

**Name:** Dr. Aniruddh Vijay

**Qualification:** PhD (Management), M.Phil., NET and MBA

**Specialization:** Insurance, Marketing, Environment Management and Rural Management

**Subject Taught/code:**

Business Statistics and Analytics for Decision Making (MS-106)

Operations Management (MS-113)

Indian Business Environment (MS-105)

Entrepreneurship Development (MS-117)

Business Organization (BBA/GEN/101)

Business Statistics (BBA/GEN/206)

Human Rights and Values (BBA/GEN/406)

Production and Materials Management (BBA/GEN/501)

**Publication (Selected):**

- Published a research paper titled **“Integrating System Dynamic Approach to Explore the Dynamic Nexus between Sustainable Development and Rural Vulnerabilities”** in UGC Care and EBSCO listed journal “Journal of Rural and Industrial Development” in 2020. Pp 12-20. **Authors: Aniruddh Vijay**; ISSN: 2321-1873. Volume 8, Issue 2.
- Published a research paper titled **“Exploring the Dynamic Linkages between Social Media and Present Marketing Practices”** in EBSCO, Proquest and ICI listed journal named “International Journal of Customer Relations” in 2019. Pp 27-36. **Authors: Aniruddh Vijay & Apoorva Srivastava**; ISSN: 2320-7515. Volume 7, Issue 1.
- Published a research paper titled **“A Framework for Green Rural Development through Value Based Education”** in Proquest listed Journal named “Asian Journal of Management” in year 2017. Pp 951-956. ISSN: **Author: Aniruddh Vijay & Priyanka Singh**; Print ISSN: 0976-495X & Online ISSN: 2321-5763. Volume 8, Issue 4.

- Published a research paper titled **“Integrating System Dynamics Approach for Reinventing Life Insurance Industry in India”** in International Journal of Engineering Technology Management and Applied Sciences (IJETMAS); year 2016. Pp 102-107. **Author: Aniruddh Vijay & R. R. Grover**; ISSN: 2349-4476. Volume 1; Issue 1.
- Published a research paper titled **“Assessing the Impact of Labour Migration on Holistic Development: An Integrated System Approach”** in International Journal of Research in Business Studies (IJRBS); year 2016. Pp 18-31. **Author: Aniruddh Vijay & Ashish Dhar Mishra**; ISSN: 2455-2992. Volume 1; Issue 1.
- Published a research paper titled **“Exploring the Dynamic Nexus between Value Based Education and Holistic Community Development: A Model Based Approach”** in International Journal of Research in Business Studies (IJRBS); year 2016. Pp 114-126. **Author: Priyanka Singh, Aniruddh Vijay & Dr. Sanjay Bhushan**; ISSN: 2455-2992. Volume 1; Issue 1.
- Published a research paper titled **“Integrating System Dynamics Modeling for Sustainable Rural Development”** in Journal of Basic and Applied Engineering Research in year 2015. Pp 1183-88. ISSN: **Author: Aniruddh Vijay**; Print ISSN: 2350-0077 & Online ISSN: 2350-0255. Volume 2, Number 14.
- Published a research paper titled **“Integrating System Dynamics for Identifying Role of Financial Inclusion in Rural Development”** in International Journal of Engineering Technology Science and Research; year 2015. Pp 105-110. **Author: Sumi Goswami & Aniruddh Vijay**; ISSN: 2394-3386. Volume 2.
- Published a research paper titled **“Exploring the Role of Educational Institutions in Promoting Entrepreneurship for Sustainable Rural Development”** in International Journal of Engineering Technology, Management and Applied Sciences (IJETMAS); year 2015. Pp 401-407. **Author: Aniruddh Vijay, Priyanka Singh & Dr. Sanjay Bhushan**; ISSN: 2349-4476. Volume 3.

### **Paper Presented in Conferences**

- Presented a research paper titled **“Exploring the Role of Corporate Social Responsibility in Rural Development”** in a National Conference on **“Business Strategy in VUCA World”** organized by J. C. Bose University of Science and Technology, YMCA, Faridabad dated **15th Oct 2020**.
- Presented a research paper titled **“Exploring the Role of Corporate Social Responsibility in Rural Development”** in a National Conference on **“Effective Strategies for New India : Challenges and Opportunities”** organized by Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal dated **14th to 15th Dec 2018**.
- Presented a research paper titled **“Sustainable Development through Women’s Empowerment – A System Dynamic Approach”** in an International Conference organized by IIM Kashipur dated **25th to 27th May 2018**.

- Presented a research paper titled “Sustainable Development through Women’s Empowerment – A System Dynamic Approach” in a National Conference on “Emerging Business Practices” organized by Banaras Hindu University, Varanasi dated **7th to 8th April 2018**.
- Presented a research paper titled “Integrating System Dynamics Modeling for Sustainable Development through Women’s Empowerment” in a National Conference on “Urban Environment in the 21st Century: Issues and Challenges” organized by Jamia Millia Islamia University, New Delhi dated **27th to 28th March, 2018**.
- Presented a research paper titled “Integrating Causal Loop Modeling for Sustainable Development through Women’s Empowerment” in a National Conference organized by Aligarh Muslim University, Aligarh dated **17th to 18th March, 2018**.
- Presented a research paper titled “Exploring the Dynamic Linkages between Social Media Usage and Corporate Governance” in an International Conference on “A Dynamic Shift of 4G – Good Governance and global Growth” organized by GLA University, Mathura dated **15th to 16th December, 2017**.
- Presented a research paper titled “Sustainable Development through Women’s Empowerment” in an XIX Annual Convention organized by Indian Institute of Management, Lucknow dated **15th to 17th Dec. 2016**.
- Presented a research paper titled “Exploring the Dynamic Role of Women’s Empowerment in Sustainable Development” in an International Conference titled “Partiantra – 2016” organized by Dayalbagh Educational Institute, Agra dated **30th Oct. 2016**.
- Presented a research paper titled “Rural Development through Women’s Empowerment” in an International Seminar on “Science Communication: A Dialogue between Scientists and the Masses” organized by KLE Society’s College of Science and Commerce Kalamboli, Mumbai dated **25th June 2016**.
- Presented a research paper titled “Exploring the Dynamic Nexus between Value Based Education and Holistic Community Development: A Model Based Approach” in an International Conference on “Research in Business – 2016” organized by Indianresearch.org at India International Centre – New Delhi dated **17th April 2016**.
- Presented a research paper titled “Assessing the Impact of Labour Migration on Holistic Development: An Integrated System Approach” in an International Conference on “Research in Business – 2016” organized by Indianresearch.org at India International Centre – New Delhi dated **17th April 2016**.
- Presented a research paper titled “Role of Value Based Education in Holistic Community Development” in an International Conference on “Sustainable Destination Excellence” organized by School of Hospitality and Tourism Management (SHTM), University of Jammu dated **5th and 6th Feb. 2016**.
- Presented a research paper titled “Holistic Rural Development through Insurance” in an International Conference on “Risk Management in Insurance and Banking Industry:

Issues, Opportunities and Challenges” organized by ASIBAS, AMITY University, Noida dated **21st January 2016**.

➤ Presented a research paper titled “Integrating System Dynamics Approach for Reinventing Life Insurance Industry in India” in a 3rd International Conference on “Emerging Trends of Engineering, Science, Management and its Applications” organized by Academic Science and Conference info at India International Centre, New Delhi dated **10th January. 2016**.

➤ Presented a research paper “A System Dynamics Approach for Sustainable Rural Development” in a National Conference on “Value Based Science, Engineering and Management Quality Education: Trends and Policy” (VALEDU – 2015)” organized by Dayalbagh Educational Institute (DEI), Systems Society of India (SSI) and IIT’s Former Professors and Alumni Association for Excellence in Education dated **30th and 31st Oct. 2015**.

➤ Presented a research paper titled “Exploring the Role of Educational Institutions in Promoting Entrepreneurship for Sustainable Rural Development” in a International Conference on “Innovative Research in Engineering, Science and Management” organized by Academic Science and Conference info at JNU, New Delhi dated **20th Sept. 2015**.

➤ Presented a poster titled “Integrating Supervisor’s Commitment and Student’s Responsibility for Strengthening Ethics in Research” in an International Conference on “Issues and Challenges in Doctoral Research” organized by Banaras Hindi University, Varanasi dated **25th August 2015**.

➤ Presented a research paper titled “Integrating System Dynamics Modeling for Sustainable Rural Development” in a International Conference on “Agriculture, Food Engineering and Environmental Sciences – Sustainable Approaches” organized by Krishi Sanskriti, Jawaharlal Nehru University – New Delhi dated **9th and 10th May 2015**.

➤ Presented a research paper titled “Reinventing Life Insurance Industry in India – A System Dynamic Approach” in a National Conference on “Is it time for insurance industry to reinvent?” organized by School of ASIBAS, AMITY University, Noida dated 21st January 2016 dated **2nd March 2015**.

➤ Presented a research paper titled “Prospecting and Planning for Green Rural Development through Traditional Knowledge and Habitat in Backward Mathura Rural Region” in a Doctoral Conference on “Current Trends in Management and Information Technology” organized by HIMCS, Mathura dated **23rd May, 2014**.

### **Achievements:**

➤ Received “**Prof. K. P. Jain award**” in the 5th Doctoral Conference organized by HIMCS, Mathura. Dated 23rd May 2014.

➤ Received “**Best paper presentation award**” in an International Conference on “Emerging Trends of Engineering, Science, Management and its Applications” on presenting research paper titled “Integrating System Dynamics Approach for Reinventing Life Insurance Industry in India”. Dated 10<sup>th</sup> Jan. 2016.