

## Curriculum Vitae (CV)

Title	Mr.	First Name	Dr. Surender	Last Name	Khan	Photograph
Designation	Assistant Professor					
Department	Commerce					
Address (Campus)	14, Shyama Prasad Mukherjee Collage for Women, 57, North Ave, West Punjabi Bagh, Punjabi Bagh, Delhi, 110026					
Phone Number(Campus)	011 2522 4499					
Fax	25221672					
Email	spmcollegedu@gmail.com.					
Education	<ul style="list-style-type: none"> <li>• Doctor of Philosophy on “Analyzing Impact of Digital Information sources of Indian Manufacturing Exporting Firms” from Shobhit Institute of Engineering &amp; Technology, Deemed To be University, Meerut (UP), (2018- 2022)</li> <li>• Masters in Mathematics from Monad University, Hapur, Utter Pradesh in the year 2013.</li> <li>• Master in Business Administration from DeenBandhu ChhotuRam University of Science and Technology (DCRUSTM), Murthal, Haryana in the year 2011.</li> <li>• Masters in Science (Statistics and Operations Research) From Kurukshetra University, Haryana in the year 2009</li> <li>• Bachelors in Education from Kurukshetra University, Haryana in the year 2007.</li> <li>• Bachelors in Arts with Mathematics from Kurukshetra University, Haryana in the year 2006</li> </ul>					
Subject	Institution				Details	
Ph.D	Shobhit Institute of Engineering & Technology, Deemed To be University, Meerut (UP)				Marketing, Management.	
MBA	DCRUST, Murthal , Sonapat (Haryana)				Marketing and Finance	

M.Sc. (Statistics) M.Sc.(Mathematics)	KUK, University (Kurukshetra) MONAD, Hapur (UP)	Stat, Inference, Demography etc. Advance Calculus. Abstract Algebra Diff. Edu. etc.
Research Interests/ Specialization		
<b>Research Interests:</b> Marketing, Digital Marketing, International Business.  <b>Specialization:</b> Marketing, Marketing Management, Business Statistics, Business Mathematics, Operations Research.		
Teaching Experience:		
6 Months		
<b>Publications:</b>  <b>Chapters in Edited Books:</b>  <b>Research Papers in Journals:</b>  “Presence of digital sources in international marketing: a review of literature using Leximancer” (2022), <i>International Journal of Technology Marketing(IJTKM)</i> , Inderscience. (ABS/ Scopus), <a href="https://doi.org/10.1504/IJTMKT.2022.123866">https://doi.org/10.1504/IJTMKT.2022.123866</a>  “A Perspective on Digital Transformation Among Indian Exporting Firms.” (2022), <i>FIIB Business Review</i> , (ABS/Scopus). <a href="https://doi.org/10.1177/23197145221093499">https://doi.org/10.1177/23197145221093499</a>  "“How digital transformation impacts firm performance? The unmet needs of Indian exporting firms.” <i>Journal of Strategic Marketing</i> (2024): 1-19. (ABDC - A and Scopus Q1) <a href="https://doi.org/10.1080/0965254X.2024.2318216">https://doi.org/10.1080/0965254X.2024.2318216</a>		
<b>Participation in International Conferences/Workshops:</b> <ul style="list-style-type: none"> <li>▪ Paper Title “Presence of digital sources in international marketing: a review of literature using Leximancer” presented at 6th international management conference-FIIB(IMC-7,2022), New Delhi.</li> <li>▪ Paper Title “Business Without Border? Thoughts on Multination’s Promoting through Digital Sources” presented at 6th international management conference-FIIB(IMC-6,2020), New Delhi.</li> <li>▪ Paper Title “Presence of Digital Sources in International Marketing Literature: Content Analysis through Leximancer,” presented at 1st Management Education and Research Colloquium (MERC- 2019), Indian Institute of Management- Kashipur.</li> </ul> <b>Workshops:.</b> <ul style="list-style-type: none"> <li>▪ Attended Workshop on “Business Statistics using Spreadsheets” organized by Sri</li> </ul>		

Aurobindo College, University of Delhi from July 29-30th, 2024.

**FDP:.**

- Attended FDP on “NEP 2020 Orientation & Sensitization Programme (Programme Code: MMC-138-2024-MAY-B-01601) in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from 20-May-24 to 30-May-24.

**Innovative Projects:**

**Awards/Recognition:** National Cadet Corps “C” Certificate.

**Other Responsibilities:** Member of Cleanness Committee in SPMC