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M.Com, MBA (IT), Ph.D

Associate Professor

Dept. of Commerce and Business Studies, Jamia Millia Islamia
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Area of Research – E-Commerce and Strategic Management

Research Work

Books Published -

- 1. E Commerce, Text Book; Mohit Publication March 2017**
- 2. Tourism Destination: Growth and Development Strategies, Text Book; Wisdom Publication April 2017**
- 3. IT Act 2000 simplified, Reference Book; Wisdom Publication 2016**
- 4. Sustainable Business and IT Edited Book; Manakin Press 2018**

Research Papers Published -

1. Health Tourism: A New Driver for Development page no. 50-56 Vol. 7, Issue no. 2; April-June, 2020, Advances in Economics and Business Management (AEBM) p-ISSN: 2394-1545; e-ISSN: 2394-1553
2. Strategy for writing Plagiarism free Research Paper page no.90- 96 Vol.11, Issue no.2 April-Jun 2019, Global Journal of Enterprise Information System, Online ISSN : 0975-1432 Print ISSN : 0975-153X
3. E-waste awareness level of end user's – A reality test page no.60-86 Proceedings of national conference on “e-waste management& Swachh Bharat Mission” 10th april, 2019, ISBN: 978-93-82122-42-5
4. Strategies For Preventing Plagiarism- A case Study Of Top Indian Universities page no.84- 87 Vol.9, Issue no.2 April-Jun 2017, Global Journal of Enterprise Information System, ISSN: 0975-1432
5. Attitudes Of Tourism Students Towards Use Of ICT:The Case Of An Indian University Page No. 19-28 Vol.07 January 2015, Indian Journal of Applied Hospitality and Tourism Research, ISBN No. 0975-4954
6. Consumer Perception Towards A Tourist Destination In North

- India- A Study Of Himachal Pradesh Page no 91-101, held on 22-24 November 2014, International Joint World Culture Tourism Hanyang Women University, Seoul, South Korea. ISBN: 978-89-922250-05-4.
7. Emerging Impact Of E-Commerce On CRM Page no 41-45 Vol.2 No. 1, year 2012, International Journal of Computer Networks and wireless communication (IJCNWC), ISSN : 2250-3501
 8. PLAGIARISM:A SCARE-CROW IN HIGHER EDUCATION, Page no 313-319, 18 February 2016, International Conference on Marketing in Emerging Economics, ISBN NO. 978-93-84370-46-6
 9. ICT and E- Tourism: An Indian Perspective, Pages 93-108, MAY 24,2014, Information technology tools and techniques in social sciences, ISBN:978-81-8329-677-9

Research Papers Presented at National and International Conferences-

1. Consumer Perception Towards A Tourist Destination In North India- A Study Of Himachal Pradesh Page no 91-101, held on 22-24 November 2014, International Joint World Culture Tourism Hanyang Women University, Seoul, South Korea. ISBN: 978-89-922250-05-4.
2. Effectiveness of E-CRM in Commercial Banks: A Review, 24 November 2012, Strategizing Financial Planning in Present Economic Scenario 24 November 2012, ITS-Institute of Management, Greater Noida, India
3. Indian IT Act not at all well equipped to deal with Cyber Crimes. April 08,2002, International Academy Of Physical Sciences, 5th CONIAPS April 07-09,2002, Dept. Of Mathematical Sciences And Computer Application, B.U Jhansi(U.P)
4. Data Security on-line. January 17,2004, All Indian workshop on Mathematical Modelling & Computer Simulation, January 17-19,2004, Institute of Technology & Management, Sithouli, Gwalior.(M.P)
5. The Impact of Internet Advertising in the field of Marketing. October 19,2002, 55th All Indian Commerce Conference, October18-20,2002, Indian Commerce Association, Mohanlal Sukhadia University, Udiapur (Raj.)
6. Attention- Level of Advertising on different Media, February 07,2004, International Academy Of Physical Sciences, 6th CONIAPS, February 06-08,2004, DDU, Gorakhpur University, Gorakhpur (U.P)

Experience 20 years experience of teaching with different papers in the field of Commerce and Management including Tourism Management.

Ph.D Supervisor Awarded-

1. Rashid Farooqi Topic “Effectiveness of e-CRM in Commercial Bank “
2. Bhupendir Singh Topic “Tourism Destination: Growth and Development Strategies for Himachal Pradesh”

Enrolled –

1. Monika Topic “Influence of Spiritual Work Environment on Employee’ Satisfaction”
2. Ela Kumari Topic “Impact of E-Advertisement on Consumer’s Buying Behaviour

for Mobile Accessories”

3. Zofail Hassan Topic “Recycling Practices of e waste Management in India”
4. Mohd. Faisal Topic “ Health tourism Development Strategies in India; A study if French Speaking Health Tourist”

Academics	MBA (IT), M.Com, Ph.D titled “Effectiveness of Internet as Medium of Advertising”.
Administrative	worked as program Coordinator, Assistant Proctor, in charge Time-Table, Warden and member in different committees of university including course development, purchase, boards of studies and research.
Research Work	published 4 Books in the area of E Commerce, Tourism Management and Information Technology with many Research Papers and 2 chapters in books.
Management skills	organized various workshop seminar and conferences in the university successfully with appreciation.
Technical skills	efficient in handling large number of people and data with applying latest technological and mechanical tools.
Examination	worked as Assistant Superintendent, tabulator of university exams, paper setter and examiner.
Strength	familiar with university working and teaching methods with experience of working in three different universities can communicate effectively, loyal and have feelings for institution.
Others	member Inspection team of Bar Council of India, Observer UGC, resource person for Commission for Scientific and Technical Terminology (Ministry of HRD).Organizing secretary of various conferences conducted by department and with collaboration with other higher education authorities including UGC,MHRD.