

CURRICULUM VITAE

Name : PARIKSHAT SINGH MANHAS
Date of Birth : APRIL 12, 1974
Employment : **Director**, School of Hospitality and Tourism Management,
Faculty of Business Studies, University of Jammu

- **Professor**
The Business School, Faculty of Business Studies, University of Jammu
- **Professor**(Concurrent Position),
School of Hospitality and Tourism Management, Faculty of Business Studies,
University of Jammu, (Since July 2005)
- **Coordinator and Lead Teacher for the course on International Studies** being run
by the University of Jammu in Collaboration with the **East Carolina University,**
USA.(Since August, 2005)

Other Academic Positions Held:

- **Visiting Professor**, Taylor's School of Hospitality, Tourism and Culinary Arts, Taylors
University, Malaysia (01/June/2016)
- **Associate Dean (SW)**, University of Jammu (November, 2013 to March, 2015)
- **Visiting Professor**, Faculty of Bashkir Philology and Journalism, Bashkir State
University, Ufa, Bashkortostan, Russia (December 2012).
- **Visiting Professor**, K. Zhubanov State University of Aktobe, Aktobe, Republic of
Kazakhstan (April, 2012 to May, 2012).
- **Faculty**, *International Centre for Cross-Cultural Research and Human Resource
Management*, Faculty of Management Studies University of Jammu (November, 2008
to July, 2011).
- **Visiting Professor**, **Graduate School of Business, ESAN University, Lima, Peru**
(January, 2011).

Professional Affiliations:

Committees/Board Member:

- **Executive Board Member of Chef Association of Five Rivers (Oct., 2016).**
- **Member, Tourism Advisory Board, Government of Jammu & Kashmir, India. The board is headed by the Hon'ble Chief Minister of State of Jammu & Kashmir (November, 2015).**
- **Member Advisory Council for the Centre for Research and Innovation (CRIT), Taylors University, Malaysia (2016 -2018).**
- **Member (Expert) Research and Recognition Committee, Management Sciences, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad**
- **Member, School Board, School of Tourism and Hospitality Services Sectoral Management(SOTHSSM), IGNOU (2015-2017)**
- **Member (Expert) Board of Studies, Department of Tourism and Travel Management, Central University of Jammu(2014-2017)**
- **Task Force Member, All India Board of Hospitality and Tourism Management (AIB – HTM) of All India Council of Technical Education – AICTE, Government of India.(2014 – 17)**

Editorial Board Member:

- **Editorial Board Member, OTTOMAN: Journal of Tourism and Management Research (2016).**
- **Advisory Board, Avahan: A Peer Reviewed Journal of Hospitality & Tourism Research Volume 4, Issue 1(October, 2016).**
- **Guest Editor, Journal of Tourism: An International research Journal on Travel and Tourism, Volume-XVI (2), December, 2015.**
- **Guest Editor, Transnational Corporations Review (TNCR), Volume 6, Number 3 (September, 2014). Special Issue on Transnational tourism and Development.**
- **Area Consultant IV: Indian Sub- Continent, Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) Board 2015-2016.**
- **Former, Board member of the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) served in various capacities such as Director of Research, Director for Membership, Area Consultant and Country Representative.**

- Member - Research Committee and Education Committee of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).
- World Centre of Excellence for Destinations (CED) organisations, System of Measures for Excellence in Destinations (SMED) representative for India and South East Asia.
- Editorial Board Member of the ICHRIE Penn State Research Report Board of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Hospitality and Tourism Research (JHTR) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Management and Sustainability.
- Editorial Board Member of the Journal of Hospitality and Tourism Education (JHTE) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal of Hospitality and Tourism Cases (JHTC) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE).
- Editorial Board Member of the Journal Regional Statistics of the Hungarian Central Statistical Office, Hungary.
- Editorial Board Member of the Asia-Pacific Journal of Innovation in Hospitality and Tourism published by Center for Research and Innovation in Tourism of the Division of Hospitality, Tourism and Culinary Arts, Taylor's University, Malaysia.
- Editorial Team Member of TEAM (Tourism Educators Association of Malaysia) Journal of Hospitality and Tourism.
- Founding Editor in Chief of International refereed journal, "Global Partners in Education Journal" An open source Journal published by Emerging Academic Initiatives, East Carolina University, USA.

Major Achievements

- Awarded Major Project under the **UK India Education and Research Initiative (UKIERI) Thematic Partnerships Scheme**, titled “Comprehensive tourism revival framework for socio- Economic Development in Post- Conflict Kashmir: lessons from Northern Ireland” funded by UGC and British Council worth Rs. 30,08,880/- (2017). Partner Universities included University of West London and University of Jammu. **Project leader of the University of Jammu team.**
- Project Director, of the project titled “P2P: challenging Extremism global university initiative” funded by EdVenture Partners, California, (Phase II: Think: It’s all about mindset) worth Rs.128,708.41/-(2016).
- Project Director, of the project titled “P2P: challenging Extremism” funded by EdVenture Partners, California (Phase I: STOP: Step towards overall Peace) worth Rs.132,000/- (2015).
- Project Director, of Major Research Project on the theme “Peace building in Kashmir” funded by European Union (Conciliation Resources) worth 214800 EUR (December, November 2015- October 2016).
- Project Director, of Major Research Project on the theme “ Peace building in Kashmir” funded by European Union (Conciliation Resources) worth € 50,000- € 60,000.
- Principle Investigator, of UGC Major Research Project on the theme, “Strategic Model for Sustainable Tourism Development: Exploring Contemporary Indian Practice, Sanctioned Amount: Rs. 11, 37,400/- (July, 2015).
- Awarded Major Project under the **UK India Education and Research Initiative (UKIERI) Thematic Partnerships Scheme**. Researchers included from University of Jammu, India and Bournemouth University, United Kingdom. **Project leader of the University of Jammu team. (January, 2015)**
- Project Coordinator, of the Project titled “Social Media as an Influencer among Foreign Tourists Visiting India”, by Ministry of Tourism, Govt. of India worth Rs. 19,58,4000/- (November, 2014)
- **Awarded Commonwealth Professional Fellowship by Commonwealth Scholarship Commission, United Kingdom for the year 2014, funded by the UK Department for International Development (DFID).**
- **Awarded Major Research Project titled "Analyzing Travel Risk perceptions: A Study of Brand Burn Management in Airlines Industry” by Indian Council of Social**

Science Research (Ministry of Human Resource Development, Government of India) worth Rs. 8,00,000/- (July, 2014)

- **Awarded Hungarian Faculty Research Fellowship by Hungarian Scholarship Board, Budapest, HUNGARY under the Indo Hungarian Educational Exchange Program for the year 2012-13.**
- **Awarded Major Research Project titled "Destination Brand Personality Dimensions – Developing a Strategic Model for Indian Economic Growth" by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India) worth Rs. 4,89,125/- (March,2011)**
- **Awarded Shastri Indo-Canadian Institute's "Canadian Studies Faculty Research Fellowship" funded by the International Academic Relations Division of Foreign Affairs, Canada for the year 2009.**
- **Awarded "Career Award for Young Teachers – CAYT" worth Rs. 10,50,000/- by "All India Council of Technical Education – AICTE" for the financial year 2008 – 2009.**
- **Awarded UGC Major Research Project titled "Destination Brand Positioning Analysis using Tri component Model of Attitude" worth Rs. 6,15,200/- (January,2009)**

Educational Qualification:

- Ph.D.

2005, Department of Management Studies, University of Jammu, Jammu.
Topic: "Brand Positioning Strategies: A Comparative Study".

- Post Masters in Electronic Commerce & Information Science.

2000 – 2001, Alber's School of Business, SEATTLE University, USA.
Nominated to Dean's HonorBoard.

- MTM (Master's in Tourism Management) (75% Score approx).

2016, Indira Gandhi National Open University (IGNOU), New Delhi.

- MBA (75% Score).

1995 – 1997, Department of Management Studies, University of Jammu, Jammu.
Rank II in the University.

- B.Sc. Electronics (60%)

1995, Govt. G.G.M Science College, University of Jammu, Jammu

Teaching Experience : University : 15Years and 5months (approx.)
College : Adhoc 1 Year
Total : 16 years and 5months(approx.)

Research Experience : 11 Years and 9 months (approx.)

Orientation / Refresher Courses Attended : (i) Refresher Course in Business Studies, UGC Academic Staff College, University of Jammu, March 03 to March 23, 2010.

(ii) 73rd Orientation Course, Academic Staff College, Jamia Millia Islamia, New Delhi, June 14 to July 11, 2005.

Subjects Taught / Being Taught : (i) Internet Marketing
(ii) Brand Management
(iii) Destination Management
(iv) Marketing Management
(v) Business Communication
(vi) Retail Management

Research Interests : (i) Destination Management / Marketing
(ii) Tourism, Recreation, and Hospitality Management, Education and Marketing
(iii) Sustainable and Responsible Tourism
(iv) Brand Management
(v) Post Conflict Tourism and Peace Building Strategies (Revival Tourism)

Research Guidance : Ph.D - 16 (Awarded - 08, In Process - 08)

Research Publications / Presentations

A. Books

1. **Manhas, Parikshat Singh**, Gupta, Anil & Khanna, Suvidha, (2017). *Sustainable issues and challenges*. Black Prints, N. Delhi, India. ISBN: 978-93-84556-66-2.
2. **Manhas, Parikshat Singh**, Gupta, Anil & Khanna, Suvidha, (2017). *Sustainable Tourism Development Building Competitive Advantage for Destinations*. Black Prints, N. Delhi, India. ISBN: 978-93-84556-66-2.
3. Prakash, Monika., Chowdhary, Nimit & **Manhas, Parikshat Singh**, (2016), *Indian Tourism: A View from Outside*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-704-4
4. **Manhas, Parikshat Singh**, (2014), *Destination Brand Positioning of Violence Prone Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-650-4

5. **Manhas, Parikshat Singh.**, Gupta, Deepak Raj, & Gupta, Anil, (2014), *Strategic Development Policies and Impact Studies of Sustainable Rural and Community-based Tourism*, Primus Books, Delhi, India. ISBN 978-93-80607-61-0.
6. **Manhas, Parikshat Singh**, (2012). *Sustainable and Responsible Tourism: Trends Practices and Cases*, PHI Learning Private Limited, New Delhi, India. ISBN: 978-81-203-4564-5
7. **Manhas, Parikshat Singh**, (2012). *Strategic Brand Positioning of Tourism Destinations*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-380-0.
8. Aima, Ashok., **Manhas, Parikshat Singh.**,& Bhasin, Jaya. (2012). *Tourism Destination Management: Strategies Practices and Policies*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-370-1.
9. Aima, Ashok., **Manhas, Parikshat Singh.**,& Bhasin, Jaya. (2012). *Innovative Tourism and Sustainable Development: Issues and Challenges*, Kanishka Publishers, New Delhi, India. ISBN: 978-81-8457-371-8
10. **Manhas, Parikshat Singh**, (2011). *Sustainable Destination Excellence: Innovations in Alternative Tourism*, Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.

B. Paper's Published/Presented

Paper's Published in Refereed Journals

1. **Manhas, P.S.**, & Gupta, S. (2017). Synergizing Indian Hospitality Service and Luxury: Augmenting Perception and Experience of Indian Luxury Trains. *Indian Journal of Applied Hospitality and Tourism Research*, Volume 8, ISSN: 0975-4954
2. **Manhas, P.S.**, Kour, P & Bhagat, A. (2017). Celebrity Endorsement: An Insight for Destination Image among Tourists Visiting Himachal Pradesh and Gujarat in India. *Indian Journal of Applied Hospitality and Tourism Research*, Volume 8, ISSN: 0975-4954
3. **Manhas, P.S.** (2016). Climate Disparity versus Risk Management: Destination Demand Analysis. *Worldwide Hospitality and Tourism Themes*, Volume 8, Issue 5, pp. 560-568.
4. **Manhas, P. S.**, Manrai, A.K., Manrai, L.A. (2016).Role of Tourist Destination Development in Building Its Brand Image: A Conceptual Model. *Journal of Economics, Finance and Administrative Science (Elsevier)*,Volume 21, Issue 40, pp. 25-29, ISSN: 2077-1886.

5. Hussain, K., Ali, F., Ragavan, N. A., & **Manhas, P. S.** (2015). Sustainable tourism and resulting resident satisfaction at Jammu and Kashmir, India. *Worldwide Hospitality and Tourism Themes*, Volume 7, Issue 5, pp. 486 - 499, ISSN: 1755-4217.
6. **Manhas, P.S.**, & Ramjit. (2015). Brand Positioning of Violence Prone Destinations: Importance Performance Analysis. *Journal of Tourism. Vol. XVI*, No. 2, pp 43-62. ISSN: 0972-7310.
7. **Manhas, P. S.** & Sarangal, R. K. (2015). Internal Marketing Practices and Employee Job Satisfaction: A Case of Life Insurance. *The Indian Journal of Commerce*, Volume 68, No 4, October December, pp. 71- 79. ISSN: 19-512X (print) and 2454-6801 (Online)
8. Chawla, G., & **Manhas, P. S.** (2015). Sustainability in Higher Education: An Exploratory Investigation on Hospitality Management Courses. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*. Volume 4, Number 1, March, pp. 19 - 42, ISSN: 2289-1471.
9. **Manhas, P. S.**, & Ramjit. (2015). Marketing Analysis of Medical Tourism in India. *Enlightening Tourism - A Pathmaking Journal*, Volume 5, No 1, pp. 1-39. ISSN: 2174-548X
10. **Manhas, P. S.**, & Tukamushaba, E. K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, Volume 45, pp. 77-87, ISSN: 0278-4319.(SSCI)
11. **Manhas, P.S.**,& Kour, P. (2015). Impact of destination Logo and Taglines on Brand Awareness: A Case of Indian Silk Route. *Indian Journal of Applied Hospitality and Tourism Research*, Volume 7, pp. 48-56. ISSN 0975-4954.
12. **Manhas, P. S.**, & Bhagat, A. (2015). Impact of Globalization on the Socio-Economic Growth of India: A Sustainable Approach. *Research Review*, Volume IV (January), pp. 113 - 124, ISSN: 2277-4033.
13. **Manhas, P. S.**,& Kour, P. (2014). Analyzing Tourism Potential and Destination Image of Indian Silk Route: Trend Analysis Approach. *International Journal of Tourism and Travel*, Volume 7, No. 1 &2, pp. 7-13. ISSN 0974-2603.
14. **Manhas, P. S.**,& Kour, P. (2014). Holistic Approach to Wellness- A Case Study of Himalayas. *Journal of Hospitality and Tourism Cases*. Volume 3, Number 2, pp. 38 - 46, ISSN 2164-9987.
15. **Manhas, P. S.**, Kour., P., & Bhagat, A. (2014). Silk Route in the light of circuit tourism: An avenue of tourism internationalization. *Elsevier Procedia - Social and Behavioral Sciences*. 144 (2014), pp. 143 – 150, ISSN: 1877-0428.

16. **Manhas, P. S.,** & Bhagat, A. (2014). Significance of Sustainable Development Indicators in Indus basin Regions. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*. Volume 3, Issue 1, March, pp. 75-88, ISSN: 2289-1471.
17. **Manhas, P. S. &** Kour, P. (2014). E-Learning: An Emerging Trend to Strengthen Hospitality and Tourism Teaching - Learning Process. *Indian Journal of Applied Hospitality & Tourism Research*, Volume 6, January, pp. 94 – 100. ISSN: 0975-4954.
18. **Manhas, P. S.,** Kour., P., & Bhagat, A. (2013). Linking E-Tourism and Cultural Digitalization: A Sustainable Marketing Approach towards Silk Route Image. *Journal of Tourism (JoT)*, Volume XIV, NO. 2, pp. 23 - 33. ISSN: 0972-7310.
19. **Manhas, P. S. &** Dogra, J. (2013). Quality Management Practices and Tourism Destination Branding: Inter-relationship and Preferential Study of the Components. *Journal of Services Research*, Volume 13 Number 1, April – September, pp. 75 – 93. ISSN: 0972-4702.
20. **Manhas, P. S. &** Ramjit. (2013). Customer Experience and Its Relative Influence on Satisfaction and Behavioural Intention in Hospitality and Tourism Industry. *South Asian Journal for Tourism & Heritage (International Referred Research Journal)*, Volume 6 Number 1, January, pp. 53 - 68. ISSN: 0974-5432
21. **Manhas, P. S. &** Najar, A.H. (2012). Destination Potential towards Tourist Arrivals and its Impact on its Economic Sustenance. *NITHM Journal of Tourism and Hospitality Management*, Volume II, Issue II, July - December 2012, pp. 20 -26. ISSN: 2231-6213 Earth.
22. **Manhas, P. S. &** Sharma, M. (2012). An Empirical Assessment of Brand Personality of Heritage Destinations. *Tourism Development Journal*, Volume 10, No. 1, pp. 52 – 62. ISSN: 09757376.
23. **Manhas, P. S.** (2012). Role of Online Education in Building Brand Image of Educational Institutions. *Journal of Economics, Finance & Administrative Science*, Vol. 17, No. 32, July, pp. 75 - 85. ISSN: 2007-1886.
24. **Manhas, P. S.** (2012). Understanding the Impact of Graduates Satisfaction on Brand building in Hospitality and Tourism Schools. *Journal of Institute of Humanitarian Researches, Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University, K. Zhubanov, Aktobe, Kazakhstan* No. 2 (14), May, pp. 63 - 72. ISBN: 9965-777-16-0.
25. **Manhas, P. S. &** Sharma, V. (2012). Brand Building Strategies through Promotional Campaigns: An Empirical Study. *Zenith International Journal of Business Economics & Management Research*, Vol.2 Issue 5, May, pp. 153 – 181. ISSN: 2249 8826.
26. **Manhas, P.S. &** Gulzar, F. (2012). A Review and A Conceptual Framework of 'Irrational Influences' on Consumer Purchase Behavior (CPB). *Pranjana: The Journal of Management Awareness* Vol.15, No.1, January to June, pp. 29 -35. ISSN: 0971-9997.

27. **Manhas, P. S. & Sharma, M.** (2011). Comparative Assessment of Tourist Satisfaction amongst Competing Destinations in the Foothills of Jammu and Kashmir Himalayas India. *Journal of Tourism (JoT)*, XII (2), pp. 37 – 50. ISSN: 0972-7310.
28. **Manhas, P. S. & Ramjit** (2011). Perceptions of Service Quality in Hospitality Industry: Importance of Performance Analysis. *Tourism Research Institute, Tourism Issues, Vol. 14*, 97-113.
29. **Manhas, P.S. & Dogra, J.** (2011). Hospitality and tourism management graduates expectations: Future implications for the educators. *Journal of Tourism (JoT)*, XII (1), pp. 103 – 112. ISSN: 0972-7310.
30. **Manhas, P. S. & Ramjit.** (2011). Customer Perception of Service Quality in Hospitality Industry: Importance Performance Analysis. *Tourism Issues, Volume 14*, January, pp. 97 – 113. ISSN: 1791-0064.
31. **Manhas, P.S. & Sharma, V.** (2011). Role of Promotional Mix in Brand Building: A Study of Fast Moving Consumer Goods in India. *Pranjana: The Journal of Management Awareness* Vol.14, No. 2, July to December. ISSN: 0971-9997.
32. **Manhas, P.S. & Gulzar, F.** (2011). Customer Relationship Management in the Hospitality Industry. *Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism*, Volume 2, Issue 1, October, 2010 – March 2011, pp. 51 – 56. ISSN: 0975 – 9352.
33. Mahajan, V. & **Manhas, P. S.** (2011). Brand Image & its Impact on Tourist Arrivals in India. *International Journal of Tourism and Travel*, Volume 4, No. 1, January, pp. 29 - 34. ISSN No. 0974-2603.
34. **Manhas, P. S.** (2010). Strategic Brand Positioning Analysis through Comparison of Cognitive and Conative Perceptions. *Journal of Economics, Finance and administrative Science*, Volume 15 Issue 29, December, pp. 15 – 33. ISSN: 2007-1886.
35. **Manhas, P. S. & Mahajan, V.** (2010). Tourist Perceptions about Tourism Potential in Himalayan Destinations. *Tourism Development Journal*, Volume 8, No. 1, pp. 80 – 84. ISSN: 09757376.
36. **Manhas, P. S. & Gulzar, F.** (2010). Understanding Tourism Industry: A Paradigm Shift towards Brand Building. *Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism*, Volume 1, Issue 2, April - September, pp. 57 – 63. ISSN: 0975 – 9352.
37. **Manhas, P. S., Gupta, A.** (2009). Impact of Global Economic Recession on Destination Branding. *Journal of Tourism*, Volume X, Number 2, pp. 109 – 121. ISSN: 0972-7310.
38. Chia, R., Poe, E and **Manhas, P. S.** (2008). An Interactive Virtual Global Cultural Course: Building a Real Time Cost Effective Global Collaborative Learning

Environment. *International Journal of Emerging Technologies in Learning (iJET)*, Volume 3 Number 1, pp. 32 – 35. ISSN: 1863-0383.

39. Sharma, K., Gupta, D. R. & **Manhas, P. S.** (2007). Online Marketing Strategies for Heritage Sites in India. *The Green Portal*, Volume 4, Number 1 July, pp 28 – 37.
40. Mehta, V.& **Manhas, P. S.** (2006). Leveraging Information Systems Tools, Security and Online usage in Banking and Insurance Sector. *Journal of Services Research*, Volume 5 Number 2 October 2005 – March 2006, pp. 193 – 204. ISSN: 0972-4702.
41. **Manhas, P. S.** (2003). Business-to-Business E-commerce and Second Generation Reforms – Redefining Business Paradigms. *Indian Journal of Marketing*, 33(12), December, pp. 9-12. ISSN: 0973-8703.
42. Sharma, K., Gupta, D. R., & **Manhas, P. S.** (2003). Rural Marketing Challenges in the New Millennium: A Case Study. *Delhi Business Review*, 4(1) January-June, 2003, pp.23-27 and *Pranjana*, 5(2) July-December 2002, pp.77-82, ISSN: 09719997.
43. Sharma, K., Gupta, D. R., & **Manhas, P. S.** (2002), Internet Marketing – Opportunities and Challenges. *The Business Review*, 9(1) September, pp. 7-13.

Refereed Book Chapters

1. **Manhas, P. S.**, Sharma P & Charak, N. (2017) “Exploring the Role of Stakeholder’s in Promoting Untapped Tourist Destinations of Jammu Region” In *Trends & Issues in Indian Hospitality and Tourism: Research and Innovations* (pp.1-10), Printek ways, New Delhi. ISBN 978-81-920850-6-7.
2. **Manhas, P. S.**, & Charak, N. (2016). Hospitality Education in Jammu and Kashmir- An Exploratory Study. In Nazarenko, A.L (Eds), *Information and Communication Technologies in Linguistics, FLT and Cross-Cultural Communication*, (Vol.7). Moscow: University Book. ISBN 978-5-91304-409-9.
3. **Manhas, P. S.**, Iqbal, B.A. & Sharma P. (2016). Impact of Community Perception on Peace Building Process across Borders- Analysis of Tourism Perspective (A Case of Jammu and Kashmir). In Nedela A. M and Nedelea M.O (Eds.), *Peace Marketing*. Editura Universitara, Bucuresti.
4. **Vorina, A., Manhas, P.S.** (2015). Analysis of The Relationship Between Body Mass Index (Bmi) and Employee Engagement. In Jadranka Đurović Todorović and Marija Radosavljević (Eds.), *Challenges In Business And Economics: Growth, Competitiveness And Innovations* (pp. 335-342). University of Niš, Faculty of Economics Trg kralja Aleksandra Ujedinitelja, Niš, Serbia. ISBN: 978-86-6139-115-6

5. **Manhas, P. S.** (2014). Holy Himalayas: An Adobe to Wellness. In Smith, M., & Puczko, L (2nd Ed.). *Health, tourism and hospitality: Spas, wellness and Medical Travel*. Routledge.
6. **Manhas, P. S., & Kour, P.** (2014). E-Tourism Approach to Silk Route Image Formation: A Perspective Tool for Marketing. In Gupta S.K. and Aggarwal N. (Eds.), *Tourism & Hospitality Industry: Modern State, Problems & Perspectives*. Aman Publications, Delhi. ISBN No. 978-81-8204-083-0.
7. Gupta, D.R., **Manhas, P.S.** & Dada, Z.A. (2014). Theorizing Peace Dividends of International Tourism: A Literary Insight into the Post-Industrial Paradigm. In Parikshat Singh Manhas, Deepak Raj Gupta & Anil Gupta (Ed.), *Strategic Development Policies and Impact Studies of Sustainable Rural and Community-based Tourism* (pp.81-95). Primus Books, Delhi, India. ISBN 978-93-80607-61-0.
8. **Manhas, P. S.** & Ramjit. (2013). Developing Tourist Destinations through Application of Promotional Mix. In Madhuri Sawant and Rajesh Ragde (Ed.), *Contemporary Tourism Planning: Introspecting Problems and Prospects* (pp. 83 – 98). Excel India Publishers, New Delhi, India. ISBN: 978-93-82880-57-8.
9. **Manhas, P. S.**, Dávid Lóránt & Kovács Gyöngyi. (2013). Environmentalism and Responsible Development: Green Ways In The Modern Tourism and Catering Industry Through Marketing. In: Dinya László, Némethy Sándor, Nyíri Attila (szerk.) ZÖLD INNOVÁCIÓK A KÁROLY RÓBERT FŐISKOLÁN: TÁMOP-4.2.1-09/1-2009-0001 projekt "FITC" létrehozása és hatékony működtetése a Károly Róbert Főiskolán" Konferencia helye, ideje: Gyöngyös, Magyarország, Gyöngyös: Károly Róbert Főiskola, pp. 51-54. ISBN: 978-963-9941-71-7.
10. **Manhas, P. S.**, Ajay K. Manrai, Lalita A. Manrai & Ramjit. (2013). Role of structural Equation Modelling in Theory Testing and Development. In Luiz Moutinho (University of Glasgow, UK) and Kun-Huang Huarng (Feng Chia University, Taiwan) (Ed.), *Quantitative Modelling in Marketing and Management* (pp. 27-42). Hackensack, NJ [u.a.]: World Scientific, ISBN 978-981-440771-7.
11. **Manhas, P. S.** & Sharma, M. (2012). Examining the Impact of Destination Image and Destination Loyalty: An Integrated Approach. In P. Chaudhary (Ed.), *Heritage and Cultural Routes: An Anthology* (pp. 486 – 494). Shubhi Publications, Gurgaon, India. ISBN: 978-81-829-0141-4.
12. **Manhas, P. S.** & Dada, Z. A. (2012). Rebuilding Destination Functionality: A strategic framework towards crisis communication. In Manhas, Parikshat Singh, (Ed.), *Sustainable and Responsible Tourism: Trends Practices and Cases* (pp.180 - 196). PHI Learning Private Limited, New Delhi, India. ISBN: 978-81-203-4564-5.
13. **Manhas, P. S.**, Gupta, D. R. & Dogra, Jeet. (2012). Destination Brand Building, Promotion and Branding: Impact Analysis of Brand Building Elements. In A. Aima, P.S. Manhas & J. Bhasin (Eds.), *Tourism Destination Management: Strategies*

Practices and Policies (pp. 390 – 405). Kanishka Publishers, Distributors, New Delhi, India. ISBN: 978-81-8457-370-1.

14. **Manhas, P. S. & Gulzar, F.** (2012). Redefining Brand Image – An Integrated Approach for Tourism Industry. In M. R. Dileep (Ed.), *International Marketing in Tourism* (pp. 85 – 94). Anmol Publication Pvt. LTD., New Delhi. ISBN: 978-81-261-4934-6.
15. **Manhas, P. S. & Ramjit.** (2012). Sustainable Management System in Indian Hospitality and Tourism Industry: The Managers' Perspective. In M. S. Sarma, S. S. Sarkar & C. Goswami (Eds.), *Sustainable Tourism: Issues and Challenges* (pp. 129 – 142). MacMillan Publishers India Ltd., New Delhi. ISBN: 978-935-059-069-0.
16. **Manhas, P. S. & Sharma, M.** (2011). Destination Image and Destination Personality: Analysis of their Impact on Intention to Recommend. In L. K. Bansal & P. Gautam (Eds.), *Tourism and Hospitality Industry: Challenges and Innovations* (pp. 382 – 396). Neha Publishers & Distributors, New Delhi, India. ISBN: 978-93-80318-22-6.
17. **Manhas, P. S. & Ramjit, Dogra, J.** (2011). Expectation and Satisfaction Level of Tourists Visiting Heritage Sites and its Efficacy to Attract Tourist. In S. P. Bansal, S. Kulshreshtha & P. Gautam (Eds.), *Tourism for Development – A Managerial Approach* (pp. 423 – 442). Kanishka Publishers, Distributors, New Delhi. ISBN: 978-81-8457-312-1.
18. Gupta, D. R., **Manhas, P. S. & Dada, Z. A.** (2011). From Cataclysm to Opportunity: Post Conflict Reconstruction of Destinations towards Brand Building. In S. P. Bansal, S. Kulshreshtha & P. Gautam (Eds.), *Tourism for Development – A Managerial Approach* (pp. 362 – 380). Kanishka Publishers, Distributors, New Delhi. ISBN: 978-81-8457-312-1.
19. **Manhas, P. S., Ramjit. & Chib, S. S.** (2011). Sustainable Waste Management Practices: A Study of Attitude and Beliefs of Hospitality Practitioners. In P. S. Manhas (Ed.), *Sustainable Destination Excellence: Innovations in Alternative Tourism* (pp. 27 – 33). Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.
20. **Manhas, P. S. & Sharma, M.** (2011). Brand Personality of Heritage Destinations of J&K: A case study of Mubarak Mandi. In P. S. Manhas (Ed.), *Sustainable Destination Excellence: Innovations in Alternative Tourism* (pp. 231 – 239). Oberoi Book Service, Jammu, India. ISBN: 978-81-909704-4-0.

Refereed Conference Paper Presentations and Refereed Publications in Proceedings

1. **Manhas, P.S.,** Kour, P. & Bhagat, A.(2017). Destination management and Leadership: Its Proposition in a Universal Approach *International Conference on Sustainable Destination Excellence: Empowering Communities for Inclusive tourism development*, School of Hospitality and Tourism Management, University of Jammu, March 3,4 2017 *Proceedings of the Conference*, ISBN: 978-81-907266-8-9 **(Presented and Published)**
2. **Manhas,P.S.,** Sharma, P. &Charak, N. (2017). Cross-border Collaboration As a tool for Promoting Peace Tourism: Relationship between the Boundaries. *International Conference on Sustainable Destination Excellence: Empowering Communities for Inclusive tourism development*, School of Hospitality and Tourism Management, University of Jammu, March3,4 2017 *Proceedings of the Conference*, ISBN: 978-81-907266-8-9 **(Presented and Published)**
3. **Manhas, P.S.,** Sharma, P. (2016). Stakeholders and Local community in Promoting Untapped Tourist Destination in Jammu Region. “Advance in Tourism Hospitality & aviation: Global viz-a-viz Indian perspective: Vision 2020”, Amity International Tourism & Hospitality Conference (AITHC 2016), Faculty of Hospitality & Tourism Amity University Uttar Pradesh, Noida, 2nd and 3rdSeptember, 2016 **(Presented)**.
4. **Manhas, P.S.,** Kour, P. & Bhagat, A. (2016). Conserving Destination Brand Trust among Solo Women Travelers under the influence of Risk Involvement in Indian Destinations. 14th APacCHRIE Conference held at Dustin Thani College, Bangkok Thailand, 11-13 May, 2016 **(Presented)**.
5. **Manhas, P.S.,** & Sharma, P. (2016). Peace and Sustainable Initiatives in Contrast to Tourism Promotion: The Religious Perspective in Jammu and Kashmir. 14th APacCHRIE Conference held at Dustin Thani College, Bangkok Thailand, 11-13 May, 2016 **(Presented)**.
6. **Manhas, P., Kour,** Gupta, S., Bhagat, A., & Kour, P. (2016).Synergizing Luxury Tourism with Travel Products in India: Potential and Perception of Luxury Trains. International conference on “Prospects and Competitive Challenges in Global Hospitality and Tourism Industry”. Lovely Professional University, Phagwara, Punjab (India), 1-2 April, 2016. **(Presented)**
7. **Manhas, P.,** &. Gupta, S. (2016). Calamity Supervision and its Impact on Tourism Industry: A Case Study of Kashmir. Two Day National Conference on Service integration for Value- generation in tourism and Allied Services (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016. **(Presented)**
8. **Manhas, P.,** Gupta, S. (2016).Sustainable Destination Development with Reference to the State of Jammu and Kashmir. Two Day National Conference on Service integration for Value- generation in tourism and Allied Services (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016. **(Presented)**

9. Kotwal, A. & **Manhas, P. S.**(2016).Tourism for Image Restoration of Conflict Ridden Destinations. Two Day National Conference on Service integration for Value-generation in tourism and Allied Services (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016.Two Day National Conference on Service integration for Value- generation in tourism and Allied Services (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016. **(Presented)**
10. **Manhas, P.**, Bhagat, A.& Kour, P. (2016). Budding Imagination in Visitor Experience: A way out to the Sequential Reference to Jammu and Kashmir. Two Day National Conference on Service integration for Value- generation in tourism and Allied Services (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016. **(Presented)**
11. **Manhas, P.** &Charak, N. (2016). Hospitality Education in Jammu and Kashmir: An Exploratory Study. Two Day National Conference on Service integration for Value-generation in tourism and Allied Services (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016. **(Presented)**
12. **Manhas, P.**, Bahgat, A.,& Kour, P. (2016). Smart Sustainability or Smart Growth? Crafting Green Growth via Digitization. 3rd International Conference on Sustainable Destination excellence: Revitalizing Peace through Innovation in tourism held at School of Hospitality and tourism Management, University of Jammu, Jammu (India) on 5-6 February, 2016. **(Presented)**
13. **Manhas, P.** &Gupta, S. (2016). Tourism and Terrorism: Exploring the Ill-fated Connection.3rd International Conference on Sustainable Destination excellence: Revitalizing Peace through Innovation in tourism held at School of Hospitality and tourism Management, University of Jammu, Jammu (India) on 5-6 February, 2016. **(Presented)**
14. **Manhas, P. S.** & Sharma, P. (2016).Role of ICT in Tourism and Hospitality Entrepreneurs. 3rd International Conference on Sustainable Destination excellence: Revitalizing Peace through Innovation in tourism held at School of Hospitality and tourism Management, University of Jammu, Jammu (India) on 5-6 February, 2016.**(Presented)**
15. **Manhas, P. S.** & Kotwal, A. (2016). Emotional Branding: Tool for Tourism Promotion of the Conflict Ridden Destinations. 3rd International Conference on Sustainable Destination excellence: Revitalizing Peace through Innovation in tourism held at School of Hospitality and tourism Management, University of Jammu, Jammu (India) on 5-6 February, 2016.**(Presented)**
16. **Manhas, P.S.** (2015). “Mobile Apps Making a destination Tourist- Friendly”: Revisiting Black Box Model. 9th NASMEI Conference-2015 held at Great Lakes Institute of Management, Chennai, India on 26-27 December, 2015.**(Presented)**

17. **Manhas, P.S. & Sharma, P.** (2015). Community Attitude towards Border Tourism in Jammu and Kashmir: An Approach to Peace Building Process. 12th National Conference of the Indian Tourism and Hospitality Congress (IHTC), held at Institute of Tourism Studies, University of Lucknow on 1-2 November, 2015 (**Presented**)
18. **Manhas, P. S.& Kour, P.** (2015). Route Tourism: A Thematic Approach to Silk Route Tourism Development in India. 13th APacCHRIE/APF Conference, Auckland, New Zealand on 10-13 June 2015. *Proceedings of the Conference* (**Presented and Published**)
19. **Manhas, P.S.,& Gupta, S.** (2015). Eco tourism and Intellectual Decision Support for Destinations: A Conceptual Research on Mountains. 13th APacCHRIE/APF Conference, Auckland, New Zealand on 10-13 June 2015. *Proceedings of the Conference* (**Presented and Published**)
20. **Manhas P.S & Bhagat, A.** (2015). Sustainable development of Himalayan Assets in Jammu and Kashmir, India: A study of alternative tourism. 13th APacCHRIE/APF Conference, Auckland, New Zealand on the 10-13 June 2015. *Proceedings of the Conference.* (**Presented and Published**)
21. **Manhas, P.** (2015). Hospitality Internships for Student Assessing the Effectiveness of Academic and Industry Experience in India. In Spring Joint Academy Conference by Academy of Korea Hospitality & Tourism and the Academy of Korea Hotel & Resort, March 30, 2015. (**Presented**)
22. **Manhas, P.S. & Kotwal A.** (2015). Emotional Branding Through Social Media in Tourism. *One Day National Conference on Integrated Strategies for Marketing Tourism and Allied Services*, The Business School, University of Jammu, March 24, 2015. *Proceedings of the Conference.* (**Presented and Published**)
23. **Manhas, P.S., Kour, P., Bhagat, A. & Gupta, S.** (2015). Analysis of Tourist Perception in context to Luxury Travel Products: A Case of Indian Luxury Trains. *One Day National Conference on Integrated Strategies for Marketing Tourism and Allied Services*, The Business School, University of Jammu, March 24, 2015. *Proceedings of the Conference.* (**Presented and Published**)
24. **Manhas, P. S., & Kour, P.** (2015). Cluster Tourism: An Approach towards Destination Crisis Management and Regional Coordination in India. *International Conference on Sustainable Destination Excellence: Rebuilding from Crisis and Disasters*, School of Hospitality and Tourism Management, University of Jammu, March 20-21, 2015 *Proceedings of the Conference*, ISBN: 978-81-907266-9-6. (**Presented and Published**)
25. **Manhas, P.S., & Kotwal A.** (2015). Role of Emotional Branding in Sustainable Development of Tourism Destination. *International Conference on Sustainable Destination Excellence: Rebuilding from Crisis and Disasters*, School of Hospitality and Tourism Management, University of Jammu, March 20-21, 2015, *Proceedings of the Conference*, ISBN: 978-81-907266-9-6. (**Presented and Published**)

26. **Manhas, P. S., & Bhagat, A.** (2015). Volunteer Tourism: An Enigmatic Form of tourism and its Role in safeguarding it. *International Conference on Sustainable Destination Excellence: Rebuilding from Crisis and Disasters*, School of Hospitality and Tourism Management, University of Jammu, March 20-21, 2015 *Proceedings of the Conference*, ISBN: 978-81-907266-9-6. **(Presented and Published)**
27. **Manhas, P. S. & Johar, I.P.S.** (2015). Role of Tour guides in Construe destination Image resulting in economic revival and confidence building. *International Conference on Sustainable Destination Excellence: Rebuilding from Crisis and Disasters*, School of Hospitality and Tourism Management, University of Jammu, March 20-21, 2015 *Proceedings of the Conference*, ISBN: 978-81-907266-9-6. **(Presented and Published)**
28. **Manhas, P. S., & Gupta, S.** (2015). Sustainable Tourism Development through Community Participation in North-East India. *International Conference on Sustainable Destination Excellence: Rebuilding from Crisis and Disasters*, School of Hospitality and Tourism Management, University of Jammu, March 20-21, 2015 *Proceedings of the Conference*, ISBN: 978-81-907266-9-6. **(Presented and Published)**
29. **Manhas, P.S., & Kour, P.** (2015). Impact of destination Logo and Taglines on Brand Awareness: A Case of Indian Silk Route. *Indian Journal of Applied Hospitality and Tourism Research*, 7, 48-56. ISSN 0975-4954 **(Presented and Published)**
30. **Manhas, P.S.** (2015). Issues and challenges of Tourism Industry in Global Perspective. 3rd International Conference on Globalization of Business Practices: Issues and Challenges held at Kuala Lumpur (Malaysia) from 23rd to 26th, January, 2015. **(Presented)**
31. **Manhas, P.S.** (2015). Application of Brand Image and Brand Loyalty to Destinations: Impact of Image on Destination Loyalty. 3rd International Conference on Globalization of Business Practices: Issues and Challenges held at Kuala Lumpur (Malaysia) from 23rd to 26th, January, 2015. **(Presented)**
32. **Manhas, P.S., & Bhagat, A.** (2014). Film archiving and Digitalization in link with Indian Tourism: A Mash up of Real and Reel. International Intangible Heritage Festival (IIHFF 2014), Jeonju, South Korea from 8th– 12th of October, 2014. **(Presented)**
33. **Manhas, P. S., Bhagat, A., & Kour, P.** (2014). Wellness Tourism: An Endless Sustainable Himalayan Resource. International conference on Sustainable Resource Development in the Himalaya, Leh, Ladakh, India, June 24-26, 2014. **(Presented)**
34. **Manhas, P. S., Bhagat, A., & Kour, P.** (2014). Reflection of Sustainable Concerns on Cross Cultural Business Communication: An Anthropological Avenue. 12th APacCHRIE Conference 2014 on "Breaking Barriers Shifting Gears", Taylor's University Lakeside campus, Malaysia, 21-24 May 2014, *Proceedings of the Conference*, ISBN: 978-967-0173-13-9. **(Presented and Published)**

35. **Manhas, P. S.**, Kour, P., & Bhagat, A. (2014). Silk Route in the light of Circuit Tourism: An avenue of tourism internationalization. 5th Asia Euro 2014 Tourism Hospitality and Gastronomy Conference on "Creating Opportunities through Innovation: The Future of Tourism and Hospitality In Asia", Taylor's University Lakeside campus, Malaysia, 19-21 May 2014, *Proceedings of the Conference*, ISBN: 978-967-0173-14-6. **(Presented and Published)**

36. **Manhas, P. S.**,& Bhagat, A. (2014). Green Marketing and Development of Sustainable Tourism Destination: Issues and Analysis. 11th National Tourism Conference of Indian Tourism Congress (ITC) on Strategic interventions in tourism: Role in regional development. Organized by: Department of Economics, Imphal College and Manipur Institute of Management Studies (MIMS), Manipur University, Manipur, April 5-6, 2014, *Proceedings of the Conference*, pp. 28 – 38, ISBN: 978-93-81212-64-6. **(Presented and Published)**

37. **Manhas. P. S.**,& Ramjit. (2014). Destination Branding: Integrating the Concepts of the Branding and Destination Image in Northern India. National conference on Integrated Strategies for Marketing Tourism and allied Services (under UGC SAP-DRS-II), The Business School. University of Jammu, March 26-27, 2014. **(Presented)**

38. **Manhas, P. S.**,& Sharma, V. (2014). Tourism's vulnerability to climate change: A Conceptual framework. National conference on Environmental Issues, Concerns and Solutions (EICS-2014), Department of Environmental Sciences, University of Jammu, 24-25th March 2014.**(Presented)**

39. **Manhas, P. S.**, & Bhagat, A. (2014). Green Marketing and its Effect on the Destination Image: A Conceptual Analysis. 4th India International Hotel, Travel & Tourism Research Conference on "Advances in Hotel, Travel & Tourism Research: A Global Perspective", Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, February 12-15, 2014, *Proceedings of the Conference*, pp. 147 – 157,ISBN: 978-81-920850-4-3. **(Published)**

40. **Manhas, P. S.**, & Bhagat, A. (2013). Development of Sustainable Tourism Destination: Issues and Analysis. 3rd India International Hotel, Travel & Tourism Research Conference on "Examining and Debating Trends, Challenges and Issues", Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, January 29- 31, 2013, *Proceedings of the Conference*, pp. 67 – 73,ISBN: 978-81-920850-2-9. **(Published)**

41. **Manhas, P. S.** (2012). Brand Building through Quality Service in Higher Education: A Case study of Tourism and Hospitality Education in India. International Scientific Conference on "Cognitive and Communicative Aspects of Discourse Activity", Faculty of Bashkir Philology and Journalism, Bashkir State University, Ufa, Bashkortostan, Russia. December 11 - 12, 2012, *Proceedings of the Conference*, pp. 3 – 12, ISBN: 978-5-9613-0227-1. **(Presented and Published)**

42. **Manhas, P. S., & Dogra, J. (2012).** Service Quality in Higher Education: Content Analysis of Tourism and Hospitality Education in Indian Context. 1st LPU International Hospitality and Tourism Management Conference, Manila, Philippines, October 24 -26, 2012. **(Presented)**
43. **Manhas, P. S. & Zhakenovna K. B.(2012).** Sustainable E-Learning for Educational Institution Branding: From Policy to Practice. V International Scientific and Methodological Conference on Information and Communication Technologies in Linguistics, ELT and Cross-cultural communication, Lomonosov Moscow State University, Moscow, Russia, June 7 – 9, 2012. **(Presented)**
44. **Manhas, P. S.& Ramjit (2012).** Influence of Customer Experience on Satisfaction and Behavioural Intention in Hospitality and Tourism Industry. 10thAsia Pacific CHRIE "Building Bridges, Creating Opportunities", College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, June 05 – 08, 2012, *Proceedings of the Conference.***(Presented and Published)**
45. Josiam, B. M. & **Manhas, P. S. (2012).** Development Of The Hospitality & Tourism Industry In India In The Context Of Economic Liberalization: Opportunities For MNCs. 10thAsia Pacific CHRIE "Building Bridges, Creating Opportunities", College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, June 05 – 08, 2012, *Proceedings of the Conference.* **(Presented and Published)**
46. **Manhas, P. S. (2012).** Brand Building of Educational Institutions through Strategic E-Learning Models. International Scientific Electronic Conference on "Urgent Issues of Discourse Theory", Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K.Zhubanov, Aktobe, Kazakhstan May 24 - 25, 2012, *Proceedings of the Conference*, pp. 186 – 196, ISBN: 9965-777-83-7. **(Presented and Published)**
47. **Manhas, P. S., Ramjit. & Dogra, J. (2012).** Sustainable E-Learning for Brand Building from Policy to Practice. Presented in National Seminar on Lifelong Learning and Higher Education held at Department of lifelong Learning, University of Jammu from March 9-10, 2012. **(Presented)**
48. **Manhas, P. S., Gupta, D. R. & Dogra, J. (2012).** Destination Brand Building, Promotion and Branding: Impact Analysis of Brand Building Elements. *International Conference on Sustainable Practices in Trans-Himalayan Destinations (SPTHD 2012)* held at The Business School (TBS), University of Jammu (Under UGC SAP-DRS-I) in collaboration with Tourism Department, Government of Jammu & Kashmir from March 2-3, 2012. **(Presented)**
49. **Manhas, P. S.& Sharma, M. (2012).** Examining the impact of Destination Image on Destination Loyalty: An Integrated Approach. 3 Day International Conference on “Global Cultural Routes: Tourism and Socio-Economic Viability”, Department of Museumology, University of Jammu, India, March 1 – 3, 2012.**(Presented)**

50. **Manhas, P. S., & Dogra, J.** (2012). Conceptualizing the Scope of Online Branding in Promotion of Tourism Destination. India International Hotel, Travel & Tourism Research Conference on “Technology Trends and Innovations”, Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, February 1- 3, 2012, *Proceedings of the Conference*, pp. 126 – 133, ISBN: 978-81-920850-1-2. **(Published)**

51. **Manhas, P. S. & Ramjit.** (2012). Sustainable Management System in Indian Hospitality and Tourism Industry: The Managers’ Perspective. 9th National Tourism Conference of Indian Tourism Congress (ITC), Tezpur University, Assam, January 6 – 8, 2012. **(Presented)**

52. Gupta, D. R., **Manhas, P. S. & Dada, Z. A.** (2011). From Cataclysm to Opportunity: Post Conflict Reconstruction of Destinations towards Brand Building. Indian Tourism Congress, Third International Conference on “Regional Tourism – Trends, Changes and Challenges in South Asia”, Colombo, Sri Lanka, June 22-26, 2011. **(Presented)**

53. **Manhas, P. S., Ramjit & Dogra, J.** (2011) Expectation and Satisfaction Level of Tourists Visiting Heritage Sites and its Efficacy to Attract Tourist. Indian Tourism Congress, Third International Conference on “Regional Tourism – Trends, Changes And Challenges In South Asia”, Colombo, Sri Lanka, June 22-26, 2011. **(Presented)**

54. **Manhas, P. S. & Ramjit.** (2011). Hospitality and Tourism Educational Institutions Brand Image and Its Relationship with the Graduates Satisfaction. 9th Asia Pacific CHRIE "Hospitality and Tourism Education: From a Vision to an Icon", School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, June 12 – 14, 2011, *Proceedings of the Conference*, pp. 100 – 120, ISBN: 978-962-367-722-6. **(Presented and Published)**

55. **Manhas, P. S. & Dogra, J.** (2011). Hospitality and Tourism Management Graduates Expectations: Future Implications for the Educators. 9th Asia Pacific CHRIE "Hospitality and Tourism Education: From a Vision to an Icon", School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, June 12 – 14, 2011. **(Presented)**

56. **Manhas, P. S.** (2011). Decentralizing Management Education through Internet: A Strategic Shift towards Online Education. International Conference on "Actual problems of the theory of discourse", Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K.Zhubanov, Aktobe, Kazakhstan May 27 - 28, 2011, *Proceedings of the Conference*, pp. 63 –78, ISBN: 9965-777-85-3. **(Presented and Published)**

57. **Manhas, P. S. & Ramjit.** (2011). Customer Experience And its Application in Building the Brand loyalty in Hospitality Industry. 5th International Conference on Services Management, Institute for International Management & Technology, India, School of Hospitality Management Pennsylvania State University, USA and Business School

Oxford Brookes University, UK, May 19-21, 2011, *Proceedings of the Conference*, pp. 263 – 268, ISBN: 978-81-309-1812-9. **(Presented and Published)**

58. **Manhas, P. S.** (2011). Emerging Paradigms in Online Branding: Redefining Destination Promotion. IV International Conference on “Foreign Languages And New Educational Technologies” Russian Federation Ministry Of Education & Science and Perm State Technical University, Perm, Russia April 26-28, 2011, *Proceedings of the Conference* published by Perm State Technical University, pp.10-20, ISBN:978-5-398-00583-7. **(Presented and Published)**
59. **Manhas, P. S.& Sharma, M.** (2011). Comparative Assessment of Tourist Satisfaction Across Destinations. 4th National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovations, The Business School, University of Jammu, March 18-19, 2011.**(Presented)**
60. **Manhas, P. S.** (2011). Customer Relationship Management-Experiences from Service Product (Hospitality Industry). 4th National Seminar on Integrated Approach to Tourism Development: Contemporary Practices and Innovations, The Business School, University of Jammu, March 18-19, 2011.**(Presented)**
61. **Manhas, P. S.& Ramjit.** (2011). Accessing the tourist experience and its relationship with destination development. International Conference on Business and Marketing Management, IEEE, Shanghai, China, March 11 – 13, 2011, *Proceedings of the Conference*, pp. 404 – 408, ISBN: 978-1-4244-9543-6. **(Presented and Published)**
62. **Manhas, P. S.** (2011). Brand Positioning: An Effective Marketing Tool being used by Multinational Companies. International Conference on Business and Marketing Management, IEEE, Shanghai, China, March 11 – 13, 2011. **(Presented)**
63. **Manhas, P. S., Sharma, V. & Ramjit.** (2011). Branding India as a Tourist Destination: Insights & Practices. International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February 17 – 18, 2011. **(Presented)**
64. Gupta, D. R. **Manhas, P. S.& Dada, Z. A.** (2011). Theorizing peace dividends of international tourism: a literary insight into the post-industrial paradigm. International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February 17 – 18, 2011. **(Presented)**
65. **Manhas, P. S.& Dada, Z. A.** (2011). Rebuilding Destination Functionality: A strategic framework towards crisis communication. International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February 17 – 18, 2011. **(Presented)**

66. **Manhas, P. S.** & Sharma, M. (2011). Brand Personality of Heritage Destinations of J&K: A case study of Mubarak Mandi. International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February 17 – 18, 2011. **(Presented)**
67. **Manhas, P. S.** & Ramjit. (2011). Hospitality and Tourism Management Skills and Competencies: A Study of Perceptions of Educators and Industry Practitioners in India. IIIHTTRC Conference jointly hosted by BCIHMCT, New Delhi and Department of Tourism & Hospitality Management, The University of Waikato, New Zealand, January 19 – 22, 2011, *Proceedings of the Conference*, pp. 54 - 64, ISBN: 978-81-920850-0-5. **(Presented and Published)**
68. **Manhas, P. S.** & Ramjit. (2010). Assessment of Customer Service Quality Experience on Brand Image in Hospitality Industry. 3rd Asia-Euro Conference held at Lakeside Campus, Taylor's University, Malaysia, November 24 - 26, 2010, *Proceedings of the Conference*, pp 1 – 15, ISBN: 983-42731-8-7 **(Published)**
69. **Manhas, P. S.** & Gupta, A. (2010). Understanding the Tourist Experience and its Relationship with Destination Development and its Brand Image. Indian Tourism Congress, Second International Conference On “Contemporary Tourism: Practices and Innovations” Dubai, United Arab Emirates, September 10 -13, 2010 (presented by Co-author).
70. **Manhas, P. S.** & Ramjit. (2010). Building the Service Brand: Study of the Customer Trust and Online Relationship in the Hospitality Industry. 8th Asia Pacific CHRIE Conference held at Phuket, Thailand, August 12 – 14, 2010, *Proceedings of the Conference*, pp. 26-39, ISBN: 978-616-7375-22-9. **(Presented and Published)**
71. **Manhas, P. S.** (2010). Building Brand Positioning Strategies through Internet: Implications for Future. International Conference on Information – Communication Technologies in Linguistics, FLT and Cross – Cultural Communication, Lomonosov Moscow State University, Moscow, Russia, June 10 – 11, 2010, *Proceedings of the Conference (Ed. by Prof. A.Nazarenko)*, Issue 4, 2010. pp. 305-320, ISBN 978-5-91304-150-0 **(Presented and Published)**
72. **Manhas, P. S.** (2010). Role of Online Education in building Brand Image of Educational Institutions. 3rd GPE Annual Conference held at Universidad San Ignacio de Loyola (USIL), Lima, Peru, May 17 – 19, 2010. **(Presented)**
73. **Manhas, P. S.** & Gulzar, F. (2010). Understanding Tourism Industry: A Paradigm Shift towards Brand Building. SAP Conference on Trans Himalayan Tourism, The Business School, University of Jammu, March 05-06, 2010. **(Presented)**
74. **Manhas, P. S.** (2009). Virtual Collaborative Learning Environment and Online Education: An Emerging Branding Paradigm for Higher Educational System. 2nd GPE Annual Conference held at China Agricultural University (CAU), Beijing, China, May

15 – 17, 2009, *Proceedings of the Conference* pp. 19 – 27, ISBN: 978-7-81117-896-8.
(Presented and Published)

75. **Manhas, P. S.** (2009). Indian Service Experience: Brand Building through Experiential Learning. SAP National Conference on Tourism in India: Challenges Ahead, The Business School, University of Jammu, March 06-07, 2009.**(Presented)**
76. Mahajan, V. &**Manhas, P. S.**(2009). Brand Image & its Impact on Tourist Arrivals in India. 6th Indian Tourism Congress held at Indian Institute of Travel and Tourism Management (IITTM), Gwalior (Under Ministry of Tourism, Government of India), January 17-18, 2009. **(Presented)**
77. Chia, R. C., Poe, E. &**Manhas, P. S.** (2008). An Interactive Virtual Global Cultural Course: Building a Real Time Cost Effective Global Collaborative Learning Environment. International Conference “Interactive Computer aided Learning - ICL2007”, Villach, Austria, September 26 - 28, 2007. **(Presented)**
78. **Manhas, P. S.** (2007). Destination Branding and Its Impact on Tourism Growth. 5th Indian Tourism Congress (ITC), Centre for Hospitality and Tourism Management, University of Jammu, Jammu, December 14 – 15, 2007 **(Presented)**
79. Sharma, K., Gupta, D. R., &**Manhas, P. S.** (2006). Online Marketing Strategies for Heritage Sites in India. International Conference on “Strategic Thought in the New Age Management” held at The Business School, University of Jammu, Jammu, and November 4 – 5, 2006. **(Presented)**
80. **Manhas, P. S.** (2005). Web Marketing: The Emerging Paradigm. 73rd Orientation Program, Academic Staff College, Jamia Millia Islamia, June – July, 2005. **(Presented)**
81. Gupta, D. R., **Manhas, P. S.**& Gupta, A. (2005). An Empirical Investigation into Motives and Behaviours of Tourist – A case study on Museums. All India Tourism Teachers Association National Seminar on Role of Culture and Heritage in Tourism Promotion, Agra, 22 – 23 April, 2005. **(Presented)**
82. Gupta, D. R., **Manhas, P. S.**& Gupta, A. (2005). Role of Services in Rural Marketing Strategies. Two day National Seminar on Marketing Opportunities and Challenges before Service Sector organized by Department of Commerce (SAP: DRS) University of Jammu, March 14 – 15, 2005. **(Presented)**
83. Sharma, K., Gupta, D. R., & Manhas, P. S. (2002). Rural Marketing Challenges in the New Millennium: A Case Study. 55th All India Commerce Conference, Mohanlal Sukhadia University, Udaipur, October 18 - 20, 2002; **(Presented)**
84. Sharma, K., Gupta, D. R., & Manhas, P. S. (2002). Internet Marketing – Beginning of a New Era, 55th All India Commerce Conference, Mohanlal Sukhadia University, Udaipur, October 18 - 20, 2002; **(Presented)**. Abstract published in *The Indian Journal of Commerce*, No. 2 and 3, April – September, 2003.

B. Book Review : 01 (One)

1. Marketing : An Introduction (7th Edition) by Gary Armstrong and Philip Kotler, 73rd Orientation Program, Academic Staff College, Jamia Millia Islamia, June 14 to July 11, 2005. **(presented)**

CONFERENCES/WORKSHOPS/VISITS/COURSES ATTENDED:

• **International Conferences / Workshops**

1. 4th International Conference on Sustainable Destination excellence: Revitalizing Peace through Innovation in tourism held at School of Hospitality and tourism Management, University of Jammu, Jammu (India) on 3-4 March, 2017.
2. 6th Asia Euro Tourism, Hospitality & Gastronomy Conference, 2016 on Envisioning Tourism in 2050, held at Indian Institute Tourism and Travel Management (IITTM) Gwalior, M.P (India), November 9-12, 2016.
3. International Conference of Hospitality and Tourism Research, “Sustainability, Competitiveness & Growth in Tourism and Hospitality Industry”, held at Amrapali Group of Institutes, Haldwani, Nainital (Uttarakhand), 21st to 22nd October, 2016.
4. 8th APATHE Conference & 16th Annual Conference in Hospitality and Tourism, Organized by National Kaohsiung University of Hospitality and Tourism, Taiwan, October 14, 2016.
5. Amity International Tourism & Hospitality Conference (AITHC 2016) on “Advance in Tourism Hospitality & aviation: Global viz-a-viz Indian perspective: Vision 2020”, by Faculty of Hospitality & Tourism, Amity University Uttar Pradesh, Noida on 2nd and 3rd September, 2016.
6. 14th APacCHRIE Conference 2016 on “Crisis Management and Business Continuity in the Tourism Industry” held at Dustin Thani College, Bangkok Thailand, 11-13 May, 2016.
7. International Conference on “Prospects and Competitive Challenges in Global Hospitality and Tourism Industry”. Lovely Professional University, Phagwara, Punjab (India), 1-2 April, 2016.
8. 3rd International Conference on Sustainable Destination excellence: Revitalizing Peace through Innovation in tourism held at School of Hospitality and tourism Management, University of Jammu, Jammu (India) on 5-6 February, 2016.

9. 9th NASMEI Conference-2015 held at Great Lakes Institute of Management, Chennai, India on 26-27 December, 2015.
10. 13th APacCHRIE/APF Conference 2015 on "Hospitality and Tourism in a Greening World: Challenges and Opportunities" held in Auckland, New Zealand, 10-13 June 2015.
11. Spring Joint Academy Conference by Academy of Korea Hospitality & Tourism and the Academy of Korea Hotel & Resort, March 30, 2015.
12. International Conference on "Sustainable Destination Excellence: Rebuilding from Crisis and Disasters" held at School of Hospitality and Tourism Management, University of Jammu March 20-21, 2015.
13. 5th India International Hotel, Travel & Tourism Research Conference, New Delhi, held at Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, N. Delhi 11th to 13th February, 2015.
14. 3rd International Conference on Globalization of Business Practices: Issues and Challenges held at Kuala Lumpur (Malaysia). Organized by Commerce and Management Association of India (CMAI), HELP University, Malaysia, 23rd -26th January, 2015.
15. Academic workshop and meeting in Istanbul, Turkey, 1 October and 3 November 2014.
16. International Intangible Heritage Festival (IIHFF 2014), Jeonju, South Korea from 8th of October, 2014 to 12th of October, 2014.
17. International conference on Sustainable Resource Development in the Himalaya, Leh, Ladakh, India, June 24-26, 2014.
18. 12th APacCHRIE Conference 2014 on "Breaking Barriers Shifting Gears", Taylor's University Lakeside campus, Malaysia, 21-24 May 2014.
19. 5th Asia Euro 2014 Tourism Hospitality and Gastronomy Conference on "Creating Opportunities through Innovation: The Future of Tourism and Hospitality In Asia", Taylor's University Lakeside campus, Malaysia, 19-21 May 2014.
20. 3rd India International Hotel, Travel & Tourism Research Conference on "Examining and Debating Trends, Challenges and Issues", Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, January 29- 31, 2013.
21. International Scientific Conference on "Cognitive and Communicative Aspects of Discourse Activity", Faculty of Bashkir Philology and Journalism, Bashkir State University, Ufa, Bashkortostan, Russia. December 11 - 12, 2012.
22. ASEM Workshop on Technical and Vocational Education and Training

- “TVET for the Hospitality and Tourism Sector”, organized by Austrian Federal Ministry for Education, the Arts and Culture, Vienna, Austria, November 20 -21, 2012.
23. 1st LPU International Hospitality and Tourism Management Conference, Manila, Philippines, October 24 -26, 2012.
 24. V International Scientific and Methodological Conference on Information and Communication Technologies in Linguistics, ELT and Cross-cultural communication, Lomonosov Moscow State University, Moscow, Russia, June 7 – 9, 2012.
 25. 10thAsia Pacific CHRIE "Building Bridges, Creating Opportunities", College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, June 05 – 08, 2012.
 26. International Scientific Electronic Conference on "Urgent Issues of Discourse Theory", Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K.Zhubanov, Aktobe, Kazakhstan May 24 - 25, 2012.
 27. International Scientific Conference on “Socio – psychological aspects of education: problems and development tendencies”, K. Zhubanov State University, Aktobe, Kazakhstan, April 19, 2012.
 28. 3 Day International Conference on “Global Cultural Routes: Tourism and Socio-Economic Viability”, Department of Museumlogy, University of Jammu, India, March 1 – 3, 2012.
 29. International Conference on Sustainable Practices in Trans-Himalayan Destinations (SPTHD 2012) held at The Business School (TBS), University of Jammu (Under UGC SAP-DRS-I) in collaboration with Tourism Department, Government of Jammu & Kashmir from March 2-3, 2012.
 30. Indian Tourism Congress, Third International Conference on “Regional Tourism – Trends, Changes and Challenges In South Asia”, Colombo, Sri Lanka, June 22-26, 2011.
 31. 9thAsia Pacific CHRIE "Hospitality and Tourism Education: From a Vision to an Icon", School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong June 12 – 14, 2011.
 32. International Conference on "Actual problems of the theory of discourse", Ministry of Education and Science, Republic of Kazakhstan, Aktobe State University K.Zhubanov, Aktobe, Kazakhstan, May 27 - 28, 2011.
 33. 5th International Conference on Services Management, Institute for International Management & Technology, India, School of Hospitality Management Pennsylvania State University, USA and Business School Oxford Brookes University, UK, May 19-21, 2011.

34. IV International Conference “Foreign Languages And New Educational Technologies” Russian Federation Ministry Of Education & Science and Perm State Technical University, Perm, Russia, April 26-29, 2011.
35. International Conference on Business and Marketing Management, IEEE, Shanghai, China, March 11 – 13, 2011.
36. International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February 17 – 18, 2011.
37. Inaugural India International Hotel, Travel & Tourism Research Conference 2011 jointly hosted by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi and Department of Tourism & Hospitality Management, The University of Waikato, New Zealand, January 19 – 22, 2011.
38. 8th Asia Pacific CHRIE Conference held at Phuket, Thailand, August 12 – 14, 2010.
39. International Conference on Information – Communication Technologies in Linguistics, FLT and Cross – Cultural Communication, Moscow, Russia, June 10 – 11, 2010.
40. International Conference, “3rd GPE Annual Conference”, Universidad San Ignacio deLoyola (USIL), Lima, Peru, May 17 – 19, 2010.
41. International Conference, “2nd GPE Annual Conference”, China Agricultural University, (CAU), Beijing, China, May 15 – 17, 2009.
42. International Conference, “Interactive Computer aided Learning - ICL2007”, Villach, Austria, September 26 to 28, 2007.
43. International Conference on, “Strategic Thought on New Age Management” hosted by The Business School, University of Jammu, Jammu from November 4 – 5, 2006.
44. Workshop on Strategic Marketing conducted by Professor Vijay Mahajan of the University of Texas at Austin, USA, January 18 and 19, 2002, organized by the Department of Management Studies, University of Jammu in collaboration with the Directorate of Industries and Commerce, Govt. of J&K.

- **International Visits**

1. Participated in the workshop meeting of the Kashmir Initiative Group (KIG) organized by Conciliation Resources, London. The workshop was held at Doha, Qatar from 10-14 July, 2012.
2. Visited K. Zhubanov Aktobe State University, Aktobe, Republic of Kazakhstan to participate and deliver lectures at the Educational Workshop, April 16 - 30, 2012.
3. Visited Graduate School of Business, ESAN University, Lima, Peru and delivered lectures on Destination Management during XXII International Week from January 10 – 14, 2011.
4. Visited University of Quebec in Montreal's business school l'Ecole des Sciences de la Gestion (ESG) in connection with the Canadian Studies Faculty Research Fellowship for the year 2009-10 funded by ICCS (International Council for Canadian Studies) / DFAIT (Department of Foreign Affairs and International Trade), Canada, from June 27 to July 27, 2009.
5. Member of the three member delegation led by Hon'ble Vice Chancellor, University of Jammu, Prof. Amitabh Mattoo – Padma Shri, which visited University of Calgary, Canada to sign the memorandum of understanding between University of Jammu and University of Calgary for the launch of Post Degree Continuous Learning Program in Professional Communications, from 22nd of May to 30th of May, 2007.
6. Member of the three member delegation led by Hon'ble Vice Chancellor, University of Jammu, Prof. Amitabh Mattoo – Padma Shri, which visited University College London, London, U.K to explore the possibilities of academic interaction between University of Jammu and University College London, from 18th of May to 21st of May, 2007.
7. Visited the Alber's School of Business, Seattle University, USA for pursuing Post Master's In Electronic Commerce and Information Science, from June 10, 2000 to Feb. 10, 2001.

- **National Conferences**

1. Two Day National Conference on "Service integration for Value- generation in tourism and Allied Services" (Under UGC SAP-DRS-II) held at the Business School University of Jammu, 26-27 February, 2016.
2. 12th National Conference of the Indian Tourism and Hospitality Congress (IHTC), held at Institute of Tourism Studies, University of Lucknow on 1-2 November, 2015.
3. One Day National Conference on "Integrated Strategies for Marketing Tourism and Allied Services" held at The Business School under UGC (SAP-DRS-II), University of Jammu on March 24, 2015.

4. 11th National Tourism Conference of Indian Tourism Congress(ITC) on Strategic interventions in tourism: Role in regional development. Organized By: Department of Economics, Imphal College and Manipur Institute of Management Studies (MIMS), Manipur University, Manipur, April 5-6, 2014.
5. National conference on Integrated Strategies for Marketing Tourism and allied Services (under UGC SAP-DRS-II), The Business School. University of Jammu, March 26-27, 2014.
6. National conference on Environmental Issues, Concerns and Solutions (EICS-2014), Department of Environmental Sciences, University of Jammu, 24-25th March 2014.
7. National Seminar on Lifelong Learning and Higher Education held at Department of lifelong Learning, University of Jammu from March 9-10, 2012.
8. 9th National Tourism Conference of Indian Tourism Congress (ITC), Tezpur University, Assam, January 6 – 8, 2012.
9. National Conference on Trans Himalayan Tourism (UGC SAP DRS –I), The Business School, University of Jammu in collaboration with Tourism Department, Government of Jammu & Kashmir, March 18-19, 2011.
10. National Conference on Trans Himalayan Tourism (UGC SAP DRS –I), The Business School, University of Jammu in collaboration with Tourism Department, Government of Jammu& Kashmir, March 05-06, 2010.
11. 6th Indian Tourism Congress held at Indian Institute of Travel and Tourism Management, January 17-18, 2009.
12. 5th Indian Tourism Congress (ITC), Centre for Hospitality and Tourism Management, University of Jammu, Jammu, 14 – 15 December, 2007.
13. Capacity Building Workshop on Operationalisation of SIT's under EDUSAT Network held at Consortium for Educational Communication, New Delhi from 8–9 June, 2005.
14. Two day National Seminar on Marketing Opportunities and Challenges before Service Sector organized by Department of Commerce (SAP:DRS) University of Jammu, March 14 – 15, 2005.
15. UGC sponsored Golden Jubilee National Seminar, organized by the University of Jammu, Jammu on “Governance of Higher Education” from October 20 – 22, 2003.
16. Two day conference on Managing Diversity in Organizations HR Perspective organized by Department of Management Studies, University of Jammu in collaboration with National HRD Network from 3 – 4 May, 2003.

17. Two Day Workshop on UGC Curriculum in Commerce organized jointly by the Department of Commerce and the Academy of Business Science, University of Jammu held at the University of Jammu, Jammu, and January 10-11, 2003.

18. 55th All India Commerce Conference, Mohanlal Sukhadia University, Udaipur (Rajasthan), Oct. 18-20, 2002.

SCHOLARLY ACTIVITIES

Conference Organizer

1. International Conference on “Sustainable Destination Excellence: “Empowering Communities for Inclusive Tourism development” held at School of Hospitality and Tourism Management, University of Jammu, March 3-4, 2017.
2. International Conference on “Sustainable Destination Excellence: Revitalizing Peace through Innovation in Tourism” held at School of Hospitality and Tourism Management, University of Jammu, February 5-6, 2016.
3. International Conference on “Sustainable Destination Excellence: Rebuilding from Crisis and Disasters” held at School of Hospitality and Tourism Management, University of Jammu, March 20-21, 2015.
4. 3rd International Conference on “ Globalization of Business Practices: Issues and Challenges” in technical Session “Issues and Challenges of Tourism Industry in Global Perspective” organized by HELP University, Kuala Lumpur (Malaysia), 23-26 January, 2015.

Key Note Speaker

- 7th International conference on Hotel and Tourism Research, “Innovation and creativity in Hospitality and Tourism Industry: A global Insight. Organized by Banarsidas Chandiwala Institute of Hotel management & Catering Technology, New Delhi, February 17-18, 2017.
- In 3rd National Seminar on Hospitality and Tourism Industry, “Tourism 2020: The Future of Hospitality and Tourism Industry in India” Chhatrapati Shahu Ji Maharaj University, Kanpur, India, November 12, 2016.
- In 8th APATHE Conference & 16th Annual Conference in Hospitality and Tourism, Organized by National Kaohsiung University of Hospitality and Tourism, Taiwan, October 14, 2016.
- In International Conference on “Prospects and Competitive Challenges in Global Hospitality and Tourism Industry” organized by school of Hotel Management & Tourism Lovely Professional University, Phagwara, Punjab (India), 1-2 April, 2016.

- In Spring Joint Academy Conference by Academy of Korea Hospitality & Tourism and the Academy of Korea Hotel & Resort, March 30, 2015.
- In International Scientific Conference on "Cognitive and Communicative Aspects of Discourse Activity", Faculty of Bashkir Philology and Journalism, Bashkir State University, Ufa, Bashkortostan, Russia. December 11 - 12, 2012.
- In ASEM Workshop on Technical and Vocational Education and Training "TVET for the Hospitality and Tourism Sector", organized by Austrian Federal Ministry for Education, the Arts and Culture, Vienna, Austria, November 20 -21, 2012.
- In V International Scientific and Methodological Conference on Information and Communication Technologies in Linguistics, ELT and Cross-cultural communication, Lomonosov Moscow State University, Moscow, Russia, held from June 7 – 9, 2012.
- In International Scientific Conference on "Socio – psychological aspects of education: problems and development tendencies", K. Zhubanov State University, Aktobe, Kazakhstan held on April 19, 2012.

Key Resource Person

- In International Conference of Hospitality and Tourism Research, "Sustainability, Competitiveness & Growth in Tourism and Hospitality Industry", held at Amrapali Group of Institutes, Haldwani, Nainital (Uttarakhand), 21st to 22nd October, 2016.
- In 5th India International Hotel, Travel & Tourism Research Conference, New Delhi, held at Banarsidass Chandiwala Institute of Hotel Management and Catering Technology, N. Delhi, 11th to 13th February, 2015.
- In Academic workshop and meeting in Istanbul, Turkey, 1 October to 3 November 2014.
- In 3rd India International Hotel, Travel & Tourism Research Conference on "Examining and Debating Trends, Challenges and Issues", Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, January 29- 31, 2013 and Conducted workshop titled "Innovations in Tourism & Hospitality Research and Making Research Relevant".
- In Kazakh 2012 workshop organized by Kudaybergen Zhubanov Aktobe State University, st. Zhubanovs Brothers, 273, Workshop, The Republic of Kazakhstan held on April 16,2012.

Session Chair

- In International Conference on " Advances in Tourism, Hospitality and Aviation: Global viz-a-viz Indian Perspective: Vision 2020" in Technical Session " Success

Factors for Responsible Tourism” held at Amity University, Uttar Pradesh, Noida, India, 2nd -3rd September, 2016.

- In Two Day National Conference on “Service Integration for Value-generation in Tourism and Allied Service” in Technical Session Redefining Tourism Planning and Strategies: Experience and Promotion”(Under UGC SAP-DRS-II) organized by The Business School, University of Jammu”, 26-27 February, 2016.
- In 3rd International Conference on “Sustainable Destination Excellence: Revitalizing Peace through Innovation in Tourism” in Technical Session “Skill Development and Capacity building for Sustainable Tourism” organized by School of Hospitality and Tourism Management, University of Jammu, 5-6 February, 2016.
- In 3rd International Conference on “ Globalization of Business Practices: Issues and Challenges” in technical Session “Issues and Challenges of Tourism Industry in Global Perspective” organized by HELP University, Kuala Lumpur (Malaysia), 23-26 January, 2015.

Panellists

- In One Day National Conference on “Integrated Strategies for Marketing Tourism and Allied Services” held at The Business School, University of Jammu on March 24, 2015.
- In ASEM Workshop on Technical and Vocational Education and Training “TVET for the Hospitality and Tourism Sector”, organized by Austrian Federal Ministry for Education, the Arts and Culture, Vienna, Austria, November 20 -21, 2012.
- In 1st LPU International Hospitality and Tourism Management Conference, Manila, Philippines, October 24 -26, 2012.
- In 10th Asia Pacific CHRIE "Building Bridges, Creating Opportunities", College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, held from June 05 – 08, 2012.

Moderator

- In 14th APacCHRIE Conference “Crisis management and Business Continuity in the Tourism Industry”, Dustin Thani College, held in Bangkok, Thailand from 11-13 May, 2016.
- In 9th Asia Pacific CHRIE "Hospitality and Tourism Education: From a Vision to an Icon", School of Hotel & Tourism Management, The Hong Kong Polytechnic University, held in Hong Kong from June 12 – 14, 2011.

- In 10th Asia Pacific CHRIE "Building Bridges, Creating Opportunities", College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, held from June 05 – 08, 2012.

Reviewer

- In 3rd International Conference on Globalization of Business Practices: Issues and Challenges held at Kuala Lumpur (Malaysia). Organized by Commerce and Management Association of India (CMAI), HELP University, Malaysia, 23rd -26th January, 2015.
- In 10th Asia Pacific CHRIE "Building Bridges, Creating Opportunities", College of Tourism and Hospitality Management, University of Santo Tomas, Manila, Philippines, held from June 05 – 08, 2012.
- In XLVII ASAMBLEA ANUAL - CLADEA 2012 - Asignacion de revisores, held from August 27th, 2012.
- In 9th Asia Pacific CHRIE "Hospitality and Tourism Education: From a Vision to an Icon", School of Hotel & Tourism Management, The Hong Kong Polytechnic University, held in Hong Kong, from June 12 – 14, 2011.
- In Journal of Economics Finance and Administrative Studies (JEFAS) sponsored by Universidad ESAN, Lima, Peru.
- In Journal of Vacation Marketing (JVM), an International Journal for the Tourism and Hospitality Industries, published/hosted by Sage publications.
- In IBEROAMERICAN ACADEMY OF MANAGEMENT, Seventh International Meeting held in Lima, Peru from December 5-7 2011.

Lectures Delivered

- In Dr. Babasaheb Ambedkar Marathwada University Aurangabad, delivered various guest lectures as Resource Person, since March 9, 2012.
- In Graduate School of Business, ESAN University, Lima, Peru on Destination Management during XXII International Week from January 10 – 14, 2011.
- As a Resource Person for Immigration Officers, Bureau Of Immigration(BOI), Ministry of Home Affairs, Government Of India at Indira Gandhi International Airport, New Delhi during September 13-18, 2009 & June 17-24, 2010.
- In IITTM, delivered various lectures and presentations as a Resource Person on various topics, since April 26, 2008.

- In Tourism Administration (FYICTA) conducted by The Institute of Vocational Studies, MTA, HP University, from April 14-18, 2010.
- In Global Understanding Courses, delivered various lectures and presentations as Coordinator and Lead Teacher, in coordination with various International Universities, since August 2005.
- Delivered Refresher Courses in Academic Staff College of the University of Kashmir, for courses conducted at the University of Jammu.

Conference Secretary/Committee Member

- Member Scientific Committee, 6th Asia Euro Tourism, Hospitality & Gastronomy Conference, 2016 on Envisioning Tourism in 2050, held at Indian Institute Tourism and Travel Management (IITTM) Gwalior, M.P (India).
- In International Conference on Sustainable Practices in Trans-Himalayan Destinations (SPTHD 2012) held at The Business School (TBS), University of Jammu (Under UGC SAP-DRS-I) in collaboration with Tourism Department, Government of Jammu & Kashmir held from March 2-3, 2012;
- In International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism (SDEIAT), School of Hospitality & Tourism Management (SHTM), University of Jammu, held in India, from February 17–18, 2011.

Conference Convener

1. 3rd International Conference on Sustainable Destination Excellence: Revitalizing Peace through Innovation in Tourism. Organized by School of Hospitality and Tourism Management, University of Jammu, 5-6 February, 2016.
2. 3rd International Conference on Globalization of Business Practices: Issues and Challenges held at Kuala Lumpur (Malaysia). Organized by Commerce and Management Association of India (CMAI), HELP University, Malaysia, 23rd -26th January, 2015.

CONTRIBUTION TO UNIVERSITY ACADEMIC/CORPORATE LIFE:

1. **Global Understanding Course of University of Jammu** being run in collaboration with **East Carolina University, USA and other 23 partners** has won the **2008 Andrew Heiskell award for Innovative International Education.**
2. Organizer for the South Asian Universities Youth Festival (**SAUFEST**)– **Harmony 2006** held at the University of Jammu, from February 12 to February 16, 2006 in the capacity of Officer on Special Duty, Department of Students Welfare.

3. Organizer for the North Zone Inter University Youth Festival – **UMANG** held at the University of Jammu, from November 30 to December 4, 2005 in the capacity of Officer on Special Duty, Department of Students Welfare.
4. Former Officer on Special Duty in the office of Dean Students Welfare.
5. Academic Representative for Educational Satellite (EDUSAT) project of University of Jammu.
6. Former Member, Publication Board, University of Jammu.
7. Former Member, Centre for Quality Assurance, University of Jammu.
8. Former Treasurer, University of Jammu Chapter of SPIC MACAY (Society for Promotion of Indian Classical Music and Culture amongst Youth).
9. Worked as Programme Officer of National Service Scheme (NSS) of the University of Jammu Unit from March 1, 2004 till November 1, 2006.
10. Former Member, Security Committee, University of Jammu.
11. Former Member, Task Force for Campus Development, Upkeep and Beautification, University of Jammu.
12. Assisting in the conduct of the National Level Entrance Tests like MBA, MCA courses etc. for admissions to the University of Jammu.

MEMBERSHIP OF ACADEMIC/PROFESSIONAL/SOCIAL BODIES:

- Life Member:

- i. Indian Institute of Public Administration (IIPA)
- ii. National HRD Network
- iii. Indian Tourism Congress
- iv. Indian Commerce Association
- v. Academy of Business Science, Faculty of Commerce, University of Jammu
- vi. J&K Paryavaran Sanstha

- International Council on Hotel, Restaurant & Institutional Education (I-CHRIE). Individual Membership

PARTICIPATION IN EXTENSION AND OUTREACH PROGRAMMES

1. Prepared study material for the Directorate of Distance Education (DDE), University of Jammu and Directorate of Distance Education (DDE), University of Kashmir for the Following subjects:
 - i. Industrial Marketing – M.Com

- ii. Entrepreneurial Development – M.Com
- iii. Management Principles and Techniques – PGDBM
- iv. Business Communication – B.Com

2. Have been delivering regular lectures/extension lectures at:

- i. Indira Gandhi National Open University (IGNOU) Study Centre, Jammu as regular Counselor
- ii. Academic Staff College of the University of Kashmir, for courses conducted at the University of Jammu
- iii. Accountant General's Office, Jammu
- iv. J&K Institute of Public Administration and Rural Development (J&K IMPA)
- v. Centre for Adult and Continuing Education, University of Jammu
- vi. Directorate of Distance Education (DDE), University of Jammu (PCP for M.Com. and DBM students)
- vii. Govt. S.P.M.R.College of Commerce, Jammu
- viii. Cooperative Training School, Jammu and Kashmir

SPORTS PROFILE

- i. International Roller Hockey Player - Played in two Roller Hockey World Cups for India
- ii. Attended 5 India Camps
- iii. Captain of Jammu & Kashmir State Senior Roller Hockey Team
- iv. Won over 25 Gold, 20 Silver and 10 Bronze medals in various Championships
- v. Declared TOP SPORTSMAN OF THE STATE for years 1995, 1992, 1990, 1989 and 1988
- vi. Remained National Champion for four years and State Champion for seven years in Roller Skating

Prof.(Dr.)PARIKSHAT SINGH MANHAS

Telefax (Office) : +91-191-2431157
Telephone (Home): +91-191-2572275
Mobile : +919419188260
E-Mail : psmanhas@hotmail.com