

Parikshat Singh Manhas



The research acumen developed during this period helped Prof. Manhas developing major research projects and analyzing the potential in his research work, consequently published 07 books, 26 research papers in refereed journals (including SSCI journals), and 15 book chapters in related fields.

Parikshit Manhas,
Director, School of Hospitality & Tourism Management (SHTM),
Professor, The Business School (TBS), University of Jammu.

A recipient of “Canadian Studies Faculty Research Fellowship” in 2009 affiliated at University of Quebec worked on the project “Economic Development through Destination Brand Positioning in Canada: Lessons for India”.

He identified policy and support packages implemented in Canada which were used to promote destinations and were similarly employed in India. The working of Canadian Destination Management Organizations (DMO's) was closely monitored especially Tourism Montreal. Based upon the work done at, University of Quebec in Montreal's business school l'Ecole des Sciences de la Gestion (ESG), Canada Prof. Parikshat was invited through different fellowships to various countries to do similar work. He was awarded Hungarian Faculty Research Fellowship by Hungarian Scholarship Board, Budapest, HUNGARY under the Indo Hungarian Educational Exchange Program for the year 2012-13 and Commonwealth Professional Fellowship by Commonwealth Scholarship Commission, United Kingdom for the year 2014 which are similar in nature what he started with the fellowship award received from Shastri Indo-Canadian Institute.

The research acumen developed during research fellowship helped Prof. Manhas in developing major research projects and analyzing the potential in his research work, consequently resulted into 07 books, 26 research papers in refereed journals (including SSCI journals), and 15 book chapters in related fields.

Subsequently, he developed a close network with WC of E for Destinations, a Montreal based International tourism organisation and became representative for India and South East Asia for the promotion of Tourism.