



Faculty Details proforma for DU Web-site

Title	Professor	First name	Madan	Last Name	Lal	Photograph
Designation	Professor					
Department	Department of Commerce, (Faculty of Commerce and Business) Delhi School of Economics, University of Delhi Delhi-110007					
Address (Residence)	10-D Pocket B, Phase 3 Ashok Vihar Delhi-110052					
Phone Office No	011-27667891					
Residence						
Mobile	09415204753					
Email	madanfms@gmail.com					
Web page	www.commercedu.com					
Educational Qualification						
Degree	Institution				Year	
D. Litt.	Banaras Hindu University Varanasi				2013	
Ph.D.	H.P. University Shimla				2005	
PG	MA (Economics), Punjab University Chandigarh				1998	
PG	MBA-IB, Punjab University Chandigarh				1996	
UG	BA, H. P. University Shimla				1994	
Any other Qualification						
Career Profile						
Professor, Department of Commerce, Delhi School of Economics.						
Teaching Experience:						
<ul style="list-style-type: none"> More than sixteen years of teaching experience at Faculty of Management Studies, Banaras Hindu University Varanasi and Department of Commerce DU at post graduate level teaching MBA/MBA-IB, M.Phil. & Ph.D, students. 						
Theses/Dissertations/Projects supervised:						
<ul style="list-style-type: none"> Four Ph.D thesis awarded under my supervision . Supervising Eight Ph.D and five M.Phil. research scholars. Supervised Fifty six dissertations of MBA/MBA-IB final year students. 						
Research Project:						
<ul style="list-style-type: none"> Working on a project sponsored by ICSSR on the title “ An Analysis of Trade, Economic 						

Growth and Poverty in India”

- Completed a major research project (MRP) Sponsored by University Grants Commission On the Title: ‘**A study of relationship among attitudes, subjective norms, behavioural intentions and behaviour for food products in India**’ (2009-2011).
- Completed a major research project (MRP) Sponsored by University Grants Commission On the Title: “ **A Study of Competitiveness and Export Performance of Indian Processed Fruits and Vegetables Industry**”.
- One major research project (MRP) sanctioned by the Ministry of Textile, Office of the Development Commissioner (Handicraft) on ‘Study of Handicraft Mapping and Assessing the Living and Working Conditions of Silver Toys and Terracotta/Pottery Artisans in Various Districts of Uttar Pradesh’ for the year 2015-16.
- Coordinated, Major research project, on Industry Institute Partnership Cell, sponsored by AICTE at FMS, BHU.
- Completed a consultancy assignment of UNDP-IKEA on carpet industry in the district of Mirzapur in Uttar Pradesh.

Administrative Assignments

- Member Governing body, Hansraj College, University of Delhi.
- Convener examination, Department of Commerce, DSE, University of Delhi since November 2015
- Coordinator MBA Admissions, Department of Commerce, DSE, University of Delhi since November 2015
- Administrative Warden, Management Hostel, Banaras Hindu University (BHU) , Varanasi from July 2009 to July 2015.
- Member Academic council (AC) Banaras Hindu University, Varanasi. (2008-2011)
- Member Secretary Departmental Research Committee (DRC) of FMS, BHU. (2009-2011)
- Member Departmental Promotion Committee (DPC), of Central Registry BHU. (2008-2013)
- Coordinator, Industry-Institute Partnership cell (IIPC) sponsored by AICTE at FMS, BHU.

Areas of Interest

International trade and Marketing, Managerial/international Economics,

Subjects Taught

International trade, managerial economics, Research Methodology, International business, international Marketing Research

Details of Research Publications in magazine/journal .

- Published a paper on A Study of Growth and Diversification of Indian Textile Trade in the Asian Journal of Research in Business Economics and Management Vol. 7, No. 7, July 2017, pp164-180 2249-7307 A Journal Indexed in Indian Citation Index DOI NUMBER: 10.5958/2249-7307.2017.00105.0
- Published a paper on ‘An Analytical study of competitiveness of Indian Textile industry’ in NUANCES :A journal of Humanistic Enquiry, Vol. 3 Issue1 Jan-June 2017, ISSN :2395-0943 pp 49-68
- Published a paper on ‘Measuring Indian Export Competitiveness of Fruits and Vegetables Preparations’ in Shimla Management Journal. Vol.IX, No.1Dec.2016, ISSN2320-0154, pp25-38
- Published a paper on Structural Change in India: The Impact of Technology on the Textile Industry Global Journal for Research Analysis, (Co-author) Vol.3 issue 32 March. 2014, Indexed Impact 1.5 ISSN: 2277-8160
- Published a paper on **The Importance of Locational Attributes : A Study of Independent Small Scale**

Retailers (Co-author) in Hermeneutics , Vol.04, no.01. March 2014, (60-62) ISSN: 2231-6353

- Published a paper on **A Study of Factors Influencing Shopping destination Choice for the Urban Apparel and Grocery Shopping Trips** (Co-author) in Global Journal for Research Analysis Vol.3 issue 2 feb. 2014 (p 25-27) ISSN:2277-8160indexed
- Published a paper on **‘Export Performance and Competitiveness of Indian Textile Industry’** (Co-author) in International Journal of Scientific Research Vol.2, issue 11, Nov. 2013, ISSN : 2277-8179
- Published a paper on **'An empirical Study of Attitude Towards Food in India'** in Journal of Applied Management and Investments, Vol. 1, No. 2, 2012 ISSN: 2225- 3467
- Published a paper on **‘Consumer Characteristics Influencing Food Purchase Behaviour in India’** in BHU Management review (December 2011).
- Published a Paper on **‘A Study of Fruit Processing Industry in Himachal Pradesh’** in International Journal of Development Studies (Jan.-June 2011)
- Published a paper on **‘An Analysis of Production and Export of Potatoes in India’** (Co-author) in Atambodh Journal of Rajarshi School of Management and Technology (Spring 2011)
- Published a paper on **‘Assumption of Central Place Theory and Gravity Models with special Reference to Consumer Spatial Behaviour’** in Journal of management & Public Policy (June 2011)
- Published a Paper on **‘Consumer Market Segmentation in the twenty First Century’** in International Journal of Development Studies (Jan.-June 2010)
- Published a Paper on **‘Suksham Laghu Madhyam Udyog: Aasann Mudde va Chunauiyan’** Tathya Bharti Arthic Masiki (February 2010).
- Published a Paper on **‘Linking Customer relationship to Corporate renaissance’** in Marketing Mastermind- A Journal of ICFAI University Hyderabad (May 2008)
- Published a Paper on **‘Retailing Opportunities and Challenges in India’** (Co-author) in Anusilana (Vol. VI, 2008)
- Published a Paper on **‘Glimpse of Organised Food Retailing in India’** in The Manager (Jan-June 2007)
- Published an article on **‘ Career Opportunities in Actuarial Science’** in The Employment News’ April 7-13 and 14-20, 2007)

Events organized:

- Convener 6th Annual International Commerce Conference 2018 January 11-12, 2018 on Digital Outreach and Future of Marketing Practices, organised by Department of Commerce, University of Delhi & academy of Indian Marketing at Department of Commerce DU
- **Course Director** in ICSSR Sponsored workshop on Research Methodology in Social Sciences for Ph.D. Students organized in the Faculty during 15-24 June 2015.
- **Secretary** in International conference on Marketing Paradigms in Emerging Economies, organized at Faculty of Management Studies, BHU during 4-5 December, 2012.
- **Secretary** in International Workshop on Post Economic Meltdown Era - Challenges and Strategies, organized at Faculty of Management Studies, BHU during 4-5 February, 2012.
- **Secretary** in National conference on ‘Inclusive Growth and Microfinance Access’ organized at Faculty of Management Studies, BHU during 29-30 January, 2010
- **Joint Secretary** in National conference on ‘Women Entrepreneurship in India’ organized at Faculty of Management Studies, BHU during 22-23 October, 2010
- **Coordinator** in a workshop on Industry-Student Interface, organized at Rajiv Gandhi South

Campus, FMS, BHU on 19th March 2010.

- **Joint Secretary** in ‘National conference on contemporary issues in rural development held at Rajiv Gandhi South Campus FMS, BHU on 14th March 2010.
- **Coordinator** in national conference on Industry-Academia Partnership: Bridging the Gap, at Faculty of Management Studies BHU, held on 7th February 2009.
- **Organizing secretary** in a Summer Project Competition (SPC) organised at Faculty of Management Studies BHU, on 24th February 2009.
- **Member organizing Committee** in Executive Development Program on ‘Marketing Strategies in Indian Financial Sector: The Paradigm Shift’ held at Faculty of Management Studies, Banaras Hindu University Varanasi, on 24th Feb, 2007.
- **Program coordinator** in QIP on ‘Research Methods in Management’ during 15-20 Feb.2010 at FMS, BHU.
- **Program coordinator** in QIP on “Supply Chain Management and Customer Relationship Management Practices for Competitive Advantages” held during 5-9 January 2009.
- **Course Coordinator** in Quality Improvement Program on “Entrepreneurship Development: Issues and Challenges” held during 12-17 January 2009.
- **Course Coordinator** in QIP on ‘Customer Experience Management’, and QIP on Entrepreneurship Development: Issues and Challenges’, organized during 24-29 September 2007 at FMS, BHU.
- Member different selection committees in sponsored projects, admission committees in the Faculty of Management Studies BHU.

Book(s) Authored/Edited

- Authored a book Titled: ‘**Consumer Attitude-Towards Food Products**’, published by LAP LAMBERT Academic Publishing GmbH & Co.KG Saarbrucken Germany ISBN 978-3-659-19612-6 in 2012.
- Co-Editor of the book titled: **Inclusive Growth and Microfinance Access**, published by Macmillan Publisher India Ltd. 10:0230-33251-X, in 2011
- Co-Editor of the book titled: **Microfinance: Issues and Challenges**, published by Macmillan Publisher India Ltd. 10:0230-33251-X, in 2011.

Invited Lectures

S.No	Title of Paper Presented	Title of Conference/ Seminar/ Exhibition and date	Organiser(s)	Status
1.	A study of Relationship Between Poverty and International Trade in India	AIB 2018 annual Meeting June 25-28, 2018 on Global Business and Digital Economy	Carlson school of Management, University of Minnesota and University of St. Thomas at Minneapolis USA	International
2.	A Study of Factors influencing Customer Complaint Behaviour	6 th Annual International Commerce Conference 2018 January 11-12, 2018 on Digital Outreach and Future of Marketing Practices	Department of Commerce, University of Delhi & academy of Indian Marketing	International

3.	Emotional Intelligence with word of mouth Communication Equals Enormous Success	6 th Annual International Commerce Conference 2018 January 11-12, 2018 on Digital Outreach and Future of Marketing Practices	Department of Commerce, University of Delhi & academy of Indian Marketing	International
4.	Role of Trust in Attitude and Intentions to Use Electronic Payments	6 th Annual International Commerce Conference 2018 January 11-12, 2018 on Digital Outreach and Future of Marketing Practices	Department of Commerce, University of Delhi & academy of Indian Marketing	International
5.	Relationship among International Trade in services, Economic Growth and Financial Development in India	70 th All India Commerce Conference 12-14 October 2017	Faculty of Commerce and Management, The IIS University Jaipur 302020 Rajasthan	National
6.	Start-Up India – The Next Big Theme For Economic Growth	Indian Economic Transformation Through Revival of Manufacturing Sector and Start up Ecosystem" scheduled on September 21 - 22, 2017	Department of Commerce Ramanujan College University of Delhi, New Delhi.	International
7.	Export Performance and Competitiveness of Textiles Industry: A Review of Literature	69 th All Indian Commerce Conference (11-13, Nov. 2016	Faculty of Commerce, University of Lucknow, Uttar Pradesh	National
8.	Export Performance and Competitiveness of Textile Industry in India	5 th Annual International Commerce Conference on Startup to Sustainability: Initiatives and Challenges (4-5 Nov. 2016	Department of Commerce, Delhi School of Economics, University of Delhi	International
9.	An Assessment of Startup India Initiative of government of India	5 th Annual International Commerce Conference on Startup to Sustainability: Initiatives and Challenges (4-5 Nov. 2016	Department of Commerce, Delhi School of Economics, University of Delhi	International

10.	Make in India: A Brief	5 th Annual International Commerce Conference on Startup to Sustainability: Initiatives and Challenges (4-5 Nov. 2016)	Department of Commerce, Delhi School of Economics, University of Delhi	International
11.	Exploring the Relationship Between Spirituality and Environmental Orientation	5 th Annual International Commerce Conference on Startup to Sustainability: Initiatives and Challenges (4-5 Nov. 2016)	Department of Commerce, Delhi School of Economics, University of Delhi	International
12.	Foreign Trade Competitiveness of Food Products	National Seminar on Reconceptualising Indian Foreign Policy: Emerging Challenges and Opportunities	Banaras Hindu University, Department of Political Science, (30 th April-01 may, 2015)	National
13.	Role of Processed Fruits and Vegetables Exports in Strengthening Economic Development of India	National Business Research Conference on Sustainable Resource Management in North West Himalayas: Socio Economic Cultural and Political Interface	Kathua Campus University of Jammu (18-19 March 2015)	National
14.	Problems and Prospects of Food Retailing in India	International conference on Marketing Paradigms in Emerging Economies	Banaras Hindu University, FMS, (4-5 Dec. 2012)	International
15.	Impact of Higher Education on Entrepreneurial Intentions on University Students	International Seminar on Emerging trends in Entrepreneurship	MES College of Arts and Commerce Zuarinagar Goa, (27-29 sep2012)	International
16.	Women and Entrepreneurship: A Tool of Sustainable Development in India	International Seminar on Emerging trends in Entrepreneurship	MES College of Arts and Commerce Zuarinagar Goa, (27-29 sep2012)	International
17.	An Analysis of Intentions of Consumers for Food	64 th All India Commerce Conference	ICA at Pondicherry University during 13-15 December 2011	National

Products in India

18. Consumers In-Store Experience in Food Retailing in India	64 th All India Commerce Conference	ICA at Pondicherry University during 13-15 December 2011	National
19. Evolution and Challenges Facing Retail Atmospherics	34 th All India Accounting Conference & International Seminar on Accounting Education and Research	Indian Accounting Association at University of Rajasthan Jaipur during 17-18 December 2011.	International
20. Food Retailing Towards Inclusive Growth in India	National conference on Inclusive Growth and Microfinance Access, held during 29 th to 30 th January, 2011 at FMS,	Banaras Hindu University Varanasi.	National
21. Role of Information Technology in Microfinance in India	National conference on Inclusive Growth and Microfinance Access, held during 29 th to 30 th January, 2011 at FMS,	Banaras Hindu University Varanasi.	National
22. Present Status & Problems in Agriculture & Agribusiness with Special Reference to Fruit and Vegetables in India	International conference on Managing Sustainable Development of Rural Economy and Agri-Business (ICONBHU11) held during 21 st to 23 rd January, 2011	Banaras Hindu University Varanasi.	International
23. Emerging Trends in Indian Rural Marketing: A Promising Marketplace	International conference on Managing Sustainable Development of Rural Economy and Agri-Business (ICONBHU11) held during 21 st to 23 rd January, 2011	Banaras Hindu University Varanasi.	International
24. Women Entrepreneurship in India: Issues and Challenges	Women Entrepreneurship in India' held on 22-23 October, 2010	FMS, BHU	National

25. Assessment of Market Penetration of Processed and Packaged Food in Rural India	Contemporary issues in Rural development' held on 14 th March, 2010	FMS, BHU	National
26. Socio Economic conditions of Carpet Weavers in Mirzapur District	Contemporary issues in Rural development' held on 14 th March, 2010	FMS, BHU	National
27. Strategy towards Sustainable Development: Indian Perspective	Strategic Management of Energy, Environment and Disaster for Sustainable Development' held during 11-15 January, 2010	FMS, BHU	International
28. Industry-Institute Convergence: Bridging the Skill Gap	National conference on Industry-Academia Partnership: Bridging the Gap,	Faculty of Management Studies BHU, on 7 th February 2009	National
29. Higher Education Linkage with Corporate World	National conference on Industry-Academia Partnership: Bridging the Gap,	Faculty of Management Studies BHU, on 7 th February 2009	National
30. Supply Chain Food Chain: A Review	International Conference on Issues and Challenges in Supply Chain Management	Institute of Technology, BHU Varanasi (28-30 March 2008)	International
31. Indian Retail Industry: An Overview	Organised Retailing in India: Issues and Concern, held on 29 th March, 2007	Department of Commerce. University of Lucknow, Lucknow.	National
32. Foreign Exchange Market Reforms in India	National Seminar on Financial Sector Reforms in India, held on 24-25 February, 2006	Faculty of Commerce, BHU	National
33. Convergence and Role of Segmentation in Consumer Behaviour	International Conference on Marketing in the Age of Convergence	IIM Kozhikode (7-8 January 2006)	International

34. The Economic Role of Women Managers in India	Women in Management: Potentials, Problems and Future Prospects held on 8-9, October 2005.	Faculty of Social Science, BHU.	National
Association With Professional Bodies			
Life Member Indian Commerce Association (ICA) Life Member Indian Economic Association (IEA) Life Member Rural Marketing Association of India (RMAI) Life member of Indian Accounting Association (IAA) Member Academy of International Business (AIB)			
Additional Information:			
<ul style="list-style-type: none"> • Member Academic Council of H.P. Technical University Hamirpur, Himachal Pradesh (19.5.2018 to 18.05.2020). • Member board of Studies, Management Studies, Texila American University • Member Editorial board of 'Management Wisdom'-A journal of Business and Management. ISSN 2230-7257 • Designed Ph.D. Course work, for Faculty of Management Studies, BHU. • Reviewed book on 'Management Research Methodology' for Pearson Education. • Reviewed chapters in books on, Export Management and International Business for oxford university press. • Reviewed chapters in book on Managerial Economics for Tata McGraw Hill publication Limited. • Reviewer for 'International Journal of Intercultural Information Management' published by Inderscience Publishers Ltd. 			