

## Dr. Monika Prakash

Associate Professor & Chairperson (PGDM-Services Programme)  
Indian Institute of Tourism and Travel Management  
An organization of Ministry of Tourism, Government of India  
Govindpuri, Gwalior 474011 MP



### Value statement

I would like to contribute my energies to the advancement of business education and learning. Thus, be a part of a team that faces constant challenges and provides an environment of creativity.

### Present assignment

I am presently serving as **Associate Professor of Business Studies** at Indian Institute of Travel and Tourism and Management (IITTM), Gwalior since May, 2010. *IITTM is an organization of Ministry of Tourism, Government of India.* Responsibilities include teaching post graduate students. I am the Chairperson for PGDM (Services) Programme. Administrative responsibilities include Examination centre superintendence and liaison with AICTE. I also lecture at various training programmes of the institute.

### Earlier experience

I am associated with teaching of business related courses at the professional postgraduate level for last 14 years and training senior executives from different sectors. Have an exposure to use of contemporary teaching pedagogy. Teaching interests at present include Business Strategy, Organizational Behaviour, Consumer Behaviour and Human Resources Management.

<i>Period</i>	<i>Institution</i>	<i>Designation</i>	<i>Responsibilities</i>
May 2007- May 2010	Indian Institute of Tourism and Travel Management	Reader	Teaching, training, research
March 2007- May 2007	Department of Management, Mizoram University, Aizawl	Lecturer	Teaching, training, research
August 2006- March 2007	Center for Entrepreneurship and Small Business Management (CESBM), Maharshi Dayanand Saraswati University, Ajmer	Post-doc	Research, trainer for Entrepreneurship Development Programmes
September 2003- April 2006	Sophia College, Ajmer	Lecturer	Taught B Com/ BBA classes. Visiting faculty at Department of Economics, Maharshi Dayanand Saraswati University at Ajmer
September 1996- March 1999	India International School of Management at Jaipur	Lecturer	Taught at MBA programme
July 1996- August 1996	Maharshi Arvind Institute of Science and Management, Jaipur	Asst. Professor	Taught at MBA programme
September 1993-	Jodhpur Computer Services	Marketing	

August 1994

Executives

### **Teaching qualifications**

Qualified NET (Management) examination conducted by UGC (UGC reference No. NET-DEC 98/ No. A0005811). Roll No. N686483

### **Academic background**

Secured I position in the M Com (2001) of Maharshi Dayanand Saraswati University, Ajmer. Have a good academic career throughout and had been educated throughout in English medium in convent schools at Jodhpur and Meerut.

<b>Examination</b>	<b>Institute and Board/ University</b>	<b>Subjects</b>	<b>Year</b>	<b>Div</b>	<b>%age</b>
<b>Secondary</b>	St. Patrick's School, Jodhpur <b>Board of Secondary Education,</b> Rajasthan, INDIA	Sc-Biology	1986	I	645/ 750 = 86%
<b>Higher Secondary</b>	St. Patrick's School, Jodhpur <b>Board of Secondary Education,</b> Rajasthan, INDIA	Sc-Biology	1987	I	315/400 = 78.75%
<b>BSc</b>	Kamla Nehru College for Women <b>Jodhpur University,</b> Jodhpur, INDIA	Sc- Bio	1990	I	1183/ 1650 = 71.70%
<b>MBA</b>	Faculty of Commerce and Management <b>Jai Narayan Vyas University</b> (Erstwhile Jodhpur University), Jodhpur, INDIA	Finance	1993	I	1068/ 1700 = 62.82%
<b>Mcom</b>	Faculty of Commerce <b>Maharshi Dayanand Saraswati</b> University, Ajmer, INDIA	Economic Administration and Financial Management	2001	I	649/ 900 = 72.11% <b>Gold Medal</b>
<b>PhD</b>	Faculty of Commerce <b>Maharshi Dayanand Saraswati</b> University, Ajmer, INDIA	Commerce <sup>1</sup>	2005		

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<sup>1</sup> Thesis: "Cyber loafing at workplace: An exploratory study" under the supervision of Professor Bhagwati P. Saraswat.

### ***Awards and fellowship***

<b>Award</b>	<b>Year</b>	<b>Agency</b>
<b>Vice Chancellor's Gold Medal for first position in M Com Exam 2001</b>	2002	Maharshi Dayanand Saraswati University, Ajmer
<b>SIDA Fellowship</b>	2007	Swedish International Development Agency, Stockholm

### ***Training acquired and capacity building***

April 15- May 05, 2007	Linkoping University, <b>SWEDEN</b>	Advanced SME Management programme
September 15-29, 2007	National University of Vietnam, Hanoi, <b>VIETNAM</b>	Advanced SME Management programme
July 20-29, 2008	Indian Institute of Tourism and Travel Management, <b>GWALIOR</b>	FDP on Research Methodology
August 25- 30, 2008	Indian Institute of Management, <b>KOZHIKODE</b>	FDP on Foundation Course on Business Strategy
April 13-18, 2009	Management Development Institute, <b>GURGAON</b>	FDP on Technology and Innovation Management
December 07-12, 2009	Indian Institute of Management <b>LUCKNOW</b>	FDP on Organisation Change and Development
February 14- March 02, 2011	Administrative Staff College of India, <b>HYDERABAD</b> for Ministry of Tourism, Government of India.	MDP for teachers of tourism and hospitality (Ministry of Tourism, GoI- Study visit to Malaysia, Indonesia and Singapore)
December 5-15, 2011	Indian Institute of Tourism and Travel Management, <b>GWALIOR</b> .	Train the Trainer for Tourist Guiding, organized by World Federation of Tourist Guide Association (WFTGA).

### **Personal**

Date of Birth: December 15, 1970.  
Family status: Married, have two sons aged 17 and 15.  
Languages known: Hindi and English.  
Father: Dr. S.P. Gupta,  
*Professor of Structural Engineering. (Retd.)*  
Husband: Dr. Nimit Chowdhary  
*Professor*  
Indian Institute of Tourism and Travel Management  
Gwalior

### **Referees**

Professor M.L. Chippa  
Ex-Vice Chancellor,  
Maharshi Dayanand Saraswati University  
Ajmer  
[mchhipa@rediffmail.com](mailto:mchhipa@rediffmail.com)

Professor Manjula Chaudhary  
Director  
Indian Institute of Tourism and Travel  
Management  
Gwalior  
[manjulachaudhary@gmail.com](mailto:manjulachaudhary@gmail.com)

Professor Bhagwati P. Saraswat  
Director, CESBM  
Maharshi Dayanand Saraswati University  
Ajmer  
[ashpareek@gmail.com](mailto:ashpareek@gmail.com)

Professor Kalpana Mathur  
Dean, Faculty of Commerce and  
Management  
Jai Narain Vyas University  
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### **Contact**

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## **Annexure: Academic works of Dr. Monika Prakash**

### **Books (3)**

**Prakash, Monika** and Chowdhary, Nimit (2010). Starting a Tourism Company, New Delhi: *Matrix Publishers*. ISBN 819 101 421 1

Chowdhary, Nimit and **Prakash, Monika**. (2010). Managing Small Tourism Business, New Delhi: *Matrix Publishers*. ISBN 818 101 420 3

Chowdhary, Nimit and **Chowdhary, Monika**. (2005). Textbook of Marketing of Services: The Indian Experience, New Delhi: *Macmillan India Limited*. ISBN 1403 92760 X.

### **Papers published (26)**

Kaurav, R. P. S., **Prakash, M.** and Singh, H. P. (2012). Incorporating Word-of-Mouth Sources for Marketing of Services: A Study of Tourism Services in Dash, S. K., Prakash, S., and Prakash G. (eds.), *Contemporary Issues in Services Marketing-Challenges for 21st Century*, pp. 593-602, New Delhi: Global Research Publication. [ISBN: 978-81-89630-44-7]

**Prakash, M.**, Chowdhary, N. and Sunayana (2011), Tour guiding: Interpreting the challenges. *Turismos*, Vol.6, No. 2. Pp.65-81.

Chowdhary, N., Ramesh, D., and **Prakash, M.** (2011), 'India- Making of a health destination' in Thimm, T. and Freyer, W. (Eds), *Indien- Tourismus*, München: Oldenbourg Wissenschaftsverlag GmbH. (Intl)

**Prakash, M.**, Devrath, R. and Chowdhary, N. (2011). 'Medical tourist- Who are they? Where do they come from?' in TCI (Eds.) *Disha 2011: Emerging Trends in Indian Tourism*, Delhi: Matrix Publications, pp. 27-55.

Kaurav, R.P.S and **Prakash, M.** (2011). Internal marketing- a gizmo to bind employees' power in tourism enterprise. *South Asian Journal of Tourism and Heritage*, Vol. 4, No.2, pp. 173-183.

Kaurav, R.P.S., Shukla, U.N. and **Prakash, M.** (2011), Managerial culture- "Mental Gear": A study for the employees' disposal in the tourism enterprise, *IJBEMR*, Vol.2, Iss. 2, pp.112-120.

**Prakash, M.**, Chowdhary, N. and Sunayana (2010), Becoming a tour guide: Analyzing the motivations. *Revista de Turism* No. 9, pp. 5-13.

**Prakash, M.** and Chowdhary, N.(2010). What are we training tour guides for? (India), *Turizam*, Vol. 14, No.2, pp. 53-65.

**Prakash, M.**, Chowdhary, N. and Sunayana (2010), 'Tour guides- Roles, challenges and desired competencies: A review of literature', *International Journal of Hospitality and Tourism Systems*, Vol. 3, No. 1, pp.1-12.

Chowdhary, N. and **Prakash, M.** (2010), 'Should I, should I not?', *Journal of Teaching in Travel & Tourism*, Vol. 10, No.2, 192-207.

Chowdhary, N. and **Prakash, M.** (2010), 'Should I, should I not? (Teaching note)', *Journal of Teaching in Travel & Tourism.*, Vol.10, No.2, pp.208-211.

Chowdhary, N. and **Prakash, M.** (2010), 'Entrepreneurship development: Programme or Process?' *IIMS Journal of Management Science*, Vol. 1. No. 1, pp. 48-61.

- Chowdhary, N. and **Prakash, M.** (2010) 'Tour guiding in India: a case study' *European Journal of Tourism and Research*, Vol.3 No.1 .
- Chowdhary, Nimit and **Prakash, Monika** (2008) 'Tour Guide Training in India: A Comparison of Approach and Content with Other Programs', *Journal of Teaching in Travel & Tourism*, Vol.8, No. 2, pp. 161-191.
- Prakash, M.** and Chowdhary, N. (2008), 'Pyare Mohan Says "He won't"' in Natarajan, B. and Nagarajan, S.K. (eds.) *Developing Analytical Skills: Case Studies in Management*, Mumbai, Shroff Publishers and Distributors Pvt. Ltd., pp. 185-190.
- Prakash, M.** and Chowdhary, N. (2008), 'Mind your consumption!' in Natarajan, B. and Nagarajan, S.K. (eds.) *Developing Analytical Skills: Case Studies in Management*, Mumbai, Shroff Publishers and Distributors Pvt. Ltd., pp. 191-196.
- Prakash, M.** (2008), 'For tourism entrepreneurship in India', *International Journal of Tourism and Travel Management*, Vol.1, No.1, pp. 57-61.
- Chowdhary, N. and **Prakash, M.** (2007). 'Prioritizing service quality dimensions', *Managing Service Quality*, US, Volume 14, No. 5.
- Prakash, M.** and Chowdhary, N. (2007), 'Study of entrepreneurial motivations in India', *ICFAI Journal of Entrepreneurship*, Vol. 4, No.3, ICFAI University Press, pp.
- Prakash, M.** and Chowdhary, N. (2007), 'Carbex AB', *Business Perspectives*, Vol.9, No.1, pp. 101-103.
- Chowdhary, N. and **Prakash, M.** (2005), 'Service quality: revisiting the two-factor theory', *Journal of Services Research*, Vol. 5, No. 1, pp.61-75. (Also) Chowdhary, N. and **Prakash, M.** (2001) 'Service quality: Revisiting the two factors theory', *Proceedings of the First International Conference on Electronic Business*, Dec 19-21, Hong Kong.
- Agarwal, R, Parashar, S., Kumar, M. and **Prakash, M.** (2003), 'Dynadrives at Crossroads', in Dhar, U., Dhar, S. and Johri, S. (eds.) *Cases in Management- Glimpses of Indian Situation*, PIMR, Indore.
- Chowdhary, N. and **Prakash, M.**(2000) ' Indian Universities: We Need a Second Order Change' in Joshi.K.M. (eds.) *Higher education: Developmental issues*, New Delhi, Commonwealth, pp.
- Chowdhary, N. and **Prakash, M.** (2000) ' Appreciate your assets! Else depreciate them to doom', *Udyog Pragati*, Vol.24, No.1, pp.
- Chowdhary, N., **Prakash, M.**, Chaudhary, S., and Yadav, R. (1999) 'Quasi experiments with service quality', *Udyog Pragati*, Vol. 23, No.3, pp. 37-42.
- Chowdhary, N. and **Prakash, M.** (1998) 'Healthcare management: Need for teamwork', *Hospital Administration*, Vol. XXXV, No. 3&5, pp 142-146.

### **Papers in conference**

- 'Strategic thinking and reconnaissance before raising a new hospital' at **National Convention of Indian Hospital Association**, Indian Hospital Association, Nov. 15-16, 1996, Madurai.
- 'Service quality: Revisiting the two factors theory', **Proceedings of the First International Conference on Electronic Business**, Dec 19-21, 2001, HONG KONG
- 'A study of entrepreneurial motives' at **2<sup>nd</sup> National Conference on Entrepreneurship in the Era of Globalization: Opportunities and Challenges**, Jan 6-7, 2005, NISIET, Hyderabad

- 'A case for small service economy' at **6<sup>th</sup> Biennial Conference on Advances and Trends in Entrepreneurship Research**, Feb. 9-11, 2005, Entrepreneurship Development Institute of India, Ahmedabad
- 'Study of startup motives among doctor entrepreneurs' at **1<sup>st</sup> Biennial CESBM International Conference**, September 9-11, 2005, Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer
- 'Skill gap analysis for tourism industry' at **National Conference on Indian Aviation Sector: Future Directions** at Indian Institute of Tourism and Travel Management and Indian Tourism Congress, January 17-18, 2009.
- 'Revisiting medical tourism' at **ITC 2<sup>nd</sup> International Convention** during September 11-13, 2010, Dubai, UAE.
- Session Co-chair at International Conference on **Challenges and Strategic Interventions for Tourism In India**, December, 4-5, 2010, organised by Institute of Tourism Studies, Lucknow University, Lucknow.
- Directors' Conclave on at Indian Institute of Tourism and Travel Management, Gwalior during December 18-19, 2010.
- Session Chair for the Technical session at **3<sup>rd</sup> Biennial CESBM International Conference**, January 22-23, 2011, at Center for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.
- 3<sup>rd</sup> Director's Conclave** with the theme "Tourism and Global Peace: Setting Agenda for Future", during December 24-25, 2011, at IITTM Gwalior.
- Session Chair at **3<sup>rd</sup> International Conference on "Transformation and Survival of Business Organisations: Challenges and Opportunities"**, during December 28-30, 2011 organised by Prestige Institute of Management, Gwalior

### **Participation in conferences/ seminars/ etc.**

- Coordinator for Entrepreneurship Track at **Director's Conclave**, "Emerging Dimensions of Human Resources Development in Tourism", Indian Institute of Tourism and Travel Management, January 17-18, 2008.
- Expert at Curriculum development workshop at Institute of Management Studies, Jiwaji University, Gwalior
- Chaired a session in **National Conference on Innovation and Adaptation**, at Prestige Institute of Management, Gwalior, June 30, 2009.
- Coordinator for **Marco Polo Programme**. Marco Polo programme is an international student exchange programme of APETIT. This year the programme was organized during June 22-28, 2009 at IITTM Gwalior wherein 13 exchange students participated.

### **Projects**

	<b>Title</b>	<b>Agency</b>	<b>Amount</b>
1	<i>Entrepreneurial intention of tourism students (2009-10)</i>	India Council for Social Science Research	~ 3.97 L
2	<i>Study of problems and challenges faced by medical tourists visiting India</i>	Ministry of Tourism, Government of India	~ 10.5 L

	(2010)		
3	<i>Study of problems and challenges faced by service providers (non-medical) for medical tourists visiting India</i> (2011-13)	India Council for Social Science Research	₹ 6.45 L



***Doctoral supervision***

<b>Subject</b>	<b>Candidate</b>	<b>Enrollment</b>	<b>Status</b>
Assessing impact of internal marketing on the business performance of tourism industry	Rahul Pratap Singh Kaurav	Jiwaji University	Registered
A Study of human resource development practices of private business schools.	Neelam Sharma	Jiwaji University	Registered

### ***International exposure and liaison***

July 06 -19, 2002	<b>SINGAPORE, THAILAND</b>	Personal
November 29- December 01, 2004	Lahore University of Management Sciences <b>PAKISTAN</b>	8th South Asian Management Forum's Biennial Conference
April 15- May 05, 2007	Linkoping University, <b>SWEDEN</b>	SIDA fellowship for Advanced SME Management programme
September 15-29, 2007	National University of Vietnam, Hanoi, <b>VIETNAM</b>	SIDA fellowship for Advanced SME Management programme
September 10-14, 2010	The Emirates Academy of Hospitality Management, Dubai Skyline University College, Sharjah <b>UNITED ARAB EMIRATES</b>	ITC 2 <sup>nd</sup> International Convention
February 19-March 02, 2011	<b>MALAYSIA, INDONESIA, SINGAPORE</b>	Management Development Programme for Teachers, Ministry of Tourism, Government of India.