

# VARUN NAYYAR

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## Assistant Professor/Training and Placement Officer

Result Oriented, proactive, dedicated working professional with 8.5 years of end to end achievement driven experience in the field of education and industry.

Area of Doctoral Research: Study Consumer Behavior related to packaging & Marketing  
Research Publications: 23 Research Papers, Articles in Leading National & International Journals,  
Attended and presented papers in National/ International Seminars/ Conferences.

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## EDUCATIONAL QUALIFICATION

Qualification	University	Percentage
MBA (Marketing)	Punjab Technical University	74.1%
B.Tech (ECE)	Punjab Technical University	67.4%
<b>UGC-Net with JRF in the year 2008</b>		

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## Professional Experience

- Presently working as an Assistant Professor/ Placement In charge Training and Placement (MBA) at **Apeejay Institute of Management Technical Campus Jalandhar** since January 2009.
- Performing duties of Convener Admission.
- Performing duties of Convener Alumni.
- Performing specific following duties as Training and Placement In Charge
  - To look after the training and placement activities of students.
  - To have close liaison with industry for placement of students
  - To work in consultation with Coordinator Industry-Institute Interaction for organizing lectures from the professionals from industry.
  - To collect feedback from the companies coming for placement.
  - Arrange Training programs for soft skills and for interview facing skills for the students using institutional and external expertise.

**Havells India Ltd**

Worked in Havells India Ltd at Chandigarh in 2008.

- Looking over the Sales of (Domestic Product) Division of the co. with context to electrical trade
- Monitoring the sale of assigned area of Chandigarh/ Punjab.
- Responsible for Dealer Development/ Retailer Development/ Business Development for my company.

### **Reliance Communication**

Worked as an Electronics & Communication Engineer in Security Automation Systems at Reliance Communication.

- Activation or deactivation of cards issued to the employees.
- Proper check of Reliance Web Worlds at the night time.

### **INDUSTRIAL TRAINING**

- **2 month** Industrial Training at **International Tractor Limited (Sonalika)** at Hoshiarpur, Punjab.
  - Customer Satisfaction and parameters affecting the purchase of tractors.
  - Interaction with customers who were having tractors and how they behave while purchasing tractor.
- **3 month** Industrial Training at **BSNL Batala**.
  - Gained extensive practical experience on (E-10) Exchange.
  - Process of call transfer from landline or mobile.
- **3 Month** Industrial training at **Hindustan Aeronautics Limited** Bangalore
  - Project Included: Testing of aircraft parameters which are helpful in testing the aircraft.

### **COMPUTER SKILLS**

Operating Systems:	Windows 9x, Windows XP
Application Package:	Microsoft Office
M I S:	Lotus Notes
Networking:	CCNA.

### **Published Papers in Journals /Edited Books**

S.No	Title of the Paper	Journal/Edited Book	ISSN/ISBN No.	Volume/Year	Whether International/ National/State/Regional /University or College
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					<b>Level</b>
1	Rebranding:A Dynamic way to Innovation	International Journal of Management Sciences	0973-2101	6/Dec2010	International
2	Customer's Preferences towards 3G Services: An Empirical Study of Selected Districts of Punjab.	International Journal of Business Economic & Management Research	2229-4848	2/Aug2011	International
3	E-Mail Marketing-The New Tool for Success	Strategic Management of Business Development: Issues and Prospects	978-93-80697-99-4	Apr 20-21,2011	National
4	A Study on TV Viewing Habits of Rural Markets of Punjab- A Factor Analytic Approach	Asia Pacific Journal of Research in Business Management	2229-4104	3/Jan2012	International
5	Packaging - An Innovative source of Impulsive and Abrupt Buying Action	International Journal of Management & Information Technology	2278-5612	1/May 2012	International
6	Sustainable Packaging in Selected FMCG Companies of India	International Journal of Engineering, Applied and Management Sciences Paradigms	2320-6608	2/April 2013	International
7	A Study on Purchase Behavior of Rural Consumers of Jalandhar.	Journal of Research in Marketing	2292-9355	3/December 2014	International
8	Impulse buying behavior of consumers in shopping malls	International Journal of Management Excellence	2292-1648	Vol.4 No 3/ February 2015	International

**Papers presented in Conferences, Seminars, Workshops, Symposia**

<b>S.N</b>	<b>Title of the paper presented</b>	<b>Title of Conference/Seminar etc</b>	<b>Date(s) of the event</b>	<b>Organised by</b>	<b>Whether International/ National/State/Regional /University or College Level</b>
1	Rebranding:An Idea Working From Decade	Business Innovation	27 Feb 2010	Apeejay Institute of Management Jalandhar	National
2	E-Mail Marketing: A tool of Moderanizes Era.	e-Marketing : Challenges and Opportunities	30-31 Aug 2010	P.G Department of Commerce and Business Management Doaba College Jalandhar	National
3	E-Commerce – An Emerging Trend In Indian Banking Sector	Network security and management	5- 6 Feb 2011	Lyallpur Khalsa College Jalandhar	National
4	Competency Mapping- A tool for excellence of employees in Banking sector	India Inc.-Challenges Ahead	12 March 2011	GNA IMT, Phagwara	National
5	Rural Advertising: A study on Purchase Behavior	Managing Business Development in Globalized World : Strategies for Excellence	27 March 2011	IMS Institute of Management Studies, Bhaddal	National
6	The Impact of Television Advertising on young customer	Materialism and consumerism- A Bliss or Bane	26 March 2011	Punjab College of Technical Education,Baddowal	International
7	E-Mail Marketing-The New Tool for Success	Strategic Management of Business Development: Issues and Prospects	April 20-21 2011	Baba Farid College of Management &Technology	National
8	Indian Retail Industry-A Realistic Future of Indian Economy.	Managing in a Global Economy; Challenges for Management Profession.	20-21 January 2012	Swami Satyanand College of Management &Technology, Amritsar	National
9	Innovation and marketing: Youth's preferences towards new products.	Innovative Management Practices for Business Excellence	15 March 2014	GNA Institute of Management and Technology	National
10	Modernization in marketing consumer preferences related to new	Conference on Rethink, Redefine, Redesign: A Futuristic Approach to Business.	19 April 2014	Apeejay Institute of Management Technical Campus	National

**Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programmes**

	<b>Programme</b>	<b>Duration</b>	<b>Organised by</b>
<b>1</b>	Analytical Techniques for Business Research	3May-12May 2012	Apeejay Institute of Management Technical Campus Jalandhar
<b>2</b>	Teaching through Case Method	August 3-5, 2010	Centre for Management Training and Research Kharar
<b>3</b>	ACBSP Region 10 Conference Mentor & Site-Team Evaluator's Training Session.	February 12-14 2013	Apeejay School of Management Sector VIII Dwarka, Newdelhi