

Ravindra Singh Rawat



Contact Details

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YouTube Channel:

<https://www.youtube.com/c/ravirawatt19>

Githut:

<https://github.com/rsr1987>

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[0000-0003-4154-7216](https://orcid.org/0000-0003-4154-7216)

Languages

Hindi, English and Basic Level Spanish

Hobbies

Exploring new Technologies,
Worthwhile Discussions, Debates &
Singing etc.

Brief Profile

Ravindra Singh Rawat is enriched with a total of around 10 years of work experience. Out of which, He has had a corporate experience of three-and-a-half years and more than six years in academics respectively. His professional journey steamed off with '**Indiabulls Securities Ltd., Gurgaon** DLF Cyber City, as a Relationship Manager. Thereupon, He joined '**Asian Business Exhibitions & Conferences Pvt. Ltd.**', as an Event Manager.

He began his academic career as an Assistant Professor at Uttarakhand University, Dehradun. Presently, he has been working with the prestigious '**University of Petroleum and Energy Studies**' as an Assistant Professor with their 'School for Life'. He had also been a Course Instructor for **Amity Online MBA** Program. He has acquired his master's in Business administration from a well-recognized B-school, '**New Delhi Institute of Management**' with a specialization in 'Marketing Management and International Business. He has also been pursuing his Ph.D. from **Uttarakhand Technical University**, Dehradun. His area of research is '**Resurgence of MSME with Digital Technologies in Uttarakhand**'. He has earned various specialization certificate courses online from the world's topmost educators. To name a few.. '**Entrepreneurship in Emerging Economies**' from **Harvard Business School**, '**Digital Marketing**' from the **University of Illinois**, '**Search Engine Optimisation**' from the **University of California**, '**Business Statistics and Analysis**' from **Rice University**, '**Data Science & AI foundations for Business**' from the reputed **IBM**.

He has been continuously contributing to research and has also presented/published various research papers in National & International conferences/seminars/journals. He is also a reviewer of the SCOPUS, Web of Science & UGC Care journal, i.e. **Journal of Economic and Administrative Sciences**, **Gurukul Business Review** and Journals of **Sage Publications**, **Small Enterprises Development, Management & Extension Journal**.

Career Objective

I wish to work in the field of Academics and Research where I can utilize my experience in corporate and academic sectors for the ultimate benefit of my prospective students and organization apart from my personal satisfaction and growth.

Skill Highlights

- | | |
|-----------------------------|---------------------------------------|
| • Marketing Management | • Artificial Intelligence in Business |
| • Legal Aspects of Business | • Economics & Data Science. |
| • Digital Marketing | • Advance Excel. |
| • Entrepreneurship | • SPSS, SEM-SMART PLS, Eviews. |

Education

- **Ph.D. (Pursuing)** since **2016**, Course Work exam Completed securing 78% marks from **Uttarakhand Technical University** in Management.
- **PGDM/MBA** in 2012 from **New Delhi Institute of Management** (Accredited by NBA, GOI & Approved by AICTE & AIU) with **First Division**.
- **BBA** in 2010 from H. N. B. Gharwal University with **First Division**.
- **HSC (Science)** in 2004 from S.V.M Inter College Vikasnagar, Dehradun (Uttarakhand Board) with **Second Division**.
- **SSC (Science)** in 2002 S.G.R.R. Inter College Shaspur, Dehradun (Uttarakhand Board) with **First Division**.

PROFESSIONAL CERTIFICATIONS & SPECIALIZATION PROGRAMS

- 1) Entrepreneurship in Emerging Economies from **Harvard School of Business, Harvard University, US.**
- 2) **Specialization Program in Digital Marketing with 7 Courses from University of Illinois at Urbana Champaign:** Marketing in a Digital World; Digital Analytics for Marketing Professionals; Marketing Analytics in Theory; Digital Analytics for Marketing Professionals; Marketing Analytics in Practice Digital Media and Marketing Principle Digital Media and Marketing Strategies; Marketing in an Analog World; Digital Marketing Capstone.
- 3) **Specialization Program in Search Engine Optimization (SEO) with 5 Courses from University of California, Davis:** Introduction to Search Engine Optimization; Search Engine Optimization Fundamentals; Optimizing a Website for Search; Advanced Content and Social Tactics to Optimize SEO; Website Optimization Client Report Project.
- 4) Project Work Coursera on '**Build a Full Website using WordPress**'.
- 5) Project Work Coursera on '**Getting Started in Google Analytics**'.
- 6) **Brand Management:** Aligning Business Brand & Behaviors; **University of London, London Business School.**
- 7) **Specialization Program in Key Technologies for Business Specialization with 3 Courses, IBM:** Introduction to Cloud Computing; Introduction to Artificial Intelligence (AI); What is Data Science.
- 8) **Specialization Program in Data Science Specialization with 4 Courses, IBM:** What is Data Science; Tools for Data Science; Data Science Introduction to Methodology; Databases and SQL for Data Science.
- 9) **Specialization Program in IBM AI Foundations for Business Specialization with 3 Courses:** Introduction to Artificial Intelligence (AI); What is Data Science; The AI Ladder A Framework for Deploying AI in your Enterprise.
- 10) **Specialization Program in Business Statistics and Analysis with 5 Courses, Rice University.** Introduction to Data Analysis Using Excel; Basic Data Descriptors, Statistical Distributions and Application to Business Decisions; Business Applications of Hypothesis Testing and Confidence Interval Estimation; Linear Regression for Business Statistics; Business Statistics and Analysis Capstone.
- 11) Specialization Program in **Virtual Teacher with 5 Courses University of California, Irvine.** Foundations of Virtual Instruction; Emerging Trends & Technologies in the Virtual K-12 Classroom; Advanced Instructional Strategies in the Virtual Classroom; Performance Assessment in the Virtual Classroom; Virtual Teacher Final Project.
- 12) Communication Strategies for a Virtual Age, **University of Toronto.**
- 13) Introduction to Public Speaking, **University of Washington.**
- 14) Self-Awareness and the Effective Leader, **Rice University.**
- 15) Learning How to Learn: Powerful mental tools to help you master tough subjects, **McMaster University & University of California San Diego.**

RESEARCH PAPERS / CONFERENCES

- 1) A Research Paper titled '**Integrating ICT for Effective Teaching & Learning in the Online Pedagogic Environment: An Empirical Study**' has been accepted for publication under **Macmillan Publications.**
- 2) A Research Paper titled '**Role of Digital Technology to Accelerate Small Businesses in Uttarakhand**' has been **accepted** for publication in '**International Journal of Technology Management and Sustainable Development**', ISSN 1474-2748, SCOPUS Indexed Q3 Journal & ABDC "C" Category

- 3) A Research Paper titled '**Role of Financial Technology to Expedite the Growth of MSMEs in Uttarakhand: An IPMA Analysis with PLS-SEM Approach**' in final review process '**Journal of Science and Technology Policy Management**', ISSN 2053-4620, SCOPUS Indexed Q2 Journal & ABDC "C" Category
- 4) A chapter Titled '**PEOPLE MANAGEMENT IN 21st CENTURY- PRACTICE AND CHALLENGES**' published under **TATA MCRAW on ENTREPRENEURSHIP**, ISBN 13:978-93-5316-121-7 ISBN-10: 93-5316-121-5.
- 5) A Research Paper titled '**Role of Social Media in Advertising**' published in JETIR, April 2019 Volume 6, Issue 4 (ISSN -2349-5162) UGC Approved.
- 6) A Research Paper titled '**Comparative Study Online Advertising and Conventional Advertising Strategies**' published in JETIR May 2019 Volume 6, Issue 5 (ISSN -2349-55162) UGC Approved.
- 7) Presented a Research Paper at **TLC 21 ASIA PACIFIC 'Blackboard Teaching & Learning Conference Asia Pacific'** on '**Blackboard Learn and Social Internship under COVID-19: An Analysis Based on Case Study for Positive Youth Development**' organized by **Blackboard Teaching Learning Australasia**.
- 8) Presented a Research Paper at International Conference on **Best Innovative Teaching Strategies ICON-BITS 2021**, on '**Integrating ICT for Effective Teaching & Learning in the Online Pedagogic Environment: An Empirical Study**' organized by **BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE PILANI, PILANI CAMPUS**.
- 9) Presented a Research Paper at **NIT Hamirpur RTMSS-2021** National Conference Recent Trends in Management & Social Sciences titled, '**Digital Marketing for the inclusive growth of Micro Small Medium Enterprises**'.
- 10) Presented a Research Paper in **IUU NASMEI International E-Conference on THE AGE OF DIGITAL TRANSFORMATION** Impact of Emerging Technologies in Marketing title '**Role of Digital Technologies in the resurgence of Small Businesses**'.
- 11) Presented a research paper on Entrepreneurship, Environment and Sustainable Development: Can it go hand in hand? at one-day International Conference on '**People Management and Sustainable Economy: Issues and Challenges for Organizations in 21st Century**' held in **New Delhi Institute of Management** on 18 March 2017.

FDP/WORKSHOPS/SEMINARS

- 1) Attended 6-Day FDP on '**Introduction to Econometrics using Eviews**' from 2nd Aug, 2021 to 7th Aug, 2021. Organized by **eduCATE Consulting and MIM COSMOS**.
- 2) Attended 6-Day Workshop on '**Structural Equation Modeling with SmartPLS**' from 1st to 6th May 2021. organized by **Commacad Numerical Analytical Pvt. Ltd.**
- 3) Attended 2-Day Workshop on '**Structural Equation Modeling with AMOS & SmartPLS**' from 8th to 9th May 2021. organized by **Commacad**.
- 4) Attended 2-Day Workshop on '**SPSS Master**' organized by **Commacad** from 26th to 28th, Mar 2021.
- 5) Attended NDIM's 2-Day Finance Conference on **Global Financial and Business Environment (ICGFBE 2020)**, Distinguished Academia from 9 Countries and 11 Indian Universities. www.ndimdelhi.org/international-conference/
- 6) Attended Webinar on 3rd **Felicitation Ceremony on Teacher's Day** organized by **Divya Hingiri** in collaboration with **Commission for Scientific and Technical Terminology, MHRD Government of India, Uttarakhand**

Department of School Education, Uttarakhand Statutory Education Council, Uttarakhand Technical University, Sridev Suman University, Society for Research and Development in Science Dehradun, Uttarakhand, 5 Sep 2020.

- 7) Attended Webinar Series on ‘Advanced Technology as a part of Startup in India’ organized by Indrashil University (IU) Gujarat, 18-29 August 2020.**
- 8) Attended 2-Day National webinar organized under the aegis of Commission for Scientific and Technical Terminology, Ministry of Education Government of India (New Delhi) and Women Institute of Technology Dehradun, Uttarakhand, 17 - 18 August 2020.**
- 9) Attended National Faculty Development Program on ‘Case Writing & Case Teaching’ organized by Globsyn Business School, Kolkata West Bengal during 7-8 Aug 2020.**
- 10) Acted as Key Note Speaker for MDP organized by Eran Health on ‘Digital Techniques to Accelerate Business Post Pandemic’, 20 Jun 2020.**
- 11) Attended one-day National Level Symposium on ‘Design Thinking in Digital Marketing’ organized by Vignan’s Foundation Science Technology & Research (Deemed to be University) on 24 May 2020.**
- 12) Honored with Certificate of Appreciation for organizing ‘International Conference on Information Technology and Management for the Sustainable Development ICITMSD-2019’ Jointly organized by Life Way Tech India Uttaranchal University, Uttaranchal Institute of Management, Dehradun during 9-10 Aug 2019.**
- 13) Attended 10-Day Faculty Development Program on ‘Data Analysis Techniques Using SPSS’ organized by Uttaranchal Institute of Management, Uttaranchal University, Dehradun during 22-31 July 2019.**
- 14) Certificate Program from IIT Bombay, on LaTeX, Organized by IIT Bombay funded by National Mission on Education through ICT, MHRD, Govt of India. on 15th Jan/2019.**
- 15) Attended Teachers’ Congruence & Faculty Development Program organized by Uttaranchal University in association with The Institute of Company Secretaries of India, Dehradun Chapter under the aegis of LAW COLLEGE DEHRADUN during 16th July 2018.**
- 16) Attended 7-Day FACULTY DEVELOPMENT PROGRAMME on ‘Innovative Techniques and Magnitude of Teaching Methodology in Higher Education’ organized by Uttaranchal University from 16th -22nd July 2018.**
- 17) Attended course work on Research Methodology organized at Uttarakhand Technical University, Dehradun during 26th -30th Dec 2017.**
- 18) Attended One-Day National Seminar on ‘GST’ held in Uttaranchal University on 28th Nov 2017.**
- 19) Attended 5-Day Faculty Development Program on ‘Research Methodology & Data Analysis using SPSS’ held in Uttaranchal University on 27th July 2017.**
- 20) Attended 6-Day Faculty Development Program on “Research Methodology” held in Uttaranchal University on 04th -9th Dec 2017.**

ACADEMIC WORK EXPERIENCE

University of Petroleum & Energy Sciences

Assistant Professor

Jan-2020-Till Date

(SFL, SoB, SoE, SoCS)

(2 Year)

Role & Responsibilities:

- 1) Designed and delivered a course with overwhelming students’ feedback on ‘Working with Data using MS Excel’.**
- 2) Developing course and contents for the programs teaching in Blended mode on (LMS Blackboard) and offline Face to Face mode.**
- 3) Preparing Course Plan, Lecture Plan as per the credit allotted to the course, updating students on regular basis, conducted various assessment activities, and designed online/ offline assessment and evaluation scheme.**
- 4) Preparing and maintaining the records of assessment and evaluation plans as per the guidelines of IQAC compliance.**
- 5) Regular monitoring and mapping of Course Outcomes, Program Outcomes, and Program Specific Outcomes for the better delivery and performance of the students.**

<p>6) Community Building (Interaction and Communication) with the students and making them understand about Technology Tools (Synchronous and Asynchronous) for better delivery.</p> <p>7) Making announcements about various differentiated Instruction (At Risk, High Performing, and Special Needs Students to make them aware of their courses and take immediate actions as per their requirement.</p>		
Uttaranchal University (Faculty of Management & Business Studies)	Assistant Professor	July-2015-Jan-2020 (4 Years & 6 Months)
<u>Role & Responsibilities:</u>		
<p>1) As Head Cultural Academic Affairs, Conceptualized, Designed various activities and events for the ultimate benefit of the students like International Conference, Academic and Nonacademic Club's activities, Entrepreneurial Events, Social Engagement, etc.</p> <p>2) Delivered lectures on subjects like Marketing Management, Consumer Behavior, Fundamentals of Retailing, Marketing Communication and Advertising, Business Communication, Business Laws, and Corporate Laws.</p> <p>3) Have Set University Examination Question Papers for BBA, B. Com (H), LLB and MBA courses in Marketing Management, Marketing Communication and Advertising, Fundamental of Retailing, Consumer Behavior, Digital Marketing, Business Laws and Corporate Laws.</p> <p>4) Criteria Coordinator for IQAC Criteria -7, "Institutional Values and Best Practices".</p> <p>5) Supervise and guide the students for their summer training projects and dissertation reports.</p> <p>6) Worked as Associate Editor for University Website.</p>		
CORPORATE WORK EXPERIENCE		
Asian Business Exhibition & Conference Ltd. (Times Property Exhibition)	Assistant Event Manager	(Sep 2013- Jun 2015) (Corporate Sales) (1 Year & 10 Months)
<u>Roles and Responsibilities</u>		
<p>1) Worked as an Assistant Event Manager for Asian Business Exhibition & Conference Ltd. Gurgaon Office. I was responsibly strategizing the growth in sales, marketing policies and analyzing prospective clients for the exhibitions.</p> <p>2) To liaison with various corporate houses and sending them invitations for participating in exhibitions and conferences.</p> <p>3) To present floor plan and negotiate with the Advertising & Promotional Heads of the company for the exhibitions.</p> <p>4) To finalize the space allocation, documentation, and payment procedure with the exhibitors.</p> <p>5) To create new Paper, Pamphlet, Hoarding Advertisements for the promotion of exhibitions and exhibitors,</p> <p>6) To plan for the Branding & Promotion of exhibitions & exhibitors in Times Property News Paper.</p> <p>7) To execute appropriate planning, organizing, supervising, directing, and controlling activities in the exhibitions.</p> <p>8) To make a regular follow-up with prospective clients to increase client base as well as to generate higher revenue for the organization</p>		
Indiabulls Securities Limited	Relationship Manage	(Jan-2012-Sep-2013) (1 Year & 9 Months)
<u>Roles & Responsibilities:</u>		
<p>1) Worked as a Relationship Manager in Indiabulls Securities Ltd. Gurgaon Sales Head Office. My responsibilities included inter alia ensuring effective analysis of prospects for equity and real estate market to deliver good performance.</p> <p>2) Acquiring new HNI clients and formulating strategies to increase the client base for equity and real estate markets.</p> <p>3) Dealing with the existing and prospective clients and update them for the best lucrative investment projects in equity and real estate markets.</p> <p>4) Reviewing regular client portfolios and providing advisory services to them in equity and real estate markets.</p> <p>5) Approaching clients on a need-based product through strategic financial planning.</p> <p>6) Assessing the portfolio risk, according to the changing market scenario</p>		
ACHIEVEMENTS/CO-CURRICULAR /EXTRA-CURRICULAR ACTIVITIES		

1) Received letter of appreciation for organizing <i>National Academic Fest "FESTLA -2K19 as Head Cultural Academic Affairs in Uttaranchal University</i> organized by Uttaranchal Institute of Management 16th Nov 2019 .
2) Received letter of appreciation for organizing International Conference on 'Information Technology and management for the sustainable development (ICITMSD)' organized by Uttaranchal Institute of Management concluded on 10 th Aug 2019.
3) Earned 10 IBM Badges on Data Science, Artificial Intelligence, Cloud Computing for Businesses.
4) Won AIMA National Management Game 2011 award at Zonal level.
5) 1st Rank in Bachelor of Business Administration college level.
6) 1st Rank in HSC (Science) School level.
7) Participated in ' NDTV TALK-SHOW Money Mantra ' on Financial Inclusion .
8) Awarded " Best Performer " for archiving, CEO sales target in Indiabulls Securities Ltd.
9) Basic Course of Spanish from " ALHAMBRA Instituto de la Cultura y la lengua española ".
10) Internship: Evaluating and Analyzing, Segmentation Model of COCA COLA RED (Right Execution Daily) from Hindustan Coca Cola Beverages Pvt. Ltd. Noida Sec-63, in 2011.

TECHNICAL SKILLS

1) ERP Campsys.	6) SEM with SmartSPL.	11) "R" Programming for Business Analytics.
2) LMS Blackboard.	7) Google Analytics.	12) Econometrics Analysis with Eviews.
3) MS Office & Advance Excel.	8) Google Sites.	
4) SPSS for Data Analysis.	9) WordPress.	
5) SEM with AMOS.	10) SEO Analytics.	

PERSONAL INFORMATION

Permanent Address: Village –Jhajra, P. O. -Suddhowala, Dehradun, Uttarakhand 248007.
Father's Name & Occupation: Shri. R. S. Rawat & Bank Accountant. (Retired)
Mother's Name & Occupation: Smt. Beena Rawat, Social Worker, Uttarakhand Freedom fighter, LIC Advisor.
Nationality: Indian. Marital Status: Unmarried.

DECLARATION

I hereby declare that the above-mentioned information is correct, up to the best of my knowledge and belief. I bear the responsibility for the correctness of the above-mentioned particulars.	
Place: Dehradun Date: 10/Jan/2022.	Ravindra Singh Rawat