

PUNJABI UNIVERSITY, PATIALA
(Established under Punjab Act No. 35 of 1961)
NAAC ***** STATUS
BIODATA OF THE CANDIDATE

Name of the Candidate SUPREET KANWAL

Date of Birth: 20-02-1987

Father's Name: BALDEV SINGH

Mother's Name: AMARJIT KAUR

Present Designation: ASSISTANT PROFESSOR **Present Grade:** 21600/- Fixed

Official Address (with Telephone Number): PUNJABI UNIVERSITY NEIGHBOURHOOD CAMPUS JHUNIR
(MANSANA). Phone: 01659-260901 **Mobile:** +917087229415

Email address: supreet.kanwal@gmail.com, supreet@pbi.ac.in

(A) ACADEMIC QUALIFICATIONS

Examination Passed	Name of Board/ University	Year of Passing	% of marks obtained	Distinction if any
Matric	PSEB	2002	79.2	First
10+2	PSEB	2004	64	First
B-Tech	Thapar University	2008	66	First
MBA	Thapar University	2010	82.9	First
UGC NET	UGC	2012	65.14	First
Ph.D Course Work	Thapar University	2011	80	First
Ph.D. Thesis	Thapar University	2018	Submitted	Viva to be held yet
M.Sc. IT Correspondence	PTU	2013	73	First
CCNA	Cisco	2009, 2010	80	First
Qualification in Punjabi 10, 10+2	PSEB	2002, 2004	73	First
Sangeet Bhushan	Pracheen Kala Kendra	2001	80	First
Vishard	Pracheen Kala Kendra	2014	70	First

(B) TEACHING EXPERIENCE

I. Under-Graduate: 7 years 6 months

II. Post- Graduate: 7 years 6 months

Total I and II: 7 years 6 months

- Working in Punjabi University Neighbourhood Campus, Jhunir from 29 August, 2012 till date.
- Previously worked at College of Management Technology, Patiala from Sept 2010 to 28 Aug, 2012.
- Industry Experience: 9 months training in IT Company- Outline Systems India Pvt. Ltd, Chandigarh as Technical Writer and in Pre- Sales Team for Business Development.
- 2 Months internship in Ranbaxy during MBA – worked on Business Intelligence reporting.
- 6 months training in Institute of Microbial Technology, Chandigarh – Worked on Recombinant Protein from *E.coli* during B-Tech in 2007.

(C) AREA OF SPECIALIZATION

I. Major: Marketing

II. Minor: IT

(D) RESEARCH EXPERIENCE AFTER MBA

Total: Years 5

RESEARCH GUIDANCE

Ph.D.: Under Guidance of Dr. Harsh Vardhan Samalia, Assistant Professor, Rajiv Gandhi Indian Institute of Management, Shillong and Dr. Gurparkash Singh, Assistant Professor, LMT School of Management, Thapar Institute of Engineering & Technology, Patiala

Topic of Ph.D. is “Role of Marketing Intelligence in Brand Positioning of Select Consumer Durables”.

RESEACH PROJECT(S)

(i) Handled in Course Work of Ph.D.: 1 (Non Price determinant intentions of consumers to buy counterfeit luxury goods.)

(E) SEMINARS/ CONFERENCES ATTENDED

State: 5 National: 4 International: 5

(F) RESEARCH AWARDS/ RECOGNITION

State: 2 – Case study competition at CGC, Gharuan and Paper Presentation

National: 1 – at Mulani Mal Modi College Patiala – Paper Presentation and at Thapar University

International: 2 Paper Presentation at Sri Guru Grand Sahib World Sikh University Fatehgarh Sahib,

1 at G. L. Bajaj Institute of Management and Research, Greater Noida.

Management Development Programs – 1 at G.L. Bajaj Institute of Management and Research, Greater Noida.

Ph.D. Thesis Submitted on 18 January 2018 (Waiting for Final Viva).

(G) PUBLICATIONS

(i) **Research Papers in Australian Business Deans Council (ABDC) list:**

1. Kanwal, S., Singh, G., & Samalia, H. V. (2017). The Role of Organizational Culture and Process-Structure in Marketing Intelligence: Perspective of IT Professionals. *Journal of Cases on Information Technology*, 19(1), 24-41.
2. Kanwal, S., Samalia, H. V., & Singh, G. (2017). The Role of Marketing Intelligence in Brand Positioning: Perspective of Marketing Professionals. *Journal of Cases on Information Technology*, 19(1), 60-78.

(ii) Any other publication: 3 in conferences and seminars. Communicated one paper in ABDC (B) Journal.

(H) ANY OTHER DISTINCTION OR AWARD CONFERRED

- a. **Sports: Gold medalist in Fencing Sport- National Level Senior championship held at Patiala.**
- b. Silver medalist in Fencing Sport- National Level Championship held at Kolkatta.
- c. **Silver medallist in Music Shabad Gayan Competition at Sikh Religion academy Patiala and Gold Medalist in Group Song Competition held at Patiala**
- d. **Received Appreciation award from Panja Sahib Gurdwara and Nankana Sahib Prabhandhak Committee Pakistan for Shabad Gayan at the time of Baisakhi.**

(I) ANY ADDITIONAL INFORMATION WHICH STRENGTHENS THE CLAIM FOR APPOINTMENT

- a. **Received Appreciation Letter from Dr. B.S. Bhatia, Dean Research, Sri Guru Granth Sahib World Sikh University, Fatehgarh Sahib.**
- b. **Received appreciation award from Deputy Director, Youth Welfare Department Mansa for organizing Blood Donation Camp at Jhunir Campus in current Job in 2014 and for participation of students of Campus Jhunir in Youth Fest 2016.**
- c. Involved in research and self development programmes.
- d. Performed scholarship work of students of Jhunir Campus and actively involved in youth activities.

(J) PRESENT EMOLUMENTS: Basic Pay 21600/- Allowances: N.A. Total: 21600/- Fixed.

(K) MINIMUM BASIC PAY ACCEPTABLE: As per norms of the University.

Dated: 12 February, 2018

Supreet Kanwal
Signatures of the Candidate