhand)	EPRA International Journal of Economics, Business and Management Studies Annual Peer Reviewed, Refereed & Indexed International Print Journal volume-4, Issue-2 August-July 2016-17 pp16-28.	2016-17
Hitesh Kumar Pant and his collaborators	Buying Behaviour of Rural Consumers: Impact of Advertisements on FMCG Purchases in Rural Uttarakhand'	International Journal on Customer Relations. By A Peer Reviewed Journal of Publishing India Group volume 4 Issue 2 September 2016 pp1-8.	2016

Hitesh Kumar Pant and his collaborators	Entrepreneurial Intention of Students of Higher Learning Institution: A Literature Review	Vidya International Journal of Management Research Vol. 3, No. 1-2, Jan-Dec 2015, pp.99-126	2015
Hitesh Kumar Pant and his collaborators	Relationship between Job Satisfaction & Job Stress Amongst Manager & Supervisors	Social Research Foundation Volume III Issue III, February 2015, pp.20-24.	2015
Hitesh Kumar Pant and his collaborators	Employee Job Satisfaction in FMCG Sector of Uttarakhand	Radix International Journal of Research in Social Science", Volume3 Issue 4, April 2015, pp.1-7.	2015
Hitesh Kumar Pant and his collaborators	A Conceptual Framework of Technology Transfer in Context of Hospitals, University and R & D Centres"	Radix International Journal of Research in Social Science", Volume3 Issue 6, June 2015, pp.1-5.	2015
Hitesh Kumar Pant and his collaborators	Job Satisfaction among Employees in FMCG Sector in Uttarakhand	International Journal of Trends in Economics Management & Technology (IJTEMT)". By IJTEMT Press, IJTEMT 2013, Volume II Issue IV, Aug 2013, pp.1-4.	2013
Hitesh Kumar Pant and his collaborators	A Study of Buying Behaviour of Rural Consumer"	IJTEMT Press, IJTEMT 2013, Volume II Issue IV, Aug 2013, pp.23-26.	2013
Hitesh Kumar Pant and his collaborators	Role of NGO's For Eradication of Rural Poverty Through Women Empowerment (Case study Reference of MATREE Tonk District of Rajasthan	International Journal of Trends in Economics Management & Technology (IJTEMT)". By IJTEMT Press, IJTEMT 2013, Volume II Issue I, Feb 2013, pp.33-36.	2013
Amit Joshi, P.C. Kavidayal, and Hitesh Pant.	Agriculture Marketing in India: Perceptions and Practices.	Published in Proceedings of National Seminar on Status, Issues and Challenges of Agricultural Marketing in Mountain States of the Country, 2012, pp 85-95.	2012
Amit Joshi and Hitesh Pant.	Potential of Tourism in a Young	Proceedings of the 1st International Symposium	2012

	Himalayan Indian State	on Business, Economics and Financial Applications (ISBEFA 2012), June 1-2, Kefalonia, Greece	
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b) Patents (start from recent publications) (add row if required)

Authors name	Title of the patent	Patent no (Granted or filed)	Year
NA	NA	NA	NA

c) Books (start from recent publications) (add row if required)

Authors name	Title of the book	Publisher	ISBN	Year
NA	NA	NA	NA	NA

d) Book chapters (start from recent publications) (add row if required)

Authors name	Title of the book	Publisher	ISBN	Year
Hitesh Kumar Pant	Hindi Translation of Statistical Analysis and Research Methodology MCM-502	Uttarakhand Open University, Haldwani, Nainital - 263139	978-93-90845-87-3 (2020) Edited	2023
Hitesh Kumar Pant	Research Methodology (SLM) MS-110	Uttarakhand Open University, Haldwani, Nainital - 263 139 Printed at: Laxmi Publications (P) Ltd., New Delhi	978-93-85740-16-9	2020
Hitesh Kumar Pant	Quantitative Techniques in Management (SLM) MS-104	Uttarakhand Open University, Haldwani, Nainital - 263 139 Printed at: Laxmi Publications (P) Ltd., New Delhi	978-93-85740-10-7	2016

e) Conference Publications/Proceedings (start from recent publications) (add row if required)

Authors name	Title of the paper	Conference name	Year
NA	NA	NA	NA

Projects (add row if required)

Title of the project	Funding agency	Amount (Rs)	Year
NA	NA	NA	NA

Teaching details (add row if required)

Name of the course/paper	Department	University	Year
Quantitative Methods	Department of Management Studies	Kumaun University Nainital	2004 onwards
Operations Research	Department of Management Studies	Kumaun University Nainital	2004 onwards
Rural Marketing	Department of Management Studies	Kumaun University Nainital	2004 onwards
Business Research Methods	Department of Management Studies	Kumaun University Nainital	2004 onwards
Investment Analysis & Portfolio Management	Department of Management Studies	Kumaun University Nainital	2004 onwards
Industrial and Rural Marketing	Department of Management Studies	Kumaun University Nainital	2004 onwards
Advertisement Management	Department of Management Studies	Kumaun University Nainital	2004 onwards
International Marketing	Department of Management Studies	Kumaun University Nainital	2004 onwards
Research Methodology	Department of Management Studies	Kumaun University Nainital	2004 onwards
Economic and Business Legislation	Department of Management Studies	Kumaun University Nainital	2004 onwards
Business Statistics	Department of Management Studies	Kumaun University Nainital	2004 onwards
Statistical Techniques in Management	Department of Management Studies	Kumaun University Nainital	2004 onwards
Business Mathematics	Department of Management Studies	Kumaun University Nainital	2004 onwards
Human Resource Management	Department of Management Studies	Kumaun University Nainital	2004 onwards

Professional Memberships (add row if required)

Organization	Position	Year
NA	NA	NA

Honours and Awards (add row if required)

Award	Awarding Organization	Year
NA	NA	NA

Conference Presentations (add row if required)

Title of presentation	Conference name	Name of the institution	Year
NA	NA	NA	NA



Signature of the faculty member