



Dr. Poornima Mathur

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Ph.D., MBA, B.Ed., B.Com

Associate Professor

International School of Informatics and Management (IIIM), The IIS (deemed to be) University

SUMMARY

- Over 14 years of Vast experience in Academics and Education.
- Doctorate (PhD) in Strategic HRM, Expertise in Organizational Behavior, Competitive Advantage, Strategic Management, Industrial Labor Relations.
- PhD supervisor RTU KOTA
- Member of SLA (Student Learning Assessment Program), AICTE, 2021.
- Drafted the Scheme and Syllabus for RTU BBA 2024.
- On Panel Paper Setter, Rajasthan Technical University (RTU), Kota, Since 2012.
- Examiner on Panel in Rajasthan Technical University (RTU), Since 2015.
- Proposed BBA Syllabus & Scheme for BBA Program, Rajasthan Technical University (RTU)
- Registered Counselor, IGNOU
- Various research papers have been published in Famous National/International Journals.
- Reviewed multiple research papers for reputed peer-reviewed journals.
- Attended international and national conferences, including Digital Transformation, and FDPs on entrepreneurship, research methodology, stress management, Mendeley Software, and AICTE training programs.

PUBLICATIONS

- Mathur, P., & Sahay, S. (2024). Exploring dimensions and level of emotional intelligence among professional educators. *Empirical Economics Letters*. (ABDC listed journal).
- Mathur, P., & Nair, M. (2024). Achieving sustainable competitive advantage through strategic HR practices in the hospitality industry: An empirical attestation. *AIMS Journal of Management*. (UGC CARE, January 2024).
- Mathur, P. (2023). A structural equational model depicting retention strategy for women employees. *Proceedings of the 3rd International Conference on Innovative Practices in Technology and Management (ICIPTM)*, Uttar Pradesh, India, pp. 1-6. <https://doi.org/10.1109/ICIPTM57143.2023.10117726> (SCOPUS indexed).
- Mathur, P. (2022). Linking selective hiring to competitive advantage in the hospitality industry. *OORJA*, 19(1), ISSN 0974-7869.
- Mathur, P. (2021, August 31). Strategic management planning based on ecosystem – A new innovative study. *National Seminar on Emerging Trends and Development in Commerce and Management*.
- Mathur, P., & Nair, M. (2016). Driving competitive advantage in the hospitality industry. *Business Manager*.
- Mathur, P. (2016). Organization structure: A key driver to competitive advantage. *International Journal of Management and Commerce Innovations*, 3(2), ISSN 2348-7585. (UGC CARE).
- Mathur, P. (2015). Achieving competitive advantage through employees. *International Journal of Arts and Humanities and Management Studies*, 1(9), ISSN 2395-0692. (UGC CARE).

- Mathur, P., & Nair, M. (2015). SHRM practices lead to competitive advantage in the hospitality industry. *Zenith International Journal of Economics & Management Research*, 1(1), ISSN 2249-8826. (UGC CARE).
- Mathur, P. (2011). Strategic issues in performance management in innovation-based organizations. *OORJA*, 10(1), ISSN 0974-7869.

Book Chapters

- Mathur, P., & Sahay, S. (2025). Can emotional intelligence shape the future of education?: Exploring emotional skills for effective teaching and professional well-being. In *Humanizing Technology With Emotional Intelligence* (pp. XX-XX). IGI Global. <https://doi.org/10.4018/979-8-3693-7011-7.ch009> (SCOPUS indexed).
- Mathur, P., Agarwal, A., & Walia, S. (2023). Journey of HR from Industry 1.0 to 5.0 and the road ahead. In *Opportunities and Challenges of Business 5.0 in Emerging Markets* (pp. XX-XX). IGI Global. <https://doi.org/10.4018/978-1-6684-6403-8.ch009> (SCOPUS indexed). ISBN-13: 9781668464038.

(To be published – Abstract Accepted)

- Mathur, P., & Agarwal, A. Flexibility as a competency to compete in e-business. In *Digital Supply Chain Management: Flexibility and Emerging Perspectives*. Springer Nature.
- Mathur, P., & Agarwal, A. Modelling the drivers of citizen engagement and participatory planning. In *Smart Cities: Innovations, Challenges, and Future Perspectives*. Springer Nature.

Peer Review Experience:

- Reviewed the manuscript *Unraveling the Black Box: The Nexus Between Sustainable HRM Practices and Sustainable Performance* for the *South Asian Journal of Social Studies and Economics* (Ms_SAJSSSE_131199) on February 13, 2025.
- Reviewed *Prioritization of Barriers in the Journey of Regenerative Tourism - A DEMATEL Perspective* for the *Journal of Advances in Management Research* (Jamr-08-2024-0308) on January 9, 2025.
- Reviewed *The Assessment of the Efficacy of Room Division Communication in Customer Retention in Some Selected Hotels in Bauchi Metropolis* for the *Asian Journal of Economics, Business and Accounting* (Ms_Ajeba_126443) on November 19, 2024.

WORK EXPERIENCE

- Associate Professor, International School of Informatics and Management (IIIM) *December 15, 2021 – Present*
- Associate Professor, Maharshi Arvind Institute of Science and Management *July 2017 – December 2021*
- Visiting Faculty *(July 2015 – June 2017)*
- Strategic HRM & Research subject at Manipal University
- MBA, BBA & B.Com classes at Maharshi Arvind University
- Vice Principal, Jaipur Cambridge Public School *(October 2014 – April 2015)*
- Sr. Assistant Professor, IIIM, International School of Informatics and Management *(July 2011 – June 2012)*
- HOD MBA, Biyani Group of Colleges *(September 2008 – June 2011)*
- Senior Faculty, Asia Pacific Institute of Management, Jaipur *(April 2008 – August 2008)*

I hereby declare that the above given information is true and to the best of my knowledge.



(Dr. POORNIMA MATHUR)