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## CURRICULUM VITAE

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### DR. JEET DOGRA

ASSISTANT PROFESSOR

Indian Institute of Tourism & Travel Management (IITTM)  
(An Organization of Ministry of Tourism, Govt. of India)

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## ACADEMIC POSITIONS AND INDUSTRIAL EXPERIENCE

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- **Assistant Professor (2013 - till now)**  
Indian Institute of Tourism and Travel Management, Gwalior, India
- **Assistant Professor (2012 - 2013)**  
Indian Institute of Tourism and Travel Management, Bhubaneswar, India
- **Assistant Professor (2012)**  
Department of Tourism and Travel Management, Central University of Jammu, India
- **Junior Research Fellow (JRF) - UGC NET (2010 - 2012)**  
School of Hospitality and Tourism Management, University of Jammu, India
- **Executive Trainee - Sales (Meetings and Incentives) (2009)**  
TUI (*Touristic Union International*), New Delhi Office, India
- **Summer Intern - Inbound Operations (2008)**  
LUXE India - A Division of Le Passage to India Tours & Travels Pvt. Ltd., New Delhi, India

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## EDUCATIONAL QUALIFICATIONS

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- **Doctor of Philosophy (Ph.D.) in Tourism Management**  
School of Hospitality and Tourism Management (SHTM), University of Jammu, India
- **Master in Tourism Management (Gold Medalist)**  
School of Hospitality and Tourism Management (SHTM), University of Jammu, India
- **Post Graduate Diploma in Management (PGDM)**  
Indira Gandhi National Open University (IGNOU), India
- **Post Graduate Diploma in Marketing Management (PGDMM)**  
Indira Gandhi National Open University (IGNOU), India

- **Post Graduate Diploma in Computer Applications (PGDCA)**  
MIER College, University of Jammu, India
- **Bachelor in Science (B.Sc.)**  
Govt. MAM (PG) College, University of Jammu, India
- **Online Educator Certificate (OEC)**  
Qualified & Awarded the Certificate in 2010  
American Hospitality Academy (AHA), Online World Campus, USA

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## RESEARCH WORK

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### *Research Areas*

- Tourism Marketing & Destination Branding; Quality Management in Tourism Destination; Tourism / Business Research Methods and Tourism and Information Technology

### *Research Publications*

- Manhas, P., & Dogra, Jeet. (2013). Quality Management Practices and Tourism Destination Branding: Inter-relationship and Preferential Study of the Components. *Journal of Service Research*, 13(1). ISSN: 0972-4702.
- Sharma, Vivek. & Dogra, Jeet. (2012). Stakeholders' Role in Sustainable Tourism Development: A Case Study of North East and Ladakh. *International Journal of Research in Commerce and Management*, 3(3), 76 - 79. ISSN: 0976-2183.
- Farahani, Banafsheh. M. & Dogra, Jeet. (2011). Impacts of Tourists' National Culture on Destination Brand Building, pp. 213 - 220, published in Conference Proceedings of 2<sup>nd</sup> Regional Conference on Tourism Research (RCTR, 2011) held on November 22, 2011 in University Sains Malaysia (USM), Penang, Malaysia, published by Sustainable Tourism Research Cluster, University Sains Malaysia (USM) & Practical Printers Sdn. Bhd. ISBN: 978-967-394-071-4.
- Sharma, Vivek. & Dogra, Jeet. (2011). Study of New Paradigm Shift towards Online Learning and analysis of E-Management Education. *International Journal of Marketing and Management Research* 3(1), 99 - 108. ISSN (Online): 2229-6883.
- Manhas, P., & Dogra, Jeet. (2011). Hospitality and tourism management graduates expectations: Future implications for the educators. *Journal of Tourism*, XII(1), 103 - 112. ISSN: 09727310.
- Sharma, Vivek & Dogra, Jeet. (2011). Synergism between Online Branding and promotion of Tourism Destination: Review in the context of Destination Management Organizations (DMOs). *Zenith International Journal of Multidisciplinary Research*, 1(6), 287 - 299. ISSN (Online): 2231-5780.
- Dogra, Jeet. (2011). Climate Change. Published in Real Reporter Magazine, International Edition, No. 14, Dated: July 6, 2011; Published by the Post-GP-ICT Project Team of University of Shimane, Japan.

### *Participations and Presentations of Research Papers*

- Dogra, Jeet. (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.
- Dogra, Jeet. (2011). Tourism Destination & Sustainable Development: Study the integrated approach among stakeholders. Presented in 4<sup>th</sup> National Seminar on Integrated Approach to Tourism

Development: Contemporary Practices & Innovations under UGC SAP DRS-I, organized by The Business School (TBS), University of Jammu in collaboration with Tourism Department, Government of J&K, India, held from March, 18-19, 2011.

- **Dogra, Jeet.** (2011). The study of Tourism potentiality towards Peace. Presented in International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism organized by School of Hospitality & Tourism Management (SHTM), University of Jammu, India, held from February, 17-19, 2011.
- **Dogra, Jeet.** (2011). A Paradigm shift towards Principles & Practices of Sustainable Tourism Development. Presented in International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism organized by School of Hospitality & Tourism Management (SHTM), University of Jammu, India, held from February, 17-19, 2011.

### *Research Workshop*

- Attended and awarded the Certificate for Three Weeks Course (Nov. - Dec., 2010) for Teachers / Scholars on **SPSS** (Statistical Package for Social Sciences) organized by Department of Life Long Learning (CACE&E), University of Jammu, India.

### *Research Project*

- Work Experience as **Co-Investigator** in **Evaluation the Plan Scheme of Domestic Promotion and Publicity including Hospitality (DPPH)** Project had the approved project cost of ₹ 21,61,200.00 (2.1 Million approx.) commissioned by Market Research Division, Ministry of Tourism, Government of India in 2012 - 2013.
- Presently working as **Principal Investigator** in **Social Media as an influencer among foreign tourists visiting India** Project had the approved project cost of ₹ 19,58,400.00 (1.9 Million approx.) commissioned by Ministry of Tourism, Government of India in 2014 - 2015.

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## ORGANIZATIONAL RESPONSIBILITIES

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- **Deputy Editor - International Journal in Tourism and Travel (IJTT)**  
Published by Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Admission Committee Member**  
Admission 2014-16 and Admission 2015-17
- **Management Committee Member**  
Center of Creativity and Innovation,  
Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Hostel Warden (Boys) - Hostel No. 2** from August, 2014 onwards  
Indian Institute of Tourism and Travel Management (IITTM), Gwalior
- **Hostel Warden (Boys)** from December 13, 2012 to July 31, 2014  
Indian Institute of Tourism and Travel Management (IITTM), Bhubaneswar

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## PROFESSIONAL MEMBERSHIPS

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- Lifetime Membership of **Indian Tourism Congress (ITC)** and **Youth Hostel Association of India (YHAI)**.