



Profile

Name	Dr. Bhumija Chouhan		
Department	Management		
Academic Qualifications	<p>PhD - A comparative study of organization culture in higher education and its impact on faculty members in selected institutes of Rajasthan "from Banasthali University, Rajasthan in year 2011</p> <hr/> <p>UGC – NET June, 2005 qualified in Management Studies</p> <hr/> <p>PG – MBA (Marketing, Finance) from M.D.S. University, Ajmer in the year 2003.</p> <hr/> <p>UG - B.Sc. (Chemistry, Botany, Zoology) from J.N.V. University, Jodhpur in the year 1998-2001.</p> <hr/> <p>Accredited Management Teacher (AMT) October, 2008 certified by All India Management Association, New Delhi.</p>		
Total Experience in Years	Teaching: 20.4 yrs. (PG Level)		
Teaching Experience	Employer	Position Held	Tenure
	International School of Informatics & Management, Jaipur, Rajasthan	Associate professor	August 2012- Till Date
	International School of Informatics & Management, Jaipur, Rajasthan	Senior Assistant Professor	August 2006 - August 2012
	Amity University, Jaipur	Assistant Professor	February 2006- August 2006
	Maharishi Arvind Institute of Science & Management, Jaipur	Assistant Professor	August 2003- February 2006

Research Areas/ Areas of Interest	<p>Primary</p> <ul style="list-style-type: none"> ➤ Marketing Management <p>Secondary</p> <ul style="list-style-type: none"> ➤ OrganisationBehaviour/General Management/ Human Resource Management ➤ Financial Management
PhD Guide Field & University	<p>Field:</p> <ol style="list-style-type: none"> 1. Marketing 2. General Management <p>Appointed as Research Supervisor at following Universities:</p> <ol style="list-style-type: none"> 1. Rajasthan Technical University, Kota 2. The IIS University, Jaipur 3. Jagannath University, Jaipur
PhD Guided (Completed)	6
Title of Completed Thesis	
1. Prachi Goyal	A critical study of online shopping behavior of urban youth (a case study of selected cities). {Rajasthan Technical University, Kota}
2. Shubhashree Sharma	Job Satisfaction among the Employees of Insurance Sector: A Study of Selected Private Insurance Companies in Rajasthan. [The IIS University, Jaipur}
3. Hans Kr Sharma	A study on impact of e-marketing on consumer buying behaviour in major cities of Rajasthan.{ Jagannath University, Jaipur}
4. Vipul Bhardwaj	A study of Customer Satisfaction with respect to DTH service providers in Rajasthan.{Rajasthan Technical University, Kota}
5. Shashi Shekhawat(Co-Supervisor)	Online and offline consumer buying behaviour: A comparative study with reference to tourism industry study in Rajasthan. {The IIS University, Jaipur}
6. Sheenam Gogia	Behavioral Finance – An Empirical study on attitude of Middle-class investors towards investment in Northern and Western region of India. {Jagannath University, Jaipur}
Title of Research Work (Ongoing) approved by DRC Committee	
1. Rishika Sharma	Impact of Personality Traits on Consumer Buying motives with respect to Eco-friendly FMCG products. .{Rajasthan Technical University, Kota}
2. Apoorva Gupta	Financial Independence and its influence on Women Empowerment. {The IIS University, Jaipur}

Significant Publications

Books

- Organisational Behaviour published with Ramesh Book Depot, Jaipur [ISBN 81-8142-369-0].
- Sales and Distribution Management published with Ramesh Book Depot, Jaipur [ISBN 978-81-8142-386-3].
- Consumer Behavior and Market Research published with Ramesh Book Depot, Jaipur [ISBN 978-81-8142-426-6].
- Abstract Series for MBA first semester published with Saroj Publication house, Jaipur [ISBN 978-81-904843-8-1].
- Marketing Management under press with Laxmi Publication house, New Delhi.

Units/ Chapters Authored

Modules of
(1) Marketing Management
(2) Product and Brand Management courses for Vardhman Mahaveer Open University Kota

Papers Published in Journals

International No:15

1. **Chouhan, Bhumija.** Gupta Apoorva (2022): Financial independence of women and the influencing factors. International journal of research and analytical reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.9, Issue 2, Page No pp.921-934, May 2022, **UGC (Journal No: 43602)& 7.17 Impact Factor.**
2. **Chouhan, Bhumija.** Gogia Sheenam (2022): An Empirical study on analyzing Behavior and preference of the Indian Investors Behavior towards Investment Avenues during Covid-19. IJME ISSN: 0974-5823, Impact factor 2.1, Vol. 7 No. 2 **Scopus Indexed listed in UGC Care list II.Feb 2022.**
3. **Chouhan, Bhumija.** Saini kavya (2021). Global Vs. Local: Analysis of Factors Affecting Consumer reference in the purchase of personal hygiene product. *Journal of Xi'an University of Architecture & Technology.* ISSN No. 1006-7930. Impact factor 3.7 Vol. XIII (6) **Scopus Indexed.**
4. **Chouhan, Bhumija.** GogiaSheenam (2020). Current Scenario of Investing Pattern of Indian Investors with Special Reference to Northern & Western Region-A Critical Analysis. *International Journal of Advanced Science and Technology* ISSN: 2005-4238 (Print), 2207-6360 (Online) Vol. **29(3)** pp. 9301-9312.**Scopus Indexed till December 2020.** Published by Science and Engineering Research Support Society, Australia.
5. **Chouhan, Bhumija,**GogiaShenam(2019). A study on attitude of middle-class investors towards various investment avenues in western region of India. *Asian Journal of Multidimensional research*, ISSN-2278-4853, **8(3)**, Impact Factor-(SJIF 2018=6.053).
6. Bhardwaj Vipul, **Chouhan, Bhumija** (2019). DTH industry in India-Future Prospectus. *Research Direction.*ISSN-2321-5488,6(12-April-19), Impact Factor-5.7
7. Goyal Prachi, **Chouhan Bhumija** (2019) A comparative study of online marketing factors effecting online consumer buying behavior of differently oriented shoppers.Journal of

8. Bhardwaj Vipul, **Chouhan, Bhumija** (2018). Impact of buying perception on consumer satisfaction for DTH services: an empirical study. *Kaav International Journal of Economics, Commerce & Business Management*.ISSN: 2348-4969, APR-JUN (A referred Peer reviewed Journal) /VOL-5) IMPACT FACTOR– 8.9901
9. Goyal Prachi, **Chouhan, Bhumija** (2016).An investigation into the reasons for the shift of customers to online stores. *International Journal of Marketing and Management Research*, ISSN- 2229-6883 **7(12)**, Impact Factor-5.108.
10. Goyal Prachi, **Chouhan, Bhumija** (2015). An analysis of factors affecting online consumer buying behavior in India. *International Journal of Research in Commerce and Management (IJRCM)*, ISSN-2231-5756, **5(3)**.
11. **Chouhan, Bhumija** (2014). Organization culture in Engineering Education with special reference to Rajasthan. *GE-International Journal of Management Research (IJMR)*,ISSN:(2321-1709), ISSN (PRINT): (2394-4226) IMPACT FACTOR-5.779,**2(8)**.
12. Sharma, Shubhashree, **Chouhan, Bhumija** (2014). A study on job satisfaction among the employees of private insurance companies of Rajasthan. Research Revolution: An International Online open access journal. SJIF indexed ISSN- 2319-300, **2(9)**, Impact Factor 4.472.
13. **Chouhan, Bhumija**, Mehta, Anil, Nagar, Pankaj(2011). Organization Culture in Management institutions with special reference to Jaipur, Rajasthan. *International Journal of Research in Commerce and Management (IJRCM)*, (Peer Blind Refereed and Reviewed Journal) ISSN- 0976-2183, **2(3)**, Impact Factor 0.83.
14. **Chouhan, Bhumija** (2011). A Comparative study of Organization Culture among faculty members of selected Engineering and Management institution of Rajasthan. *International Journal of Exclusive management Research*, peer blind reviewed journal ISSN- 2249-8672, **1(3)**, Impact Factor 5.76.**UGC Approval No: 49166 (up to June 2019)**
15. **Chouhan, Bhumija** (2011). A Comparative study of Organization Culture and its impact among faculty members in selected higher education institutions of Rajasthan. *International Research Journal for Management and Computer Application*, ISSN- 2250-0529, **2(3)**.

National No:10

1. GogiaSheenam., **Chouhan, Bhumija** (2018). A Study on Investors and their Behaviour Pattern towards Investment with Special Reference to Middle-Class Investors Of Northern Region In India. *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*.ISSN-2277-1166, 7(4). UGC Approved
2. GogiaSheenam., **Chouhan, Bhumija** (2017). A Study of Attitude of Rational Investors Towards Investment in Pune Region. *PARIVRIDDDHI- A National Refereed Journal of Multidisciplinary Studies*, ISSN-2394-9112, 3(7).
3. Goyal, Prachi, **Chouhan, Bhumija** (2017). Mobile Shopping Applications: Attractiveness, Usage amongst urban Indian Youth. *Apeejay Journal of Management Sciences and Technology*, ISSN-2347-5005 5(1).
4. **Chouhan, Bhumija** (2014). Demise of Management Education in India. *Bombay Management Association-E journal*, ISBN: 978-81-927496-0-0, 1(4).
5. **Chouhan, Bhumija** (2010). Ethical Spirituality: The guidelines for building spirituality at workplace. *OORJA*, ISSN- 0974-7869, 8(1).

6. **Chouhan, Bhumija** (2010). The Power of cult Branding. *ELK journal of Marketing and Retail Management*, ISSN- 0976-7193, 2(6), Impact Factor 2.045.
7. **Chouhan, Bhumija** (2010). Organization Culture and Its Impact on organization effectiveness with special emphasis on QWL and ways of building innovative work culture. *GYANPRATHA*, ISSN- 0975-0584, 2(1).
8. **Chouhan, Bhumija** (2008). e–choupal: Appreciating the imperative of intermediates in the rural India. *OORJA*, ISSN- 0974-7869, 6(1).
9. **Chouhan, Bhumija** (2008). Viral Marketing: Achieving a cascading reach. *Comdex times journal for management ideas*, 14(8).
10. **Chouhan, Bhumija** (2008). Customer Relationship Management: The new mantra of marketing. *Comdex times journal for management ideas* published, 14(11).

Papers Presented in Conferences

International No: 09

1. **Chouhan, Bhumija** (2020). Paper presented and published at International e-conference on “Digitalization as a Vehicle for Innovation, Organizational Growth, and Effectiveness on topic: “The investment Scene-Understanding the investors behavior and preference amid COVID -19” organized by Prestige Institute of Management, Gwalior.
2. **Chouhan, Bhumija** (2018). Paper presented at International conference on topic “Market Research into Market Analytics: A game changing Strategy in Contemporary Market” Organized by International School of Informatics and Management, Jaipur.
3. **Chouhan, Bhumija** (2017). Paper presented at International conference on topic “Digital payment: Can a common man Entrust” Organized by International School of Informatics and Management, Jaipur.
4. **Chouhan, Bhumija** (2015). Paper presented at international conference on New Global Economic Order: Challenges and Opportunities on “Service Marketing: The Drift and Inclination in Present Indian Market” organized by JK Business School, Gurgaon.
5. **Chouhan. Bhumija** (2014). Paper presented at International Conference on international conference on Global economic turbulences: shifts in business structures and systems on “Global Economic Turbulence: The Paradigm Swing in Marketing” organized by GITAM Institute of Management, GITAM University, and Vishakhapatnam.
6. **Chouhan, Bhumija** (2014). Paper presented at international Conference on R (Retail, Rural and Revolution) on topic “Rural Marketing – An endeavor to rising Indian bazaar” organized by International Institute of Rural Management, Jaipur.
7. **Chouhan, Bhumija** (2012). Paper presented at international conference on Opportunities and Challenges in Global Business on topic “Indian Economic Growth and the role of Foreign Direct Investment” organized by International Institute of Foreign Trade and research, Indore.
8. **Chouhan, Bhumija** (2010). Paper presented at International Conference on Corporate Renaissance – New age mantra on “Knowledge management – New Practice towards Corporate revitalization” organised by Delhi institute of advanced studies, Delhi.
9. **Chouhan, Bhumija** (2007). Paper submitted and published at International Conference on emerging financial markets on Risk Management- Principles in Electronic Banking conducted by PSG Institute of Management and Technology, Coimbatore.

National No: 13

1. **Chouhan Bhumija**(2017) paper presented at national conference on topic Evaluating major economic responsibilities for growth and evolution: Analysing progressive India on title “A study of attitude of rational investors towards investment in Pune region organized by New Horizon college, Bangalore
2. **Chouhan, Bhumija** (2013). Paper presented at national conference on topic Study of Role of State in Development of Entrepreneurs in India Organized by International School of Informatics and Management, Jaipur.
3. **Chouhan, Bhumija** (2013). Paper presented at national conference on topic Intrapreneurship v/s Entrepreneurship in India Organized by International School of Informatics and Management, Jaipur
4. **Chouhan, Bhumija** (2011). Paper presented at national conference on topic Role of B-schools in globalization era: challenges and strategies ahead Organized by International School of Informatics and Management, Jaipur
5. **Chouhan, Bhumija** (2009). Paper presented at national seminar on Supremacy of culture: The pervasive influence on consumer behavior Organized by Apex institute of Science and Management, Jaipur on topic Global economic upheavals and strategic management initiatives.
6. **Chouhan, Bhumija** (2009). paper presented at national seminar on topic Dynamics of Quality Assurance in Higher Education Institutions Organized by International College for Girls, Jaipur.
7. **Chouhan, Bhumija** (2009). Paper presented at national seminar on topic corporate governance: The Practice to Accomplish Incredible Trade in India Organized by FICCI and Integrated Institute of Learning and Management, Jaipur. National conference on Good corporate governance -its need and practice in India in the new global order.
8. **Chouhan, Bhumija** (2009). Paper presented at national seminar on Exploring New Horizons of Brand in Rural Market Organized by Arya Institute of Management and Technology, Jaipur. National seminar on expectations and challenges of Management.
9. **Chouhan, Bhumija** (2009). Paper presented at national seminar on Diversity Management – HR Practices on managing work force diversity in globalized world, organised by department of business administration and MHRM program, Mohan Lal Sukhadia University, Udaipur.
10. **Chouhan, Bhumija** (2008). Paper submitted at national seminar on the topic Changing Paradigm in management on topic Growth Drivers in Retail Revolution in India organised by department of business administration, Annamalai, University.
11. **Chouhan, Bhumija** (2008). Paper presented and published at national conference on the topic Corporate Strategies and innovation in the emerging economy on topic Webxpress™– An Effective Tool of Supply Chain Management, organised by university school of management studies, Guru Gobind Singh Indraprastha university, Delhi.
12. **Chouhan, Bhumija& Saini Kavya** (2007). Paper presented and published at National Level Seminar on -WTO Regime & paradigm Shift in Indian Business on -Rural India-A New Canvas for International Marketers, conducted by Guru Govind Singh Institute of Technology and Management Studies, Yamuna Nagar.

13. **Chouhan, Bhumija** (2007). Paper presented at national seminar on Technical Education in Current Perspective on Present scenario of technical education in India Organised by Rajasthan Technical University, Kota.

Cases Published

Bhumija Chouhan, Kavya Saini, and Geeti Sharma (May 2018), *Bhana Sweet House: Continuing the Family Legacy, Thrive: A Handbook of Family Business Case Studies*, Bloomsbury Publishing India Pvt Ltd, New Delhi, ISBN: 978-93-87146-16-7

Subjects Taught

- Sales and Distribution Management
- Marketing Management
- Organization Behaviour
- Business Ethics and corporate Governance
- Customer Relationship Marketing
- Product and Brand Management
- Corporate strategy
- Human Resource Management
- General Management
- Organization Structure and Development

Subjects of Interest

- Integrated Marketing Communication
- Compensation Management and Retention
- Retail Management
- Research Methods in Management
- Theories and Practices of Management
- Organization Theory and Process.
- Corporate Policy and Business Strategy

Professional Memberships

- Life Member of All India management association (AIMA), New Delhi.
- Member of Association of Indian Management Scholars (AIMS).
- Member of Indian Society of Business Management, Chennai.
- Life Member of Jaipur Management Association (JMA), Jaipur

Awards and Recognitions

- Secured 7th Rank in Merit list of M.B.A. Batch 2001-2003 from M.D.S. University, Ajmer.
- Gold Medalist in M.B.A. from A.V.J.G. College, Sri Ganganagar.
- Awarded by Vidhyarthi Shiksha Sahyog Samiti® for obtaining first position in M.B.A. at Sri Ganganagar district.

Editorial Appointments/ Reviewer

Editor for OORJA-International Journal of Management and IT

Resource Person

Appointed as Technical Session Chair at International Conference of management and IT, 2020 (ICMIT 2020) organised by International School of Informatics and Management, Jaipur on 7th August 2020- 8th August 2020.

Academic Committee Memberships

1. Appointed as Academic Counselor at IGNOU, New Delhi in MBA programe.
2. **Appointed as Special Invitee(member) in BOS (Management studies), Rajasthan Technical University, Kota**
3. Appointed as External Examiner for Thesis Evaluation by Banasthali Vidhyapith University, Niwai .
4. Appointed as External Examiner for DRC Synopsis evaluation by Banasthali Vidhyapith University, Niwai.
5. Appointed as External Examiner for DRC Synopsis evaluation by Uttaranchal University, Dehradun, Uttarakhand.
6. Appointed as examiner by VIT University, Jaipur
7. Appointed as External Examiner for Thesis Evaluation by JJTU, Jhunjhunu.
8. Member of BOS at The IIS University, Jaipur
9. Appointed as examiner by Rajasthan Technical University, Kota
10. Appointed as examiner by The IIS University, Jaipur
11. Appointed as examiner by Suresh Gyan Vihar University, Jaipur
12. Appointed as examiner by Management & Commerce Institute of Global Synergy, Ajmer
13. Appointed as examiner by Vardhman Mahaveer Open University, Kota
14. Appointed as examiner by Jaganath University, Jaipur
15. Appointed as examiner by Poornima University, Jaipur
16. Appointed as examiner by BanasthaliVidhapith University, Niwai
17. Appointed as examiner by University of Rajasthan

Certificate Course

1. Online Certificate Course Cum Workshop of 10 days (32 hours) on “Mastering Excel: Tour from Beginners to Advance” organized by Department of Computer Science & Applications in Collaboration with Career Guidance Cell, Sanatan Dharma College, Ambala Cantt, Kurukshetra University, Kurukshetra from 21st July 2021 to 30th July 2021.
2. Online Certificate Course on “MOODLE LMS” of 30 hours conducted in blended mode through Learning Management System and Live sessions organized by E-Resource Development Cell, Sanatan Dharma College, Ambala Cantt., Haryana from 4-13 October, 2020
3. Online certificate course on “Introduction to Personal Branding “authorized by University of Virginia and offered through Coursera.

4. Online certificate course on “Brand and Product Management “authorized by IE Business School and offered through Coursera.
5. Online certificate course on “Brand Management: Aligning Business, Brand and Behaviour” by University of London through Coursera.
6. Online certificate course on”Marketing Analytics” by University of Virginia through Coursera.
7. Online certificate course on” Marketing Management I” by University of Illinois at Urbana-Champaign through coursera
8. Online certificate course on” Marketing Management II” by University of Illinois at Urbana-Champaign through coursera.

Conference/FDP/STTP/FIP attended

1. AICTE Training and Learning (ATAL) Academy Online FDP on "Enhancing Organizational Competitiveness in the Era of Globalization & Liberalization " from 06/12/2021 to 10/12/2021 at Dr B R Ambedkar National Institute of technology Jalandhar.
2. AICTE Training and Learning (ATAL) Academy Online FDP on “Effective Leadership and Excellence in Technical Education" from 15/11/2021 to 19/11/2021 at Women Engineering College Ajmer.
3. AICTE Training and Learning (ATAL) Academy Online FDP on "Stress Management through Yoga and Meditation" from 11/10/2021 to 15/10/2021 at Indian Institute of Technology Roorkee.
4. AICTE Training and Learning (ATAL) Academy Online FDP on "Emerging Trends, Pedagogy and Teaching Skills in Management Education Post COVID-19" from 06-09-2021 to 10-09-2021 at IILM Graduate School of Management, Noida.
5. AICTE Training and Learning (ATAL) Academy Online FDP on “Leadership & Excellence” from 23-11-2020 to 27-11-2020 by National Institute of Technology (NIT), Trichy.
6. AICTE Training and Learning (ATAL) Academy Online FDP on "Organizational Behaviour" from 21-9-2020 to 25-9-2020 at PSGR Krishnammal College for Women, Chennai.
7. Faculty Induction Program organized by MHRD- PMMMNTT and Ramanujan College, University of Delhi, New Delhi from 1st September 2020-30th September 2020.
8. FDP on “Innovations in Management Education and Research “organized by Department of Management Studies Ramanujan College, University of Delhi, New Delhi in collaboration with MHRD from 17th August 2020 to 30th August 2020.
9. FDP/Virtual workshop on ICT Enabled Research during COVID Pandemic” organized by IGNOU –The People University, New Delhi from 17th August 2020 to 21st August 2020.
10. RTU(ATU) TEQIP-III Sponsored FDP on” Aatmnirbhar Bharat: Emerging Enterprise in Rural Communities and Remote Region organized by Swami keshvan and Institute of Technology, Jaipur from 4th August 2020 to 6th August 2020.
11. FDP on “E-Content Development with GAD TLC MHRD” organized by Sanatan Dharma College, Ambala Cantt from 27th July 2020 to 31st July 2020.
12. FDP on “Academic Leadership - The Keystone of Education” organized by ICFAI University, Jaipur on 12th July 2019.
13. FDP sponsored by AIMS and organized by International School of Informatics and management on topic “Effective Teaching and Research Methods for Academicians, Research Scholars &Practioners” on 7th July 2017 -8th July 2017.’

Duties Performed

- Convener for B-Quizzing 2012-till date, National Level Business Quiz
- Ph.D. Course Coordinator.
- Examination Committee member.
- Co-coordinator of MOSAIC 2008, 2010, 2011– The annual Management fest.
- Coordinator of National Seminar organized NCMIT organized in 2011
- Coordinator of National Seminar organised on “Family Business – Managing in Global Economy