

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

**Name of the Candidate:** DR. SUPREET KANWAL

**Date of Birth:** 20-02-1987

**Father's Name:** BALDEV SINGH

**Mother's Name:** AMARJIT KAUR

**Present Designation:** ASSISTANT PROFESSOR (MANAGEMENT) **Present Grade:** 44,000/- INR Fixed per month

**Official Address (with Telephone Number):** PUNJABI UNIVERSITY COLLEGE, CHUNNI KALAN (FATEHGARH SAHIB)

**Mobile:** +91-7087229415, +91-8360469704

**Email address:** [supreet.kanwal@gmail.com](mailto:supreet.kanwal@gmail.com), [supreet@pbi.ac.in](mailto:supreet@pbi.ac.in)

**Qualification Profile:** Enthusiastic and dynamic education professional offering more than 7 years of teaching and administrative experience, interested in pursuing advancement within academic organization to continue the promotion of skills, knowledge and leadership as an academic administrator.

**(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>B-Tech (Biotechnology)</b>	<b>Thapar University, Patiala</b>	<b>2008</b>	<b>66</b>	<b>First</b>
<b>MBA (Information Systems – Marketing)</b>	<b>Thapar University, Patiala</b>	<b>2010</b>	<b>82.9</b>	<b>First</b>
<b>UGC NET (Management)</b>	<b>UGC</b>	<b>2012</b>	<b>65.14</b>	<b>First</b>
<b>Ph.D Course Work</b>	<b>Thapar University, Patiala</b>	<b>2011</b>	<b>80</b>	<b>First</b>
<b>Ph.D. in Management</b>	<b>Thapar Institute of Engineering and Technology, Patiala</b>	<b>Completed Successfully in December, 2018 on ‘Role of Marketing Intelligence in Brand Positioning of Select Consumer Durables.</b>		
M.Sc. IT Correspondence	Punjab Technical University	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: 8 years 6 months

II. Post- Graduate: 7 years 6 months

**Total I and II: 8 years 6 months**

- **Working as Assistant Professor (Management) in Punjabi University College, Chunni Kalan, District Fatehgarh Sahib, Punjab, India.**

- **Worked in Punjabi University Neighbourhood Campus, Jhunir from 29 August, 2012 to 8 August, 2018 as Assistant Professor in Management.**
- **Transferred to University College Chunni Kalan on 8<sup>th</sup> August, 2018.**
- **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 6

**RESEARCH GUIDANCE**

Ph.D.: Under Guidance of Dr. Harsh Vardhan Samalia, Associate 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

- Participated in PLS-SEM workshop at IMI, New Delhi.

**(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.

- 2 days FDP on Partial Least Squares-Structural Equation Modelling at IMI New Delhi

- **Successfully Completed Ph.D. from the L.M. Thapar School of Management in December, 2018.**

**Result has been notified vide Notification No. AS/2539/6/RN/PhD/2019/951013012/01/1968-B dated December 21, 2018. The title of thesis is “Role of Marketing Intelligence in Brand Positioning of Select Consumer Durables”.**

-

**(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 Punjabi University Baba Dhian Dass Neighbourhood Campus, Jhunir in 2014.
- c. Received appreciation Award for good participation of students of Punjabi University Baba Dhian Dass Neighbourhood Campus Jhunir in Youth Fest 2016.
- d. Performed scholarship work of students of Jhunir Campus and actively involved in youth activities.
- e. Participated in Workshop on Drug Abuse, Prevention and Management at Punjabi University, Patiala.
- f. Coordinator, Eco-Club at University College, Chunni Kalan.
- g. Organized One day Workshop on Tally at University College Chunni Kalan.

(J) **PRESENT EMOLUMENTS:** Basic Pay 44000/- Allowances: N.A. Total: 44000/- Fixed.

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

Dated: 16 May, 2019

**Supreet Kanwal**

Signatures of the Candidate