



DEPARTMENT OF BUSINESS ADMINISTRATION
NATIONAL INSTITUTE OF TECHNOLOGY
(An Institution of National Importance)
KURUKSHETRA -136119 (HARYANA), INDIA

Dr. Neeraj Kaushik
Associate Professor & Head

Ref. No.: DBA/2024/490
Dated: 20/06/2024

TO WHOM IT MAY CONCERN

This is to certify that Dr. Rachin Suri, Assistant Professor has worked on contract basis in the Department of Business Administration with effect from 23/01/2009 to 15/06/2009, 20/07/2009 to 11/12/2009, 29/12/2009 to 15/06/2010, 19/07/2010 to 16/12/2010, 30/12/2010 to 30/06/2011, 18/07/2011 to 29/06/2012, 26/07/2012 to 28/06/2013 and 12/08/2013 to 27/06/2014, 30/07/2014 to 29/06/2015 and 27/07/2015 to 19/06/2024. During this period, he has contributed in the below mentioned activities:

1. He was member of MBA Admission Committee during the session 2016 to June 2022.
2. He has been assigned duty for Industrial visits from the session 2016 to Dec 2022.
3. He was Faculty In-charge of in Academia Industry Interface (8, 9 November, 2017).
4. He has been assigned the duty for summer internship projects from session 2016 to June 19th 2024.
5. He had taught the following theory Courses of over and above 6 credit hrs course:

Sr. No.	Name of the Course	Total Teaching Hours Per Week	Year and Semester
1.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Soft Skill Development (MBA-111)	Total 8.75 Credits	MBA-III Sem and I Sem. (Aug-Dec 2016)
2.	Retail Management (MBA-216) Marketing of Services (MBA-226) E-Commerce and Digital Marketing (MBA-204)	Total 10.5 Credits	MBA IV Sem and II Sem. (Jan-June 2017)
3.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Soft Skill Development (MBA-111)	Total 10.5 Credits	MBA-III Sem and I Sem. (Aug-Dec 2017)
4.	Retail Management (MBA-216) E-Commerce and Digital Marketing (MBA-204) Research Methodology (MBA-114)	Total 10.5 Credits	MBA-IV Sem and II Sem. (Jan-June 2018)
5.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Soft Skill Development (MBA-111)	Total 10.5 Credits	MBA-III Sem. and I Sem. (July-Dec 2018)
6.	Retail Management (MBA-216) Emerging Concepts in Marketing-II (MBA-256) Strategic Management (MBA-202) E-Commerce and Digital Marketing (MBA-204)	Total 14 Credits	MBA-IV Sem. and II Sem. (Jan-June 2019)

Neeraj
20/6/24



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Sr. No.	Name of the Course	Total Teaching Hours Per Week	Year and Semester
7.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Soft Skill Development (MBA-111)	Total 10.5 Credits	III Sem. and MBA-I Sem. (July-Dec 2019)
8.	Retail Management (MBA-216) Emerging Concepts in Marketing-II (MBA-256) E-Commerce and Digital Marketing (MBA-204)	Total 10.5 Credits	MBA-IV Sem and II Sem. (Jan-June 2020)
9.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Soft Skill Development (MBA-111) Business Law and Corporate Taxation (MBA-203)	Total 12.25 Credits	III Sem. and MBA-I Sem. (July-Dec 2020)
10.	Retail Management (MBA-216) Emerging Concepts in Marketing-II (MBA-256) Strategic Management (MBA-202) E-Commerce and Digital Marketing (MBA-204)	Total 12.25 Credits	IV Sem. and MBA-II Sem. (Jan-June 2021)
11.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Emerging Concepts in Marketing-I (MBA-255) Soft Skill Development (MBA-111)	Total 14 Credits	III Sem. and MBA-I Sem. (July-Dec 2021)
12.	Retail Management (MBA-216) Emerging Concepts in Marketing-II (MBA-256) E-Commerce and Digital Marketing (MBA-204) Dynamics of Industrial Relations (MBA-222)	Total 14 Credits	MBA-IV Sem and II Sem. (Jan – June 2022)
13.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Emerging Concepts in Marketing-I (MBA-255) Soft Skill Development (MBA-111)	Total 14 Credits	III Sem. and MBA-I Sem. (July-Dec 2022)
14.	Retail Management (MBA-216) Emerging Concepts in Marketing-II (MBA-256) E-Commerce and Digital Marketing (MBA-204) Dynamics of Industrial Relations (MBA-222)	Total 14 Credits	MBA-IV Sem and II Sem. (Jan-June 2023)
15.	Integrated Marketing Communication (MBA-215) Sales and Distribution Management (MBA-225) Product and Brand Management (MBA-235) Soft Skill Development (MBA-111)	Total 14 Credits	III Sem. and MBA-I Sem. (July-Dec 2023)
16.	Emerging Concepts in Marketing-II (MBA-256) E-Commerce and Digital Marketing (MBA-204) Marketing Management (MBA-108)	Total 10.5 Credits	IV Sem. and MBA-II Sem. (Jan-June 2024)

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6. He has guided total 32 PG (MBA) Dissertations:

Sr. no.	Name	Roll no.	Topic
1.	Vipin Tyagi	41810001	To study the innovation attributes which influence the adoption of over the top services among people In Haryana
2.	Shivam Upadhyay	41810006	A Study on the Phubbing Behaviour of students to enhance the meriting of digital marketing.
3.	Sunny Goyat	41810012	Indian Retail Industry
4.	Siddharth Kumar	41810027	The Impact of Social Media Marketing of Apparel E-Retailing Companies on the Buying Behavior of Consumers.
5.	Mohit Bhambhani	41810048	To study the marketing strategies of Flipkart and their effect on consumer
6.	Prakriti	41810032	Brand loyalty : Bibliometric analysis Using R-Package
7.	Pushpita	41910033	International Relations: "Text Analysis and Sentiment Analysis Using R-Package."
8.	Prabhdeep Singh	41910014	Text Analytics and Word Cloud through R - Package: Speeches of leaders and Chief Executive Officers of top Technology Companies
9.	Surangma Hazra	41910031	The Comparative study of Speeches Delivered By Obama & Trump : Text Analytics Based on Sentiment Analysis Using R-Studio
10.	Rohit	41910046	5 Year Plans of India: Text Analytics Using R-Package
11.	Syed Saqib Rizvi	41610028	Factors influencing political brand preference
12.	Madhumitha	41610058	Impact of store environment on impulsive buying behaviour
13.	Mriganka J Choudhury	41610076	A Study on Show rooming tendency of students of NIT Kurukshetra
14.	Mohit Kumar	41610079	Service Quality of Insurance Sector
15.	Sushobhan	41710026	Consumer' Experience of online retail outlets among students of NIT Kurukshetra.
16.	Vipul Sen	41710029	Consumer payments behavior post demonetization at NIT Kurukshetra
17.	Samridh Kumar	41710076	To study the perception of consumer regarding over the top media
18.	Mansi	41710079	A comparative analysis of the perception of voters in Haryana towards the brand NAMO and RAGA
19.	Silvia	42010008	A Sentimental analysis of OTT platforms: A Twitter based research
20.	Amit Kumar Mandal	42010015	The Impact of Influencer Marketing on the viewing choice of OTT Platforms
21.	Neha Kumar Sachan	42010034	To Study the customer perception towards private and government Banks in India

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Sr. no.	Name	Roll no.	Topic
22.	Devesh Mehra	42010035	Impact of green marketing on consumer buying behaviour in FMCG products
23.	Rishabh Mahajan	42010042	Text analysis and Sentiment analysis of qualitative review content: Consumer perception of online food delivery applications
24.	Harish Kumar	42010048	Text analysis and Sentiment analysis of E-commerce platforms
25.	Vaibhav	42110026	Understanding the Impact of Price Discount and Online Reviews while Ordering on Mobile Food Ordering App
26.	Akshay	42110014	Sentiment analysis of Indian politicians: A Twitter-based research
27.	Utkarsh Thakur	42210004	Bibliometric Assessment of Technological Innovations in Automobile Industry 4.0
28.	Adarsh Abhishek	42210006	User Feedback and Sentimental Analysis for User Experience in Fitness Apps
29.	Abhishek	42210013	Analysing the Influence of the Make in India Initiative on Foreign Direct Investment
30.	Madhav Garg	42210014	Comparative Pre and Post Covid Performance Analysis of HDFC and SBI Bank.
31.	Sagar Saini	422010035	Sacred Sales: A Bibliometric Approach to Understanding Religious Marketing
32.	Priyaranjan Kumar Sharma	42210047	Understanding Customer Perceptions and Sentiments of User Interface Design in Indian Stock Investing Apps: A Comprehensive Analysis and Implications for Enhancing User Experience

Neeraj
20/6/24
(Head of the Department)

Head of Department
Department of Business Administration
National Institute of Technology
Kurukshetra-136119

**MAHARISHI MARKANDESHWAR (DEEMED TO BE UNIVERSITY)
MULLANA-AMBALA, HARYANA (INDIA), 133-207**

(Established under section 3 of the UGC Act, 1956)
(Accredited by NAAC with Grade 'A++')

Ph. 0091-1731-274475-78,
Fax: 0091-1731-274375



Website: www.mmumullana.org
E-Mail: info@mmumullana.org

No. MM/PF/Admn/2024/1543-A
Dated: 03.07.2024

Dr. Rachin Suri,
S/o Shri Surinder Suri,
H.No.3041/42, Naya Mohalla, Kacha Bazar,
Ambala Cantt. (Haryana), 133001

SUBJECT: APPOINTMENT TO THE POST OF ASSOCIATE PROFESSOR IN MM INSTITUTE OF MANAGEMENT, A CONSTITUENT INSTITUTE OF MAHARISHI MARKANDESHWAR (DEEMED TO BE UNIVERSITY), MULLANA-AMBALA.

Dear Sir,

With reference to your Bio-data and our subsequent discussion, we are pleased to offer you an appointment to the above said post, on the following terms and conditions:-

1. **SCALE OF PAY** : Rs.37400-67000 with Grade Pay of Rs.9000/-.
2. **BASIC PAY** : **Rs.46400/-** (Rupees Forty six thousand four hundred only) per month.
3. **ALLOWANCES** : As decided from time to time. The charges of additional facilities to be availed by you from this Deemed to be University will be deducted from your CTC. Break-up of CTC is as under:-

A) Employee's Share:

Basic Pay	: Rs.46400/-
+ Medical Allowance	: Rs.00500/-
+ Transport Allowance	: Rs.00800/-
+ Personal Pay	: Rs.20068/-
	<u>: Rs.67768/-</u>

B) Employer's Share:

+ 4.81% Gratuity of Basic Pay	: Rs.2232/-
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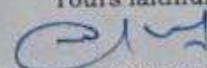
Total : Rs.70000/- Per Month (CTC)

Note: Gratuity is as per the prevailing statutory Laws applicable to you.
Nothing is payable beyond this letter.

4. **DUTIES** : As attached to the above said post and any other duties which may be assigned by the competent authority from time to time.
5. **TERMINATION** : Services are liable to be dispensed with from either side without assigning any reason by giving **03 months'** notice in writing or on payment of **03 months'** salary in lieu thereof.
6. **GENERAL** :
 - 1) In respect of all other matters, you will be governed by the rules and regulations of this Deemed to be University as amended from time to time. No staff member is permitted to undertake any kind of private coaching.
 - 2) Your services are transferable to any of the institutes under Maharishi Markandeshwar Trust, Ambala at any time without assigning any reason which you will have to join immediately within the given time without raising any objection failing which it will be presumed that you are no longer interested in continuing in the services of this organization and your services will stand terminated without any further notice.
 - 3) You will also not be allowed to undertake any part-time assignment in any other Organization.
 - 4) You will get at least two Research Papers published in referred Journals, duly indexed in **SCOPUS/Web of Sciences every year.**
 - 5) This Deemed to be University reserves all the rights for any type of amendment in these orders at any time.

If this offer of appointment is acceptable to you on the above terms and conditions, you are requested to please join your duties as early as possible. Please give your acceptance in writing accepting the terms and conditions mentioned in this letter accordingly.

Yours faithfully,


DY. REGISTRAR (ESTT.)
For REGISTRAR

Copy forwarded to the Accounts Officer for information and necessary action.

DY. REGISTRAR (ESTT.)
For REGISTRAR