



Dr. Shish Pal is an Associate Professor and Dean of Research & Development at Gateway Institute of Engineering & Technology, Sonipat, Haryana. With over 10 years of experience, he has made significant contributions in the fields of Marketing, Economics, and Business Research Methods. Dr. Pal holds an MBA, M. Com, UGC NET, JRF, and a Ph.D. (Regular) from GJUST, Hisar. He has been recognized for his research excellence with multiple awards, including the Best Researcher Award from Gateway Education, the Young Researcher Award-2024 by InSc Institute of Scholars, and the Inspiring Teacher Award 2024 by Brand Council and NEWS1India. Dr. Pal has published extensively with 10 Scopus Indexed papers, 10 UGC CARE publications, and 15 peer-reviewed publications. He is the author of two books: Engineering Economics and How to Write an Academic Book, and has presented 20 research papers at national and international conferences. As a resource person, he has contributed to 5 workshops and 10 conferences. He has also been involved in organizing two national and two international conferences, with one UGC-sponsored major research project to his credit. Dr. Pal holds leadership roles, including Dean of the Research and Development Cell, Head of the Internal Quality Assurance Cell, Managing Editor of the Gateway International Journal of Innovative Research, Associate Editor of the Indian Journal of Social Work Education and Practice, and Editor-in-Chief at Ronak Publication House Ltd. Additionally, he is a certified trainer for SPSS, AMOS & PLS SEM and has guided over 200 research students and faculty members. He can be contacted at shishpal007@gmail.com or shish.pal@gateway.edu.in, with mobile numbers +91 9468090975 and +91 8295539303.