

### **Participant Details:**

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Area : Marketing  
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### **Participant Profile:**

#### **Work Experience:**

- **January 2008 – June 2009** Worked with **National Innovation Foundation**, Ahmedabad as CSIR Fellow, Business Development and MVIF.
- **August 2007 – January 2008:** Worked with **Indian Institute of Forest Management**, Bhopal as Project Consultant for Indian National Society for Ecological Economics.
- **November 2006 – August 2007:** Worked with **International Institute of Sustainable Development and Management**, Ahmedabad as Project Coordinator (Research and Training).
- **September 2005 – November 2006:** Worked at **Indian Institute of Forest Management**, Bhopal as Project Manager in International Tropical Timber organization, Japan sponsored project.
- **July 2005 – September 2005:** Worked at **PRAGYA**, Gurgaon as Project core team member at Yuksum, Sikkim.

#### **Academic and Professional Qualification**

- **Post Graduation [2002-2004]** in Forest [Economics and Management] from Forest Research Institute University, Dehradun Uttarakhand [India]
- **Graduation [1999-2002]** in Biological Sciences from Chinmaya Degree College, Ranipur, Haridwar affiliated to Ch. Charan Singh University, Meerut [U.P.]

#### **Achievements & Awards:**

- Received **Best Paper Award** in the First International Marketing Conference (MARCON 2010) held at Indian Institute of Management (IIM), Calcutta, December 27<sup>th</sup>- 29<sup>th</sup>, 2010.

- **Received First Prize** in the 6<sup>th</sup> Doctoral Research Conference ANVESH-2011 held at Institute of Management, Nirma University, Ahmedabad, 1<sup>st</sup> – 2<sup>nd</sup> April, 2011.

#### **Area of Interest:**

Service Marketing, Social Marketing, Marketing Information System, Product Management, Rural Development and Inclusive Growth, Customer Experience Management and Marketing Engineering

#### **Professional Affiliations:**

Academy of Indian Marketing

#### **Publications, Projects and conferences Attended:**

#### **PUBLISHED BOOKS**

- **Kotwal P.C., Verma Rajeev et al. (2006):** Bhopal - India Process: Operational Strategy and Reporting Formats on Criteria and Indicators for Sustainable Forest Management in India: Training Manual, ISBN: 81-7969-038-5, IIFM, Bhopal.

#### **RESEARCH ARTICLES**

- **Verma Rajeev:** *Terminalia chebula*: Conserving a multipurpose tree with community participation, *Journal of Non Timber Forest Products*, Vol. 13(2) July 2006

#### **GENERAL ARTICLES**

- **Verma Rajeev:** Need for Streamlining Opportunities in Forestry Education, *Current Science*, Vol. 91, No.7, October 2006
- **Verma Rajeev:** Managing Forest through Community Participation: The Criteria and Indicators Approach, *Kurukshetra*, Vol. 55, No.3 January 2007

#### **BOOK REVIEW**

- **Verma, Rajeev.** (2011). Review of the book [Marketing 3.0: From Products to Customers to the Human Spirit (2010) by Kotler, P. Kartajaya, H. Setiawan, S]. *Indore Management Journal*, 2(1), 89-91

## CONFERENCE PAPER PRESENTED

- **Rajeev Verma, Jyoti Verma (2011)**, “Evaluating Social Marketing Programme Implementation Using Service Dominant Logic Framework: *A Study of Service Innovation in Sarva Shiksha Abhiyan*”, ANVESH-2011 held at Institute of Management, Nirma University, Ahmedabad, 1<sup>st</sup> – 2<sup>nd</sup> April, 2011.
- Jyoti Verma, **Rajeev Verma (2011)**, “The Role of Customer Orientation as a Moderator of the Job Demand–Burnout–Performance Relationship: *A Study of Service Organizations in Augmenting Organizational Capabilities*”, 14<sup>th</sup> Nirma International Conference on Management (NICOM) held at Nirma University, Ahmedabad, 6<sup>th</sup> – 8<sup>th</sup> January, 2011.
- **Rajeev Verma, Jyoti Verma (2010)**, “The Role of Motivation as a Moderator of the Job Demand–Burnout–Performance Relationship: *A Study of Community Catalysers in Implementing Social Marketing Programmes in India*”, First International Marketing Conference (MARCON 2010) held at Indian Institute of Management (IIM), Calcutta, December 27<sup>th</sup>- 29<sup>th</sup>, 2010.
- Jyoti Verma, **Rajeev Verma (2010)**, “Effective Human Resource Management: A Critical Success Factor for the Sustainability of Micro Financial Institutions”, presented at, EREC’10, IIM Indore, 14<sup>th</sup> – 17<sup>th</sup> May 2010.
- **Rajeev Verma (2009)**, “Managing Role Stress among Indian Banking Professionals in Global Economic Recession: Current Trends and Future Business Strategies”, presented at, Postgraduate Colloquium Presentation, Universiti Tun Abdul Razak, Malaysia, 7<sup>th</sup> – 9<sup>th</sup> December 2009.